

BUSINESS SUPPORT

Case Study on an issue resolved by the Connemara Programme

2016

Key Points

- Consumers increasingly search for products and services
- Businesses must be present and visible online so that consumers can locate and trade with them
- Increasing levels of retail are carried out online between 17.00 and 09.00 when physical shops are closed
- Businesses must now compete with their geographically close competitors and those who are online and remote
- Offline Businesses will increasingly lose the opportunities available from the next generation of local and global consumers

The Issue

Many businesses have yet to fully integrate online resources to their businesses management and commercial practices. The information and tools used vary greatly in quality, quantity, currency and maintenance. This damages existing businesses and undermines the potential success of new ones.

The Approach

The Programme has focused on a number of key areas to assist businesses in improving their use of online tools and quality of service provided through them.

1) Information: A business has one set of relevant information that describes their business, its purpose and value proposition. Assisting business owners to understand that this information set must be used and maintained consistently across all channels and customer contact points is a key support activity of the Programme.

2) Capture Information: The Programme captures and normalized data and information for businesses. It supports this with current visuals (Photos videos graphics)

3) Promotion: The business information and visuals are categorised and presented in a standard manner using the Myconnemara.com site. The use of a map based presentation is used with all available information presented in a standard format to end users. The site is promoted locally, nationally and world wide mainly through social media, focused engagement with external parties and conferences. Www.myconnemara.com receives 6000+ page hits per month and traffic continues to grow.

The Result

Businesses are provided with advice on issues the Programme identifies, how to better use their information and how to enhance the impact of online and off line information use. They are provided with free access to hundreds of online maps that compliment their market offer. In addition businesses without a web presence can be supplied with a starter web site that provides fast to create, cost effective initial web presence . The extensive and detailed categorisation of the businesses also provides the foundation for a value and rewards based network system for Connemara businesses.