

ICDPA MEETING TUESDAY 8th DECEMBER

Webmetrics and the Australian automotive industry 2009 & 2010

At the next ICDPA meeting we will present two topics. We will analyse the five years of ICDPA Webmetrics research and provide Members with a number of key initiatives ICDPA believe will be necessary for future website design; and we will assess the economic outlook for 2010 and the implications for the Australian automotive industry.

Webmetrics

In 2005 ICDPA commenced a detailed review of the major Australian automotive websites with a view to providing ICDPA Members with an objective analysis of the sites by reviewing overall site design and layout (including navigation features and aesthetic consistency); functionality, in particular search functions, levels of user personalisation, and security features; and level of customer value offerings, particularly product and service information, support and customer interactivity.

This has been achieved by using a co-ordinated set of website measurements to aggregate data on technical and quantitative nature of websites; and assessing how websites interlink with existing and potential customer relations issues such as fulfilment, product and service research, customer information needs, service and support, and customer value. This research has now been extended to cover dealer websites and motor cycle sites.

At this meeting Roberto Colanzi will provide Members with our latest findings on website design and effectiveness and key initiatives ICDPA believes will be necessary for the future.

Review of 2009 and the economic outlook for 2010

Richard Johns joined us early in 2009 to present a view of the prospects for the 2009 automotive industry. At this meeting he will update the Australian Automotive Intelligence perspective on the Australian automotive market by:

- reviewing the Australian vehicle market performance in 2009 against the background of some of the main economic variables and other key determinants of motor vehicle sales; and
- looking at both the economy and vehicle market prospects for 2010.

Please note that this meeting will conclude by 11:30am.

Please pass this advice on to others in your organisation if you consider they may be interested in attending this meeting.

Details of the meeting are as follows:

Tuesday 8th December – Melbourne 8:30 am for a 9:00 am start

**Venue: Royal South Yarra Lawn Tennis Club,
Williams Road North, Toorak, VIC 3142 Australia**

Entry to the Clubhouse is through the main entrance located on Williams Road North. Cars may be parked in the underground car park or on Williams Road North.

NOTE: No parking is permitted in Verdant Avenue.

Members should email Jeannette Harlock ICDPA Administration Manager email: jworks@midnight.net.au to register for this meeting.