

Coach.com and the 10 Cs

Customer value It is not clear if the full product range of Coach is available online; what is clear is that the online shopper has a wide selection (including limited editions!) and ease of navigation to view them. Products are categorized for easy retrieval through uncluttered pages. There is also a search facility for a quick tour. There are multiple tools for product views such as zoom, image enlargement, colour selection, complementary product selection, avatar product view and an online flip over catalogue!

Cost Coach maintains a consistent online and offline pricing strategy. Nowhere on the website are products marked with 'Sales' or 'Discount' signs.

Convenience The Coach e-store as a retail destination offers several features that enhance and stimulate an enjoyable shopping experience, except sound. The website can also be found easily on search engines.

Communication Coach.com provides visible ways of communicating with the online customer. The Customer Services telephone number appears on the homepage and on all subsequent pages. Links to customer services, email sign-up and store locations are also visible on multiple pages including those in the online catalogue.

Computing Coach has made excellent use of computing technology to design an effective website. Orders are shipped within two to three working days of purchase and the customer can track the status of their purchased merchandise online. There is also a facility for express shipping.

Customer franchise Coach.com communicates a consistent brand image through its website. The overall experience of the customer after each visit is expected to be positive. The service is quick, well-organized and provides value and a high satisfaction level.

Customer care The online customer care of Coach.com is one of the most efficient in the luxury fashion industry. Online customers are offered the possibility to return or exchange new and unused merchandise either at a Coach store or through shipping. Merchandise can also be exchanged for store credit. Provisions are also made for telephone contact, email contact, free catalogue order, viral marketing and product registration. Consumers also have the possibility to purchase and check the balance of gift cards online.

Community At the time of writing, neither Coach nor its consumer group had developed a visible user community platform.

Content Coach.com features relevant corporate and product and services information, presented in a highly functional and uncluttered layout. However the website is deficient in social benefits.

Customization The website of Coach lacks customization features for products, services and web contents.