

**Dissertation submitted in partial fulfilment of the requirement for
a Master's degree**

Major: E-Business

SUBJECT:

**The Impact of User Experience on The
Company's Reputation.**

CASE : HEETCH EL DJAZAYER.

Submitted By:

Mrs.Khiter Naila.

Mrs.Essiret Yasmine.

Supervisor:

Dr.Toumi Rahma.

Academic year

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Dedication:

I dedicate this project:

*To my dear father “**Essiret Slimane**”, no dedication could ever express the love, esteem, devotion, and respect I have always had for you.*

This work is the result of your sacrifices for my education and training.

I dedicate this work to you as a testament of my deep love. May God, the Almighty, preserve you and grant your health, a long life, and happiness.

*To my dearest mother, “**Dehache Khalida**” you are the epitome of goodness, tenderness, and devotion. Your encouragement, prayers, and blessings have been crucial in my success. No words can express my gratitude for your lifelong sacrifices.*

*To my dear sisters “**Ahlem**”, “**Chemce Edoha**”, and “**Nour ELAyèt**” as a testament to the attachment, love, and affection I have for you. You are always in my heart. I thank you for being the shoulder I can always rely on.*

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*To my beloved family, your unwavering support and love have been my greatest strength, to my beloved aunts specially **Kheiramy** beautiful cousins **Nabila, Ratiba, Chaima Douaa, Riham, Abir and Nawal**, and of course **Yacine and Adel**, your kindness, loyalty, and encouragement mean the world to me, wishing you all the success in your lives*

I HOPE THAT GOD WILL ALWAAYS GRANT ME YEARS FULL OF SUCCESS

Yasmine

Dedication

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ.

﴿ وَأَنْ لَيْسَ لِلْإِنْسَانِ إِلَّا مَا سَعَى ﴾ ﴿ وَأَنْ سَعْيُهُ سَوْفَ يُرَى ﴾

صَدَقَ اللَّهُ الْعَظِيمُ.

سورة النجم 39-40.

“In the name of my Creator, the facilitator of my affairs, and the protector of my affairs, all praise and gratitude belong to you.”

I dedicate this success to myself first and then to everyone who worked with me to complete this journey. May you always be a support to me that is not lost forever.

To the one whom God has crowned with awe and reverence.. To the one whose name I carry with pride.. To the one who harvested the thorns in my path to pave for me the path of knowledge after God’s grace. What I am in goes back to my father, the man who strived throughout his life for us to be better than him. My dear father.

To my angel in life, to the meaning of love, to the meaning of tenderness and dedication... to the smile of life and the secret of existence, to the one whose supplication was the secret of my success and whose tenderness was the balm for my wounds, who was my mother, sister, and friend, my first supporter, and the destination from which I drew strength. my beloved mother.

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Listof abbreviations :

UX: user experience
CX: costumer experience
NPS: net promoter score
LTV: lifetime value
BZ: below zero
CRM: customer relationship management
CSM: customer satisfaction measurement
CPS: Customer Perceptions Survey
CBS: customer benchmarking survey
CES: Customer Effort Score
CSAT: customer satisfaction score
CSI: customer satisfaction index
ZMOT: Zero Moment of Truth
KPIs: key performance indicators
E-reputation: electronic reputation
ROI: return on investissement
VTC : Voiture de transport avec chauffeur
TNC: transportation network companies
CAGR: compound annual growth rate
OPS: operations
ACD: Automatic Call Distribution
Apps: applications

Summary

The interactions a user has with a company they deal with can come off as countless and through different touch points. Some questions need to be asked: what can be the impact of these interactions? And what is the outcome of it for the reputation of the company?

This research takes place in terms of the study of the user experience, how the company can satisfy its customers, and how to visualize it in order to help the company better understand the thought flow of the customers as well as their experiences. and finally, how this experience can impact the reputation of the company, particularly in VTCs, which increasingly find themselves facing tough competition and better informed and more demanding customers.

Our study aims to demonstrate the impact of the user experience on the company's reputation and their satisfaction in the Algerian VTC sector, more precisely at the level of HEETCH El Djazair.

In order to better understand our research subject, we have used a descriptive-analytic method. And to strengthen our study, we have implemented a quantitative method where we have established a questionnaire that will be distributed to HEETCH's individual customers.

The decision to use a questionnaire stems from the desire to assess customer satisfaction and thoroughly investigate the various facets of user experience (UX) and reputation by asking a representative sample (passengers and drivers) of subsets of the mother population. And to analyze the results, we used SPSS Statistics 27. Due to which we arrived at the following conclusions that the majority of customers of Heetch are satisfied and had a good experience with Heetch's services. Also, Heetch has a good reputation in the community. And finally, The company's reputation is directly related to customer satisfaction.

Keywords: user experience, reputation, impact, satisfaction.

Résumé:

Les interactions qu'un utilisateur a avec une entreprise avec laquelle il traite peuvent se révéler innombrables et passer par différents points de contact. Certaines questions doivent être posées:

Quel est l'impact de ces interactions? Et quel est l'impact sur la réputation de l'entreprise?

Cette recherche se déroule en termes d'étude de l'expérience utilisateur, de la manière dont l'entreprise peut satisfaire ses clients et de la façon de la visualiser afin d'aider l'entreprise à mieux comprendre le flux de pensée des clients ainsi que leurs expériences. Et enfin, comment cette expérience peut impacter la réputation de l'entreprise, notamment dans les VTC, qui se retrouvent de plus en plus confrontés à une concurrence rude et à une clientèle mieux informée et plus exigeante.

Notre étude vise à démontrer l'impact de l'expérience utilisateur sur la réputation de l'entreprise et leur satisfaction dans le secteur du VTC Algérien, plus précisément au niveau de HEETCH El Djazair.

Afin de mieux comprendre notre sujet de recherche, nous avons utilisé une méthode descriptive-analytique. Et pour renforcer notre étude, nous avons mis en œuvre une méthode quantitative où nous avons établi un questionnaire qui sera distribué aux clients individuels de HEETCH. La décision d'utiliser un questionnaire découle de la volonté d'évaluer la satisfaction des clients et d'étudier en profondeur les différentes facettes de l'expérience utilisateur (UX) et de la réputation en interrogeant un échantillon représentatif (passagers et chauffeurs) de sous-ensembles de la population mère. Et pour analyser les résultats, nous avons utilisé SPSS Statistics 27. Grâce à cela, nous sommes arrivés aux conclusions suivantes selon lesquelles la majorité des clients de Heetch sont satisfaits et ont eu une bonne expérience avec les services de Heetch. De plus, Heetch a une bonne réputation dans la communauté. Et enfin, La réputation de l'entreprise est directement liée à la satisfaction de ses clients.

Mots clés : Expérience utilisateur, réputation, impact, satisfaction.

الملخص:

يمكن أن تكون التفاعلات التي يجريها المستخدم مع الشركة التي يتعامل معها لا تعد ولا تحصى ومن خلال نقاط اتصال مختلفة. يجب طرح بعض الأسئلة: ما هو تأثير هذه التفاعلات؟ وما هي نتائج ذلك على سمعة الشركة؟

يتم هذا البحث من حيث دراسة تجربة المستخدم، وكيف يمكن للشركة إرضاء عملائها، وكيفية تصور ذلك لمساعدة الشركة على فهم تدفق أفكار العملاء بالإضافة إلى تجاربهم بشكل أفضل. وأخيراً، كيف يمكن أن تؤثر هذه التجربة على سمعة الشركة، لا سيما في القطاع الجزائري لنقل الركاب، التي تجد نفسها بشكل متزايد تواجه منافسة شديدة وعملاء أكثر استنارة وأكثر تطلباً.

تهدف دراستنا إلى إظهار تأثير تجربة المستخدم على سمعة الشركة ورضاهم في القطاع الجزائري لنقل الركاب من خلال المنصات الإلكترونية لحجز الرحلات، بشكل أكثر دقة على مستوى هييتش الجزائر.

من أجل فهم موضوع بحثنا بشكل أفضل، استخدمنا الطريقة الوصفية التحليلية. ولتعزيز دراستنا، قمنا بتنفيذ طريقة كمية حيث أنشأنا استبياناً سيتم توزيعه على عملاء هييتش الأفراد.

ينبع قرار استخدام الاستبيان من الرغبة في تقييم رضا العملاء وإجراء تحقيق شامل في الجوانب المختلفة لتجربة المستخدم وسمعته من خلال طرح عينة تمثيلية (الركاب والسائقين) من مجموعات فرعية من العينة الأم. ولتحليل النتائج، استخدمنا إحصائيات SPSS 27.

ونتيجة لذلك توصلنا إلى الاستنتاجات التالية التي مفادها أن غالبية عملاء هييتش راضون ولديهم تجربة جيدة مع خدمات هييتش. كما أن هييتش تتمتع بسمعة طيبة في المجتمع. وأخيراً، ترتبط سمعة الشركة بشكل مباشر برضا العملاء.

الكلمات المفتاحية: تجربة المستخدم، السمعة، التأثير، الرضا.

General Introduction

The user experience (UX) has become a crucial component in building an organization's reputation. A well-thought-out and positive user experience can enhance not only user pleasure but also the brand's overall perception worldwide. Consumer contacts with a company's goods or services shape their experience and directly affect how they feel about the brand.

Positive user experiences can result in increased customer loyalty, positive recommendations, and a positive impression of the business. On the other hand, a negative user experience may result in negative feedback, a decline in user confidence, or even harm to the company's reputation. Important user experience components including ease of use, clarity of information, responsive customer service, and personalization of interactions have a significant impact on how customers perceive the brand.

In a digital world when customer reviews and feedback spread quickly across online platforms, user experience becomes a determining factor in an organization's reputation. Businesses who invest in high-quality user experiences (UX) show their commitment to user happiness and solidify their market position by giving users memorable and enjoyable experiences. As a result, user experience (UX) becomes a strategic lever for creating and preserving a strong and favorable reputation in a competitive environment that is always changing.

By delving into the intricate relationship between user experience and corporate reputation, this study aims to provide valuable insights for businesses, particularly in the context of the evolving digital landscape. Through a meticulous examination of these factors, we seek to contribute to a deeper understanding of how companies can leverage user experience to enhance their reputation and ultimately drive success in today's competitive market environment.

In summary, user experience plays a critical role in building a brand's reputation and should be a top priority for businesses. A well-designed user experience may foster loyalty and user advocacy, build trust and credibility, and produce unforgettable experiences.

The theme of how user experience affects an organization's reputation stems from a significant shift in the modern business landscape, where user experience and reputation are becoming increasingly important. This topic was chosen because of its growing significance

in the current digital environment, where user interactions with a company's goods and services directly influence how the public perceives the brand. This topic allows for a thorough investigation of how user experiences affect consumers' overall perception of the business by focusing on the impact of UX on reputation.

Our decision to focus on the effect of user experience (UX) on the company's reputation, using Heetch as a case study, stems from the growing significance of UX in consumers' perceptions of brands. As a rapidly growing VTC company, Heetch provides an appropriate study area for examining how a creative and fluid user experience can help build a positive reputation.

Our study's goal is to examine how user experience (UX) affects a company's reputation, with a particular focus on the Heetch case. We aim to show how a pleasant user experience (UX) may improve consumers' reputation of the brand and to pinpoint the essential UX components that help build a strong reputation.

Inside the context of our research on "the impact of user experience on business reputation," our main concern is assessing the impact of user experience (UX) on perception and reputation inside HEETCH. Thus, we pose the following question: **What is the impact of the user experience on the company's reputation?**

A certain number of inquiries arise from our problematic specifically:

- **Q1:**To what extent does the user experience influence the overall brand perception of customers?
- **Q2:**What are the specific elements of the user experience that have the most impact on the company's reputation?
- **Q3:**Are there significant differences in how different customer segments evaluate the impact of the use of experience on the company's reputation?

To answer the sub-questions which are at the heart of our own problem, we

propose the hypotheses below:

- **H1:**A positive UX reinforces the positive perception of the brand by customers.
- **H2:**Key elements of UX such as ease of use and after-sales service have a significant impact on the perception of the brand by customers.

- **H3:**Customers from younger demographic segments place a higher importance on UX.

In order to better understand our research subject, we have used a descriptive-analytic method in order to better understand our research subject, we have conducted documentary studies, specifically examining books, scientific articles, and websites. In order to thoroughly investigate the various facets of user experience (UX) and reputation, we consulted a wide range of publications.

To strengthen our study, we have implemented a quantitative method where we have established a questionnaire that will be distributed to HEETCH's individual customers.

The decision to use a questionnaire stems from the desire to assess customer satisfaction by asking a representative sample of subsets of the mother population. And to analyze the results, we used SPSS Statistics 27.

The approved work plan breaks down as follows:

We have organized a theoretical section consisting of one chapter and a practical section also consisting of one chapter.

Except, the introduction, the conclusion, and the annexes.

Our work is divided into two chapters:

Chapter one is dedicated to user experience and reputation, we first study generalities about UX and reputation: their definitions, their importance... in the first section, then in the 2nd section we talked about how to measure and manage UX, highlighting the evolution of customer relationships, how to measure customer satisfaction, CRM..... In the 3rd section, we talked about how to manage and evaluate the company's reputation, during which we discussed how to measure and manage business reputation, ROI, types of performance measurement....

In the second chapter, which is the practical chapter, we mentioned the presentation of the VTC service in the first section. In the second section, we discussed the history and presentation of Heetch, the organizational chart, the difference between VTC services in Algeria, as well as the research method, which includes a quantitative approach with the definition of the questionnaire and its development, and how we collected the information,

including the types of questions. In the last section, we analyzed all the questionnaire results, presenting them in tables, graphs, and comments. Additionally, we used Analysis Factorial Correspondence (AFC), which allowed us to understand the relationship between pairs of variables and therefore questions linked to the study (**the Chi square “khi-deux”** test and correlation to read our results and the alternative coefficient of determination, **R square “R-deux”**, to justify the goodness of fit).

Chapter one:

User experience and reputation

Introduction

The user is given top priority in modern marketing techniques, which center all interactions around them. Users of today have enormous power on a company's reputation, which they can utilize to their advantage or disadvantage. User-business interactions take place at a variety of touchpoints, including before to, during, and following a purchase or service contact.

Deciphering user interactions is similar to figuring out User Experience's (UX) complexity. UX includes all aspects of a user's interaction with digital products and services, such as usability, aesthetics, and emotional impact. As we dive more, we find that a company's user experience has the power to significantly influence its reputation among its digital audience. This is a strategic asset rather than just a technical one.

Three main areas will be covered in this chapter: managing and assessing company reputation; measuring and managing user experience; and providing an overview of user experience and reputation. These sections will give readers a thorough understanding of user experience and management techniques that can be used to improve overall business success.

Section one: Over view of user experience and reputation

Introduction

To comprehend the impact of UX on reputations company, we first delve into the ux foundational elements. Section one provides a nuanced understanding of UX and reputation, encompassing the definition, importance of UX, UX mapping, also the definition of costumer experience CX and the difference between it and UX and also, we will present the definition and the importance of reputation going to clarify difference between image, notoriety and reputation and identify the impact of reputation on business success.

1.1 User Experience (UX)

1.1.1 Definition of User Experience (ux)

Refers to the quality of the user's experience in any contact circumstance. The term "user experience" (UX) refers to the whole feeling that an end user has when interacting with any device or service, be it an interface, a digital device, or something else entirely. Therefore, user experience (UX) differs from ergonomics and usability.¹

In the last ten years, the terms "user experience" (UX) and "interaction design" have gained popularity in the fields of HCI and interaction design. As technology advanced, interactive devices became desirable, trendy items in addition to being more practical and easier to use. UX is swiftly gaining traction as a competitive alternative to traditional HCI, according to practitioners and researchers alike. This is likely due to the perception that a limited focus on interactive products as tools fails to capture the variety and growing features of technology use. Indeed, the word offers a new perspective and a shift in direction without getting too explicit. The current introduction to "empirical studies of the user experience" is to provide a tentative definition for the term "user experience." It offers a brief overview of user experience (UX) and our vision for the future of UX research. It is intended more as a suggestion—a catalyst for additional UX research—than as a prediction of the future.²

The most widely used definition of UX is that of Don Norman, which pertains to encompasses all aspects of the end user's interaction with the company, its services, and its

¹Usabilis <https://www.usabilis.com/definition-ux-experience-utilisateur-user-experience/> accessed April 20, 2024 at 21:01

²Marc Hassenzahl & Noam Tractinsky Pages 91-97 | Published online: 04 Mar 2011

products. It is the sum of emotional, reactive, physical, and psychological perceptions of a user resulting from the interaction with any aspect of a company's industrial design.¹

Synthesis:

User experience (UX) is how someone feels and reacts when they use a system, product, service, or item. It includes their emotions, thoughts, and physical responses during and after the interaction.

1.1.2 Definition of customer experience (CX)

The new marketing places the customer at the center of all of its communications, but how different people respond to these messages depends on a variety of factors, including their cultures, expectations, and previous experiences.

It is difficult for humans to make complex judgments without the benefit of their past experiences, and purchasing decisions are no exception. Because of this, creating a smooth and engaging customer experience is regarded as a valuable strategic asset for businesses and brands.²

“What people really desire are not products but satisfying experiences.”³

Customer experience (CX) is the perception that consumers have of a brand or business based on their interactions with it through various channels. These interactions can involve awareness, discovery, cultivation, advocacy, and purchase, whether they occur via phone calls, advertisements, or other means, even if they don't result in a purchase. Customers' perceptions of the brand—satisfaction or disappointment—are formed as a result of these encounters and change as a result of their interactions with the brand.⁴

“Customer experience is a multi-dimensional construct focusing on a customer’s cognitive, emotional, behavioral, sensorial, and social responses to a firm’s offerings during the customer’s entire purchase journey.”⁵

¹Don Norman, "The Design of Everyday Things" (2013)

²BouchihaAmani,Djelid Manel (2020-2021) Influence of Mapping Customer Journey On Purchase Decision,Memorymastersdegree,page 06

³Abbott, Lawrence (1955), Quality and Competition. New York: Columbia University Press.

⁴BouchihaAmani,Djelid Manel (2020-2021) Influence of Mapping Customer Journey On Purchase Decision,Memorymastersdegree,page 06

⁵ Katherine N. Lemon, Peter C. Verhoef (2016), Understanding Customer Experience throughout the Customer

A customer experience is the culmination of the emotions, smells, sounds, and insights the brand conjures when they think about it. In other words, it's how consumers feel about the brand when they engage with it.

These days, businesses offer nearly identical products with comparable qualities, which influences consumers to make decisions based on the items' affordability and ease of use. Customers frequently base their decisions on their feelings or on the emotions they associate with a previous encounter. Positive customer experiences result in more purchases and greater forgiveness of errors; they also serve as a word-of-mouth marketing tool for the business. Companies should concentrate their efforts and resources on creating experiences that make a positive, lasting impact.¹

“You are no longer competing in your category of service. You are also not selling what you think you are. You are competing for memories. You are trying to capture headspace and heart space in a world where most brands seem like they care very little. You are competing for attention in a sea of distractions. To be noticed, you have to be different and spark a feeling that people desire.”²

By fostering a more loyal customer base and encouraging positive word-of-mouth from satisfied clients, investing in customer experience design will boost income. Customers today have greater purchasing power and are more connected and self-assured. They will remain loyal to companies that show genuine concern for their needs. Every unplanned connection runs the danger of losing these customers to competitors who know how to offer a positive experience in a market crowded with companies all vying for the same audience. This means that if one customer's experience doesn't measure up to their expectations, it can seriously harm the reputation of the company. This is the strength of Web 2.0, as it only takes a Google search to locate a substitute³.

“Pine and Gilmore conceptualized the idea of “experiences” as distinct from goods and services, noting that a consumer purchases an experience to “spend time enjoying a series of memorable events that a company stages ... to engage him in an inherently personal

Journey, Journal of marketing, JM-MSI Special Issue, p7.

¹BouchihaAmani,Djelid Manel (2020-2021) Influence of Mapping Customer Journey on Purchase Decision,Memorymastersdegree,page 07.

² Chantle BOTHA (2020), Customer Journey Mapping, p 17.

³BouchihaAmani,Djelid Manel (2020-2021) Influence of Mapping Customer Journey on Purchase Decision,Memorymastersdegree,page 07.

way.”¹

Whether positive or negative, joyful or depressing, every brand-customer interaction leaves a trace of emotion that becomes connected to the brand. A consumer will base his decision to buy or not buy on this feeling. Based on this emotion, a customer will ask himself: to buy or not to buy? To love or not to love? It is easier for people to repeat business with a brand when they have a positive experience. To do that, all firm divisions should collaborate to establish a smooth and uniform customer experience. This can be done by proactively communicating about concerns, developing readily available self-help resources, and using marketing to set reasonable expectations for the product or service. Conversely, a negative experience will lead to negative word-of-mouth, a loss of customers, and a reduction in sales.²

Synthesis:

Customer experience refers to all of the feelings and perceptions a customer has while interacting with a business. She doesn't just focus on the caliber of the goods or services provided; it also covers every interaction point, from the initial point of contact to the after-sale.

1.1.3 Difference between user experience (UX) and customer experience (CX)

As discussed above, customer experience (CX) is a broader term. It is all-encompassing and deals with various actions to improve the overall customer experience. On the other hand, user experience (UX) revolves around a particular product or service and its usability—what is the interface, how easy it is to use, and the intuitiveness levels.

Let's try to understand the differences between CX and UX.

For better clarity, we've segregated the differences into the following sub-headings:

¹ Katherine N. Lemon, Peter C. Verhoef (2016), Understanding Customer Experience throughout the Customer Journey, Journal of marketing, JM-MSI Special Issue, p5.

² Bouchiha Amani, Djelid Manel (2020-2021) Influence of Mapping Customer Journey On Purchase Decision, Memory masters degree, page 07.

1.1.3.1 Goals and Objectives

Customer experience (CX) strives to ensure customer satisfaction throughout the user's journey, addressing their feedback at every touchpoint. It focuses on creating a positive brand impact across all channels of the customer experience.

You've got to start with the customer experience and work back towards the technology—not the other way around.” Steve Jobs.

User experience (UX) aims to deliver seamless and effortless product experiences, focusing on resolving customer issues at different levels. This involves designing individual product interactions to cultivate positive experiences while prioritizing the usability and functionality of each aspect or product.¹

1.1.3.2 The Background and audience

CX requires collaboration from diverse teams across different segments, including marketing, customer service, sales, and business analysts. Additionally, it involves engaging with a broader audience to gain a more comprehensive understanding of how people perceive the brand's product or service.

UX involves teams with specific expertise, such as technical, design, and psychology specialists. These specialists focus on particular aspects of the user experience by targeting smaller groups.²

1.1.3.3 Metrics

CX emphasizes the overall customer experience, including customer satisfaction and likelihood to recommend the brand to others. The metrics used to measure customer satisfaction include:

- **Customer satisfaction:** measured on a scale of 1 to 5, are instrumental in assessing customer contentment. These scores can be tailored to suit the company's requirements and serve as indicators of the efficiency of the customer service department. They encapsulate the level of satisfaction a customer experiences with a brand.

¹<https://www.netsolutions.com/insights/customer-experience-vs-user-experience/> visited February 6th2024, at 12:50 p.m

² *idem*

- **Net promoter score NPS:** It is a gauge of customer loyalty and indicates whether customers are inclined to recommend the brand to others. This metric is extensively employed to gauge customer feedback and can aid in evaluating revenue fluctuations.
- **Churnrateandretention rate:** This metric helps assess the rate of customer attrition within a specific timeframe and the number of customers the business can retain over a defined period.
- **Customer effort score:** This metric is frequently employed by businesses to assess the ease or difficulty customers face in resolving issues. It also seeks to understand the reasons behind specific problems and how they can be resolved.¹

Table 1: Differences between user experience and customer experience

User Experience	Customer Experience
Works on a single interaction point	Builds the entire experience journey
Product experience	Sales process – before, during, and after
Issue management at a specific point	Overall experience throughout the brand association
Done by specific teams	Under multi-departmental teams
Behavioral metrics – task, abandonment, success, clicks	Attitudinal metrics – interaction, perception, outcome

Source:<https://www.netsolutions.com/insights/customer-experience-vs-user-experience/> accessed feb 6, 2024

1.1.4 Customer value

The amount commonly referred to as the customer lifetime value (LTV) or the net present value of the stream of anticipated future financial contributions from the customer is comparable to the real worth of a customer. Every customer of a business today will be accountable for a particular sequence of future events, each of which will have an economic effect on the business: buying a product, paying for a service, sending in a subscription fee, exchanging or upgrading a product, filing a warranty claim, calling the help line, referring a friend or colleague, and so on.

¹<https://www.netsolutions.com/insights/customer-experience-vs-user-experience/> visited february 6th 2024, at 13:00 p.m.

Every one of these events is scheduled for a specific future date and may be quantified in terms of its financial impact at that point in time. Each of these future occurrences has a net present value that can be calculated today by factoring in the time value of money and applying a discount rate. TV is essentially the sum of the net present values of all future occurrences that are linked to a certain customer's behavior.

Visualizing each customer as having a "trajectory" that carries them through time in a financial connection with the business is a helpful way to think about the many events and activities that they will be participating in. A customer may, for instance, start their relationship at a specific beginning point and with a specific amount of money. He eventually starts to spend more and purchases another product line from the business. Later, he also starts to pay more for certain extra services. Even later, he files a complaint, and the business must incur some expenditures in order to address it. This marks the end of his association with the company. This also holds true for a corporate customer. Even if a "business" could have endless potential as a customer in the future, each of the individual customers, purchasing agents, influencers, and so on will ultimately retire, obtain a promotion, be moved, or get fired.

Diverse customers will follow distinct paths. Each customer's lifetime worth may be thought of as the net present value of the financial contribution symbolized by their path through the customer base. An organization must subtract the costs related to a customer, such as relationship maintenance fees, from their stream of positive contributions, which include purchases of goods and services.

Relationships, for example, typically call for some level of one-on-one communication, whether through phone, fax, Web, mail, e-mail, or in-person meetings. These expenses, in addition to any others that pertain to a particular individual customer, will lower the customer's lifetime value (LTV). Occasionally, however, the expenses related to a customer actually exceed the customer's positive contributions in full, in which case the customer's LTV is below zero (BZ).¹

Frederick Newell, a CRM expert, claims that there are several applications for LTV models. They can assist a business in figuring out how much it can afford to spend on bringing on a

¹Don Peppers, Martha Rogers, Philip Kotler, Esther Dayson, Geoffery Moore, Stuart Alsop and Seth Godin (2004), *Managing Customer Relationships ; A strategic framework*, Published simultaneously in Canada Page 116, 117, 118.

new customer, or possibly a particular kind of new customer. They can assist a business in determining the exact cost of keeping a current customer. An organization can focus its customer acquisition efforts on acquiring primarily higher-value customers by using a model that forecasts greater values for specific customer groups. Rather of focusing just on immediate sales, the LTV evaluation might be a more fruitful approach to justify marketing expenditures.

While advanced modeling techniques aid in the quantification of LTV, many additional aspects are difficult to measure, such as the value produced by a customer referring another client to the business or the support a customer may provide in inventing a new product. The following data, properly weighted and quantified, should be included in part or all of any model that aims to determine the LTVs of individual customers:

- *Repeat customer purchases.*
- *Greater profit and/or lower cost (per sale) from repeat customers than from initial customers (converting prospects).*
- *Indirect benefits from customers, such as referrals.*
- *Customer's stated willingness to do business in the future rather than switch suppliers*
- *Customer records.*
- *Transaction records (summary and detail).*
- *Products and product costs.*
- *Cost to serve/support.*
- *Marketing and transaction costs (including acquisition costs).*
- *Response rates to marketing/advertising efforts.*

The goal of LTV modeling is to compare a customer's past with that of other customers by using these data points to build a historically quantified picture of the customer. After that, the business may start creating a statistical model of the customer's journey with it and forecasting the customer's future trajectory, which includes the amount and timeframe of his spending.¹

¹Don Peppers,MarthaRogers,PhilipKotler,Esther Dayson ,Geoffery moore,Stuart Alsop and Seth Godin(2004),Managing Customer Relationships ;A strategic framework , Published simultaneously in Canada Page 118

1.1.5 UX mapping

Providing an exceptional User Experience (UX) has never been more crucial. In addition to boosting conversion rates, a quality UX contributes to the positive reputation of a company or brand. It is estimated that 88% of users do not return to a website after a poor user experience.

Experience mapping helps to become aware of each stage in a user's journey, from the very first contact to the establishment of a long-term relationship. It also allows for a step back to assess the quality of one's website. It is a wealth of actionable information for organizations, serving their strategy and differentiation.

UX mapping, also known as UX map, is the process of creating, step by step, a visual representation of the experience users have on a website. The goal is to understand their journey toward a specific objective.

There can be multiple objectives and various ways to achieve them. Indeed, for the same ultimate goal, the flow and paths taken can be radically different. Therefore, a UX map is a representation of user interactions in their journey.

It's a tool dedicated to optimizing the user experience, particularly valuable for the work of web designers and developers.

A UX map helps to:

1. Gain a better understanding of user flows.
2. Have an overall view of the situation at a given moment.
3. Identify missing or unnecessary actions for the user.
4. Visualize information gathered about users.
5. Devise strategies to enhance the offering or the way an offering is delivered.
6. Obtain an objective perspective on the functioning of the website, especially when the mapping is done by an external provider.¹

¹Adimeo <https://www.adimeo.com/blog/ux-mapping-ou-cartographie-de-lux-user-journey-experience-map-ou-blueprint?fbclid=IwAR14ocRnECrPzlp1kMFMd2hUFSZr-fm2jCzJM245vHEXoXUEf2cT42FtCRQ#> accessed feb 27, 2024 at 13:57

1.1.6 Importance of UX

UX is significant because it strives to meet the demands of the user. It seeks to deliver satisfying experiences that maintain consumers' fidelity to the brand or product. Furthermore, defining customer journeys on the website that are most beneficial to business success is made possible by a meaningful user experience. If it strikes the correct balance between features and functionalities of the user experience, the users will feel successful and happy from the very beginning of the process until they have completed the transaction, which will encourage them to return for more!

1.1.6.1 It improves the Brand's Reputation

There are numerous proverbs regarding first impressions. The majority of first impressions are connected to design. Although the User Interface sets the initial impression, it is the User Experience that decides whether or not you can build on this initial impression.

Congratulations if your clients keep coming back for more! You've been able to identify and meet their demands. As a result, users will enjoy using your application more and be more concentrated on the task at hand.

1.1.6.2 It Helps End-Users to complete Tasks faster

An excellent user experience design makes it easier for users to navigate your software. End users won't have to waste time figuring out how to accomplish a task because they can navigate between sections with ease.

The culmination of the entire design process is a fantastic user experience design. Everything from wireframes and a neatly arranged hierarchy to in-depth analysis of the requirements, habits, and expectations of your user personas.

In this case, a stress-free, happy user experience that not only helps them perform their job swiftly but also saves them time to move on to the next activity is a standard sign for good User Experience and customer satisfaction.

1.1.6.3 It Makes the Customers More Loyal

User Interface The emotions and sentiments of users are at the core of design. Therefore, it can affect your users' behavior in the long run.

Customers will keep using the product if they find it to be beneficial, enjoyable, simple to use, and they have good experiences with it. They'll be devoted to you and use your services to repay you.

1.1.6.4 It Encourages Sales

Delivering comprehensive functionality and usability at the same time is a common conflict in good UX design. Moreover, you want to have as few processes in your client interactions as possible.

Your clients' loyalty will increase if you can make them fall in love with your product, and new visitors who test it out may end up becoming new users as well. This implies that more individuals will eventually register, buy your goods, or pay for your services.

When you design a user experience that brings happiness to your users, they will remain engaged with your product longer and ultimately convert.

1.1.6.5 Excellent UX elevates mediocre products to exceptional ones.

As research, analysis, and testing are the cornerstones of good UX design, you should always prioritize the end-user when creating a product or service and before making any more modifications.

Employers who incorporate user testing into their UX design process might avoid potential usability problems or issues early on, saving a significant amount of money compared to having to solve them later on with product redesigns or bug patches.

Good user experience ultimately results in a product that performs significantly better than competitors and allows you to save money.¹

1.1.6.6 Improve the quality of service

Focusing on the expression "service quality," it becomes evident that the beneficiary of the service is the client, and its quality is associated with their requirements. This clarifies why service quality is the sought-after goal for many businesses. The better the quality becomes, the more alignment occurs with clients, fostering increased loyalty.

¹Botcamp <https://bootcamp.uxdesign.cc/the-power-of-user-experience-business-user-interface-customer-b21c2d4bf54d> accessed feb 04, 2024 at 15:00

To discuss the improvement of service quality, it is necessary to define the initial requirements that establish the expected quality limits. It is also essential to define the measurement system and monitor this quality. These three points are integral parts of the service level management process. This process is crucial in the race to improve service quality and notably helps outline the playing field (what service level should be achieved?) and demonstrate the progress to be made (what is the current service level?).

Once this assessment is established, the question of improving service quality remains open:

- The definition of service quality requirements lies in the consolidation of the service contract (Service Level Agreement).
- Measurements are defined through the construction of service level indicators.
- Service levels are monitored by reviewing the indicators, analyzing the causes of non-compliance with these indicators, and identifying the action plan to improve the unmet service level.¹

To improve service quality and thus control negative effects, it is necessary to act on three factors of disturbance:

- Reduce the impacts of incidents on services to meet the objective.
- Anticipate the erosion effect of services to avoid the risks of a long and/or steep decline in service quality.
- Speed up service restoration in case of an impact following an incident.²

1.2 The reputation

1.2.1 The definition of reputation corporate

The reputation is the perception that a company has among its constituents—employees, customers, shareholders, and the general public—is referred to as its corporate reputation.

It is impacted by the business's operations, products, and stakeholder communications. It is also influenced by external factors such as market trends and media coverage.³

Corporate reputation is How a company is seen by its stakeholders—employees, clients, shareholders, and the general public—is referred to as its corporate reputation.

¹Hamilton MANN, January 2009, Improving Service Quality with ITIL Problem Management, P21

²Hamilton MANN, op cit, p24

³QuestionPro https://www.questionpro.com/blog/corporate-reputation/#What_is_Corporate_Reputation accessed feb 16, 2024

It is impacted by the business's operations, products, and stakeholder communications. It is also influenced by external factors such as market trends and media coverage.

One of a business's most important assets might be its reputation since it fosters greater customer loyalty, employee satisfaction, and trust in addition to improving financial performance and yielding advantages like increased revenue and stock prices.

However, a poor reputation can cause serious issues like diminished trust, lost business, and financial losses¹.

Corporate reputation is a concept that has been explored by various authors, each applying it within their respective fields. There are six distinct approaches to understanding reputation: economic, strategic, marketing, organizational, sociological, and accounting. Reputation is often viewed as a multidisciplinary concept that can confer a competitive advantage. It is established through the identification mechanisms between consumers and the company.

Typically, reputation is described in terms of traits or signals, assets, and barriers. It encompasses perceptions and reactions from consumers and stakeholders (such as investors, employees, and public opinion), which can vary in nature (positive or negative, weak or strong). Some authors differentiate corporate reputation from brand image and identity, viewing it as the overall outcome of all these images. This perspective emphasizes the importance of stakeholder perceptions in evaluating and measuring a company's reputation.²

1.2.2 Difference between Image, Reputation, and identity

Understanding consumer perceptions of brands is crucial for building a strong reputation. This section explores the differences between brand image and reputation and their impact on consumer behavior and brand loyalty.

Brand image is the specific and individual perception formed by users after their first interaction with a company. It is established from the very first contact and is crucial for creating a positive impression. In contrast, brand reputation is the collective evaluation of a

¹QuestionPro <https://www.questionpro.com/blog/corporate-reputation/#:~:text=Corporate%20reputation%20refers%20to%20how,goods%2C%20and%20communications%20with%20stakeholders>. Accessed April 20, 2024 at 14:58

²Nouala Meriem, Nait Ibrahim Boussad, Bendjebbar Isshak, June 17, 2022, The effect of corporate reputation and brand image on customer satisfaction: A case study of the Algerian banking sector. P 102-103

company over time, built on a set of perceptions and influenced by all stakeholders and employees, not just customers.

While brand image is individual and momentary, reputation is the consolidation of several factors over time. Image can change quickly, while reputation takes years to build. Both concepts are interrelated and contribute to defining a company's growth strategies and brand identity.

The importance of image and reputation is highlighted by consumer behavior trends. Consumers prefer brands that defend a cause, place more trust in companies with a purpose and values, and notice when a company's actions contradict its values.

Building a good image and reputation requires time, patience, and persistence. It involves understanding a brand's story and purpose, knowing the audience, engaging with them, and seeking help from a marketing and public relations agency if needed.

Overall, managing a brand's image and reputation is essential for long-term success and can help build strong customer relationships and navigate crisis situations effectively.¹

Corporate reputation is the overall perception held by various groups towards a particular company, while corporate identity is the set of knowledge and emotions concerning a firm and its activities, held by various stakeholder groups. Both reputation and identity are multidimensional and vary among different stakeholders. Reputation goes beyond specific features or qualities and allows for comparisons between organizations. Trust in an organization is relational and based on shared values, while confidence is based on past performance and experience²

1.2.3 The importance of reputation

Fundamental Asset: Reputation is considered one of the most valuable assets for an organization. It represents the organizational past and present performance and portrays the ability to deliver reliable, desirable results to various stakeholders.

- **Influences Success:** There is a positive and linear relationship between reputation and organizational success. A good reputation facilitates and expedites the business

¹ Sherlock <https://www.sherlockcomms.com/difference-reputation-image/> accessed feb 23,2024 at 21:28

² RONALD J. BURKE August 28,2012 corporate reputation," *managing opportunities and threats*", p 03

operations of successful organizations, while a negative reputation can significantly harm or even destroy individuals and organizations.

- **Economic Resilience:** A reputable name can improve business during times of economic expansion and prosperity and protect companies during crises. This resilience is crucial for long-term sustainability.
- **Stakeholder Perception:** Reputation is essentially the perception of an organization by its stakeholders. It constitutes the collective images perceived by key stakeholders, including accumulated intangible assets like employee dedication, consumer confidence, brand loyalty, management trustworthiness, and organizational public image.
- **Public Evaluation:** Corporate reputation signifies the public evaluation of an organization's activities, including elements of trust, credibility, responsibility, and accountability. It fundamentally concerns public perceptions regarding the image of the organization.
- **Management Responsibility:** Managing corporate reputation typically falls under the responsibility of the CEO, as it results from stakeholder and public examination of corporate actions. Integrity, ethics, and deeds are key attributes that elicit judgment and contribute to the reputation.¹

Conclusion

In conclusion, this section aims to provide a comprehensive understanding of the relationship between user experience and reputation, highlighting the importance of UX in shaping a company's reputation and the impact of reputation on business success. By exploring the foundational elements of UX and reputation, we will lay the groundwork for the subsequent sections of this report, which will delve deeper into the specific strategies and techniques for enhancing UX and reputation in the context of a company's operations.

¹ ProQuest <https://www.proquest.com/openview/2af1442b70f3d70c4974fe4152de34e8/1?pq-origsite=gscholar&cbl=49209> accessed feb 16, 2024 at 18:37

Section two: Measuring and managing user experience

Consumers are a company's most precious asset; a company must strategically increase the value of its customer base using technology to manage relationships. Customer strategy requires engagement from all departments, not just marketing. In the interactive era, organizations must manage customer connections efficiently.

In this section, we explore key aspects of measuring and managing user experience. We start with Customer Satisfaction (CSAT), reflecting overall customer contentment with a product or service, closely linked to Customer Loyalty, which measures the likelihood of continued business. Customer Relationship Management (CRM) focuses on strategies and technologies for managing and analyzing customer interactions. Traditional Indicators like Retention Rate, Usage Frequency, and Feedback offer insights into customer behavior. Various methods, such as surveys and analytics, can measure Customer Experience (CX). The five dimensions of CX management - strategy, customer understanding, design, measurement, and governance - form a comprehensive framework. Understanding the Customer Journey is crucial for optimizing touchpoints and creating a seamless experience.

Companies succeed by prioritizing customer satisfaction and loyalty. Consumers prefer happy experiences, gravitating towards businesses that satisfy or exceed their needs. Happy consumers are more likely to behave loyally, increasing sales, promoting the business, and retaining customers for longer.¹

2.1 Evolution of relationships with customers

With time, the customer-enterprise relationship's dynamics have undergone significant change. An organization's long-term growth goals, marketing and sales initiatives, product development, labor and resource allocation, and overall profitability guidelines have all always placed the needs of its customers first. In the past, businesses have promoted the active involvement of a representative group of customers in the study and creation of their goods and services.²

¹Nigel Hill, Greg Roche, Rachel Allen(2017),Customer Satisfaction: The Customer Experience Through the Customer's Eyes,Cogent publishing Ltd,London,page 01.

²Don Peppers,MarthaRogers,PhilipKotler,Esther Dayson ,Geoffery moore,Stuart Alsop and Seth Godin(2004),Managing Customer Relationships ;A strategic framework , Published simultaneously in Canada,page 03.

« The Learning Relationship works like this: If you're my customer and I get you to talk to me, and I remember what you tell me, then I get smarter and smarter about you. I know something about you my competitors don't know. So, I can do things for you my competitors can't do, because they don't know you as well as I do. Before long, you can get something from me you can't get anywhere else, for any price. At the very least, you'd have to start all over somewhere else, but starting over is more costly than staying with me. »¹

« We have only two sources of competitive advantage:

1. The ability to learn more about our customers faster than the competition.

2. The ability to turn that learning into action faster than the competition. —Jack Welch, former CEO, General Electric. »²

However, up until recently, businesses were organized and run according to the goods and services they produced and marketed. Mass production and the creation of products that the majority of consumers believed to be superior to those of competitors were the main drivers of the Industrial Age, which was ushered in by the invention of assembly line technology, mass media, and mass distribution at the start of the 20th century. Product innovation was thus a crucial component of corporate success. In the twentieth century, businesses would utilize mass marketing and mass advertising to reach the largest number of potential consumers in an effort to improve their total market share.

Consequently, the majority of goods and services from the 20th century finally became extremely commoditized. In order to counter this impression of being just like all the rivals, branding was developed. However, from the start, branding served as a costly stand-in for the connections that businesses were unable to build with their suddenly blossoming masses of customers. Thanks to a plethora of mass media advertisements, corporations have contributed value by building familiarity, image, and trust. In the past, brands have been essential in assisting consumers in identifying the top goods and services, in their opinion.

« Indeed, consumers are often content as long as they can buy one brand of a consumer-packaged goods that they know and respect. Whether shopping in a store, online, or from a

¹Don Peppers, Martha Rogers, Philip Kotler, Esther Dayson, Geoffery Moore, Stuart Alsop and Seth Godin (2004), *Managing Customer Relationships ; A strategic framework*, published simultaneously in Canada, page 01.

²Don Peppers, *IBID P03*

catalog, consumers are just as satisfied whether a retailer carries a trusted store brand or a trusted manufacturer's brand. »¹

2.2 Definition of customer satisfaction

Managerial interest in using customer satisfaction as a criterion for quality evaluation is expanding. High customer satisfaction scores are seen to be the strongest predictor of a business's potential profitability. A post-purchase assessment of product quality in light of pre-purchase expectations can be used to broadly define satisfaction.

Customer satisfaction is related to both goods and services and may be expressed in a range of contexts. It's a very subjective evaluation that is heavily influenced by client expectations. Customer satisfaction also depends on how they felt about their interactions with the company and their own results. According to several academics, a happy client in the commercial sector is "one who receives significant added value" to his or her profit margin; this definition may equally well apply to public services.

Customer satisfaction is a crucial aspect of today's competitive business environment, influenced by the relationships between the customer, product, and supplier. It is not limited to product standards or quality, but rather a reaction to the socially formed relationships between the customer, provider, and maker. Suppliers can affect customer satisfaction by controlling various aspects of the relationship.²

The concept of customer satisfaction might be summed up as follows, despite the fact that it has been the subject of much discussion as businesses try to quantify it. A variety of approaches to defining customer satisfaction are arranged in chronological order by Millana and Esteban (2004).³

- *'Final psychological state resulting from the disconfirmed expectancy related to initial consumer expectation.'*
- *'Evaluative or cognitive opinion which analyses whether the product represents a satisfactory or poor result for its end users.'*
- *'Emotional response towards product.'*

¹*Ibid,page 04*

²Emrah Cengiz Ph.D(2010), Measuring customer satisfaction:mustnot?, Journal of Naval Science and Engineering 2010, Vol. 6 , No.2, pp. 76-88,page (77,78,79).

³Emrah Cengiz Ph.D(2010), Measuring customer satisfaction:mustnot?, Journal of Naval Science and Engineering 2010, Vol. 6 , No.2, pp. 76-88,page (79).

- *'The conceptual response by the consumer to the purchase and use of a product which comes from the comparison of the rewards and cost of purchase relative to expectations.'*
- *'Operatively, similar to an attitude because it can be measured as the total satisfaction from various attributes.'*
- *'Subsequent evaluation of purchase.'*
- *'Evaluation of surprise derived from the purchase of a product or service.'*
- *'Impression after the evaluation of use of the product or service.'*
- *'Consumer response to the evaluation of the perceived difference between expectations and final result after consumption.'*
- *'Subsequent evaluative opinion of choice relative to specific purchase.'*
- *'Overall evaluation after purchase.'*
- *'The coupling of coexisting attributes to other sensations derived from consumption.'*
- *'Emotional response associated with a specific transaction resulting from the comparison of the result of the product to some set standard prior to purchase.'*
- *'Judgement of sufficient level of satisfaction offered by a product or service during consumption.'*¹

All definitions of customer satisfaction explain how satisfaction develops as a process; they identify the important variables and the ways in which those variables interact, and they acknowledge that satisfaction is the last stage of a psychological process. It is understood to be the outcome of every action taken during the purchasing and consumption process, not only the observation and/or direct use of the good or service. In one way or another, every definition under examination upholds the following contentment:

1) The existence of an objective that the consumer wishes to reach.

2) The attainment (satisfaction) of this objective can only be judged by taking a standard of comparison as a reference.

*3) The evaluation process of satisfaction implies the intervention of at least two stimuli: a result and a reference or standard of comparison.*²

¹Emrah Cengiz Ph.D(2010), Measuring customer satisfaction:mustnot?, Journal of Naval Science and Engineering 2010, Vol. 6 , No.2, pp. 76-88,page (80,81).

²Ibid,page 82.

2.3 Measuring customer satisfaction

Customer satisfaction is a crucial aspect of today's competitive business environment, influenced by the relationships between the customer, product, and supplier. It is not limited to product standards or quality, but rather a reaction to the socially formed relationships between the customer, provider, and maker. Suppliers can affect customer satisfaction by controlling various aspects of the relationship.

As a result, companies, business consultants, and others have attempted to pinpoint the traits of businesses that regularly satisfy their customers, create instruments for tracking customer contentment, and create ongoing, customer-responsive quality improvement processes.

Measuring performance enables businesses to:

- 1) Assess how well their processes are operating;
- 2) Identify areas for improvement when necessary;
- 3) Assess if the adjustments have improved performance.

Understanding how customers view and feel about a company's offerings will significantly improve that company's ability to make wiser business decisions. These companies will be able to assess if they are fulfilling the needs of their customers since they will be aware of their expectations.¹

Knowing what to measure and why is necessary before taking any measurements. For the measuring program to be successful, it must provide answers to the who, what, when, where, how, and why questions:

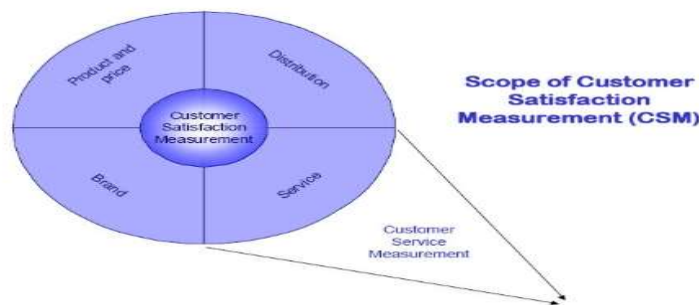
- *Who will measure customer satisfaction? the answer is everyone.*
- *What must be measured? Everything and anything that affects customer.*
- *When must you measure? All the time.*
- *Where do you measure? Throughout the entire company and every process that has effect on customer satisfaction and quality.*
- *How do you measure? Throughout establish performance standard and criteria that are quantifiable to evaluate performance against numbers and data.*

¹Emrah Cengiz Ph.D(2010), Measuring customer satisfaction:mustnot?, Journal of Naval Science and Engineering 2010, Vol. 6 , No.2, pp. 76-88,page (82,83).

- *Why you measure? To learn how to improve quality and increase customer satisfaction.*

At times, the assessment will concentrate on more specific performance criteria, like customer service performance, or a subset of it, like the performance of a help desk function. Ideally, the program for measuring customer satisfaction should be based on the evaluation of the entire product and service range, including issues of branding, product and price, distribution, and service.¹

Figure 1: Scope of Customer Satisfaction Measurement.



Source: Cengiz Ph.D. (2010), Measuring customer satisfaction: must not? Journal of Naval Science and Engineering 2010, Vol. 6 , No.2, pp. 76-88,page(86).

CSM programs can also be differentiated by the scale of program. If the focus of the survey is only with the immediate customer base (e.g. does not include performance comparisons with competitors) it is a Customer Perceptions Survey (CPS). If, however, the survey includes competitor organizations and seeks to provide benchmarks of customer satisfaction performance across an industry as a whole, it is a Customer Benchmarking Survey (CBS).²

2.4 Customer loyalty

2.4.1 The nature of loyalty

“The whole point of a relationship is to keep and grow a customer. Isn’t that fundamentally the same as building loyalty?”³

¹*Ibid*,page 84.

²Emrah Cengiz Ph.D(2010), Measuring customer satisfaction:mustnot?, Journal of Naval Science and Engineering 2010, Vol. 6 , No.2, pp. 76-88,page (86).

³Don Peppers,MarthaRogers,PhilipKotler,Esther Dayson ,Geoffery moore,Stuart Alsop and Seth Godin(2004),Managing Customer Relationships ;A strategic framework , Published simultaneously in Canada,page 56.

Customer loyalty is a crucial aspect of a company's success, affecting its brand reputation and customer satisfaction. Two definitions of loyalty are behavioral and attitudinal. Attitudinal loyalty is a mental attitude towards a brand, indicating that customers are willing to pay more for a brand than its rivals. However, loyalty is directly related to the quality of the product and customer happiness.

Behavioral loyalty, on the other hand, is a conduct that involves recurring purchases from a brand. This definition is more practical and beneficial for businesses, as it allows them to focus on strategies that result in more repurchase behavior. However, characterizing loyalty as an attitude rather than an action can be challenging, as it can lead to conceptual duplication between brand preference and attitude loyalty.

Loyalty does not necessarily have to result from a long-term relationship, as it can be influenced by factors such as history and present behavior. Additionally, customer loyalty needs to be closely linked to the operational and financial outcomes of a business. If loyalty is an attitude, it does not have an immediate financial impact, as it cannot be evaluated until these attitudes are translated into actions.

Loyalty is more than just a disagreement over nomenclature; it has practical implications for businesses in a competitive market. Customers who are not attitudinally loyal can still engage in loyal conduct, such as repeat purchases and supporting a business. Even when a customer is unhappy with a bank, they may choose to continue business with them due to difficulty in switching banks or belief in the quality of services provided by competitors.¹

2.4.2 Only loyalty matters

Customer satisfaction is crucial for businesses to succeed, as consumers prefer happy experiences over unpleasant ones. Businesses that satisfy or exceed customer needs develop positive opinions, leading to increased sales, promotion, and longer customer loyalty, ultimately benefiting the business.²

« Whatever you call these customer attitudes, they are massively important to all organizations since they determine customers' future behaviours. Collectively known as loyalty, it is the behaviours rather than the attitudes that really interest companies. The best

¹*Ibid*, page 57,58.

²Nigel Hill, Greg Roche, Rachel Allen(2017),Customer Satisfaction: The Customer Experience Through the Customer's Eyes,Cogent publishing Ltd,London,page 01.

concise description of what loyalty is and why it's so important is provided by Harvard Business School. They call it the 3Rs'. »¹

« The 3Rs are customer behaviours - staying longer, choosing to use more of the products or services supplied by an organization and recommending it to others. For example, Starbucks discovered that a 'highly satisfied' customer spent an average of £4.42 per visit and made an average of 7.2 visits per month. By contrast an 'unsatisfied' customer spent £3.88 and visited 3.9 times per month. Over one year, that's £381 compared with £181. There is conclusive evidence that loyalty behaviours such as these contribute hugely to corporate profitability. This is because a customer's value to a business typically increases over time, (known as customer lifetime value). One-off, transient customers are typically a cost, whereas loyal, long-standing customers become highly profitable. »²

2.5 CRM (Customer Relationship Management):

CRM is a strategy that focuses on enhancing internal processes and goods by providing value to individual consumers. It involves measuring relationships with customers to differentiate consumers, customize interactions, offer staff incentives, and determine program efficacy. The strategy and technology of CRM have evolved significantly since initial technological approaches, particularly in light of the digital revolution, making it essential in today's economy.³

2.5.1 Definition of CRM

CRM is still in its infancy, and organizations, IT suppliers, and consulting firms have all produced definitions and conceptualizations of the subject that are always changing. Three views of CRM may be distinguished from these disparate definitions and conceptualizations: the functional level, the customer-facing level, and the company-wide level.⁴

- **Functional level:** From a functional standpoint, CRM is the collection of procedures needed to carry out customer-related operations, such as online campaign management and sales force automation. When suppliers have to promote a certain product, they frequently combine this CRM viewpoint with a strong technological emphasis. For

¹Nigel Hill, Greg Roche, Rachel Allen(2017),Customer Satisfaction: The Customer Experience Through the Customer's Eyes,Cogent publishing Ltd,London,page 01.

²Nigel Hill, *ibid* ,page 02,03

³V. Kumar Werner Reinartz(2006),Customer Relationship Management Concept, Strategy, and Tools,,third edition ,the registered company Springer-Verlag GmbH, DE part of Springer Nature Berlin, Germany,page14.

⁴*Ibid* , 34.

certain buyers or sellers, a functional CRM is almost always associated with technology.

- **Customer-facing front-end level:** CRM, on the other hand, is a collection of operations that provide a unified picture of the customer across all channels of communication. The necessity for practitioners to continually handle several channels in order to concentrate on the whole client experience gives rise to this kind of CRM. Creating a unified customer picture across all interaction channels and providing customer insight to all customer-facing departments are the objectives (marketing, sales, service, etc.). In order to manage the complete client relationship effectively, this point of view emphasizes the significance of synchronizing information across time and across interaction channels.
- **Company-wide level:** When considering CRM from an organizational level standpoint, the main goal is to detach the word "CRM" from any technological foundations and from particular customer service methods. Rather, this viewpoint sees CRM as a strategic approach to integrating customer centricity across the whole company and generating profits for shareholders.

Here, information about consumers and their preferences affects every department inside the company, including those that don't traditionally cross boundaries, such supply chain management and research and development.¹

CRM is a strategic management concept that balances organizational and customer interests, backed by marketing principles and technology solutions. It forms the foundation of a customer-centric business, providing a competitive advantage and enabling companies to handle issues like product innovation, customer expectations, acquisitions, and technology convergence.²

« CRM is the strategic process of selecting customers that a firm can most profitably serve and shaping interactions between a company and these customers. The ultimate goal is to optimize the current and future value of customers for the company. »³

« The term CRM is also known by other labels, coined by various experts in their respective fields, such as integrated marketing communications (Don Schultz), one-to-one relationship

¹V. Kumar Werner Reinartz(2006),Customer Relationship Management Concept, Strategy, and Tools,thirdedition,the registered company Springer-Verlag GmbH, DE part of Springer Nature Berlin, Germany,page 34,35.

²Ibid ,page35.

³OPCIT ,page 05.

management (Don Peppers and Martha Rogers), Realtime marketing (Regis McKenna), customer intimacy (Michael Treacy and Fred Wiersema), and a variety of other terms. »¹

CRM is obviously much more than just marketing, and it cannot provide the best return on investment if it does not include individual customer data into other aspects of the business, including customer service, manufacturing, logistics, and channel management.²

2.5.2 Types of CRM Systems

CRM, a key tool in global markets, has evolved to focus on customers, enabling businesses to manage vast amounts of data, accelerate processes, and collaborate effectively.

CRM systems are categorized according to their prominent characteristics. Four fundamental kinds of CRM systems exist:

- Strategic CRM.
- Operational CRM.
- Analytical CRM.
- Collaborative CRM.³

The varieties of CRM and their characteristics are shown in the table below:

Table 2: The types of CRM and their characteristic features.

Type	Characteristic
Strategic CRM	Customer-centric, based on acquiring and maintaining profitable customers.
Operational CRM	Based on customer-oriented processes such as selling, marketing, and customer service.
Analytical CRM	Based on the intelligent mining of the customer data and using it tactically for future strategies.
Collaborative CRM	Based on the application of technology across organizational boundaries to optimize the organization and customers.

Source: https://www.tutorialspoint.com/customer_relationship_management/crm_types.htm

¹Don Peppers, Martha Rogers, Philip Kotler, Esther Dayson, Geoffrey Moore, Stuart Alsop and Seth Godin (2004), *Managing Customer Relationships: A Strategic Framework*, Published simultaneously in Canada, page 08.

² Idem.

³ https://www.tutorialspoint.com/customer_relationship_management/crm_types.htm visited 1st Mars 2024, at 11:05 p.m

2.5.3 CRM strategies:

After having defined CRM, now we will discuss key elements of a CRM strategy. In order for a CRM strategy to be a useful manual for CRM implementation projects, we highlight the essential elements that it must have. A good CRM strategy should address the following five elements:

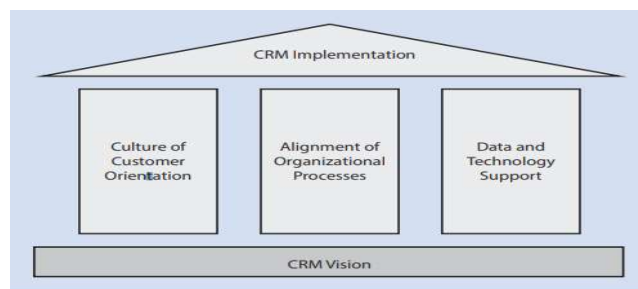
- 1. CRM vision:** is to structure the organization such that every decision is made with the goal of optimizing the lifetime value of every customer for the company. This idea builds on the concept of customer value. This entails creating, communicating, and delivering value propositions that either meet or beyond the expectations of strategically essential customers in addition to gaining and keeping them. With this view, a company may concentrate on growing the enterprise's most important long-term asset, which is gradually stronger connections with important customer.
- 2. Culture of Customer Orientation:** Customer orientation is a crucial aspect of organizational values and strategy, focusing on the customer as the focal point of all activities. Effective CRM strategy starts at the top, ensuring a customer-oriented culture, acceptable organizational structure, and adequate compensation system. A longer-term perspective of customer value is required for alignment with CRM activities.
- 3. Integration and Alignment of Organizational Processes:** Strategic CRM involves the integration and alignment of organizational processes, systems, and rewards to implement customer management concepts. It involves cross-functional procedures rather than functional silos, and requires participation from all corporate divisions. Processes matter because they consider both company objectives and customer demands. Understanding the value delivered to target customers is crucial for integrating and aligning organizational activities. Incentive-based programs should align with relationship-based strategies for customer management, advancing organizational and staff objectives. Automatic feedback from process design promotes learning from customer management results to enhance features and optimize workflow.
- 4. Data and Technology Support:** Successful CRM requires complex customer data collection and analysis, requiring technology and data support. Information technology has improved efficiency and enabled new processes, especially online activities. However, companies need skills to transform data into actionable

information for CRM operations. Competitive advantages come from companies that prioritize strategy, procedures, and people. Developing new channels and processes based on online and wireless apps can enhance customer management.

5. CRM Implementation: Implementation is crucial for CRM strategy, and iterative growth is essential. The CRM Implementation Matrix outlines the various procedures and tasks involved in CRM implementation. This matrix is organized around two crucial dimensions and captures the wide range of possible activities:

- **Customer dimension:** refers to the many phases of the relationship between a company and its customers (acquisition, growth, retention, and departure).
- **Management dimension:** The activities and processes that make up operational CRM (which consists of implementing and overseeing customer interactions across all demands) and analytical CRM (which aims to get a thorough grasp of customer requirements, behaviors, and expectations).¹

Figure 2: The elements of a CRM strategy.



Source: V. Kumar Werner Reinartz Customer Relationship Management Concept, Strategy, and Tools, page36.

CRM strategy consists of five integrated components, interacting and reinforcing each other for success. Companies must compete by equalizing competitors on metrics and ensuring positive interactions, enabling real success.²

2.6 Different methods of measuring User Experience (UX)

Customer happiness with the product or service, brand loyalty, and the caliber of their previous encounters with the business may all be evaluated thanks to the measurement of customer experience. Analyzing customers' perspectives of the business from their point of view is crucial to provide the best possible customer experience. Here are three key indicators that enable the assessment of customer experience from multiple perspectives.

¹ V. Kumar Werner Reinartz(2006)Customer Relationship Management Concept, Strategy, and Tools,third edition ,the registered company Springer-Verlag GmbH, DE part of Springer Nature Berlin, Germany,page 36,37,38,39.

²OPCIT ,page36.

2.6.1 Net Promoter® Score (NPS)

The Net Promoter Score (NPS) is a widely used metric by businesses worldwide to measure customer loyalty. It is based on a simple question: "Would you recommend our business to a colleague or a friend?" Respondents are asked to rate on a scale of 0 to 10, where 0 represents the lowest level of satisfaction.

Based on their responses, participants are categorized into three groups:

- **Promoters (rating 9 or 10):** These are the most satisfied customers who are highly likely to make repeat purchases and refer your products or services to others. They are your brand advocates and can drive significant growth through positive word-of-mouth.
- **Passifs (estimation 7 or 8):** These customers are generally satisfied, but their loyalty is fragile. A minor change, such as a price increase or a competitor's offering, could cause them to switch to another brand. They are not actively promoting or criticizing your business.
- **Distractors (scoring range: 0–6):** These are dissatisfied customers who are unlikely to continue doing business with you and may even discourage others from using your products or services. They may have had a negative experience and are likely to share their dissatisfaction with others.
- **Calculating the NPS**

After classifying the company's participants as promoters, passives, and detractors, all that's left to do is calculate the NPS using the following formula:

$$[(\text{Promoters} - \text{Distractors}) / \text{participants}] \times 100$$

The overall score will range from -100 to +100.

2.6.2 Customer Effort Score (CES)

The Customer Effort Score (CES) differs from the Net Promoter Score (NPS) as it concentrates on a particular customer interaction. It evaluates the simplicity (or complexity) of the support team's resolution of a customer's problem.

Usually, the CES question is posed following a specific customer experience, such as a website visit, online payment, service registration, or interaction with the sales department.

In a CES survey, customers are requested to confirm (or refute) the statement "The [brand name] company effortlessly resolved my issue" by selecting from five response options ranging from "Strongly Agree" to "Strongly Disagree".

The CES offers insights into the performance of your products and services in specific areas. It is a direct and uncomplicated method of gathering practical data on your customers' recent experiences and the efficiency of your customer service.

- **Calculating the CES**

Start by assigning a numerical value to each response option. For example, assign a value of 1 to "Strongly Agree", a value of 2 to "Agree", and so on up to a value of 5 for "Strongly Disagree". Then, simply calculate your average score. The lower the score, the more positive the customer experience.

2.6.3 Customer Satisfaction Score (CSAT)

The Customer Satisfaction Score assesses the general satisfaction of customers with your products and services. It can also be utilized to assess and compare different elements of your customer experience.

The Customer Satisfaction Score is derived from the question "How would you rate our [product/service/brand]?" with response choices spanning from "Very satisfied" to "Very dissatisfied."¹

- **Calculating the CSAT**

To calculate the satisfaction rate, proceed as follows:

$$\text{CSAT} = (\text{number of positive responses} / \text{total number of responses}) \times 100.^2$$

¹ SurveyMonkey <https://fr.surveymonkey.com/mp/measuring-customer-experience/> accessed feb 06,2024 at 17:33

² Dragn survey [https://www.dragnsurvey.com/blog/presentation-score-de-satisfaction-client-csat/#:~:text=Afin%20de%20calculer%20le%20taux,nombre%20total%20de%20r%C3%A9ponses\)%%20X100](https://www.dragnsurvey.com/blog/presentation-score-de-satisfaction-client-csat/#:~:text=Afin%20de%20calculer%20le%20taux,nombre%20total%20de%20r%C3%A9ponses)%%20X100) accessed feb 06,2024 at 17:48

2.6.4 Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is a metric that mirrors the comprehensive contentment of customers with a company regarding product quality, customer service, pricing, and more. Evaluating customer satisfaction is a paramount concern for all businesses as customer input is a valuable asset for their growth. This evaluation enables marketers to acquire insights into diverse business facets and to obtain a precise assessment of a company's well-being.

- **Calculating CSI**

The Customer Satisfaction Index, can be calculate using the formula below:

$$\text{CSI} = (\text{attribute 1} + \text{attribute 2} + \text{attribute 3}) / 3^1$$

2.7 Customer journey:

“When consumers hear about a product today, their first reaction is ‘Let me search online for it.’ And so, they go on a journey of discovery: about a product, a service, an issue, an opportunity. Today you are not behind your competition. You are not behind the technology. You are behind your consumer.”²

2.7.1 Definition of customer journey

« A customer journey is a visual storyline of every engagement a customer has with a service, brand, or product. The customer journey mapping process puts the organization directly in the consumer’s mind to better understand the customer’s processes, needs, and perceptions. »³

A journey map outlines every interaction a customer may have with your brand, from their initial exposure to you through social media or brand advertising to their direct interactions with your product, website, or customer service department. It also encompasses all the steps a customer takes to accomplish a task over a given duration.⁴

¹SendPulsehttps://sendpulse.com/fr/support/glossary/customer-satisfaction-index#why_is_csi_important accessed feb 06,2024

²https://www.thinkwithgoogle.com/_qs/documents/673/2011-winning-zmot-ebook_research-studies.pdf visited 02/03/2024 at 12:58 p.m

³<https://delighted.com/blog/guide-to-customer-journey-mapping> visited 02/03/2024 at 06:14 p.m

⁴ Idem

You may gain important insights into your consumers' minds by visualizing the complete customer journey. The foundation for important alterations to your product or service, as well as to the general customer experience, marketing, and business strategy, may then be laid by doing this.¹

The customer journey (CJ) is the complete process that a consumer takes from brand awareness to purchase and loyalty. This journey includes all interactions with the brand before, during and after the purchase. Businesses must understand the customer journey strategy to identify touchpoints, customer assets and areas of abandonment, enabling them to identify problems and find solutions. This process helps companies stay competitive and maintain customer satisfaction

- **Zero Moment of Truth (ZMOT):** This is the first time a person encounters a product or service via a variety of social media platforms. "A decision-making moment that takes place a hundred million times a day on mobile phones, laptops, and wired devices of all kinds" is how Jim Lecinski of Google came up with the concept. It's a time when information is shared, marketing takes place, and customers make decisions that have an impact on the success or failure of almost every company worldwide.²
- **Showrooming:** The process of a customer choosing to buy a physical item online after viewing it in-store, presumably because price comparison is so simple. Customers may end up placing an online order as a result of this and leave the store empty-handed.³
- **Webrooming:** Consumer behavior in which the product is bought in-store but the research is done online using a desktop or mobile device.⁴

2.7.2 Types of customer journey:

- **Impulsive journey:** *« during this type of journeys, customers tend to not search for too much information, but instead they refer to previous experiences, friend's recommendations and products descriptions. »*
- **Balanced journey:** *« the difference between this type of journey and the impulsive journey is the need to more evaluation and more information, which can be collected from friends, bloggers or celebrities. Here customers initiate their intention to*

¹ *idem*

² <https://link.springer.com/article/10.1057/dddmp.2014.24> visited 02/03/2024 at 11:08 p.m

³ <https://link.springer.com/article/10.1057/dddmp.2014.24> visited 02/03/2024 at 11:08 p.m

⁴ *idem*

purchase through emotions and support their decision through cognitive evaluation; we find evidence of webrooming and showrooming in this kind of journey. »

- **Considered journey:** *In this type of journeys, it is notable that the pre-purchase stage takes more time. Customers collect information from different sources such as: friends, news, product reviews, blogs... store them, and use them later on to evaluate the purchase. It is noticeable that (ZMOT) is the most influential at this type of journey. »¹*

2.7.3 Customer journey map

A customer journey map, sometimes referred to as a user journey map, shows how customers interact with your brand and business at every point of contact. User flow is mapped out by placing interactions on a pre-made timeline in a customer journey map template.

Customers are the base of your organization, so it's critical to comprehend their demands, wants, and problem areas in order to design a customer-centric experience for them.

Customer journey mapping tools are widely used by teams to visually depict the thoughts and feelings of customers from the first point of contact to the desired outcome. Businesses can evaluate if they are accomplishing their goals by using this method. By doing this, they may raise their conversion rates and improve the customer's experience in general.²

Figure 3:Customer journey map.



Source : <https://gustdebacker.com/customer-journey-map/>

“The first interaction someone has with your brand is the beginning of the Customer Journey.

¹ BOUCHIHA Amani ,DJELID Manel, Influence of Mapping Customer Journey On Purchase Decision, ESGEN,2022,Kolea,Tipaza.

²<https://miro.com/templates/customer-journey-map/> visited 20/04/2024 at 11:06 p.m.

If you find yourself in a niche market, it can also be interesting to map interactions with your niche."¹

The scheme represents the retail customer journey. It outlines the different stages a customer goes through, from recognizing a need to making a repeat purchase.

This journey helps businesses understand the customer's experiences and potential pain points, allowing them to improve their services and better meet customer needs.

Conclusion

In conclusion, the success of a company hinges on its ability to prioritize customer satisfaction and loyalty. By leveraging technology to manage relationships and engaging all departments in the customer strategy, businesses can enhance customer experiences and drive long-term loyalty. Measuring and managing user experience through metrics like Customer Satisfaction (CSAT), Customer Loyalty, and Customer Relationship Management (CRM) provides valuable insights into customer behavior and preferences. Understanding the customer journey, optimizing touchpoints, and creating seamless experiences are essential for fostering happy consumers who are more likely to remain loyal, promote the business, and contribute to sustained revenue growth. The evolution of customer satisfaction into a dynamic industry underscores the importance of continuously adapting strategies to meet evolving customer needs and expectations.

¹<https://gustdebacker.com/customer-journey-map/> visited 20/04/2024 at 11:15 p.m.

Section three: Managing and evaluating corporate reputation

Introduction

Corporate reputation is a critical asset for any business, influencing consumer trust, investor confidence, and overall success. In this section, we will explore various aspects of managing and evaluating corporate reputation, including measurement techniques, dimensions of reputation, the e-reputation, and strategies for managing reputational risk.

3.1 How to measure and manage business reputation

To maximize opportunities and avoid digital pitfalls, it's crucial to develop a robust plan for managing your company's reputation. This plan should encompass various techniques, such as learning from past experiences, employing practical strategies, leveraging data and analysis, and remaining adaptable. Here's how you can assess and manage your company's reputation:

3.1.1 Assemble a strong group

Managing a company's reputation extends beyond addressing unfavorable feedback or marketing the brand on social media. It entails fortifying the brand's resilience, prominence, and influence across all dimensions of its online presence. This encompasses preserving the brand's credibility while amplifying its durability, visibility, and clout. Nevertheless, this process can be labor-intensive and frequently necessitates cooperation with individuals from various departments, such as:

- *“Public relations and brand management*
- *Digital information removal*
- *Content marketing*
- *Digital marketing*
- *Online data collection and analysis*
- *Search engine optimization (SEO)*
- *Review management.*
- *Social media management. Etc*

Collaborating as a team is crucial for establishing a robust corporate image across all facets of your online presence. Attempting to manage your company's image single-handedly can result in overlooked opportunities and potential hazards. To prevent expensive challenges in the

future, it is vital to possess the appropriate experience and personnel to direct your image management strategy, ensuring a cohesive and effective approach.

3.1.2 Examine online reputation

The digital footprint of a brand often extends further than initially perceived. A thorough search across all social media platforms associated with the brand can offer a more comprehensive view of its size and influence. This exploration can reveal blog posts, comments, grievances, and social mentions from various profiles, all contributing to the overall perception of your brand.

3.1.3 Conduct a thorough investigation into the brand

A detailed examination of the brand is essential for crafting a robust brand equity management strategy and enhancing the company's reputation. Beyond basic search terms, this process involves synthesizing web data to extract valuable insights crucial for sustainable and effective strategies. These strategies lead to improved profitability and a favorable brand image.

3.1.4 Conduct a competitor analysis

Undertaking a competitor analysis is a vital component of corporate reputation management. This analysis provides a unique perspective on the brand's strengths, weaknesses, business goals, and online opportunities. It goes beyond mere comparison to competitors; it offers insights into their performance for high-traffic search terms, overall presence on major social media platforms, visibility in search results, and reputation on online review platforms. By evaluating competitors' brand messaging consistency, current brand recognition levels, and audience sentiment, actionable insights can be gained to enhance reputation management strategies. This includes utilizing key performance indicators (KPIs) and competitor insights to assess progress against them at both local and national levels.

3.1.5 Make a plan to improve the ultimate reputation

To effectively boost the company's reputation, create a comprehensive action plan based on data analysis and competitor research. This plan should concentrate on elevating the brand's influence and establishing a resilient reputation management framework.

Key components of a corporate reputation management strategy may include:

- a. A strategy for mitigating risks such as negative reviews, unfavorable blogs, and maintaining a positive search presence to bolster the brand's reputation.
- b. Implementing a robust review management solution to minimize the impact of negative reviews and optimize the overall review presence.
- c. Creating and promoting high-quality content across various social platforms to manage a positive brand image.
- d. Implementing a proactive social management plan to influence brand conversations, drive sales, and enhance the corporate reputation.
- e. Utilizing well-researched SEO strategies to rehabilitate the reputation, establish industry authority, or increase the conversion rate.
- f. Maintaining a consistent and contemporary brand image through active social media engagement and excellent customer service.

Implementing the strategy meticulously is vital, as a haphazardly managed reputation strategy can result in lasting adverse effects. Hastily addressing issues or disregarding social marketing opportunities can cause irreparable harm. Therefore, it's crucial to approach the strategy thoughtfully to ensure the brand's reputation remains secure both in the present and the future.

3.1.6 Join Forces with an Expert

Investing in the evaluation and management of a company's reputation is a worthwhile pursuit. However, to ensure that the reputation significantly contributes to the organization's success, it demands substantial resources, time, and proficiency. Entrusting this task to specialized firms with expertise in corporate reputation management can be a strategic choice to guarantee the best possible outcomes.¹

3.2 Dimensions of corporate reputation

Several scales are available in the literature for measuring corporate reputation, with the Reputation Quotient (RQ) being the most dependable. The RQ aims to be a valid, relevant, and robust tool for assessing corporate reputation, focusing on six dimensions:

Social Responsibility: This dimension gauges a company's support for good causes, environmental and community responsibility, and the integration of economic and social considerations into its competitive advantage.

¹OSBORNE <https://osbornedm.com/how-to-measure-and-manage-your-corporate-reputation/#:~:text=The%20entire%20quality%20of%20your,your%20brand%2C%20cultivated%20over%20tim> accessed march 02, 2024 at 16:00

- **Emotional Appeal (Trust and Commitment):** This dimension encompasses concepts of attraction, admiration, and respect. Trust and commitment are crucial factors, reflecting the degree to which the company is cherished, esteemed, and respected.
- **Quality of Products/Services:** This dimension evaluates a company's capacity to deliver high-quality products and services, considering overall quality, innovation, value, and reliability perceptions.
- **Vision and Leadership:** Leadership is linked to having a clear vision for the future. This dimension reflects stakeholders' views on whether the company has a strong management team capable of seizing market opportunities.
- **Financial Performance/Health:** This dimension assesses the stability and balance of a company's financial structure, offering insights into its resilience during economic downturns and potential to leverage growth opportunities.
- **Workplace Environment:** This dimension explores stakeholders' perceptions of the company's management quality, workforce, and whether it is an appealing and positive workplace.¹

3.3 E-Reputation

E-reputation refers to the reputation constructed from the perceptions that stakeholders form based on online information about an object. It emerges from electronic interactions and is a component of overall reputation. Frochot and Molinaro define e-reputation as the image that Internet users have of a company or individual based on web-disseminated information, user-generated messages, and involuntary traces.

Academic research on e-reputation is limited, but Chun (2004) proposes a measurement tool that considers the multiple stakeholders of an organization. Chun's "mixed e-reputation" consists of three levels: e-character, e-identity, and e-experience. E-character resembles the brand's personality, e-identity covers the website's structure, design, and usability, and e-experience highlights the consistency between online promises and physical experiences. This approach positions e-reputation on an intensity scale.

E-reputation appears to have its unique mechanisms, as the Bluebeat (2009) research observatory notes. E-reputation comprises the image that Internet users have of a company

¹Nouala Meriem, Nait Ibrahim Boussad, BendjebbarIsshak, *ibid*, p 104

based on accessible web content from various sources like blogs, forums, social networks, and consumer review sites. Influencers can impact e-reputation through positive or negative reviews. Companies should monitor online discussions to intervene if necessary, ensuring a positive e-reputation.¹

3.3.1 How to monitor E-reputation

To effectively track e-reputation, begin by identifying where online conversations about the brand occur, such as social media, video platforms, forums, and blogs. Prioritize these locations based on significance to optimize monitoring efforts. For example, a Facebook page with high engagement, a large community, and limited visibility on a forum should be prioritized due to its greater impact on e-reputation.

Regularly visiting key platforms to read consumer feedback, gather information, and consider their comments is crucial. An editorial plan may be necessary to diplomatically address dissatisfied individuals. Brands may adopt assertive response strategies to boost positive notoriety in the age of impactful statements. Tailored communication strategies with detractors are essential and should not follow a one-size-fits-all approach. E-reputation assessment can be done through free methods or more comprehensive analysis using paid tools.²

3.3.2 How social media can impact the E-reputation

In the contemporary digital landscape, social media significantly impacts our daily lives, facilitating worldwide connections with relatives, friends, and colleagues. As a powerful communication and networking medium, social media can exert a substantial influence on your online reputation. This discourse explores the dual effects of social media on reputation, providing guidance on skillfully managing your online presence.

3.3.2.1 The Dual Nature of Social Media

Social media platforms such as Facebook, Twitter, LinkedIn, and Instagram have revolutionized communication, simplifying the sharing of ideas, fostering connections, and

¹Sylvaine CASTELLANO, Vincent DUTOT, September 2013, an analysis of e-reputation by analogy or contrast with reputation an approach with social media p 36

² Capture <https://www.guest-suite.com/blog/e-reputation-definition-fonctionnement> accessed feb 29, 2024 at 13:00

showcasing achievements. However, social media has also become a breeding ground for cyberbullying, trolling, and the rapid spread of misinformation.

3.3.2.2 Positive Impacts on Online Reputation

a. Showcasing Talent and Achievements: social media serves as a digital portfolio, allowing individuals to exhibit their skills, experiences, and successes. Sharing work and accomplishments demonstrates expertise and enhances online presence.

b. Engaging with the Community: Social media platforms offer diverse ways to interact with the target audience by sharing valuable content, actively participating in discussions, and responding to inquiries.

c. Networking and Relationship Building: These platforms provide opportunities to connect with individuals from various backgrounds and industries. Engaging through comments, likes, and content sharing expands professional and personal networks, potentially leading to collaborations, job opportunities, or friendships.

3.3.2.3 Negative Impacts on Online Reputation

a. Oversharing Personal Information: While authenticity is valued, divulging excessive personal details can harm online reputation. Sharing sensitive information or controversial opinions may lead to negative perceptions and affect professional life.

b. Negative Interactions: Enabled by social media's anonymity, negative interactions like trolling, cyberbullying, and heated debates can tarnish online reputation and even result in legal consequences.

c. Misinformation and Fake News: The rapid spread of information on social media blurs fact and fiction, making it challenging to discern truth. Endorsing false information can damage credibility and reputation.

3.3.2.4 Tips for Managing Online Reputation on Social Media

a. Be mindful of shared content, aligning it with personal and professional values to avoid sharing controversial information.

- b. Engage positively, building relationships, sharing valuable content, and avoiding negative interactions.
- c. Verify information authenticity before sharing to maintain credibility and prevent misinformation.
- d. Monitor online presence regularly, conduct Google searches, and review privacy settings to address potential issues.
- e. Address negative content promptly and professionally, seeking removal if necessary or responding respectfully.
- f. Build a strong personal brand reflecting company values and engage consistently with the audience.
- g. Maintain separate personal and professional accounts to uphold a professional image.
- h. Be responsive and engaging, interact with followers to demonstrate approachability.
- I. Use social listening tools to monitor mentions and address issues proactively.
- j. Apologize sincerely for mistakes to show accountability and humility, avoiding insincere apologies.¹

3.4 Return on investissement ROI

3.4.1 Definition

Return on Investment (ROI) is a financial metric that gauges an investment's profitability. It represents the percentage ratio of net profit from the investment to the investment's cost. A positive ROI percentage indicates a profitable investment, while a negative percentage signifies a loss. ROI is extensively utilized in business to assess a project or strategy's profitability, aiding informed investment decisions and measuring the success of implemented

¹Repair BadReputation<https://repairbadreputation.com/how-social-media-can-impact-your-online-reputation/#:~:text=Misinformation%20and%20Fake%20News%3A%20The,negatively%20impact%20your%20online%20reputation> accessed mach 02, 2024 at 13:58

actions. Furthermore, ROI facilitates the comparison of different investments' profitability, helping determine the most lucrative option.¹

3.4.2 Benefits of ROI

The advantages of implementing the ROI Methodology may seem apparent, but there are several distinct and important benefits to consider.

- **Measure Contribution:** The ROI Methodology is the most accurate, credible, and widely used process for demonstrating the impact of learning. It allows the learning team to identify the specific contribution of select programs. An ROI study helps determine if the benefits of a program, expressed in monetary values, outweigh the costs and if the program contributed to the organization.
- **Establish Priorities:** Calculating ROI in different areas helps identify which programs contribute most to the organization, allowing for the establishment of priorities for high-impact learning. Successful programs can be expanded into other areas with similar needs ahead of other programs. Inefficient programs can be redesigned and redeployed, while ineffective ones may be discontinued.
- **Focus on Results:** The ROI Methodology is results-based, focusing all programs on achieving measurable objectives, even those not targeted for follow-up measurement or an ROI calculation. This process improves the effectiveness of all learning and development programs by ensuring measurable outcomes.
- **Earn Respect of Senior Executives and Sponsors:** Developing ROI information is an effective way to earn the respect of senior management and sponsors (those who care deeply about the program). Senior executives appreciate efforts to connect training to business impact and show actual monetary value, making their decisions easier. Sponsors, who often support or initiate programs, see ROI as valuable evidence of learning's impact.
- **Alter Management Perceptions:** Consistent and comprehensive application of the ROI Methodology can change management perceptions, viewing learning as an investment rather than an expense. This shift increases respect for the Workforce

¹ Romain Lenglet, <https://agicap.com/fr/glossaire/roi-definition-return-on-investment/> accessed mars 2, 2024 at 15:30

Learning and Performance (WLP) function, fostering a partnership with management and gaining increased support.¹

3.5 the four types of performance measure

There are four types of performance measures and thus it is a myth to consider all measures as KPIs, those four measures are in two groups: result indicators and performance indicators

1. Key result indicators (KRIs)
2. Result indicators (RIs)
3. Performance indicators (PIs)
4. Key performance indicators (KPIs)

3.5.1 Key result indicators (KRIs)

Key Result Indicators (KRIs) are often mistaken for Key Performance Indicators (KPIs). These metrics capture the collective efforts of various teams over time, hence the term "result," and serve as comprehensive summaries, hence "key." Typically reviewed at bimonthly or quarterly board meetings, KRIs offer insights into the organization's strategic progress by presenting historical data that reflects past performance.

However, Key Result Indicators have limited management value as they are retrospective and lack actionable insights for driving improvements. A clear indication of a KRI is when the CEO holds ultimate responsibility for the measure. For the private sector, key result indicators would include:

- *“Net profit before tax*
- *Net profit on key product lines*
- *Customer satisfaction (by customer group, showing the trend over an 18-month period)*
- *Return on capital employed*
- *Employee satisfaction (by groups showing the trend over an 18-month period)”*

For government and nonprofit agencies these measures would also include:

¹Patricia P Philips, 2007, The ROI FIELD BOOK, strategies for implementation ROI in RH training , p 15

- *“Availability of the major services that are offered, e.g., average waiting time for service*
- *On-time implementation of infrastructure projects*
- *Membership numbers (for professional organizations)”*

3.5.2 Result indicators (RIs)

Result Indicators (RIs) provide an overall perspective on the collaborative efforts of multiple teams, shedding light on their teamwork. Result Indicators differ from Key Result Indicators in that the latter offers a more comprehensive and crucial summary of activities.

Upon examining financial metrics, it becomes clear that these measures represent the culmination of various activities. In essence, all financial performance indicators can be classified as Result Indicators. For example, daily or weekly sales analysis, while informative, stems from the combined efforts of different teams, including sales, manufacturing, quality assurance, and dispatch. Financial indicators are valuable but may conceal the specific factors influencing performance. To uncover the underlying elements positively or negatively impacting performance, a detailed analysis of the particular activities contributing to these financial indicators is necessary.

3.5.3 Performance indicators (PIs)

Performance Indicators (PIs) as crucial metrics for assessing organizational performance. PIs, also known as Key Performance Indicators (KPIs), are specific metrics that focus on various aspects of organizational performance. In the context of the book, PIs play a significant role in guiding organizations towards achieving their goals by providing a clear understanding of what is expected and how success will be measured. It is essential to note that not all performance measures are considered KPIs, and there are four distinct types of performance measures outlined in the book. These measures help organizations align their efforts with critical success factors and ensure that progress is measured effectively.

3.5.4 Key performance indicators (KPIs)

Performance Indicators, often referred to as Key Performance Indicators (KPIs), are crucial metrics that evaluate an organization's performance and progress. According to David Parmenter's book, these indicators emphasize specific aspects of organizational performance and possess seven key attributes. It is important to note that not all performance metrics are

considered KPIs; there are four distinct categories of performance measures, including Result Indicators, Key Result Indicators (KRIs), Performance Indicators, and Key Performance Indicators. Generally, an organization will have approximately 8 to 10 KPIs that align with its critical success factors. These KPIs are instrumental in directing teams towards achieving organizational goals and objectives by offering a clear understanding of what is expected and how success will be gauged.¹

3.6 Importance of Marketing KPIs in Reputation Evaluation

3.6.1 Definition of KPIs

KPI stands for Key Performance Indicator, representing a collection of quantifiable metrics that evaluate a company's comprehensive long-term performance. In isolation, KPIs do not inherently contribute value to a company. However, a company can leverage this data to make more enlightened decisions regarding business operations and strategic direction, ultimately driving growth and improvement.²

3.6.2 Importance of KPIs

KPIs are important because it gives a value to compare against the current performance. KPIs clearly illustrate whether or not reaching goals.

Implementing KPIs in a company involves setting goals, devising a strategy to achieve them, and evaluating performance along the way.

Here are four reasons that KPIs are important for businesses:

- a. KPIs strengthen employee morale
- b. KPIs support and influence business objectives
- c. KPIs foster personal growth
- d. KPIs are critical for performance management

KPIs are significant because they offer a benchmark to assess current performance and clearly show whether goals are being met. Implementing KPIs involves setting goals, planning strategies to achieve them, and monitoring performance along the way. Here are four reasons KPIs are essential for businesses:

¹David pementer, key performance indicators, forth edition, p 03-08

² Asana <https://asana.com/fr/resources/key-performance-indicator-kpi> accessed mars 1,2024

a. KPIs strengthen employee morale

Tracking KPIs is vital yet frequently overlooked for its potential benefits. A company's culture significantly impacts performance, and a supportive, motivating culture tends to outperform one lacking these qualities. Utilizing KPIs to monitor performance can also serve as a tool for recognizing employees' efforts, promoting accountability, and encouraging responsibility.

b. KPIs support and influence business objectives

KPIs play a vital role in aligning with business objectives by ensuring they stay a priority in decision-making processes. Effective communication of business objectives throughout an organization is crucial. When individuals are aware of and accountable for their KPIs, it helps keep the organization's overarching goals in focus. KPIs also enable the measurement of performance in relation to broader business objectives, ensuring every task is carried out purposefully and contributes to the overall goals.

c. KPIs foster personal growth

Tracking KPIs in real-time allows for continuous learning and improvement. Teams can instantly assess their progress, fostering a culture of ongoing adaptation. This proactive approach enables immediate feedback, learning from successes and failures daily, and enhances morale and motivation. Real-time KPI tracking is crucial for personal growth and job satisfaction, enabling individuals to achieve beyond their perceived limits.

d. KPIs are critical for performance management

Tracking KPIs represents the core of effective management: what you measure, you manage. KPIs simplify performance evaluation by providing visibility into individual and team efforts, fostering a culture of transparency and accountability. This shared understanding ensures everyone is aligned towards common goals, simplifying communication and eliminating guesswork. Openly tracking sales KPIs enhances accountability and facilitates a clearer path to success.¹

¹Klipfolio<https://www.klipfolio.com/blog/kpi-importance#:~:text=Key%20performance%20indicators%2C%20the%20full,you%20are%20reaching%20your%20goals>. Accessed march 2, 2024 at 12:45

3.7 How to manage reputational risk

3.7.1 Make reputational risk part of strategy and planning

To achieve success, it is vital to recognize the impact of reputation. Start by pinpointing organizational weaknesses and relevant reputation-related qualities. Engage employees at various levels to gather diverse perspectives on potential situations that could negatively affect public perception.

Develop indicators and alerts for each reputation-related quality to identify when action is required. For example, if customers voice concerns about a restaurant's cleanliness, it indicates that improvements are necessary to prevent the establishment from gaining a reputation as an unsanitary dining option. By proactively monitoring and addressing these indicators, you can maintain a positive reputation and prevent potential harm to the organization's image.

3.7.2 Control Processes

By incorporating standardization, technology, policies, and procedures, you can effectively decrease the probability and impact of incidents that could negatively impact your reputation. Consistently providing top-notch products and services helps minimize the risk of critical errors.

In case of an issue, addressing reputational harm involves detailing existing preventive measures and outlining strategies to avoid future occurrences. Careful selection of third-party partners and fair treatment of employees are essential to prevent external controversies and maintain a positive reputation.

3.7.3 Understand the Impact of Actions on Public Perception

It is essential for top management to recognize the significance of managing reputational risk, with middle managers leading by example in conveying positive messages to key stakeholders. Comprehensive organizational training, coupled with clear policies and procedures, ensures that all employees are equipped to act appropriately in various situations. When the reputation is under threat, employees must act swiftly and responsibly to positively impact public opinion, demonstrating the organization's commitment to its reputation and values.

3.7.4 Understand Stakeholder Expectations

Understanding client expectations will make meeting them easier. Refrain from making unfulfilled promises to avoid generating unrealistic expectations since this could result in the organization being viewed as untrustworthy. To keep a good reputation, find out what the expectations of your staff, shareholders, and customers are, and try to meet them.

3.7.5 Focus on Positive Image and Communication

Over time, cultivate a solid reputation by communicating positive messages in all circumstances. Inform clients and staff on updates and your reactions to environmental or organizational incidents. In your messaging, place a strong emphasis on sustainable growth, solid governance, openness, and customer service.

3.7.6 Create Response and Contingency Plans

Prepare to respond quickly and effectively in case of a crisis. Every minute counts and delays can diminish public trust in your organization. A well-prepared response plan is crucial to maintaining a positive reputation.

Reputation management is often underestimated but is a serious aspect of risk management. It is important to monitor and manage reputation as it can significantly impact an organization's ability to recover from even minor incidents. Clear Risk's risk experts can provide advice and assistance in managing reputational risk effectively.¹

3.8 How to manage bad buzz

Addressing a negative online buzz can be challenging, but effective management is crucial. Adapting communication strategies and learning to handle a web crisis can minimize its impact. The following five tips will help you address and mitigate a bad buzz:

3.8.1 Identify the source: Assess the crisis thoroughly to understand its scope. Determine the number of people sharing or reacting to the issue on social media platforms like Facebook or Twitter. This assessment will help you pinpoint the problem and take appropriate action to limit its impact.

¹ClearRisk <https://www.clearrisk.com/risk-management-blog/manage-reputation-risk-0-0-0> accessed mar 2, 2024 at 14:36

3.8.2 Avoid debates: Instead of engaging in debates, focus on addressing the issue directly. Deleting negative comments or buzz is not recommended. Maintain transparency and respond to negative comments calmly to reassure the audience.

3.8.3 Communicate your actions: Keep the audience informed about the steps being taken to resolve the crisis. Demonstrating commitment to resolving the issue can help turn the situation around and even create a positive outcome.

3.8.4 Offer a sincere apology: Acknowledge any mistakes and express genuine remorse. Demonstrating empathy can humanize the brand and show that the company is committed to addressing the issue.

3.8.5 Provide assistance: If possible, offer compensation or assistance to individuals directly affected by the bad buzz. This gesture can help mitigate any negative impact on company reputation.¹

Conclusion:

In conclusion, Managing and evaluating corporate reputation involves a multi-dimensional approach, encompassing various aspects such as customer perception, financial performance, and marketing KPIs. Effective reputation management requires understanding the evolving nature of reputation, which is shaped by consistent performance and efficient communication. Implementing cutting-edge techniques for reputation measurement, managing reputational risk, and utilizing marketing KPIs can enhance corporate reputation and ultimately lead to a higher return on investment. A strong corporate reputation, built on transparency, accountability, and stakeholder engagement, is crucial for business success in today's complex world.

¹PIMCLIC <https://www.pimclick.com/how-to-manage-a-bad-buzz-in-5-tips/> accessed march 25, 2024 at 15:07

Conclusion:

In conclusion, it is clear from this first chapter that user experience plays a crucial role in shaping the perception and reputation of a company among its digital audience. Interactions between users and the company across various touchpoints are essential in shaping this reputation. User Experience (UX) encompasses a variety of aspects, from usability to aesthetics, and emotional impact, and serves as a key element in differentiating a company in the market.

The quality of user experience can significantly impact how a company is perceived and valued by its customers and prospects. Understanding and effectively managing user experience becomes a major concern for companies looking to maintain and enhance their reputation in an increasingly competitive digital environment.

*CHAPTER TWO: Empirical
study: Heetch Algeria.*

Introduction

In this practical chapter focusing on the "Empirical Study: Heetch Algeria Case," we delve into a detailed exploration of Heetch El Djazayer, presenting its background, services, and market positioning within the Algerian transportation industry. The subsequent section will introduce the sample population selected for the empirical study, outlining inclusion criteria, demographics, and other defining characteristics. Finally, the chapter will culminate in an in-depth analysis of the study results, offering insights into the impact of user experience on the reputation and success of Heetch within the Algerian market.

Section one: Presentation of Ride Hailing services

Introduction

After outlining the various theoretical ideas based on UX, or user experience, and the company's reputation in the previous chapter, this next chapter will focus on the practical aspect of our work.

The first section will be devoted to introducing the Ride-Hailing Services (VTC), It's evolution and the main Ride-hailing services in Algeria.

1.1 Introduction of Ride-Hailing services (VTC):

Ride-hailing services, known as VTC (voiture de transport avec chauffeur), describe a technology platform that acts as a conduit between drivers and passengers and private driver services.

The driver and passengers must both have smartphones in order for the mobile app/web platform to work and allow them to GEO-locate one another. After a demand is sent through the platform, a pre-programmed system connects the closest order to the supplier, who is the owner of the vehicle, in order to transport the passenger from point A to point B. In other words, it provides essentially the same services as taxi drivers but in a more sophisticated manner. Some differences still exist, as seen in the following table:

Table 3: Differences between Ride hailing services car sharing and Taxis.

Ride hailing services	Taxis
Prices: prices are set by an equation that takes into account time and distance, so they may vary, for example, during rush hours. However, since the client is aware of the price before confirming his request, he is more informed and has more options. (The price is higher.)	Prices: the client is not informed of the price before he takes one; prices are set annually by prefectural ordinance by the ministry of transportation and are dependent on time and distance. (Moderate Price)
Reservation: by reservation only. the driver will definitely offer you the ride, and you will be informed if it needs to be canceled	Reservation: the reservation of taxis is barely nonexistent apart from the hand wave to the taxi, to insinuate that you want a

for any reason.	ride.
Ride hailing drivers utilize GPS to choose the optimum route at the moment to ensure that the passenger has a comfortable and quick ride.	They rely on their knowledge of the road, which is not so informative sometimes.
No stop points are made once the ride began to expect urgencies.	A lot of pick-ups and drop stop points take a longer time.
With a few clicks, the customer can tailor the ride's conditions and point of drop-off and pick-up.	Passengers traveling in the same direction share the ride.
Ride accessibility: Every detail of the experience is recorded in the business's database, so if needed, those details may be retrieved.	The traceability of a person's rides is almost nonexistent.

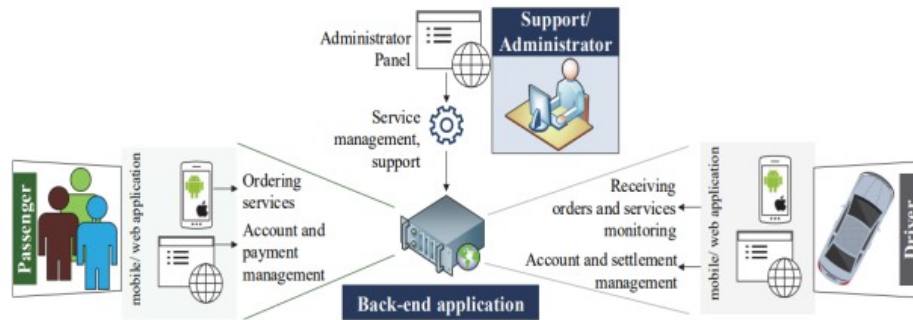
Source: Realized by ourselves based on our research.

1.2 Description of the Ride-Hailing Service

1.2.1 Ride-hailing definition:

"Ride-Hailing is a transportation service that links users to nearby drivers through smartphone applications, connecting users to transportation network companies (T.N.C.) like Uber or Lyft, enabling real-time ride requests." Uber first brought these services to the market in 2009, and Lyft—which offered an app that connected drivers and customers—did the same in 2012. The majority of applications offer many improvements over conventional taxis, including electronic dispatch, a way for patrons and drivers to rate one another, and dynamic pricing features that encourage drivers to meet peak ride demand. This emerging kind of transportation is described by a number of terms, such as ride-sourcing, ride-hailing, e-hailing, and app-based on-demand services.

Figure 4: Uber as a Ride-Hailing Application.



Source: HUNAITI (Ziad): The Ride-Hailing Mobile Application for Personalized Travelling. Modern Applied Science, October 2018, p.244 https://www.researchgate.net/publication/328616298_The_Ride-Hailing_Mobile_Application_for_Personalized_Travelling

1.2.2 Evolution of the Ride-Hailing market:

The ride-hailing service industry has experienced significant growth over the past decade, presenting both challenges and opportunities for cities worldwide. Transportation network companies (TNCs) like Uber and Lyft have become key players in this sector, expanding their operations and improving services through mobile apps. Factors such as urbanization, population density, consumer behavior shifts, and transportation congestion have contributed to this growth.

Between 2023 and 2024, the industry is expected to grow from \$70.12 billion to \$80.46 billion, with a compound annual growth rate (CAGR) of 14.8%. By 2028, it is projected to reach \$141.5 billion, with a CAGR of 15.2%. This growth is attributed to various factors including integration with multimodal transportation, environmental sustainability efforts, regulatory compliance, enhanced safety protocols, and expansion into rural areas.

Anticipated trends in the coming years include corporate partnerships for employee transportation, dynamic price optimization, lobbying for regulatory compliance, inclusion of accessibility features, and the introduction of virtual queues and pre-booking options.

The rise of on-demand transportation options and the decline in car ownership among millennials have fueled the expansion of the ride-hailing market. On-demand services offer flexibility and convenience, appealing to consumers who seek affordable and smartphone-accessible transportation alternatives.

However, the industry faces challenges related to compliance with state and federal regulations, particularly regarding background checks, driver and vehicle licensing, and

environmental concerns. Stricter laws aimed at pollution control may hinder the industry's growth.

Key players in the ride-hailing sector are continually innovating to provide reliable services to customers. For instance, Godugo Travel Solutions Private Limited launched the Godugo app in 2023, offering advanced features such as a System of Systems (SOS) system to enhance safety for drivers and passengers.

Overall, the ride-hailing industry is poised for continued growth, driven by technological advancements, changing consumer preferences, and efforts to address regulatory and environmental challenges.

Figure 5: Global Ride Hailing Market



Source: <https://finance.yahoo.com/news/ride-hailing-global-market-report-175300117.html>

1.2.3 Ride-Hailing market in Algeria:

There are many reasons why Algeria might be considered a favorable market for the ride-hailing industry; we tried to highlight a few of them in the following three points:

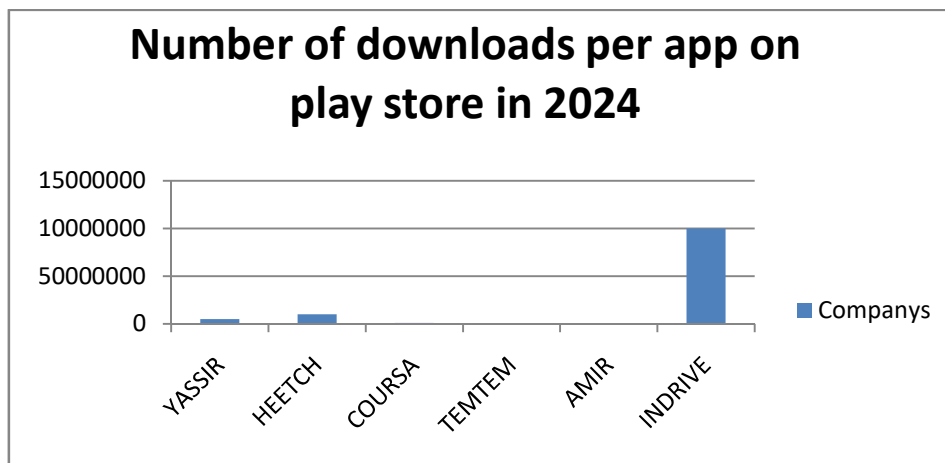
- **weakness of the transport offer:** the quality and quantity of transportation options are inadequate in the nation's largest cities. Waiting for the bus or train to come can often take several tens of minutes or even hours. Furthermore, there is no set schedule for public transportation.
Train service is available only to the eastern and southern fringes of the nation's capital, Algiers. Simultaneously, there is just one operational metro line and one tramway.
- **Getting around by car is a pain:** it's difficult to drive in a city. The most careless people are discouraged by traffic bottlenecks on the one hand and parking difficulties on the other.

- **Taxis:** Algerian taxis don't have the finest reputation. If your destination is off the main route, they often won't accept to transport you there. In the unlikely event that they approve, the price will be significantly higher than what their meter suggests. However, unlike many other nations (Morocco, France, etc.), cabs do not oppose Uber applications. On the other hand, a lot of businesses are utilizing these ride-hailing apps to maximize their earnings and prevent empty rides.

1.2.4 The main Raiding-Hailing actors in Algeria:

In the last 7 years, ride-sharing has been one of the most successful enterprises due to the exponential expansion of the VTC industry abroad and the potential of the Algerian market as a virgin market. The establishment of Yassir, which presented the idea to Algerians, marked the beginning of the country's ride-sharing industry. Later, rivals like Temtem and Coursa in 2018; Amir and Heetch; and Careem in 2019—which Uber eventually acquired—followed suit. The demographic shift and lack of transportation options in Algeria make it a target market for investors looking to establish their businesses and gain a piece of the market share. In the next figure, we will be showing the number of downloads of each application in play store.

Figure 6: Number of downloads for each app in play store.



Source: Our own conception.

According to the table, we see that the Indrive application has the largest number of downloads at 10000000, followed by Heetch at 1000000, and then Yassir at 500000.

1.2.5 The characteristics of Ride Hailing actors on the Algerian market Table

Table 4: Characteristics of Algerian Ride-Hailing market actor.

Ride-Hailing companies	Features
YASSIR	The first Application established in Algeria. Currently present in 38 cities in Algeria, Tunisia, Morocco, Canada and France. It differentiates itself with the launch of the “YASSIR Express” service, which is dedicated to the delivery of mail, parcels and online purchases.
HEETCH	A multinational company that was born in France in 2013; it is set up in Algeria in September 2019. Currently present in 19 cities in Algeria, French, Belgium, Angola, Ivory Coast, Mali, Senegal. It differentiates itself by its competitive offers such as: ensuring passengers travel at a lower cost.
COURSA	It was launched in 2018 in Algiers. It is present in 4 cities in Algeria. It differentiates itself from other competitors by its competitive prices.
TEMTEM	It was launched in 2018 after YASSIR. This platform offers a variety of services to individuals and businesses, including regular taxis, chauffeured cars of various kinds, motorcycles, and boats. It has another service “TEMTEM ONE” which was launched in 2020.
AMIR	Launched in Oran first and extended to other wilayas (Alger, Tlemcen, Constantine, Béjaïa), and it’s present in Tunisia and Morocco. notably Algiers the application offers a discounted “ECO” offer for students.
INDRIVE	A multinational company that was born in California in 2013; it is set up in Algeria in December 2021. Currently present in Algeria and other 47 countries. It differentiates itself by its unique pricing system where the user and the driver decide together the price of the trip.

Source: Our own conception.

1.2.6 The challenges of VTC in Algeria:

The development of chauffeur-driven cars, or VTCs, is a trend that is ongoing in Algeria. However, it is noteworthy that the country's VTC market is not as developed as it is in certain other nations. Here are some important points about the growth of VTC in Algeria:¹

- **Emergence of VTC platforms:** Over the past few years, VTC platforms have started to appear in Algeria, providing travel reservation services through mobile applications. These platforms enable travelers to schedule their travel in a practical manner and reserve a car with a driver.
- **Concentration in major cities:** The development of VTC in Algeria is mostly focused in major cities such as Alger, Oran, Constantine, and a few other urban areas with high demand for individual transportation services. However, in less urbanized areas, access to VTC services may be more restricted.
- **Sensitization and progressive adoption:** The idea of virtual technology centers (VTCs) is relatively new in Algeria, and it will take some time for the public to become aware of it and for users to take up these services. Therefore, the VTC platforms must keep promoting their offerings and outlining the benefits of VTC over other modes of transportation.
- **Challenges of a regulatory nature:** The development of VTC in Algeria faces regulatory challenges. The laws governing VTCs are still being developed, and there may be changes to the authorization and exploitation requirements. Complying with current regulations and closely collaborating with relevant authorities are crucial for cryptocurrency platforms.
- **Competition with traditional taxis:** In Algeria, the VTC must contend with the well-established and strictly regulated traditional taxi industry. The cohabitation of these two forms of transportation may occasionally lead to conflicts between traditional taxi drivers and VTC drivers.
- **Employment and economic impact:** As professional drivers find new opportunities, the growth of VTC in Algeria may have a positive effect on employment. The VTC platforms provide drivers with the option of flexible work hours, allowing them to set their own schedules.

¹<https://www.elmoudjahid.dz/fr/societe/transports-urbains-les-vtc-seduisent-les-algeriens-4709>
visited 24/04/2024 at 3:06 p.m

Algeria's economic environment poses significant challenges to the expansion and advancement of startups. R-H enterprises need to raise money in order to grow. The only way to accomplish this is to draw in foreign investors, who aren't particularly keen on the Algerian market. The unfavorable restrictions are the cause of these development challenges.

As a result, RH operators in Algeria confront significant challenges:¹

- Describing a distinctive company culture.
- Choosing drivers who can follow the company's culture.
- Must be able to function as authentic brands in the contemporary sense.

It is appropriate to note that VTC development in Algeria is still ongoing, and it is crucial to monitor changes in legislation and service uptake throughout the nation. In order to promote their growth, the players in the Algerian VTC industry must keep promoting their offerings, responding to user requests, and cooperating with authorities.

Conclusion

In summary, Ride-Hailing services (VTC) represent a significant evolution in the transportation sector in Algeria, characterized by their flexibility and modernity compared to traditional taxis and car sharing. The definition and evolution of ride-hailing services show a growing adoption, although the market in Algeria is still developing. The main ride-hailing actors in Algeria must navigate an environment marked by various challenges, including regulatory and competitive ones. Nevertheless, these services offer considerable potential to improve urban mobility in Algeria.

¹[Les VTC en Algérie et l'impératif de l'expérience client – Le blog de Mohamed Cherif Amokrane \(cherif-amokrane.com\)](#) visited 24/04/2024 at 2:19 p.m

Section two: Presentation of Heetch's company and research methodology.

The section two will be devoted to introducing HEETCH, including its background, legal structure, and organizational structure. We will also discuss its goals and objectives as well as how it operates. And finally, the research methodology.

2.1 The History of HEETCH:

To understand the functioning of HEETCH, it is imperative to know its history from the very beginning.

Teddy and Matthieu, two friends who had studied together at a Paris engineering school in 2005, found themselves living together 8 years later after having taken different paths. It was then that they imagined HEETCH, where the whole story began.

With their experience in organizing parties during their university years, the two friends decided to focus on this sector to launch their projects.

In April 2013, Teddy and Mathieu were the only founders, and the team gradually expanded. The MVP1 (Minimum Valuable Product) of Heetch was built.

- **September 2013:** After months of work on the application, Heetch was officially launched the first weekend of September.

The project started with a few partnerships with nightclubs, with a limited program only on weekends. Their operating methods were to go to nightclubs and present their services to customers as they left, trying to negotiate reasonable and attractive prices compared to those offered by taxis. They had only 2 to 3 drivers parked in front of these nightclubs.

This is how Heetch grew day by day with weekly growth of 10%. With the expansion of the start-up, organizational and management problems were noticed, such as the unavailability of credit card payments, drivers being solicited by different customers at the same time, etc.

- **May 2014:** HEETCH now has a third founder, and the race management part was ready! And the application went online.

During the following months, the Heetch team continued the same action plan in front of nightclubs by distributing flyers in the largest discos until they reached 200 rides per night.

- **September 2014:** The credit card payment was available, unlike their competitors, which made Heetch stand out from other competitors by offering two payment methods.
- **December 2014:** The threshold of 7000 trips per week was reached, and the first employees were hired.
- **June 2015:** Heetch and its competitors were banned and suspended by the government for 6 months following violent strikes organized by taxi drivers in front of airports.

Despite these events, Heetch continued to work and made more and more trips per week, with drivers being tracked and arrested by police. This is how the founders' fight began to defend their projects, and after several months, a crisis cell was created (lawyers, public affairs, public relations) to defend and explain their ideas and the different nature of their project compared to taxi services.

- **December 2015:** Heetch won its case, and stakeholders finally recognized that their model was completely different. The situation improved, and there were far fewer arrests, and weekly trip targets were met.
- **January 2016:** Taxi driver strikes continued, and the founders of Heetch found themselves in court.

Heetch expanded to Italy, Belgium, and Sweden, where there are no regulatory restrictions, and the model was a great success.

Heetch organized several campaigns in France (parties, meetings) to make their project known and its usefulness to the French.

Despite their perseverance, the founders were sentenced and forced to suspend the service and pay a significant fine to taxi drivers.

But out of fear that young people from the suburbs would take to the streets and ban Heetch and other competitors, the government remained neutral.

- **March 2017:** HEETCH faced many problems, with weekly trip volume dropping significantly and difficulties paying the 60 employees across Europe.

To solve this problem, Heetch decided to grow very quickly and launched a professional (VTC) offer in Paris, which quickly took off. This worked because they had:

- ✓ A service almost ready to welcome professional drivers.
- ✓ A well-known brand that attracts drivers and passengers.
- ✓ A dedicated team ready for the big day.
- ✓ The goal of HEETCH is to provide a different experience every time.
- ✓ The Heetch service was very different from others, and they had to offer a fantastic experience comparable to Uber. That's why they had to be open 24/7.
- **January 2018:** Heetch announced a fundraising of 16.5 million euros from its current shareholders, including the French Alven and Via ID, as well as the British Felix, French Idinvest and InnovAllianz, the strategic fund of Allianz France.
- **September 2019:** The start-up announced a new fundraising of 34 million euros to develop even faster, especially in French-speaking Africa. In September 2019, Heetch launched in Algeria under the name "HEETCH EL DJAZAIR".
- **September 2019:** Heetch ELDjazair was launched, with a press conference at the Sofitel Hotel in the presence of CEO Teddy, as well as leaders. Since then, Heetch has employed a 100% Algerian team, as they believe they are best suited to understand the company's context and believe in their innovation capacity.

2.2 Presentation of HEETCH:

HEETCH is a company that offers access to a chauffeur de vehicle travel application (VTC), available around-the-clock on both Android and IOS platforms. The application assists travelers who wish to travel from point A to point B. The application may be downloaded for free and provides access to a private account via Facebook, email, and phone number for ordering a driver to act as a passenger or driver in order to handle trip requests.

Because it allows you to view important driver information (matriculation plate, last name, car model), the program ensures a secure service. It also offers a competitive price estimate based on these competitors. Heetch is found in the following countries: France, Belgium, Morocco, Algeria, Angola, and most recently, Cameroun and Côte d'Ivoire.

Because it allows you to view important driver information (matriculation plate, last name, car model), the program ensures a secure service. It also offers a competitive price estimate based on these competitors.

2.2.1 Presentation of HEETCH EL DJAZAYER:

Heetch chose Algeria as its next African destination and launched Heetch eLDjazair, saying, "The Maghreb and French-speaking Africa represent wonderful opportunities for Heetch." With cities expanding quickly and having less infrastructure for public transportation, we have the chance to contribute to making city people more mobile. Teddy Pellerin, President and CEO of Heetch, says, "Because we are a European company, we always choose to partner with a local entrepreneur to create a local company, better able to understand the market, the culture, and the local issues."

In September 2019, Teddy, the CEO, and the management attended a press conference held at the Sofitel hotel to officially unveil Heetch ELDjazair.

Heetch employs just young, talented individuals from Algeria because it feels they are more suited to grasp the business's environment and have the potential to be innovative.

2.2.2 The products and services provided by the organization:

Heetch El Djazayer doesn't have many products because it is still growing and securing its market share in Algeria. The company's main offering is the mobile app, which offers passengers a means of transportation at affordable prices with high-quality services; this can be considered both a business-to-customers and a business-to-business offering. When businesses approach Heetch to request a business offer to ensure the transportation of their employees, Heetch attempts to present the best offer available in the market in terms of price and quality of service options, and they offer customer relationship management services to both drivers and passengers. Each team is responsible for a specific type of clientele.

2.2.3 HEETCH Strategic Orientation:

The statements that address who we are, what we value, and where we're going are the organization's purpose, vision, and values. Heetch has answered these questions by describing who it is and the image it wants to leave on consumers' minds. As a result, we will disclose each part in turn in the order listed below:

➤ Values:

- **Make it happen:** Rather than being perfect, it must be dependable, self-sufficient, and efficient. Make a decision right away, own up to your mistakes, and move on. Adopt discipline and concentrate on the important things. The thing you have to refrain from

doing is attempting to force it to occur. Travel excessively quickly or without regard for other people.

- **Play for the team:** It is to value the needs of the business over your own interests. When necessary, speak up. Absent politics and ego, make future plans, keep track of your actions, and avoid sacrificing your wellbeing in favor of forgetting your own objectives. defending your group against the business.
- **Be Kind:** It is through having empathy with the emotions of others. Regardless of their standing or point of contention with you, treat people with respect. In written and spoken conversations, always presume the best of intentions. Accept variety. Saying "yes" to everything and keeping quiet when something is off should be a warning sign.
- **Think Different:** Look for innovation and think creatively. Be genuine, and don't be afraid to display your personality. Make an effort to stand out from the crowd. Don't consider what's best for the firm; just do what you want.

Figure 7: HEETCH Values.



Source:Company's internal resources.

- **Missions:**The lack of trust in Algerian society prevents people from moving around freely. Heetch will increase user trust by being transparent with them and appreciating their input. By fostering relationships and having fun on trips, the primary responsibility will also be to increase confidence between drivers and passengers. The company's ability to solve problems effectively from start to finish and to grow will also be a strength; this will enable universally accessible, reasonably priced mobility. We can go back to the company's primary goals on the following points:
- Create a reliable network for mobility that is inclusive.
 - Establish a market that is accessible, equitable, and balanced for both drivers and passengers.

- Address practical concerns by providing a humane method of payment processing.
 - Encourage riders to become part of the family and make sure they are comfortable from the time they download the app until they book their ride.
 - Establish a new mentality in which they treat their partners nicely, causing them to feel good and promoting the movement!
 - Break a consumption pattern by creating a fun and reasonably priced mobility option.
 - Identify and protect its interests in order to get enough compliance to maintain innovation within a constrained framework.
 - Deliver a transportation option that is safe, economical, and transformative to give the people of Algeria a way to move around.
 - Spread the word about Heetch by sharing real experiences that inspire hope in users.
 - Increase retention with approachable and compassionate CRM tactics.
- **Vision:** Heetch wants to make transportation around the globe more pleasurable and available to all.
- Enable universal accessibility to mobility.
 - The technology is becoming more human.
 - The emergence of new towns.

2.2.4 Missions and Commitments of the Company

The main missions of Heetch are divided as follows:

- **Financial Missions:** Heetch offers its employees a flexible and secure environment that allows them to fully focus on their work.
- **Operational Missions:** to find bypass solutions to be fast and efficient, and to offer the best user experience.
- **Driver Missions:** To engage drivers with the aim of integrating them into the HEETCH community.

- **Passenger Welfare Missions:** To facilitate the lives of passengers with pleasant and human solutions, their goal is to anticipate their needs
- **Passenger Missions:** Ensure that passengers are enthusiastic about downloading the application and making trips.
- **Money Missions:** To respond to real-life problems and offer moderate and competitive prices compared to the market.
- **Ride Missions:** Create the opportunity for passengers and drivers to share a unique moment.
- **Market Missions:** Create a balanced, fair and accessible market for our drivers and passengers.
- **Missions in Algeria:** Create transparency with drivers and passengers so that there is mutual trust, facilitate transportation and democratize it.

By these missions, Heetch commits to:

- Make the passenger experience one of the most reliable compared to competitors.
- Attract more passengers with an affordable price.
- Create a healthy market and ensure transparency with drivers and passengers.
- Build a known and true brand.
- Expand to several countries and launch new markets.

2.2.5 Departments and Their Roles:

- **HR and Finance:** This service is composed of the office manager, whose primary mission is to ensure coordination between the different services of the company, follow-up and synthesis report writing, human resource management, and information relay within the company. Therefore, their tasks are numerous. They manage the different relationships with the network of social, economic, technical, and financial partners, handle technical studies, coordinate and conduct projects, manage contracts while ensuring compliance with objectives (deadlines, cost, and quality), animate internal and external stakeholders, negotiate with suppliers to obtain the best price for office equipment, etc.

In the Heetch ELDjazair company, the office manager is also responsible for the company's accounting, organizing internal and external events, and booking business trips.

- **Funding and Salary Management:** They handle the financial aspects of the organization, including budgeting, salary management, and employee payroll administration.
- **Employee Supervision and Development:** The human resources department is responsible for reorienting and monitoring employee performance, providing them with guidance, and ensuring their professional development within the organization.
- **Marketing and Design:** The Marketing department's missions include increasing brand awareness, improving its perception, engaging and fostering user loyalty, educating customers about HEETCH's services, and maintaining the company's visibility and relevance in the market.
- **OPS « operations »:** HEETCH's acquisition team is responsible for all aspects related to recruiting and onboarding drivers, with a focus on expanding the driver network. Their roles and missions can be summarized as follows:
 - Remote Onboarding:** The team manages the remote activation and onboarding process for new drivers. They ensure that drivers have a smooth experience when joining the HEETCH platform. This includes providing guidance on necessary documentation, verifying driver qualifications, and facilitating the activation process.
 - Driver Registration and Recruitment:** The team actively participates in driver recruitment efforts. They attract and onboard new drivers by highlighting the benefits of partnering with Heetch.
 - Front Acquisition:** They actively reach out to potential drivers and engage in face-to-face interactions to encourage them to join the HEETCH driver network and complete registrations.
- **Customer Care Team:** The CARE service is the second pillar of the company's business, consisting of a CRM (Customer Relationship Management) specialized team led by a CARE manager. They are responsible for managing tickets (customer complaints) and customer relationship management. They collect feedback from clients and drivers through the application (contact us option) and monitor trips by phone (IN and OUT). In fact, Customer Care and Driver Operations are the two main services of the company, with the Marketing service acting as an intermediary between the two. (Internal documents from the Heetch company).

The CARE department at HEETCH focuses on the well-being of passengers and drivers. Its main mission is to build customer loyalty, and it does so through several tasks, including:

- **Complaints Management:** The CARE department handles and resolves customer complaints efficiently and effectively. It provides quick responses and strives to resolve any issues or concerns raised by passengers or drivers.
- **Zendesk Ticket Management:** The team uses the Zendesk ticketing system to manage customer inquiries and requests. It ensures that all tickets are properly categorized, prioritized, and addressed promptly.
- **Customer Training:** The team is actively involved in educating passengers and drivers. They provide information and advice to enhance their understanding of HEETCH's services, features, and policies, with the aim of improving the overall customer experience.
- **Satisfaction Survey (NPS):** The Care department conducts satisfaction surveys, including using the Net Promoter Score (NPS) methodology. It collects customer feedback to assess their level of satisfaction and identify areas for improvement.
- **Customer Retention:** The team plays an essential role in frontline customer retention efforts. They engage directly with customers, using effective communication skills to address concerns, offer solutions, and ensure a positive experience with HEETCH's services.

Figure 8: Organizational chart of HEETCH EL DJAZAIR.



Source: Company's internal resources.

Heetch is a startup that needs to scale economically, so they are an exception to the rule since they outsource some functions in order to concentrate on their core business success. The previous organizational chart shows the hierarchical order inside the company. We can already notice the absence of certain casual aspects in a company.

2.2.6 CRM applied within HEETCH:

Heetch is a carpooling and on-demand transportation network, and like any business, it relies heavily on customer relationship management (CRM). Heetch engages with its users and offers first-rate customer support through CRM tactics and technologies.

- **Communication:** Heetch communicates with its clients through a variety of means. This covers push notifications, emails, in-app communications, and mobile apps. Users can easily report issues, ask questions, and get help by contacting Heetch's customer support through these methods.
- **Customer support:** Heetch has a committed team of customer service representatives who reply to questions from users and address issues. The staff has received training on how to effectively and amiably assist users, making sure they have the information they require as quickly as feasible.
- **Feedback collection:** Heetch encourages users to provide their assessments and comments about their driving experiences. This data is used to assess the quality of the services, pinpoint areas for development, and make any required modifications. Heetch considers customer feedback to make ongoing improvements to its services.
- **Personalization:** Heetch adapts the user experience based on user data. Heetch, for example, can provide trip suggestions, special offers, or promotions based on the preferences and routines of each user.
- **Loyalty program:** Heetch also offers a loyalty program that gives regular users benefits. With every trip, users can accrue points that can be used for free or discounted trips. Customers' relationships with the brand are strengthened, and consumer loyalty is encouraged by this approach.
- **Performance tracking:** Heetch tracks measures like average response time, troubleshooting, and user satisfaction to keep an eye on the effectiveness of its customer care staff. These metrics aid in evaluating the efficacy of customer relationship management (CRM) and pinpointing areas in need of development.

2.2.7 Information and Communication Technologies used by HEETCH:

2.2.7.1 Internal communication:

- **Internal chat:** A platform that functions similarly to an Internet Relay Chat (IRC) with channels for each of the numerous discussion subjects. Additionally, this platform connects additional services into discussions, records all interactions, and permits file exchange within conversations. Additionally, a robot that learns

algorithms over time becomes more proficient at responding to specific human demands automatically. Every employee in a company gets access to the same readable and shared data. Information can be communicated instantly when teams collaborate across channels, keeping them in sync and enabling them to make choices more quickly.

- **Chat mail:** Internal emailing makes it easier for team members to collaborate and communicate, even if they work remotely or in different offices. Updates, reports, information requests, meetings, calls to action, and announcements can all be shared using it. Additionally, it provides the option to record the conversations in writing, which might be helpful for future reference.

2.2.7.2 External communication:

- **External chat:** It is a platform for customer service that lets you interact with clients via any medium. This cloud-based support platform allows for the provision of technical or customer care through a variety of channels, including voice support over the phone, email tickets, and live chat. With the use of a web browser, users may access and manage customer information, send emails to customers, and monitor consumer issues with this CRM tool.
- **SMSing:** Is a method that's frequently used to send quick messages to specific contacts or groups of receivers. By texting customers straight to their mobile device, it offers direct and instantaneous communication that is frequently utilized for urgent information, reminders, confirmations, notifications, and other purposes.
- **Phoning Tool: Heetch's** unmatched usage fluidity and abundance of business-relevant features make it one of the most sophisticated and complete tools available. The latter successfully simplifies all of its operations, including:
 - ✓ Pay attention to and promptly address driver and consumer problems.
 - ✓ Automate routine tasks such as call recording and missed call handling.
 - ✓ A user-friendly interface that offers modular settings at all times.
 - ✓ Automatic Call Distribution (ACD) for efficient inbound call assignment.
 - ✓ Automated outgoing calls that are efficient and customized by accounting for consumer limits.
- **Applications:** Heetch has two different mobile applications: the old one, which is the pink, is used for passengers and drivers at the same time, so you can join the app as a passenger or a driver, and the new one, which is the blue, is called Heetch Pro. It is

used just for the drivers to simplify the process and separate them. These two applications let users schedule travel.

- Users may download the app to their smartphones, register, and make an account before submitting their location and destination to request a race.
- Through an IOS or Android application, the entire process is carried out. Depending on your smartphone, you can install the app from the Play Store or the App Store.
- You must use a Facebook account to log in after installing the app in order to utilize it.
- The same app can be used to order a trip as a passenger and receive travel requests as a driver.

➤ **Social media:** Heetch's online persona is ideally suited to his primarily youthful community.

Heetch is active on Twitter, Facebook, Instagram, and TikTok, each with different objectives and angles: (see **Annexe N°1**)

- **Facebook:** from a promotional strategy to a company promotion, they are now known for their entertaining posts and competitive games. Not only are they attempting to foster connections within the passenger communities, but also between passengers and drivers. Additionally, Facebook is the place where they get a lot of questions that are managed by support.
- **Instagram:** for team pictures, promo codes, drivers, and passengers. They draw attention to their relationships with companies and influencers, as well as material that is welcoming to their communities.
- **X(Twitter):** Heetch is a hot topic on Twitter; therefore, it's a major nighttime job. Engaging in conversations is intriguing for the business because it creates humorous scenarios when people aren't aware they are being listened to! Although they don't have a large following, they engage with others frequently on their account.
People use a lot of tweets on Twitter; therefore, they also use the greatest tweets they find on Instagram.
- **TikTok:** Heetch has been debuting on TikTok lately in an effort to raise awareness of its services, increase visibility, and possibly draw in new customers.

Heetch can produce visually appealing and captivating material on TikTok that will go viral swiftly throughout the platform, boosting brand awareness and attracting interest in its offerings.

- **Website:** In order for any business to succeed in the modern era, having a website is essential.

Use Heetch, a straightforward and useful website, to dominate the internet.

Generally speaking, the website contains all of the company's important information (presentation, offer, and contact).

In simpler terms, it needs to respond to your users' fundamental queries about who, what, where, and how.

2.2.8 Steps to use the application:

➤ **Steps to becoming a driver-partner:** The steps are presented as follows: 4

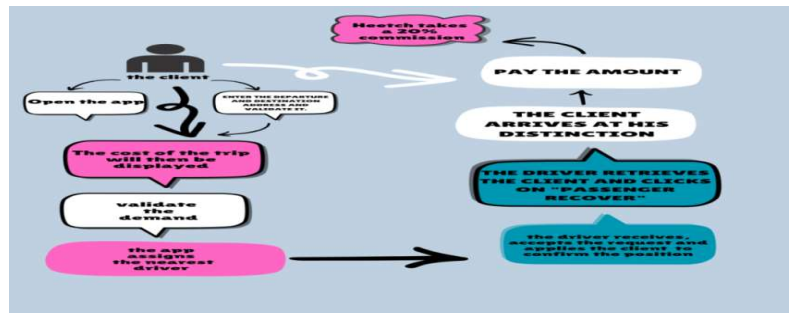
- **Download the HEETCH Chauffeur application:** The future drivers will have to register their details, following which the HEETCH team will Contact them to set up an appointment for the file deposit and training.
- **Prepare the documents to be provided:** Once the application has been validated, you must go to the nearest HEETCH office with several documents to be provided:
 - ✓ Driving license.
 - ✓ Insurance card.
 - ✓ Proof of residence.
 - ✓ Gray card.
 - ✓ ID card.
 - ✓ Criminal record.
- **Vehicle verification:** The vehicle used will be verified by one of the Heetch experts and validated according to certain criteria's:
 - Vehicle from 1995 (less than 19 years).
 - Clean vehicle and in good condition.
 - A four-door car.

- **Attend the training:** The training aims to familiarize future drivers with the HEETCH driver application and answer their questions, and send them formation videos to learn how to use the application and the system of work.

- **How to use Heetch’s app for passengers’** find a Heetch, nothing could be simpler:
 - ✓ Download the app.
 - ✓ Open the app.
 - ✓ Enter the departure address and validate it.
 - ✓ Enter the destination address and validate it.
 - ✓ The cost of the trip will then be displayed.
 - ✓ Choose your payment method: cash or credit card.
 - ✓ Simply order Heetch.

- **How to use Heetch’s app for drivers:**
 - ✓ Download the app.
 - ✓ Open the app.
 - ✓ Activate driver mode (online).
 - ✓ Activate the GPS (download the app navigation Waze), and choose the ring.
 - ✓ After receiving a request, the application will be ringing for 20 seconds, so the driver should press the button “accept” to accept the demand. (If the driver doesn’t want to accept the demand, he should press the button “refuse”).
 - ✓ The driver should call the passenger on his phone or send a message in the app.
 - ✓ After the validation of the departure and destination addresses, the driver should use the GPS to go to the passenger.
 - ✓ Pull the button “passenger recover “on arrival at the passenger to start calculating the cost of the trip.
 - ✓ After arriving at the destination, the driver presses the button “signal a stop” and then “ride completed”.
 - ✓ The app will show the driver the cost of the trip. After getting paid, press the button “cash recover”.

Figure 11: The application operation process.



Source: internal resource.

2.2.9 Payment methods

Heetch uses four different methods for drivers to pay their commissions, which are:

- **E-payment:** Heetch lets users link their accounts to credit cards or other electronic payment methods, making online transactions easier. Since payments are performed directly through the app, making payments convenient and cashless is possible. In order to gain new customers or prospects and raise their level of awareness.
- **General company:** the driver should complete the cash payment paper (the identification, name and family name, Heetch's bank account number, and commission cost).
- **Tobacco office:** there is a list of tobacco offices mentioned in the application (mention the close offices to the driver's location), and the payment method is via Flexi.
- **Paid at Heetch's office:** the drivers can pay their commission cash at Heetch's office, since the office is open from 9:00 a.m. to 6 p.m.

Note: The drivers can charge their accounts before the date of payment of the commission (called easy charge), and instead of that, they gain a percentage, for example:

- 1000 dzd to 1999 dzd → 15% of the recharge amount.
- 2000 dzd to 4999 dzd → 25% of the recharge amount.
- 5000 dzd to 9999 dzd → 35% of the recharge amount.
- 10000 dzd to 14999 dzd → 45% of the recharge amount.
- Plus, of 15000 dzd → 70% of the recharge amount.

2.2.10 Objective of the study:

Our research aims to demonstrate how the user experience can impact on the reputation of the company. We constructed the following sub-questions to get an answer to this problem:

- To what extent does the user experience influence the overall brand perception of customers?
- What are the specific elements of the user experience that have the most impact on the company's reputation?
- Are there significant differences in how different customer segments evaluate the impact of the use of experience on the company's reputation?

The case study employed a quantitative approach in order to achieve this.

2.2.11 Quantitative approach:

Using this approach, we may quantify the most important attitudes by creating two surveys with distinct measuring scales to gauge the participants' attitudes and preferences. It entails creating two distinct surveys with corresponding measuring scales. By using this technique, we may collect numerical data that can be statistically examined to give us a quantitative understanding of the beliefs, perceptions, and preferences of the participants.

In this part we will present the methodology of the work, as well as the means of collecting information's on the one hand, and on the other hand we will interpret the results of the survey. To do this, we chose a questionnaire, because we found that the latter is the most appropriate for collecting more detailed information from the respondents.

➤ Questionnaire:

The questionnaire survey is one of the most popular methods of data collection. It is a tool to approach the field where the practical research work will take place, the main purpose of which is to answer our starting problem and verify the assumptions.

As we know, HEETCH's company has two different types of clients (drivers and passengers). So, we prefer to do two questionnaires to divide our study, make it more rich, simple and get an understandable and clear study.

- **Definition of questionnaire:** A questionnaire is one of the most widely used instruments in social science research data collection. In research, the goal of a questionnaire is to gather pertinent information in an accurate and trustworthy

manner. Validity and reliability are regarded as crucial elements of survey and questionnaire accuracy and consistency in research methodology.¹

- **Elaboration of the questionnaire:**

The questionnaire consists of a series of questions, the majority of which are closed, and some open questions. We used it in a complementary way to enrich the data collected and facilitate their interpretation. For the development of a good questionnaire, it is necessary to:

- Draft questions for each sought-after information;
- Choose appropriate words;
- Formulate questions that are simple, clear, and easy to understand;
- Review and correct the questionnaire.

The questionnaire is administered to a population or a representative sample of that population; for this, we have to define our sample as two population drivers and passengers. and we used two languages: French and Arabic.

- **Sampling:** We chose our sampling by convenience,² so our survey will be conducted on a sample of 137 private HEETCH customers, spread over 97 passengers and 40 drivers.
- **Choice of information collection method:** we choose a multiple option which are:
 - Telephone interviews.
 - Social media surveys (Facebook pages, Instagram stories, direct messages).
 - Mail surveys.
- **Analyzing tools:** In our study, we used Google Sheets and IBM SPSS Statistics 27.
- **Types of questions:** The questionnaire consists of several types of questions (see annex N°2,3), namely: Passenger's questionnaire, Driver's questionnaire.
- **Open questions:** These are questions, and the respondent has the freedom to formulate his or her answer. The use of these kinds of questions enables us to have richer and more in-depth information. (P:10,12,21,26,27,29;30,31.D:3,9,10,15,16,18,19,20).

¹ TAHERDOOST (H), Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research, 2016, P.28-36.

² Convenience sampling, also known as availability sampling, is a non-random approach where individuals are chosen for a study based on their availability and accessibility, rather than through a random process. This method is often used for convenience and practical reasons, such as time or cost constraints.

- **Closed questions:** They specify the series of possible answers as well as the format of the answers. In this case, the respondent must choose one or more answers from those proposed to him. Closed questions can take several forms:

-**Dichotomic questions:** A dichotomic question offers only one alternative to the answer: yes or no.(P:11,22,23,25,28.D:14,17).

-**Single-choice questions:** In this type of question, the examiner provides a selection of answers, and respondents are required to select only one answer. (P: 1,2,3,4,5,6,7,8,13,14,15,16,17,18,19,20,24.D:1,2,3,4,5,6,7,8,11,12,13).

-**Multiple choices questions:** In this type of question, the examiner provides a selection of answers, and respondents are required to select one or more answers.(P:9,10,12,21,27,30.D:9,10,16,19)

-**The measurement scales:** there are four large types of scales: nominal, ordinary, interval, and ratio.

These are questions, and the respondent has the freedom to formulate his or her answer. The use of these kinds of questions enables us to have richer and more in-depth information.

- **How the questionnaire is administered:**

For the administration of our driver questionnaire, we have opted for the method of telephone calls because it is the most reliable method for the collection of information. Insofar as the person to be interviewed cannot move to the administrative headquarters of HEETCH.

For the administration of our passenger questionnaire, we have opted for the methods of emails, Facebook pages, Instagram stories and direct messages because they are the easiest and most simple methods for the collection of information.

Those modes allow:

- Have a high response rate;
- Reach customers faster;
- Have more sincerity in answers;

-Our survey took place at HEETCH's administrative headquarters. It lasted 33 days: about 10 days for the preparation of the questionnaire, 13 days for collecting the passenger's answers, 3 days for collecting the driver's answers, and 7 days for the processing and interpretation of the results.

Conclusion :

This section has made it possible to provide detailed information about the company Heetch, its Algerian subsidiary Heetch El Djazayer, and the quantitative research methodology based on a user-administrated questionnaire. In this dissertation, the key elements presented will serve as a basis for analyzing the results of the customer survey.

Section 3: Presentation and interpretation of results.

After administering two questionnaires to a convenience sample of 137 individual clients of HEETCH, consisting of 97 passengers who responded to 31 questions and 40 drivers who responded to 20 questions, we proceeded to analyze the responses using the convenience method. For processing the results of our survey, we utilized the tools Google forms, Google Sheets, Excel and IBM SPSS Statistics 27.

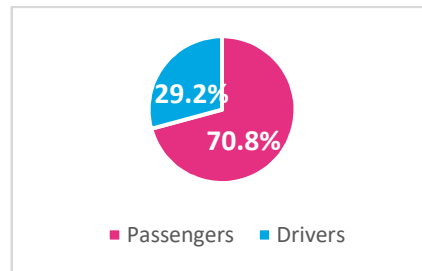
3.1 Examination of the questionnaire:

- **Distribution of the sample by client type:**

The objective of this question relates to identifying the type of client using HEETCH.

Table 5: Distribution of the sample by client type. **Figure 6:** Sector Chart, Client Type.

Client type	Frequency	Percentage
Drivers	40	29,2%
Passengers	97	70,8%
Total	137	100%



Source: Compiled by the students from SPSS 27 results.

Commentary: According to this graph, the number of respondents by client type shows that the majority of the population under investigation is made up of passengers, who make up 70.8% of the total, and drivers, who make up 29.2%.

A. Passengers

1. Sample distribution by sex:

The objective of this question is to identify the sex of the passengers.

Figure 7: Sector Chart, Passengers sexe.

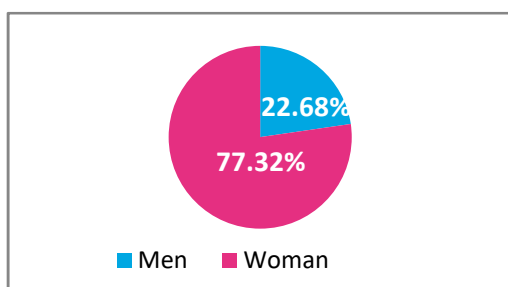


Table 6: Passengers distribution by sexe.

Sexe	Number of staff	Percentage
Men	22	22.68%
Woman	75	77.32%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

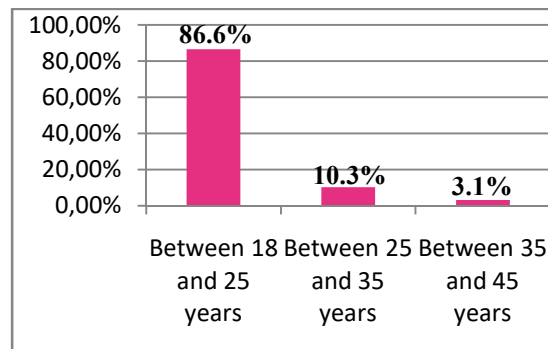
Commentary: The graph reveals that over half of the surveyed population is female, with 77.32% and 22.68% being male. This is because men have more vehicles than women, so women are more in need of these services.

2. Distribution of the sample by age group:

The aim of this question is to see what age groups are affected by HEETCH passengers.

Table 7: Distribution of passengers by age group. **Figure 8:** Bar Chart, age group.

Age range	N of staff	Percentage
[18;25]	84	86.6%
[25;35]	10	10.3%
[35;45]	3	3.1%
Total	97	100%



Source: Compiled by the students from SPSS 27 results.

Commentary: The distribution of the number of respondents by age group shows that a significant number of people responded from 18 to 25 years of age, with a percentage of 86.6%. This is because this range doesn't have the means or doesn't have a job yet to buy a car.

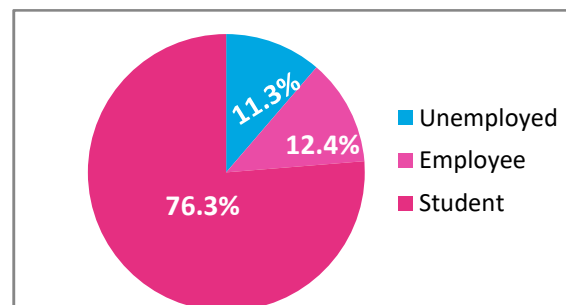
3. Sample distribution by socio-professional category:

The aim of this question is to determine the socio-professional category of HEETCH passengers.

Table 8: Distribution of the sample by SPC.

Figure 159: Bar Chart, SPC

SPC	N of staff	Percentage
Unemployed	11	11.3%
Employee	12	12.4%
Student	74	76.3%
Total	97	100%

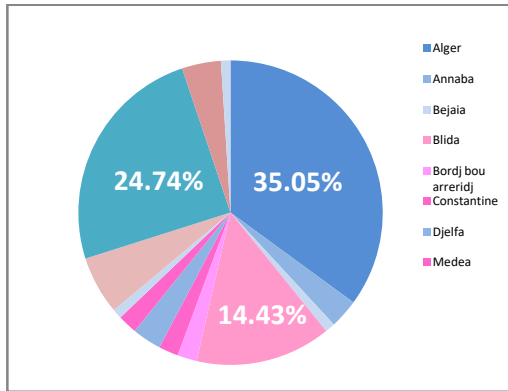


Source: Compiled by the students from SPSS 27 results.

Commentary: Based on 97 respondents to the SPC distribution question, we found that approximately the majority of passengers were students, with a percentage of 76.3%. This is because they don't have the means to buy a car.

4. Distribution of the sample by habitation:

Figure 10: Bar Chart, Distribution of passengers by habitation.



Source: Compiled by the students from SPSS 27 results.

Table 9: Distribution of passengers by habitation.

Provinces	N of staff	Percentage
Alger	34	35.05%
Annaba	3	3.1%
Béjaïa	1	1.03%
Blida	14	14.43%
Bordj bouarreridj	2	2.06%
Constantine	2	2.06%
Djelfa	3	3.1%
Medea	2	2.06%
Mostaganem	1	1.03%
Setif	6	6.19%
Tipaza	24	24.74%
Tizi Ouzou	4	4.12%
Tlemcen	1	1.03%
Total	97	100%

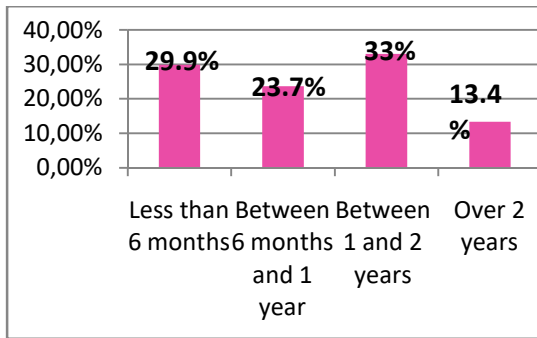
Commentary: According to 97 respondents to the habitation distribution question, we found that approximately the majority of passengers are based in Alger, with a percentage of 35.05%, followed by Tipaza and Blida with a rate of 24.74% and 14.43%, respectively. Which means the majority of HEETCH's clients are concentrated in larger urban areas where the population density is high, which explains this result: "The higher the population density, the greater the demand."

5. Distribution of the sample according to the duration of their membership:

The aim of this question is to judge customers according to the duration of their membership in HEETCH.

Figure 11: Stack diagram, duration of Heetch passenger's utilization.

Table 10: duration of their utilization of HEETCH.



D of use	Nof staff	Percentage
Less than 6 months	29	29.9%
[6 months- 1 year]	23	23.7%
[1 year- 2 years]	32	33%
Over 2 years	13	13.4%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: The majority of the customers that make up our sample are a fairly old clientele with a duration of 1 to 2 years, with a percentage of 33%, or 32 individuals. Based on these results, we found that the number of customers owned by HEETCH in less than 1 year is greater, which allows us to deduce that the customers are satisfied and that Heetch is implementing good strategies to attract a new customer base.

6. Distribution of the sample according to the duration of their utilization of heetch in the week:

Figure 12: Distribution of passengers by duration of their utilization of Heetch in week.

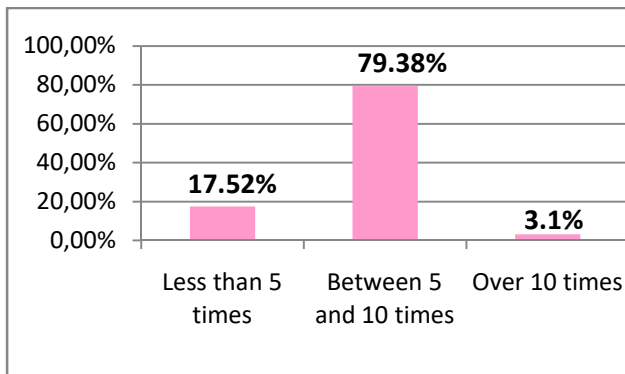


Table 11: Stack diagram, passengers by duration of their utilization of Heetch.

D of use	N of staff	percent
Less than 5 times	17	17.52%
Between 5 and 10 times	77	79.38%
Over 10 times	3	3.1%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: According to 97 respondents to the habitation distribution question, we found that approximately the majority of passengers use the application Heetch between 5 and 10 times, with a percentage of 79.38%.because the majority of users are students, which means that they may use it for the duration of their studies during the week.

According to these results, most users engage with the app very frequently, indicating high usage and dependence on the service.

7. Distribution of the sample according to the ease of use of the application Heetch Algeria

Figure 13: Stack diagram, the ease of use of the application Heetch.

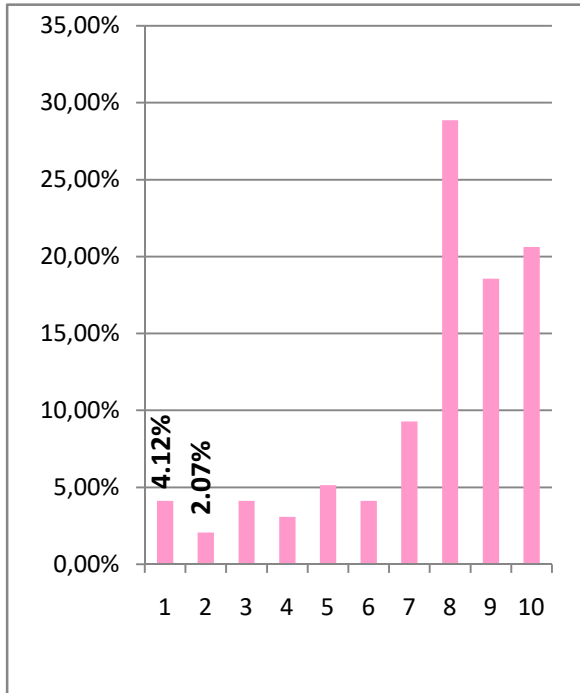


Table 12: Distribution of the sample according to the ease of use of the application.

Scale	Nof staff	Percentage
1	4	4.12%
2	2	2.07%
3	4	4.12%
4	3	3.09%
5	5	5.15%
6	4	4.12%
7	9	9.28%
8	28	28.87%
9	18	18.56%
10	20	20.62%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

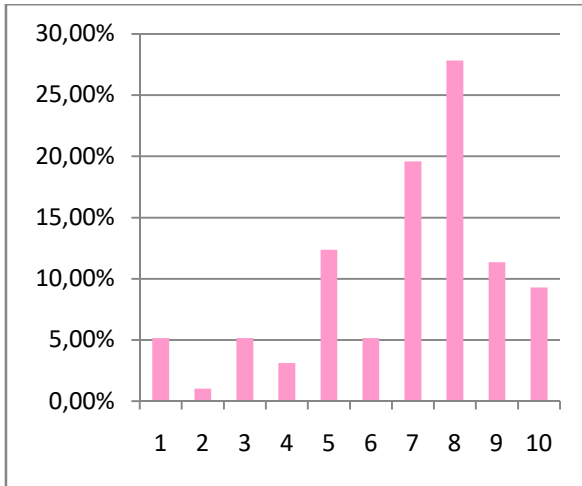
Commentary: According to 97 respondents to the habitation distribution question, we found that approximately the majority of passengers see that the application is easy to use and rate it by 8, 9, and 10 with an average percentage of 68.05%. This is because the application is clear and the steps for making a demand are very easy and straightforward.

8. Distribution of passenger’s experience satisfaction with Heetch Algeria.

Figure 20: Stack diagram, passenger’s experience satisfaction with Heetch

Table 13: Distribution of passenger’s experience satisfaction with Heetch.

Scale	N of stuffs	Percent
1	5	5.15%



Source: Compiled by the students from SPSS 27 results.

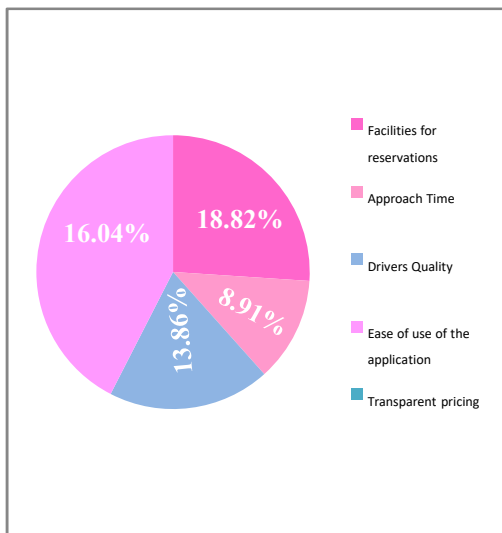
2	1	1.03%
3	5	5.15%
4	3	3.1%
5	12	12.37%
6	5	5.15%
7	19	19.59%
8	27	27.84%
9	11	11.34%
10	9	9.28%
Total	97	100%

Commentary: According to 97 respondents to the habitation distribution question, we found that approximately the majority of passengers are satisfied and rate their satisfaction by 8, 9, and 10, with an average percentage of 48.46%. That's because of the good services that Heetch offers and its efforts.

9. Distribution of the most satisfactory aspects of the user experience with Heetch.

Figure 14: Stack diagram, the most satisfactory aspects of the user experience

Table 14: Distribution of the most satisfactory aspects of the UX



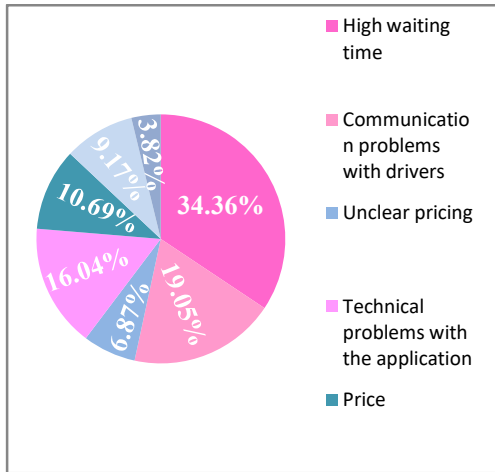
The most SA	N of stuffs	Percentage
Facilities for reservations	19	18.82%
Approach Time	9	8.91%
Drivers Quality	14	13.86%
Ease of use of the application	31	30.69%
Transparent pricing	28	27.72%
Total	101	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: Based on this chart, we see that the most satisfactory aspects of the user experience are the ease of use of the application with a rate of 30.69% and transparent pricing with 27.72%. That's because the application is clear and the price is displayed when the passenger chooses the destination.

10. Distribution of the less satisfactory aspects of the user experience with Heetch.

Figure 15: Stack diagram, the less satisfactory aspects of the user experience.



Source: Compiled by the students from SPSS 27 results.

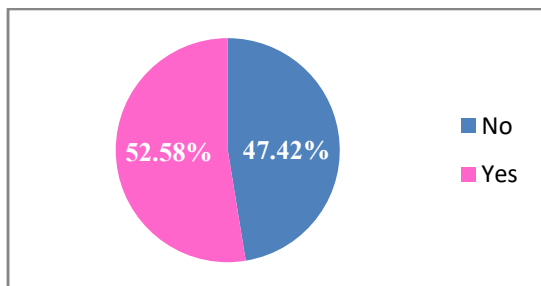
Commentary: Based on this chart, we see that the less satisfactory aspects of the user experience are the high waiting time with a rate of 34.36%, which is explained by the availability of drivers (few).

Table 15: Distribution of the less Satisfactory aspects of the UX.

The less SA	N of stuffs	Percentage
High waiting time	45	34.36%
Communication problems with drivers	25	19.05%
Unclear pricing	9	6.87%
Technical problems with the application	21	16.04%
Price	14	10.69%
Quality of service in general	12	9.17%
Nothing	5	3.82%
Total	131	100%

11. Distribution of the preconceived perceptions about the company's reputation prior to the use of Heetch Algeria.

Figure 23: Sector Chart, the preconceived perceptions about the company's reputation.



Source: Compiled by the students from SPSS 27 results.

Table 16: the preconceived perceptions about the company's the reputation.

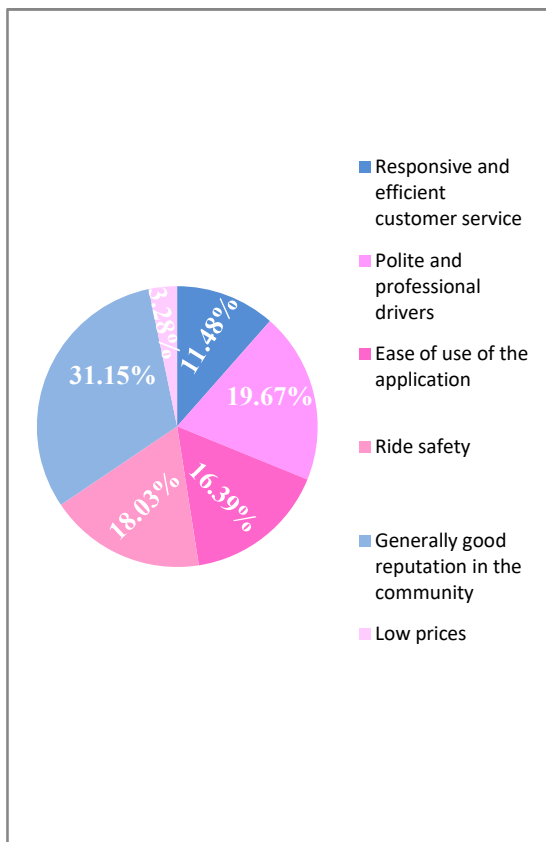
Scale	Number of stuffs	Percentage
No	46	47.42%
Yes	51	52.58%
Total	97	100%

Commentary:Based on the results we obtained, we found that 52.58% of passengers said they had preconceived perceptions about the company’s reputation, as opposed to the remaining 47.42%. That means that the company is popular, and its marketing is good.

12. Distribution of the perceptions about the company’s reputation prior to the use of Heetch Algeria.

Figure 24:Stack diagram, the perceptions about company’s reputation.

Table 17:Distribution of the perceptions about the company’s reputation.



The perceptions	Nof stuffs	Percentage
Responsive and efficient customer service	7	11.48%
Polite and professional drivers	12	19.67%
Ease of use of the application	10	16.39%
Ride safety	11	18.03%
Generally good reputation in the community	19	31.15%
Low prices	2	3.28%
Total	61	100%

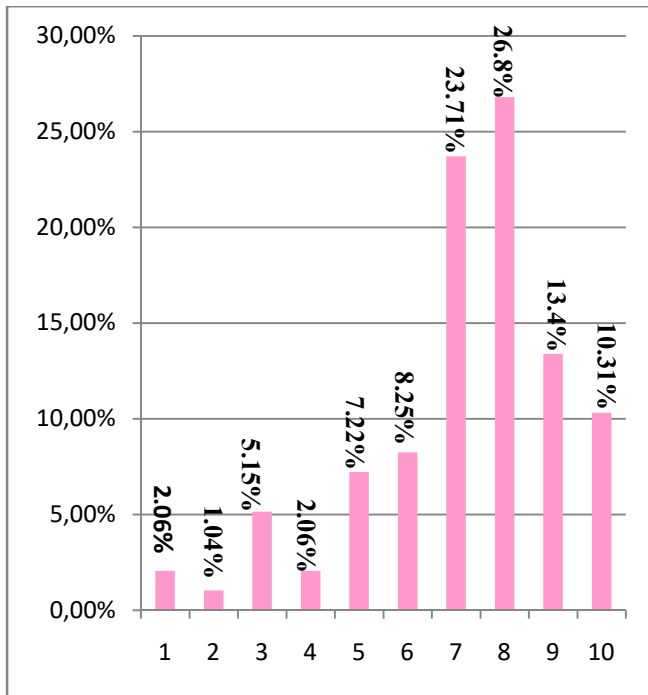
Source: Compiled by the students from SPSS results.

Commentary: Based on this chart, we see that 31.15% of respondents said that Heetch’s was generally known by her good reputation in the community prior to their utilization.That's because Heetch is known for its competitive prices and good services.

13. Distribution of the evaluation of Heetch’s reputation.

Figure 25: Diagram, evaluation of the reputation of Heetch.

Table 18: Distribution of the evaluation of the reputation of Heetch.



Scale	Number of stuffs	percentage
1	2	2.06%
2	1	1.04%
3	5	5.15%
4	2	2.06%
5	7	7.22%
6	8	8.25%
7	23	23.71%
8	26	26.8%
9	13	13.4%
10	10	10.31%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

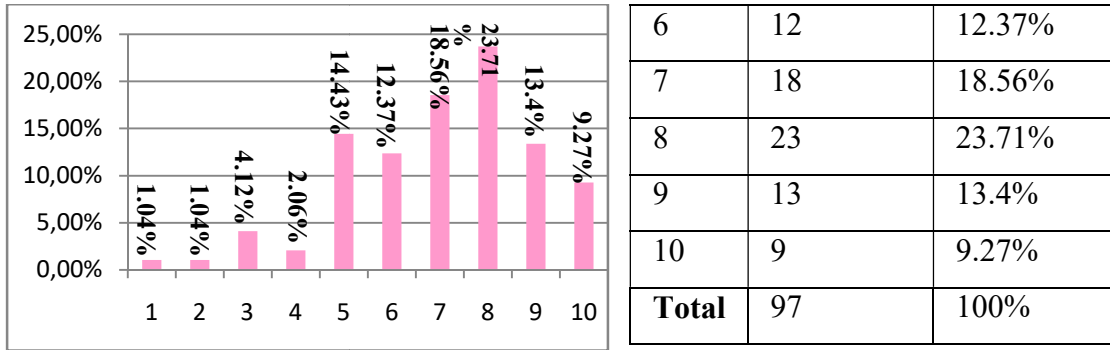
Commentary: According to 97 respondents to the habitation distribution question, we found that approximately almost half of passengers evaluate the company’s reputation with a rate of 8, 9, and 10, with an average percentage of 50.51%. That's because Heetch is known for its good services.

14. Distribution of the satisfaction of passengers with the quality of customer service of Heetch Algeria.

Figure 16: Stack diagram, the satisfaction of passengers with the quality of CS.

Table 19: Distribution of the satisfaction of passengers with the quality of CS.

Scale	N of stuffs	Percentage
1	1	1.04%
2	1	1.04%
3	4	4.12%
4	2	2.06%
5	14	14.43%



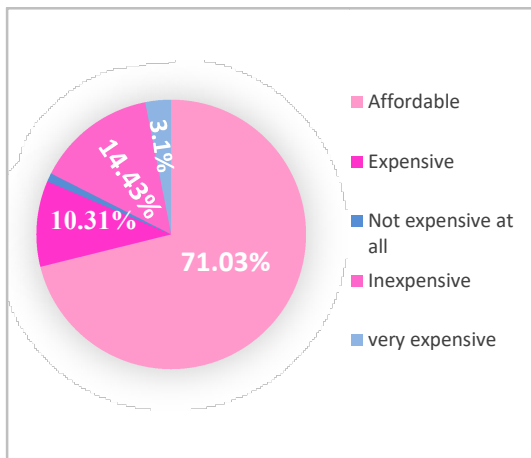
Source: Compiled by the students from SPSS 27 results.

Commentary: According to this diagram, we found that approximately almost half of passengers are satisfied with the quality of Heetch’s customer service, with a rating of 8, 9, and 10, with an average percentage of 46.38%. That’s because Heetch's customer service is professional and qualified; it receives calls quietly, tries to understand the problem of the caller, finds a solution, and explains it very well. They work from 8:30 a.m. to 9 p.m.

15. Distribution of the evaluation of the price of the ride in Heetch Algeria.

Figure 27: Stack Diagram, the evaluation of the price of the ride in Heetch Algeria.

Table 20: Distribution of the evaluation of the price of the ride in Heetch Algeria.



Source: Compiled by the students from SPSS R

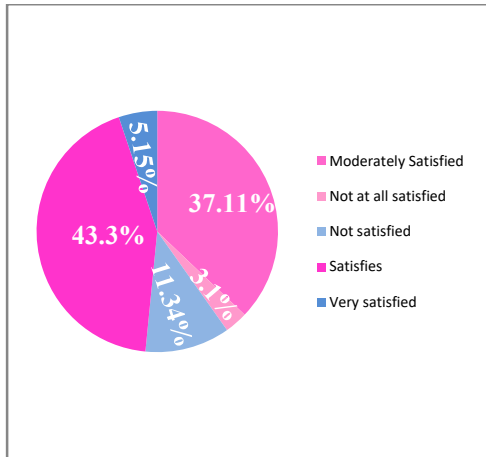
Price evaluation	N of stuffs	Percentage
Affordable	69	71.13%
Expensive	10	10.31%
Not expensive at all	1	1.03%
Inexpensive	14	14.43%
Very expensive	3	3.1%
Total	97	100%

Commentary: Based on this chart, 86.59% of passengers find the prices affordable, inexpensive, and not expensive at all. From these results, we can say that passengers are satisfied with the price of the rides because Heetch offers competitive prices in the market.

16. Distribution of the satisfaction of passengers with the quality of cars of Heetch Algeria.

Figure 28: Stack diagram, the satisfaction of passengers with the quality of cars.

Table 21: Distribution of the satisfaction of passengers with the quality of cars.



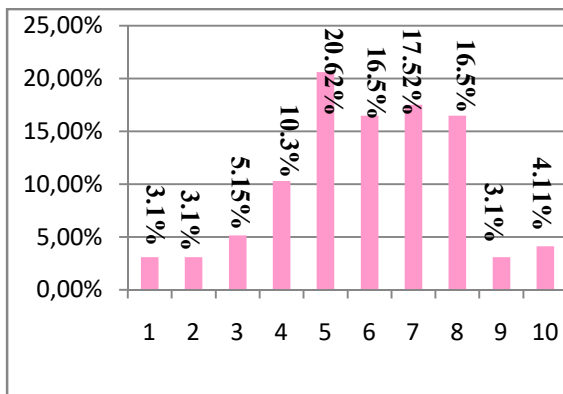
Car's satisfaction	N of stuffs	Percentage
Moderately Satisfied	36	37.11%
Not at all satisfied	3	3.1%
Not satisfied	11	11.34%
Satisfies	42	43.3%
Very satisfied	5	5.15%
Total	97	100%

Source: Compiled by the students from SPSS R.

Commentary:Based on this chart, 48.45% of passengers are very satisfied with the car's quality. From these results, we can say that passengers are satisfied with the quality of Heetch's cars. Heetch accepts cars from 1995 (less than 19 years), clean vehicles in good condition, and four-door cars.

17. Distribution of the satisfaction of passengers with the quality of customer service of Heetch Algeria.

Figure 17:Stack diagram, the quick find of drivers on Heetch Algeria.



Source: Compiled by the students from SPSS 27 results.

Commentary: According to this diagram, we found that approximately half of passengers find the drivers in a way moderately quickly, with a rate of 5, 6, and 7, with an average percentage of 54.64%.

Table 22: Distribution of quick find of drivers on Heetch Algeria.

Scale	N of stuffs	Percentage
1	3	3.1%
2	3	3.1%
3	5	5.15%
4	10	10.3%
5	20	20.62%
6	16	16.5%
7	17	17.52%
8	16	16.5%
9	3	3.1%
10	4	4.11%
Total	97	100%

This is due to the availability of drivers(few).

18. Distribution of the arrival of the drivers of Heetch Algeria in time.

Figure N°30:Stackdiagram, the arrival of the drivers of Heetch Algeria in time.

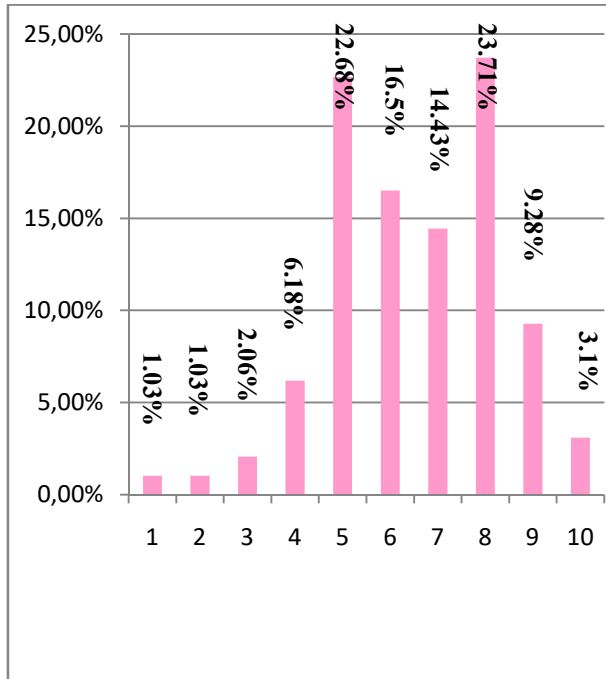


Table N°23: Distribution of the arrival of drivers of Heetch Algeria in time

Scale	N of stuffs	Percentage
1	1	1.03%
2	1	1.03%
3	2	2.06%
4	6	6.18%
5	22	22.68%
6	16	16.5%
7	14	14.43%
8	23	23.71%
9	9	9.28%
10	3	3.1%
Total	97	100%

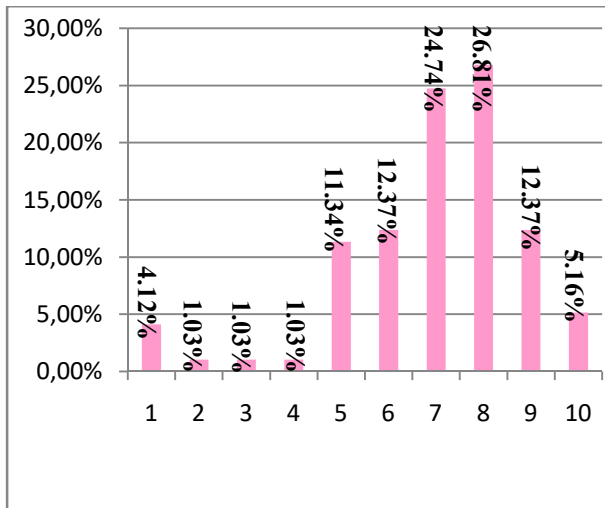
Source: Compiled by the students from SPSS 27 results.

Commentary: According to this diagram, we found that approximately half of passengers mention that the driver moderately comes on time, with a rate of 5, 6, and 7, with an average percentage of 53.61%. The respondents who mention that the driver comes on time, with a rate of 8, 9, and 10, have an average percentage of 36.09%. And finally, the respondents who mention that the driver doesn't come on time are 10.03%. As a result, we can say that the driver moderately comes on time. That's due to the availability of drivers.

19. Distribution of the driver's behavior.

Figure N°31:Stackdiagram,driver's behavior. **Table N°24:** Distribution of driver's behavior.

Scale	N of stuffs	Percentage
1	4	4.12%
2	1	1.03%



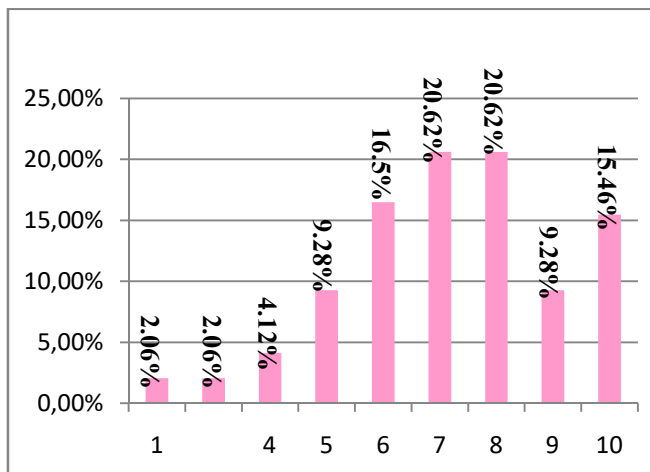
3	1	1.03%
4	1	1.03%
5	11	11.34%
6	12	12.37%
7	24	24.74%
8	26	26.81%
9	12	12.37%
10	5	5.16%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: According to this diagram, we found that approximately half of passengers mention that the driver's behavior is moderately good, with a rating of 5, 6, and 7, with an average percentage of 48.45%. This may be due to a misunderstanding or lack of communication between them.

20. Distribution of the safety of passengers on a trip with Heetch Algeria.

Figure 32: Bar chart, Distribution of the safety of passengers on a trip with Heetch.



Source: Compiled by the students from SPSS 27 results.

Table 25: Distribution of safety of passengers on a trip with Heetch.

Scale	N of stuffs	Percentage
1	2	2.06%
3	2	2.06%
4	4	4.12%
5	9	9.28%
6	16	16.5%
7	20	20.62%
8	20	20.62%
9	9	9.28%
10	15	15.46%
Total	97	100%

Commentary: According to this diagram, we found that approximately half of passengers mention that

they feel moderately safe during the rides, with a rating of 5, 6, and 7, with an average percentage of 46.4%. This may be due to the lack of cameras in the cars or the events that occurred recently at Yassir Company.

The respondents who mention that they feel safe, with a rating of 8, 9, and 10, have an average percentage of 45.36%. This may be due to the driver's behavior and their professionalism.

21. Distribution of aspects that attract in the service of Heetch Algeria.

Figure 33: Stackdiagram, the aspects that attract in the service.

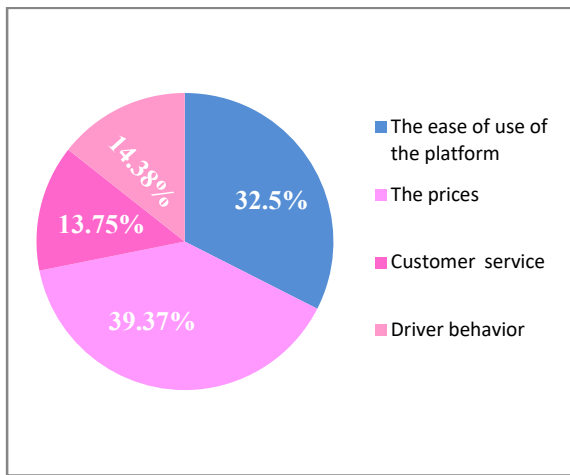


Table 26 Distribution of aspects that attract in the service.

The aspects	N of stuffs	Percent
The ease of use of the platform	52	32.5%
The prices	63	39.37%
Customer service	22	13.75%
Driver behavior	23	14.38%
Total	160	100%

Source: Compiled by the students from SPSS results.

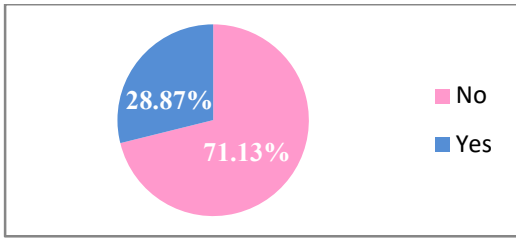
Commentary: Based on this chart, we see that 39.37% of passengers are attracted to the price of Heetch's service. 32.5% said that they were attractive because of the ease of use of the application. This is because Heetch's prices are competitive in the market, and its application is easy and clear.

22. Distribution of the bad experience while using Heetch's services.

Figure N°34: sector chart, distribution of experience while using Heetch's services.

Table N°27: Distribution of the bad bad experience while using Heetch's services.

Scale	N of stuffs	Percentage
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No	69	71.13
Yes	28	28.87
Total	97	100%

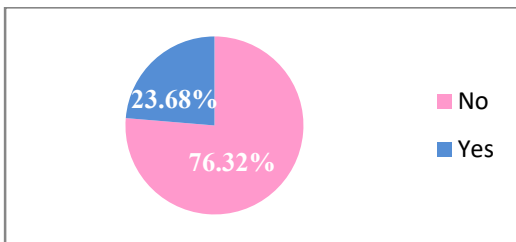
Source: Compiled by the students from SPSS 27 results.

Commentary: Based on the results we obtained, we found that 71.13% of passengers said they hadn't had a bad experience while using Heetch's services, as opposed to the remaining 28.87% who said they had a bad experience. That's due to its professional drivers.

23. If so, have you already filed a complaint with customer service?

Figure N°35: Sector Chart, the complaint filed with customer service.

Table N°28: Distribution of the complaint filed with customer service.



Scale	N of stuffs	Percentage
No	29	76.32%
Yes	9	23.68%
Total	38	100%

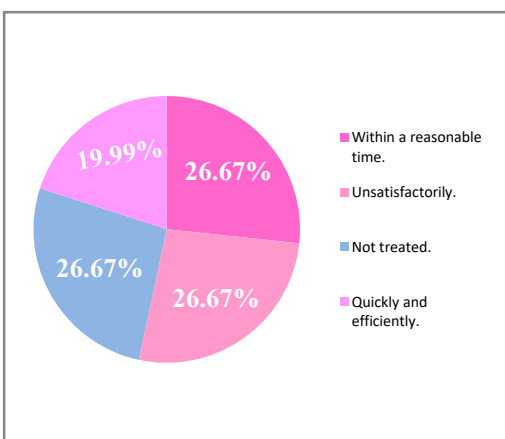
Source: Compiled by the students from SPSS 27 results.

Commentary: Based on the results we obtained, we found that 76.32% of passengers who said that they had a bad experience while using Heetch's services didn't file a file a complaint with customer service. This may be due to the lack of a reporting culture.

24. How was your complaint handled?

Figure N°36: Stack diagram, how was the complaint handled.

Table N°29: Distribution of how was the complaint handled.



How was your complaint handled	N of stuffs	Percentage
Within a reasonable time.	4	26.67%
Unsatisfactorily.	4	26.67%

Source: Compiled by the students from SPSS.

Not treated.	4	26.67%
Quickly and efficiently.	3	19.99%
Total	15	100%

Commentary: Based on this chart, we see that the respondents who said that

their problem was treated within a reasonable time, was unsatisfactory, or was not treated have the same rate, which is 26.67%. and the respondents who said that their problem was resolved quickly and efficiently have a rate of 19.99%. This is because of the situation of the problem. Sometimes the customer service representative needs to call the driver, talk to him, and understand the situation, which takes some time to resolve.

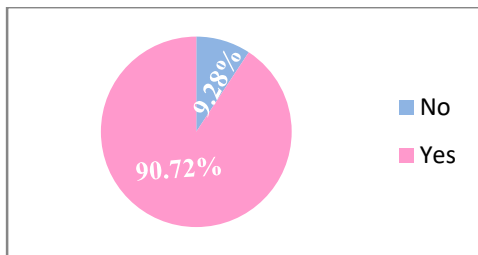
25. Recommendation of Heetch Algeria to others:

Figure N°37: Sector Chart, recommendation

Table N°30: Distribution of

of Heetch Algeria to others.

recommendation of Heetch Algeria to others.



Scale	N of stuffs	Percentage
No	9	9.28%
Yes	88	90.72%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

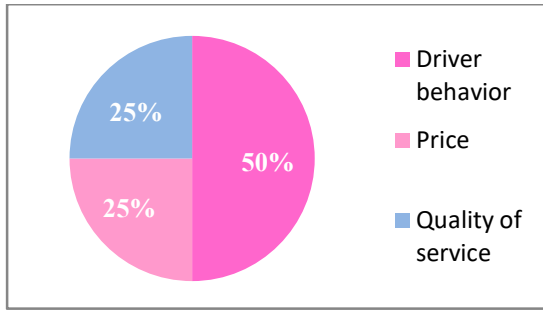
Commentary: Based on the results we obtained, we found that 90.72% of passengers said that they would recommend Heetch Algeria to others. That's due to their satisfaction and good experience with Heetch Algeria.

26. If no, why?

Figure N°38: Stack diagram, the reasons to not recommend Heetch's to the others.

Table N°31: Distribution of the reasons to not recommend Heetch's to the others.

Reasons	Nof stuffs	Percentage
Driver behavior	2	50%
Quality of service	1	25%
Price	1	25%



Total	4	100%
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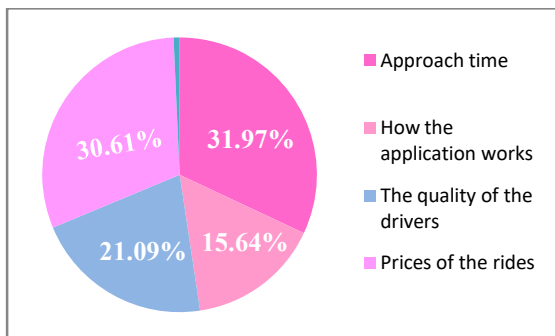
Source: Compiled by the students from SPSS 27 results.

Commentary: Based on this chart, we see that 50% refuse to recommend Heetch’s to other people because of the driver's behavior. That may be due to a misunderstanding.

27. The points to improve on the Heetch application.

Figure N°39: Distribution of the points to improve on the Heetch application.

Table N°32: Stack diagram, the points to improve on the Heetch application.



The points	N of stuffs	Percentage
Approach time	47	31.97%
How the application works	23	15.64%%
The quality of the drivers	31	21.09%%
Prices of the rides	45	30.61%
Vehicle quality	1	0.69%
Total	147	100%

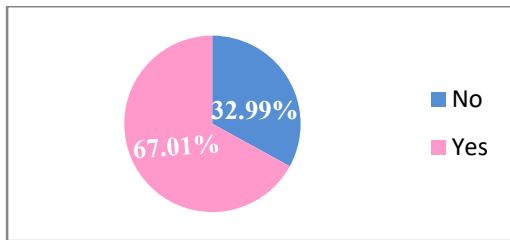
Source: Compiled by the students from SPSS results.

Commentary: Based on this chart, we see that 31.97% of passengers want to improve the approach time. Thasos due to the availability of drivers.

28. The use of other VTC applications in addition to Heetch.

Figure N°40: Sector Chart, the use of other VTC applications in addition to Heetch.

Table N°33: Distribution of the use of other VTC applications in addition to Heetch.



Scale	N of stuffs	Percentage
No	32	32.99%
Yes	65	67.01%
Total	97	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: Based on the results we obtained, we found that 67.01% of passengers said that they use another VTC service in addition to Heetch. It's due to the fact that people, by nature, love to use a lot of brands. and it's possible due to the services that the concurrent offer (maybe price, promotion code, etc.).

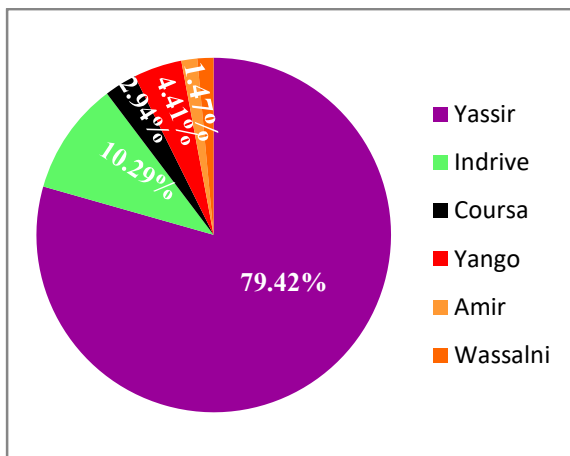
29. If yes, which ones?

Figure N°41: Stack diagram, the other VTC

Table N°34: Distribution of the other VTC

applications used in addition to Heetch.

applications used in addition to Heetch.



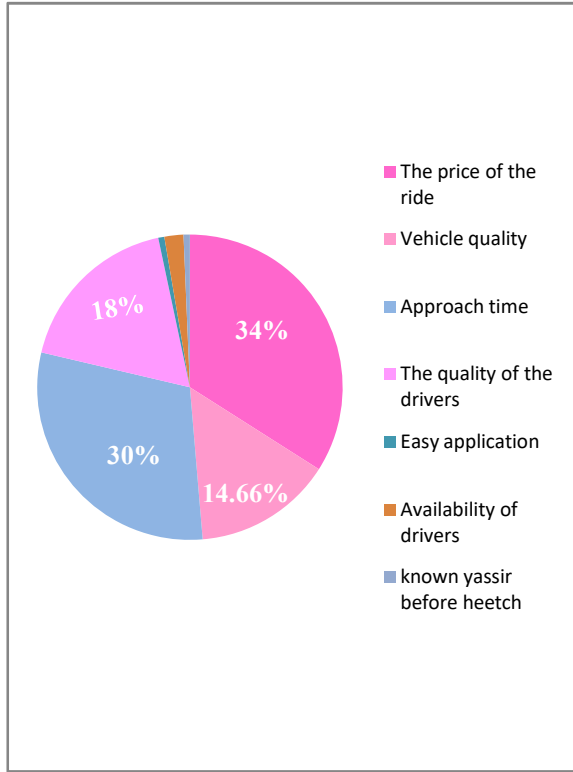
VTC app	N of stuffs	Percentage
Yassir	54	79.42%
Indrive	7	10.29%
Coursa	2	2.94%
Yango	3	4.41%
Amir	1	1.47%
Wassalni	1	1.47%
Total	68	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: Based on this chart, we see that 79.42% of passengers use Yassir in addition to Heetch. That's because it has weight in the market, and it's among the first VTC services in Algeria. And also, because it has competitive services.

30. The aspects that motivate to take a trip on another application

Figure N°42:Stackdiagram, the aspects that motivate the passengers to take a trip on another application.



Source: Compiled by the students from SPSS results.

Commentary: Based on this chart, we see

that 34% of the respondents were motivated by the price of the rides offered by other companies. 30% are motivated by approach time. That's due to the fact that most users of Heetch are students, so the price of the ride is very important to them (the majority don't have an income). and approach time because all the people like to get quick service.

31. Additional comments about the experience with Heetch Algeria or the reputation of the company in general

Table N°36: Distribution of additional comments about the experience with Heetch Algeria or the reputation of the company in general.

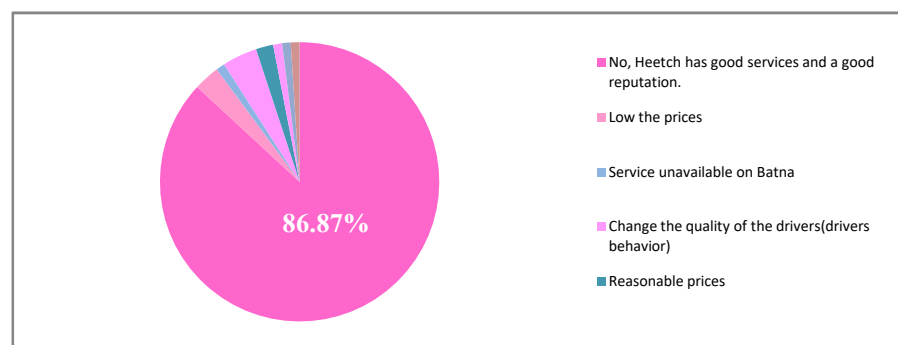
Table N°35: Distribution of the aspects that motivate the passengers to take a trip on another application

The aspects	N of stuff	Percentage
The price of the ride	51	34%
Vehicle quality	22	14.66%
Approach time	45	30%
The quality of the drivers	27	18%
Easy application	1	0.67%
Availability of drivers	3	2%
Known yassir before heetch	1	0.67%
Total	150	100%

The additional comments	N of stuffs	Percentage
No, Heetch has good services and a good reputation.	86	86.87%
Low the prices	3	3.03%
Service unavailable on Batna	1	1.01%
Change the quality of the drivers (drivers' behavior)	4	4.04%
Reasonable prices	2	2.02
GPS issue	1	1.01%
Off platform rides	1	1.01%
It is preferable to use cars with more seats to facilitate family transportation	1	1.01%
Total	99	100%

Source: Compiled by the students from SPSS 27 results.

Figure N°43: Stackdiagram, additional comments about the experience with Heetch Algeria or the reputation of the company in general.



Source: Compiled by the students from SPSS 27 results.

Commentary: Based on this chart, we see that 86.87% of the respondents said that Heetch has good services and a good reputation, and they are satisfied. That's due to the effort that Heetch Algeria is making to satisfy their clients and loyalize them. And from that, we can conclude that Heetch succeeded, and its strategic plan had a result.

B. Drivers

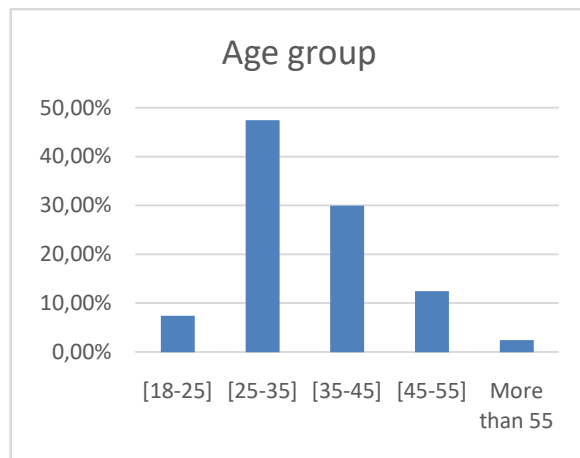
1. Distribution of the sample by age group:

The aim of this question is to see which age groups are affected by HEETCH.

Table 37: distribution of the sample by age group

Figure 44: bar chart, age group

Age range	N of staff	Percentage
[18-25]	3	7,5%
[25-35]	19	47,5%
[35-45]	12	30%
[45-55]	5	12,5%
More than 55	1	2,5%
Total	40	100%



Source: Compiled by the students from SPSS 27 results.

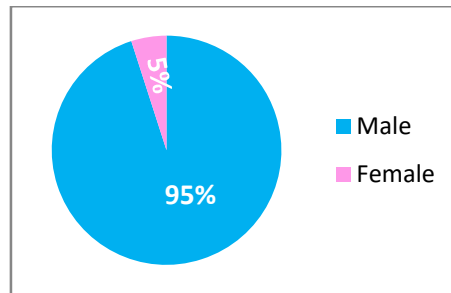
Commentary: The distribution of the number of respondents by age group shows that a significant number of people interviewed are aged from 25 to 35 years old with a percentage of 47.5% followed by 30% for people aged 35 years old to 45 years old, that's indicating that young adults find Heetch driving appealing for its flexibility and income potential, Lesser representation suggests fewer older adults find driving for Heetch suitable or necessary, "Drivers aged 45 to 55 and over 55 are less represented, suggesting that these age groups might find the job less fitting for their needs or preferences, or they might not be as attracted to the job compared to other age groups., while younger adults aged 18 to 25 likely have other priorities.

2. Distribution of the sample by sexe:

The objective of this question is related to identifying the gender of the interviewed customers.

Figure N°45: Pie chart, distribution by sexe. **Table N°38:** Distribution of the sample by sexe.

Sexe	number of staff	Percentage
Male	38	95%
Female	2	5%
Total	40	100%



Source: Compiled by the students from SPSS 27 results.

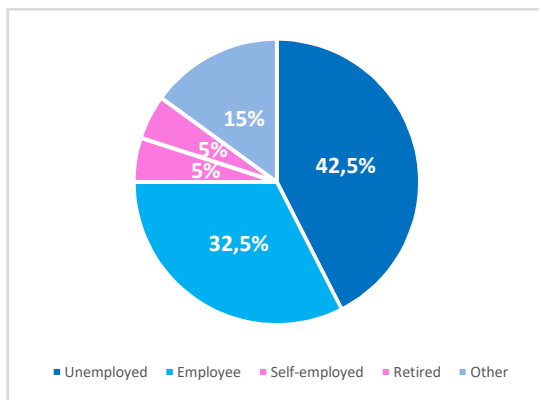
Commentary: According to the pie chart, it's obvious that the majority of the staff, 95%, are male, while only 5% are female, which means the job may be more attractive to males or there may be barriers preventing females from entering this field such as customs and traditions.

3. Distribution of the sample by socio-professional category:

The objective of this question is to determine the socio-professional category of HEETCH's customers.

Figure N°46: Pie chart, SCP

Table N° 39: Distribution of the sample by SPC



SPC	Nof staff	Percentage
Unemployed	17	42,5%
Employee	13	32,5%
Self-employed	2	5%
Retired	2	5%
Other	6	15%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

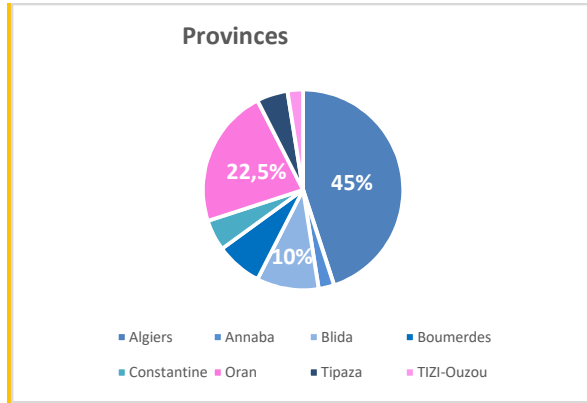
Commentary: Based on 40 respondents regarding the distribution by socio-professional category, we observe that approximately half of the drivers are unemployed, comprising 42.5% of the total. This is followed by employees at 32.5%, which means the majority of drivers may turn to this job due to unemployment or the need for additional income, while employees and retirees work in it to increase their income.

4. Distribution of the sample by provinces:

The aim of this question is to determine which the most provinces are affected by HEETCH.

Figure N°47: Pie chart, provinces

TableN°40: Distribution of the sample by province.



Provinces	N of staff	Percent t
Algiers	18	45%
Annaba	1	2,5%
Blida	4	10%
Boumerdes	3	7,5%
Constantine	2	5%
Oran	9	22,5%
Tipaza	2	5%
Tizi-Ouzou	1	2,5%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: The table provides a breakdown of HEETCH's staff distribution across various provinces.

Algiers appears to have the highest concentration of staff members 45% of the total staff. Oran also representing 22.5%, unlike the remaining province, the number of drivers in it is very low. which means the majority of

HEETCH's staff is concentrated in larger urban areas, where the population density is large with significantly fewer staff members in smaller provinces.

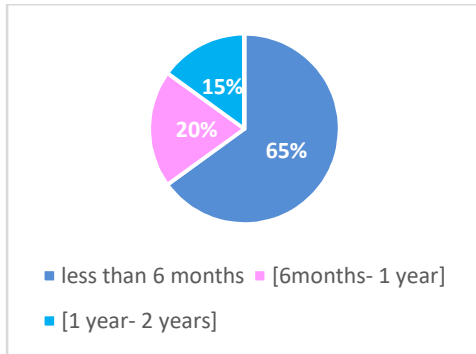
5. Distribution of the sample according to the duration of their membership:

The objective of this question is to categorize clients based on their duration of membership with HEETCH.

Figure N° 48: Pie chart, duration of membership

Table N°41: duration of their membership

Duration of membership	Number of staff	Percentage
Less than 6 months	26	65%
[6 months- 1 year]	8	20%



[1 year- 2 years]	6	15%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: a breakdown of clients' membership durations with HEETCH. Among a sample of 40 individuals, 65% have been members for less than 6 months, 20% for 6 months to 1 year, and 15% for 1 year to 2 years. which means most clients are relatively new to the service, indicating recent growth in user base.

6. Frequency of weekly usage of the HEETCH application

The objective of this question is to understanding how often the drivers use HEETCH app on a weekly basis.

Figure N°49: Piechart, weekly usage of the app

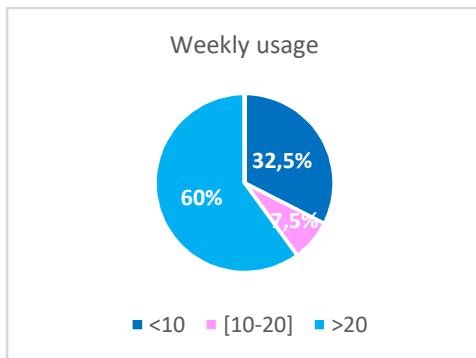


Table N°42: Frequency of weekly usage of the app

Weekly usage	Number of staff	Percentage
Less than 10	13	32,5%
[10;20]	3	7,5%
More than 20	24	60%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: A significant majority, constituting 60% of the sample, reported using the app more than 20 times per week, which means most users engage with the app very frequently, indicating high usage and dependence on the service, this indicates the support that the company provides to drivers who use the application frequently.

7. The Highlights of the Experience as a Heetch Driver

The objective of this question is to understand what are the most satisfying aspects for Heetch drivers.

Figure N° 50: Bar chart, The Highlights of the Experience as a Heetch Driver



Source: Compiled by the students from SPSS 27 results.

Table N°43: the highlights of the experience as Heetch driver

Satisfying aspects	Nof staff	Percent
Number of rides offered	14	35%
Relationship with passengers	5	12,5%
Driver profitability	10	25%
Company support for drivers	2	5%
Other	9	22,5%
Total	40	100%

Commentary: The highlights of the experience as a Heetch driver reveal several key aspects. These include the number of rides offered, with 14 drivers (35%) finding it satisfying. Additionally, 10 drivers (25%) prioritize driver profitability, Therefore, the number of rides is very important for drivers as it increases their profitability, allowing them to meet their living needs.

8. The Weaknesses of the Experience as a Heetch Driver

The objective of this question is to understand what are the least satisfying aspects for Heetch drivers.

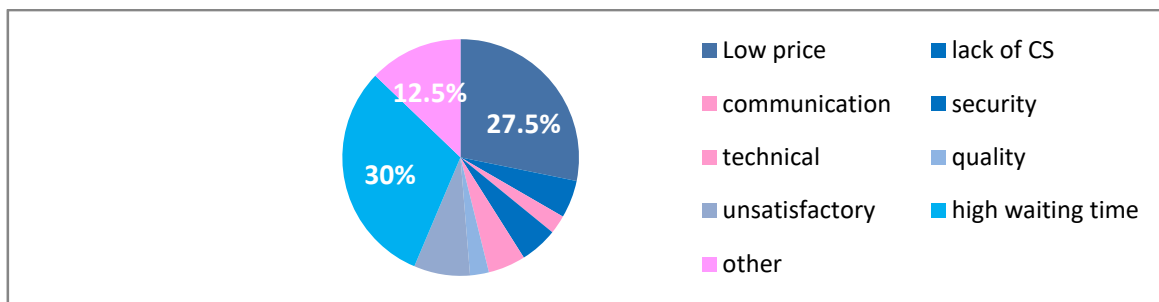
Table N°44: The Weaknesses of the Experience as a Heetch Driver.

Unsatisfying aspects	Number of staff	Percentage
Low price	11	27,5%
Lack of company support	2	5%
Communication problems with passengers	1	2,5%

Security problem	2	5%
Technical problems with the app	2	5%
Quality of service in general	1	2,5%
Unsatisfactory remuneration	3	7,5%
High waiting time	12	30%
Others	5	12,5%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

Figure N°51: Pie chart, unsatisfying aspects.



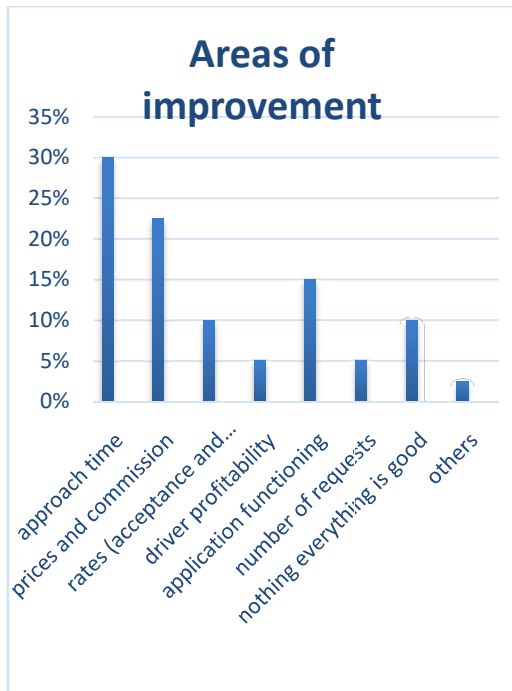
Source: Compiled by the students from SPSS 27 results.

Commentary: Most of the drivers find that the low prices and the high waiting time are the most unsatisfying aspects. This suggests that Heetch's pricing strategy may be marginally undervalued low due to the intense competition between VTC companies in Algeria, there is a lack of drivers in some regions, which is why the approach time is very high.

9. Areas for improvement at Heetch

Figure N52: Bar chart, areas for improvement Table N°45: areas for improvement at Heetch

Areas for improvement	Nof staff	Percent
Approach time	12	30%
Prices and commission	9	22,5%
Rates (acceptance and cancellation),	4	10%
Driver profitability	2	5%
Application functioning	6	15%
Number of requests	2	5%



Nothing everything is good	4	10%
Others	1	2,5%
Total	40	100%

Source: Compiled by the students from SPSS R.

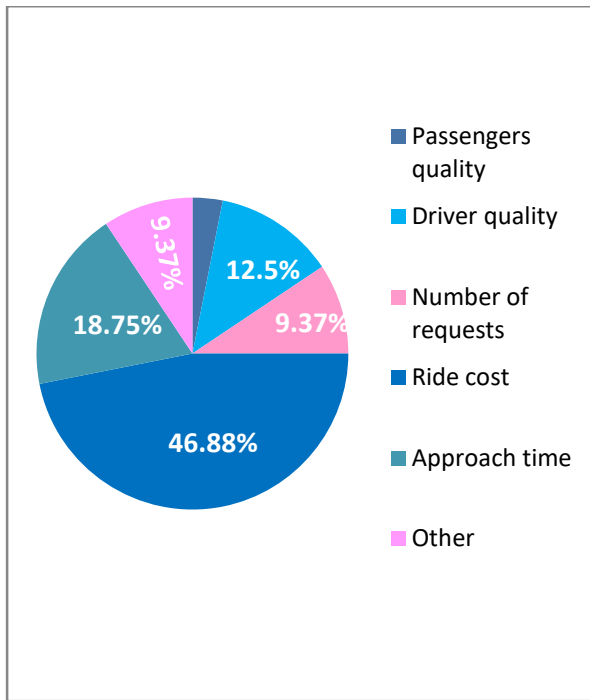
Commentary: In the survey conducted to identify areas for improvement at Heetch, the staff members highlighted several aspects. The area with the highest percentage of mentions was approach time, accounting for 30% of the responses. Prices and commission were the second most frequently mentioned area, representing 22.5% of the responses. As we said in the previous comment, this suggests that Heetch's pricing strategy may be marginally undervalued low due to the intense competition between VTC companies in Algeria, there is a lack of drivers in some regions, which is why the approach time is very high.

10. Factors influencing the choice of travel over other apps: The objective of this question is to understand what are the factors influencing the drivers to take a trip on other applications

Figure N°53: Pie chart, factors influencing the choice of travel over other apps.

Table N°46: factors influencing the choice of travel over other apps.

Factors	N of staff	Percentage
Passengers' quality	1	3,13%
Driver	4	12,5%



Factor	Count	Percentage
profitability		
The number of requests	3	9,37%
Ride cost	15	46,88%
Approach time	6	18,75%
Other	3	9,37%
Total	32	100%

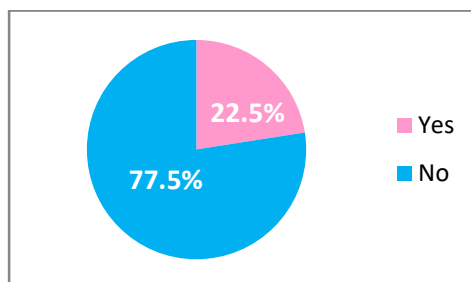
Source: Compiled by the students from SPSS 27 results.

Commentary: Ride cost is the most influential factor, with 46.875% of respondents considering it when choosing a travel app over others. Approach time follows closely at 18.75%, Driver profitability, with 4 staff and 12.5%, and the number of requests and other factors, both with 3 staff and 9.375%, are also factors that influence the choice of travel app. Passengers' quality, with 1 staff and 3.125%, is the least influential factor among the options presented. This suggests that users prioritize affordability and efficiency when selecting a travel app.

11. Use of Other Ride-Hailing Apps

Table 47: Use of Other Ride-Hailing apps **Figure 54:** Pie chart, Use of Other Ride-Hailing apps.

Use	N of staff	Percentage
Yes	9	22,5%
No	31	77,5%
Total	40	100%



Source: Compiled by the students from SPSS 27 results.

Commentary: 31 staff members, of the total, do not use other ride-hailing apps, while 9 staff members, or 22.5%, do use other ride-hailing apps in addition to the one they work for, this indicates that drivers are satisfied with the services provided by Heetch and that they meet their needs with the income they receive.

12. Other Ride-Hailing Apps Used.

Figure 55: Pie chart, Other Ride-Hailing used.

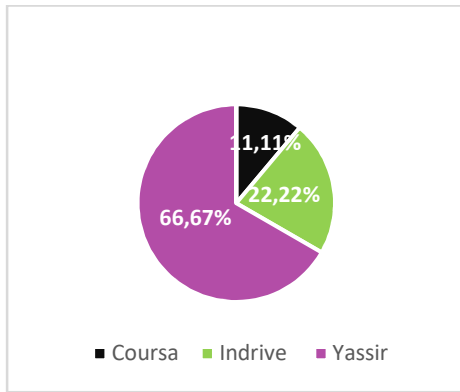


Table 48: Other Ride-Hailing apps used.

Other apps	N of staff	Percentage
Coursa	1	11,11%
Indrive	2	22,22%
Yassir	6	66,67%
Total	9	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: Yassir is the most commonly used other ride-hailing app among the staff. Indrive follows with 2 staff members Coursa is used by 1 staff member, making up 11.11% of the respondents who use other ride-hailing apps. This suggests that among the staff who use alternative ride-hailing apps, Yassir is the preferred choice, this is because it is the first application in Algeria and it is the most knowledgeable in terms of drivers and passengers

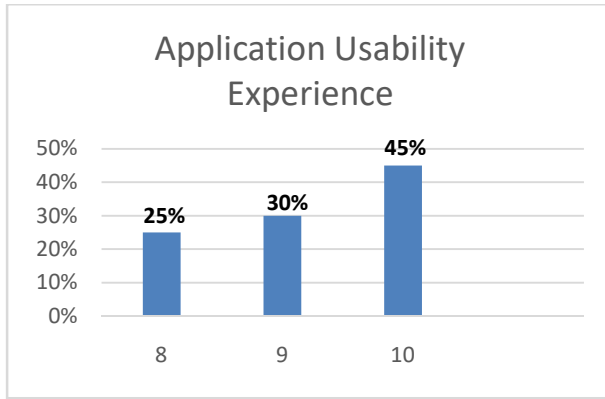
13. The ease of use of the application

The objective of this question is to find out if drivers are facing problems or breakdowns when using the application

Figure 56: bar chart, application usability experience

Table 49: application usability experience

Apps usability experience	N of staff	Percentage



8	10	25%
9	12	30%
10	18	45%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

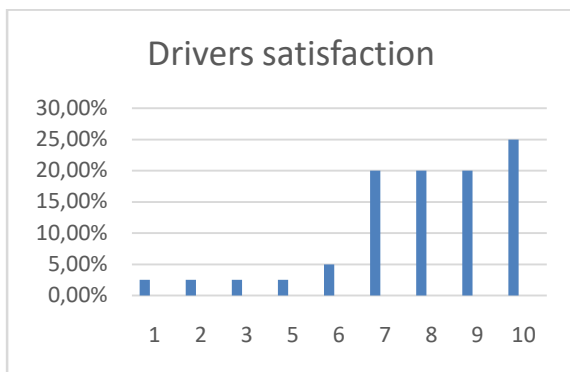
Commentary: The application is easy to use for all the drivers who were interviewed, as they rated it from 8/10 to 10/10, that's indicate a high satisfaction of application usability experience.

14. distribution of drivers experience satisfaction with Heetch Algeria:

the objective of this question is to know if the drivers are satisfying from their experience with Heetch.

Figure 57: Bar chart, distribution of driver's satisfaction

Table 50: drivers 'satisfaction



Source: Compiled by the students from SPSS 27 results.

Commentary: The distribution of drivers' experience satisfaction with Heetch Algeria shows that 26 drivers evaluate their satisfaction from 8/10 to 10/10, 10 drivers evaluate it from 6/10 to 7/10, This may suggest that the profitability of most of the drivers is high enough to cover their needs.

Scale	Nof staff	Percentage
1	1	2,5%
2	1	2,5%
3	1	2,5%
5	1	2,5%
6	2	5%
7	8	20%
8	8	20%
9	8	20%
10	10	25%
Total	40	100%

15. The evaluation of Heetch's reputation by drivers: The objective of this question is to determine Heetch's position in the Algerian market.

Figure 58: bar chart, evaluation of Heetch's reputation by drivers

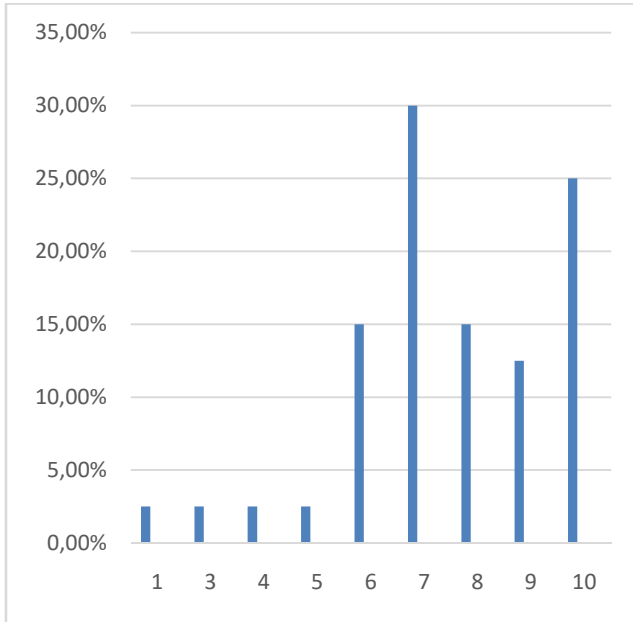


Table 51: evaluation of Heetch's reputation by drivers

Scale	N of staff	Percentage
1	1	2,5%
3	1	2,5%
4	1	2,5%
5	1	2,5%
6	6	15%
7	12	30%
8	6	15%
9	5	12,5%
10	10	25%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: the ratings provided by drivers reflect a range of satisfaction levels, with a notable percentage highly satisfied, others moderately satisfied, and some indicating areas where improvements could be made to enhance overall driver satisfaction and perception of Heetch. This suggests that Heetch generally enjoys a positive reputation within the broader community. However, there are drivers who have given the company a negative rating, possibly influenced by negative information or a badbuzz they have heard about the company.

16. Customer Service Satisfaction: the objective of this question is to know if the drivers are satisfying from the customer service.

Figure 59: bar chart, Customer Service Satisfaction

Table52: C-S satisfaction

Scale	Nof staff	Percentage
1	1	2,5%



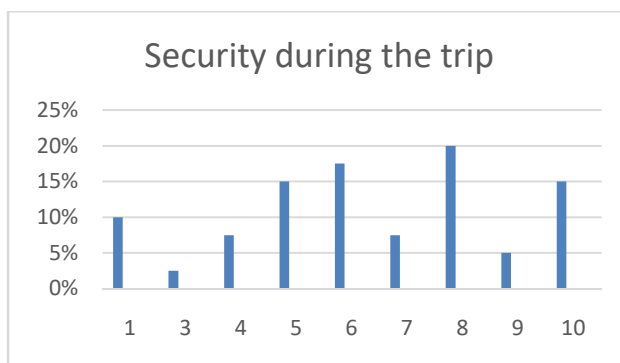
5	2	2,5%
6	2	2,5%
7	9	15%
8	8	12,5%
9	5	7,5%
10	13	22,5%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: Most drivers are satisfied with the quality of customer service, which is a result of effective customer service that distinguishes itself from others. For the drivers who are not satisfied with the service, this may indicate a potential misunderstanding.

17. Security during the trip

Figure 60: Bar chart, Security during the trip



Source: Compiled by the students from SPSS 27 results.

Commentary: Drivers evaluate safety in different ways, as each driver has their own experiences. Some believe that the safety rate decreases

Table 53: Security during the trip

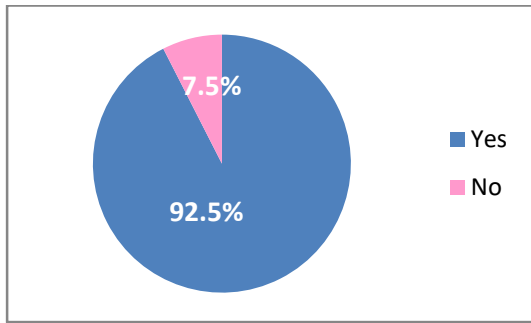
Scale	Number of staff	Percentage
1	4	10%
3	1	2,5%
4	3	7,5%
5	6	15%
6	7	17,5%
7	3	7,5%
8	8	20%
9	2	5%
10	6	15%
Total	40	100%

significantly at night, while others think that all passengers, they have previously transported were good people. Some drivers also mention that if they sense that a passenger is suspicious, they will cancel the trip.

18. Recommendation of the application to other drivers

Figure61: recommendation of the application

Table 54: Recommendation of the app



Recommendation	N of staff	Percentage
Yes	37	92,5%
No	3	7,5%
Total	40	100%

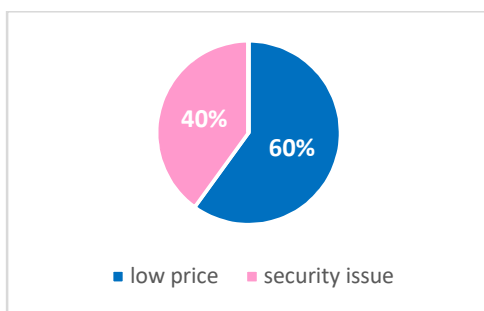
Source: Compiled by the students from SPSS 27 results.

Commentary: 37 staff members, would recommend the Heetch application to other drivers, while 3 staff members, would not recommend it, most drivers recommend other drivers to work with Heetch because they need extra income. As for those who don't recommend other drivers to use Heetch, it's because of low prices and security issues.

19. Barriers to Recommending Heetch

Figure62: Pie chart, barriers to recommending

Table 55: Barriers to recommendation



Barriers	N of staff	Percentage
Low price	3	60%
Security issue	2	40%
Total	5	100%

Source: Compiled by the students from SPSS 27 results..

Commentary: The survey on Barriers to Recommending Heetch revealed that out of 5 staff members, 60% identified low prices as a barrier to recommending the service, while 40% highlighted security issues as a concern.

20. Additional Comments on the Experience as a Heetch Driver

Figure 63: Pie chart, additional comments

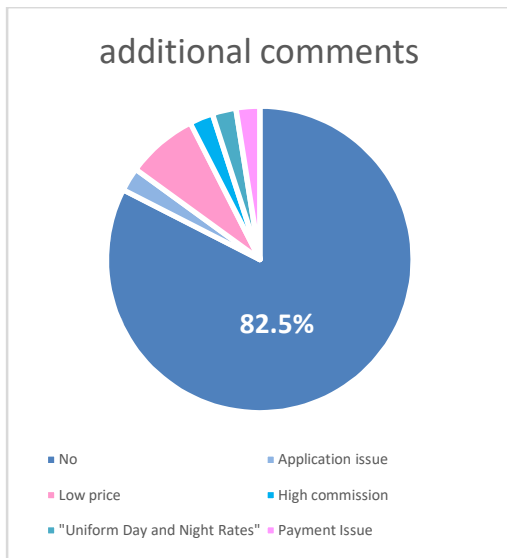


Table 56: Additional Comments

Additional comments	N of staff	Percentage
No	33	82,5%
Application issue	1	2,5%
Low price	3	7,5%
High commission	1	2,5%
"Uniform Day and Night Rates"	1	2,5%
Payment Issue	1	2,5%
Total	40	100%

Source: Compiled by the students from SPSS 27 results.

Commentary: The survey on additional comments from Heetch drivers revealed that the majority, 82.5% of the 40 staff members, did not have any further remarks to add however, some drivers did provide additional feedback:

- 7.5% mentioned low prices as a concern.
- 2.5% each cited application issues, high commission, uniform day and night rates, and payment issues as areas needing improvement.

3.2 Bivariate Correspondence Factor Analysis CFA analysis

The varied united analysis is a necessary first reading of the results, but it remains a simple description of the data collected. The descriptions made for the variables raise a whole series of questions about their relationships, which must be highlighted by bringing them together two by two in bivariate analyses for the description and measurement of the link between two variables. We use **the khi-deux** test and correlation in the case of two qualitative variables to determine whether there is a significant relationship between the two variables or not. According to the two hypotheses (H0; H1) on the 95% confidence interval and $\alpha = 5\%$.

- H0: means there is no relationship between the two variables.
- H1: means there is a relationship between the two variables.

-If for the khi-deux we have $\text{sig} > 0.05$, then we accept H0.

-If sig<0.05, then we accept H1.

We use the alternative coefficient of determination, **R-deux**, to justify the goodness of fit.

A. Passengers:

TableN°57: Crosstab between the satisfaction scale and sexe.

Crosstab On a scale of 1 to 10, how satisfied are you with your experience with Heetch Algeria? * You are?

Effective	n	You are?		Total
		Woma	Men	
On a scale of 1 to 10, how 1	4	1	1	5
satisfied are you with your 2	1	0	0	1
experience with Heetch Algeria? 3	4	1	0	5
	4	3	0	3
	5	7	5	12
	6	5	0	5
	7	14	5	19
	8	22	5	27
	9	8	3	11
	10	7	2	9
Total	75	22	22	97

experience satisfaction and sexe. (We reject H1 and accept H0).

TableN°59: Crosstab between the satisfaction scale and age.

Crosstab On a scale of 1 to 10, how satisfied are you with your experience with Heetch Algeria? * What age group are you in?

Effective	n	What age group are you in?		Total
		Between 18 and 25	Between 25 and 35 et 45	
On a scale of 1 1	3	1	1	5

TableN°58: Chi-square test between the satisfaction scale and sexe.

Chi-square test

	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	5,691 ^a	9	,770
Likelihood Ratio	7,355	9	,600
Valid Observations	97		

Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that sig = 0.770 >0.05, therefore there is no relationship of influence between the user

TableN°60: Chi-square test between the satisfaction scale and age.

Chi square test

	Valeur	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	45,284 ^a	18	,000
Likelihood Ratio	21,678	18	,247
Valid Observations	97		

to 10, how satisfied are you with your experience with Heetch Algeria?	2	0	0	1	1
	3	4	1	0	5
	4	2	1	0	3
	5	10	2	0	12
	6	4	1	0	5
	7	16	2	1	19
	8	25	2	0	27
	9	11	0	0	11
	10	9	0	0	9
Total		84	10	3	97

Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that $\text{sig} = 0.000 < 0.05$, therefore there is a relationship of influence between the user experience satisfaction and age. (We reject H0 and accept H1).

TableN°61: Crosstab between the aspects of the user experience with Heetch Algeria that they find most satisfying and sexe.(see Annexe N °4)

According to this table, the most satisfactory aspects of 75 women and 22 men with Heetch Algeria are the ease of use of the application, the ease of reservation, the transparent pricing, the approach time, and the quality of the drivers.

TableN°62: Chi-square test between the aspects of the user experience with Heetch Algeria that they find most satisfying and sexe.

Chi-square test

	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	197,251 ^a	78	,000
Likelihood Ratio	212,815	78	,000
Valid Observations	137		

Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that $\text{sig} = 0.000 < 0.05$, therefore there is a relationship of influence between the aspects of the user experience with Heetch Algeria that they find most satisfying and sexe. (We reject H0 and accept H1).

TableN°63:Crosstab between the aspects of the user experience with Heetch Algeria that they find most satisfying and age.(see Annexe N °5)

According to this table, the most satisfactory aspects of Heetch Algeria for 84 individuals (18 to 25), 10 individuals (25 to 35), and 3 individuals (35 to 45) are the ease of use of the application, the ease of reservation, the transparent pricing, the approach time, and the quality of the drivers.

TableN°64: Chi-square test between the aspects of the user experience with Heetch Algeria that they find most satisfying and age.

Chi-square test

	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	226,366 ^a	117	,000
Likelihood Ratio	208,872	117	,000
Valid Observations	137		

Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that $\text{sig} = 0.000 < 0.05$, therefore there is a relationship of influence between the aspects of the user experience with Heetch Algeria that they find most satisfying and age. (We reject H0 and accept H1).

TableN°65: Crosstab between the preconceived perceptions about the company's reputation and age.

TableN°66: Chi-square test between the preconceived perceptions about the company's reputation and age.

Crosstab Before using Heetch Algeria, did you have any preconceived perceptions about the company's reputation? * What age group are you in?

Effective		What age group are you in?			Total
		Between n18 to 25	Between n 25 to 35	Between n 35 to 45	
Before using Heetch Algeria, did you have any preconceived perceptions about the company's reputation?	No	40	0	0	40
	Yes	0	41	3	46
		0	43	7	51

Total	40	84	10	3	137
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Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that $\text{sig} = 0.000 < 0.05$, therefore there is a relationship of influence between the preconceived perceptions about the company's reputation before using it and sexe. (We reject H0 and accept H1).

TableN°67: Crosstab between the currently rate of Heetch Algeria's reputation and sexe.

Crosstab On a scale of 1 to 10, how would you currently rate Heetch Algeria's reputation as a ride-hailing company? * You are?

Effective		You are?		Total
		Woman	Men	
On a scale of 1 to 10, how would you currently rate Heetch Algeria's reputation as a ride-hailing company?	1	1	1	2
	2	1	0	1
	3	4	1	5
	4	2	0	2
	5	4	3	7
	6	6	2	8
	7	18	5	23
	8	22	4	26
	9	11	2	13
	10	6	4	10
Total		75	22	97

accept H0).

TableN°69: Crosstab between the currently rate of Heetch Algeria's reputation and age.

Tests du khi-carré

	Value	Df	Asymptotic Significance (Two-Sided)
Khi-deux de Pearson	137,818 ^a	4	,000
Rapport de vraisemblance	166,049	4	,000
N d'observations valides	137		

TableN°68: Chi-square test between the currently rate of Heetch Algeria's reputation and sexe.

Chi-square test

	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	6,307 ^a	9	,709
Likelihood Ratio	6,498	9	,689
Valid Observations	97		

Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that $\text{sig} = 0.709 > 0.05$, therefore there is no relationship of influence between satisfaction and sexe. (We reject H1 and

TableN°70: Chi-square test between the currently rate of Heetch Algeria's reputation and age.

Crosstab On a scale of 1 to 10, how would you currently rate Heetch Algeria's reputation as a ride-hailing company? * What age group are you in?

Effectifve

		What age group are you in?			Total
		Between n18 to 25	Between n 25 to 35	Between n 35 to 45	
On a scale of 1 to 10, how would you currently rate Heetch Algeria's reputation as a ride-hailing company?	1	1	1	0	2
	2	0	0	1	1
	3	3	2	0	5
	4	2	0	0	2
	5	6	0	1	7
	6	7	1	0	8
	7	19	4	0	23
	8	26	0	0	26
	9	12	1	0	13
	10	8	1	1	10
Total		84	10	3	97

Chi-square test

	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	51,780 ^a	18	,000
Likelihood Ratio	28,115	18	,060
Valid Observations	97		

Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that $\text{sig} = 0.000 < 0.05$, therefore there is a relationship of influence between the reputation and age. (We reject H0 and accept H1).

➤ Correlation and regression tests

TableN°71: Correlation test between passenger's satisfaction rate andtheircurrently rate of reputation of Heetch Algeria.

Correlations

	On a scale of 1 to 10, how satisfied are you with your experience with Heetch Algeria?	On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?
On a scale of 1 to 10, how satisfied are you with your experience with Heetch Algeria?	Pearson Correlation	1
	Sig. (2-tailed)	,729**
	Sum of Squares and Cross-products	514,021
	Covariance	328,979
	N	97
On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?	Pearson Correlation	1
	Sig. (2-tailed)	,729**
	Sum of Squares and Cross-products	,000
	Covariance	328,979
	N	396,021
	Covariance	3,427
	N	4,125
		97

Source: Developed by ourselves using SPSS 27.

According to the results obtained, we notice that $\text{sig} = 0.000 < 0.05$, therefore there is a relationship of influence between the passengers experience satisfaction and the reputation of the company. (We reject H0 and accept H1).

According to the correlation of Pearson, there is a strong relationship between them (72.9%).

Table N°72: Regression test between passenger’s satisfaction rate and their currently rate of reputation of Heetch Algeria's.

Model Summary				
Model	R	R-Square	R-Square adjusted	Standard Error of Estimation
1	,634 ^a	,403	,396	1,798

Source: Developed by ourselves using SPSS 27.

According to the table, we see that R-deux is 40.3%. which means that the passengers experience satisfaction explains 40.3% of the reputation of the company.

B. Drivers.

Table 74: Chi-square test

Chi-Square Tests			
	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	35,304 ^a	32	,315
Likelihood Ratio	25,220	32	,797
Valid Observations	40		

Table 73: Crosstabulation between Satisfaction* Age.

Effective	What age group are you in?						Total
	[35; 45]	[18; 25]	[25; 35]	[45; 55]	More than 55		
On a scale of 1 to 10, how satisfied are you with your experience as a driver for Heetch Algeria?	0	0	0	1	0	0	1
2	2	0	0	1	0	0	1
3	3	0	0	1	0	0	1
4	5	1	0	0	0	0	1
5	6	0	0	1	0	1	2
6	7	2	1	3	2	0	8
7	8	2	1	5	0	0	8
8	9	1	1	4	2	0	8
9	10	6	0	3	1	0	10
10							
Total	12	3	19	5	1		40

Source: Developed by ourselves using spss 27.

According to the results obtained, we notice that $\text{sig} = 0,315 > 0,05$ therefore there is no relationship of influence between the driver’s satisfaction and the age (we reject H1 and accept H0).

Table 75: Crosstabulation between Satisfaction* SPC.

Table 76: Chi-square test.

Crosstab

Effective

		What category does your professional status represent?					Total				
		Unemp	Oth	Self-	emplo	Retir					
		loyed	er	employed	ye	ed		al			
On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?	0	1	0	0	0	0	1	Chi-Square Tests			
	3	1	0	0	0	0	1				
	4	1	0	0	0	0	1				Asymptotic Significance (Two-Sided)
	5	1	0	0	0	0	1	Pearson Chi-Square	35,345 ^a	32	,313
	6	2	0	1	0	0	3	Likelihood Ratio	32,785	32	,428
	7	1	4	1	6	0	12	Valid Observations	40		
	8	2	1	0	3	0	6				
	9	2	1	0	1	1	5				
	10	6	0	0	3	1	10				
	Total		17	6	2	13	2	40			

Source: Developed by ourselves using spss 27.

According to the results obtained, we notice that $\text{sig} = 0,313 > 0,05$ therefore there is no relationship of influence between the driver's satisfaction and SPC (we reject H1 and accept H0).

Table 77: Crosstabulation between reputation and age.

Table 78: Chi-Square Test.

Cross tabulation

Effective

		What age group are you in?					Total
		[35;	[18;	[25;	[45 ;	More	
		45]	25]	35]	55]	than 55	
On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?	0	0	0	1	0	0	1
	3	0	0	1	0	0	1
	4	0	0	1	0	0	1
	5	0	1	0	0	0	1
	6	0	0	3	0	0	3
	7	4	2	5	1	0	12
	8	0	0	5	1	0	6
	9	3	0	1	1	0	5

	10	5	0	2	2	1	10
Total	12	3	19	5	1		40

Chi square-tests

	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	34,408 ^a	32	,353
Likelihood Ratio	31,869	32	,472
Valid Observations	40		

Source: Developed by ourselves using spss 27.

According to the results obtained, we notice that $\text{sig} = 0,353 > 0,05$ therefore there is no relationship of influence between the driver's reputation and age (we reject H1 and accept H0).

Table 79: Crosstabulation between reputation and SPC.

Table 80: Chi-square test.

Crosstab

Effective

		What category does your professional status represent?					Total
		Unemployed	Other	Self-employed	Employee	Retired	
		On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?	0	1	0	0	
	3	1	0	0	0	0	1
	4	1	0	0	0	0	1
	5	1	0	0	0	0	1
	6	2	0	1	0	0	3
	7	1	4	1	6	0	12
	8	2	1	0	3	0	6
	9	2	1	0	1	1	5
	10	6	0	0	3	1	10
Total		17	6	2	13	2	40

Chi-square test

	Value	Df	Asymptotic Significance (Two-Sided)
Pearson Chi-Square	27,564 ^a	32	,691
Likelihood Ratio	30,763	32	,529
Valid Observations	40		

a. 44 cells (97.8%) have a theoretical workforce of less than 5. The minimum theoretical workforce is 0.05.

Source: Developed by ourselves using spss 27.

According to the results obtained, we notice that $\text{sig} = 0,691 > 0,05$ therefore there is no relationship of influence between the driver's reputation and SCP (we reject H1 and accept H0).

➤ Correlation and regression tests

Table 81: Correlation test between the driver's satisfaction and reputation.

Correlations

		On a scale of 1 to 10, how satisfied are you with your experience as a driver for Heetch Algeria?	On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?
On a scale of 1 to 10, how satisfied are you with your experience as a driver for Heetch Algeria?	Pearson Correlation	1	,751**
	Sig. (2-tailed)		,000
	N	40	40
On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?	Pearson Correlation	,751**	1
	Sig. (2-tailed)	,000	
	N	40	40

** . The correlation is significant at the 0.01 level (2-tailed).

Source: Developed by ourselves using spss 27.

According to the results obtained, we notice that $\text{sig} = 0,000 < 0,05$ therefore there is a relationship of influence between the reputation and the satisfaction (we reject H_0 and accept H_1).

According to the correlation of Pearson, there is a strong relationship between them (75.1%).

Table 82: Regression test between the driver’s satisfaction and Heetch’s reputation.

Summary of models

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	,751 ^a	,565	,553	1,503

a. Predictors: (Constant), On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?

Source: Developed by ourselves using spss 27.

According to the table, we see that R-deux is 56,5%. which means that the user experience satisfaction explains 56,5% of the reputation of the company.

3.3 Summary of the results from the questionnaire:

According to the analysis of the results obtained through the questionnaire carried out with HEETCH customers, we were able to note that:

- The majority of Heetch’s passengers are women, while the drivers are men.
- The majority of Heetch’s customer are young people, unemployed or students. And leaves in Algiers,Oran,Tipaza and Blida.

- The majority of passengers are members from 6 months to 2 years; while the drivers are members from less than 6 months.
- The majority of drivers use Heetch more than 20 times in the week, while passengers use it between 5 and 10 times.
- Half of the passengers feel moderately safe during the ride, while the drivers evaluate safety in different ways, as each driver has their own experiences. Some believe that the safety rate decreases significantly at night, while others think that all passengers, they have previously transported were good people. Some drivers also mention that if they sense that a passenger is suspicious, they will cancel the trip.
- The majority of customers find the application easy to use.
- The majority of customers are satisfying with their experience with Heetch Algeria.
- The most satisfying aspects for the passengers are the price and the ease of use of the application, while the most satisfying aspects for the drivers are the number of rides offered and driver profitability.
- The most unsatisfying aspects for the both passengers and drivers is the high waiting time (approach time) and ride's cost for the drivers.
- The majority of passengers didn't have a bad experience with Heetch services, while those who had a bad experience and filed a complaint with customer service, the majority of them, their problem was treated within a reasonable time, was unsatisfactory, or was not treated.
- Heetch has a good reputation, which leads customers to choose this VTC and remain loyal.
- The majority of customers judge Heetch's services positively, which makes them satisfied with the latter.
- The majority of both passengers and drivers prefer to recommend Heetch to others. While the passengers who prefer not to do so because of the driver's behavior, prices, and quality of services, On the other hand, the drivers are hesitant because of the low prices and security issues.
- The majority of passengers use other VTC services, while the majority of drivers don't.
- It turns out that customers are satisfied with their relationships with Heetch through the improvement in customer relationship management adopted by the latter.
- Yassir company is the concurrence number one of Heetch company.

- The majority of both passengers and drivers are motivated by the price of the rides offered by other companies and their approach time.

Conclusion:

This chapter focuses on the practical aspect of our case study, which was reviewed in the first three sections: definition, role, and development of VTC; next, we talked about the challenges that VTC faces in Algeria; in the second section, we presented our host organization, HEETCH, including its history, organizational structure, and various missions and commitments. We discussed the host agency, HEETCH EIDjazair, and its operations. Finally, we discussed our research methodology.

In the third section, we analyzed the satisfaction of the user experience within HEETCH and its impact on the reputation of the company, from which we concluded that the latter has a good reputation.

We carried out a quantitative study with HEETCH EIDjazair customers, which allowed us to answer our initial problem. We were able to achieve results, which we analyzed and processed using Google Forms, Google Sheets, Microsoft Excel, and SPSS 27.

General conclusion

This research focused on the impact of the user experience on the company's reputation and how the satisfaction of the customers can influence the reputation of Heetch's company and what is the relationship between them.

In order to achieve this objective, we began our research, like any academic work, by collecting information and documentation related to our theme.

In the first part of the literature, we began by studying generalities about UX and reputation: their definitions, their importance, etc. In the first section, then in the second section, we talked about how to measure and manage UX, highlighting the evolution of customer relationships, how to measure customer satisfaction, CRM, etc. In the 3rd section, we talked about how to manage and evaluate the company's reputation, during which we discussed how to measure and manage business reputation, ROI, types of performance measurement, etc.

These sections give readers a thorough understanding of user experience and management techniques that can be used to improve overall business success.

Moving to our practical case, we mentioned the presentation of the VTC service in the first section. In the second section, we discussed the history and presentation of Heetch, the organizational chart, the difference between VTC services in Algeria, as well as the research method, which includes a quantitative approach with the definition of the questionnaire and its development, and how we collected the information, including the types of questions. In the last section, we analyzed all the questionnaire results, presenting them in tables, graphs, and comments. Additionally, we used Analysis Factorial Correspondence (AFC), which allowed us to understand the relationship between pairs of variables and therefore questions linked to the study (**the chi-square** test and correlation to read our results and the alternative coefficient of determination, **R-square**, to justify the goodness of fit).

To carry out our research successfully, we initially chose a quantitative approach, where we developed an online dual questionnaire intended for a representative sample of 137 individuals from the parent population who are HEETCH's individual customers. The results obtained were used to answer questions relating to customer satisfaction and the reputation of the HEETCH company and confirmed our hypotheses.

Hypothesis 1: “A positive UX reinforces the positive perception of the brand by customers.”

According to our tests (correlation and regression tests), we confirmed our first hypothesis. Whenever the customer is more satisfied, the reputation of the company is better.

“According to the correlation of Pearson, there is a strong relationship between them (74%). And due to the regression test, we found that customer satisfaction represents 48.4% of the company's reputation, which indicates that customer satisfaction has a strong influence on the reputation.”

Hypothesis 2: “Key elements of UX such as ease of use and after-sales service have a significant impact on the perception of the brand by customers.”

According to our tests (correlation and regression tests), we confirmed our second hypothesis. Whenever the key of UX such as ease of use and after-sales service have a significant impact on the perception of the brand by customers. The second hypothesis completed the first one.

So, the key elements of the customer experience are parts of satisfaction. (A good customer experience leads to satisfaction, or satisfaction is the result of good UX.)

And we concluded that there is a relationship between satisfaction and reputation. So, the customer will have positive perceptions about the reputation.

Hypothesis 3: “Customers from younger demographic segments place a higher importance on UX.”

According to our analysis of the questionnaire and the khi-deux test, we confirmed our third hypothesis. Heetch's customer base consists primarily of young people aged 18-25 and 25-35. The Khi-deux test confirmed that there is a relationship between the satisfaction of the customers and their age. So, we conclude that age influences satisfaction.

Due to which we arrived at the following conclusions:

- The majority of customers of Heetch are satisfied and had a good experience with Heetch's services.
- Heetch has a good reputation in the community.
- The company's reputation is directly related to customer satisfaction.

Based on this study and our NPS calls, we recommend the following:

- A. Improved security:
 - Identity verification: strengthening passenger identity verification processes for greater security(Add a mandatory option for the driver and passenger profile photo for greater security and transparency.
 - Safety Features: Add safety features such as an alert button in the app in case of an emergency or a camera.
- B. Diversification of services: Additional services introduce additional services, such as parcel delivery.
- C. Advertising Proposal for Under-Served Wilayas: Launch targeted advertising campaigns in wilayas where Heetch has drivers but where awareness of the application is low in order to increase the number of passengers and improve the visibility of the service.
- D. Slightly increase rates to attract more drivers and address availability in some areas. Create an option for drivers to only receive trip requests that match their planned route, for example, those on their way to work in the morning.
- E. Allow passengers to choose the type of car they prefer.
- F. Allow drivers and passengers to choose the gender of their correspondent for greater comfort and safety.
- G. Adapt the price of the rides according to the quality of the vehicles used.
- H. Add an in-app calling feature to reduce communication costs for drivers.

However, this work has limits that we could have overcome with more time, namely:

- The main limitations of this research work are linked to the empirical study and its external validation. Thus, the choice of the method of administration of the questionnaire.
- Still, regarding our sample and the limited number of individuals interviewed, it is important to emphasize that it is not representative of the entire population of the VTC sector in Algeria.
- The limited time of our internship, which is 3 months, and the pressure we put on ourselves with the different tasks within the company.

- The lack of resources to make our calls.

We consider this work the starting point for future research, and the avenues of research seem numerous to us; however, we will only cite a few:

- Initially, it seems essential to us to consider extending the studies on a larger sample and therefore more representative of the Algerian VTC sector.
- We hoped that we could take a chance with the B2B customers in our research or in our NPS calls to get a glimpse of how they think about the company.
- We hoped that we could focus our study on customer service and how they satisfy customers and make them loyal regardless of the calls or fronts.
- We hoped that we could do more tasks in addition to our NPS calls like In, Zendesk, Front, and Reservation.
- We would like to focus on Heetch's social media accounts and how they can impact the reputation of the company and customer loyalty.

For people or students who wish to continue in our theme or at Heetch Company, we can offer them the following themes:

- The impact of chatbots on the online customer experience.
- The impact of personalization on customer loyalty.
- The impact of social media on a company's reputation and customer loyalty.
- Case study on Heetch's user retention strategy through improved user experience.
- User experience optimization strategy on the Heetch platform.
- Assessment of user satisfaction and factors influencing Heetch adoption.
- Automated user experience tool development for mobile applications.
- The role of individual personalization through digital marketing tools to achieve customer loyalty.

Finally, we hope that this research, however modest, could highlight the user experience and its impact on the company's reputation. and how the satisfaction of the customers could influence positive or negative aspects of the company's reputation.

We hope that we left our mark, helped, and added value to Heetch's company.

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ANNEXES

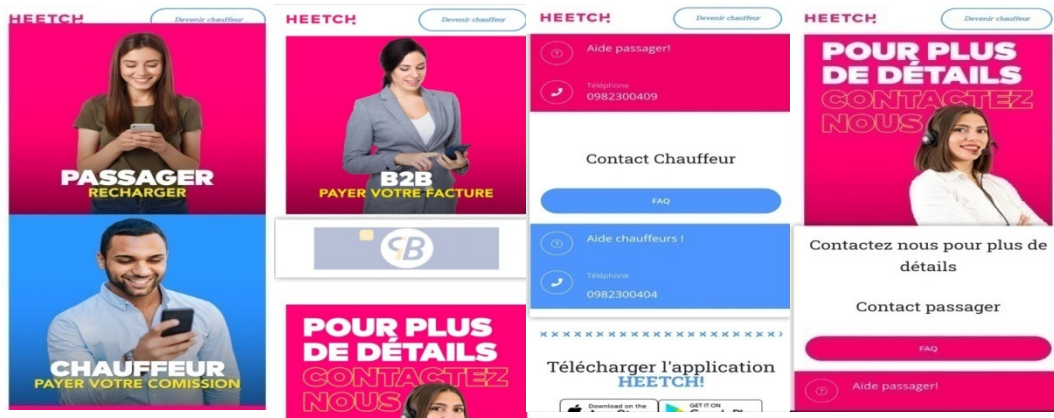
Annexe N°1: Heetch's Algeria social media accounts and website.

Figure N°9: Heetch's social media accounts.



Source: Heetch's social media accounts visited 30/04/2024 at 2:34 p.m.

Figure N°10: Heetch's website.



Source: Heetch.dz.

Annexe N°2: Passengers questionnaire

As part of the preparation of our final thesis, aiming to obtain a master's degree in E-Business from the Higher School of Management and Digital Economy (ESGEN), on 'The impact of user experience on the company's reputation', your collaboration is essential for the success and continuity of this research. Before we begin, we would like to point out that all responses will remain anonymous and confidential. They will only be used as part of our research. We thank you in advance for your valuable collaboration in carrying out this study.

1-You are?

- Man. Women.

2-What age group are you in?

- Between 18 and 25 years.
- Between 25 and 35 years.
- Between 35 and 45 years.
- Between 45 and 55 years.
- More than 55 years.

3-What category does your professional status represent?

- Unemployed. Employee. Trader. Retirement. Student.

4-In which wilaya of the country do you live?

[Algiers.Blida.Tipaza.Boumerdes.Oran.Annaba.Constantine.Setif.Bordj Bou Arreridj.Tlemcen.Sidi Bel Abbes.AinTimouchent.Mostaganem.Relizane.Mascara.Tizi-Ouzou.Béjaïa.Médéa.Djelfa.]

5-How long have you been using the Heetch Algeria app?

- Less than 6 months.
- Between 6 months and 1 year.
- Between 1 year and 2 years.
- More than 2 years.

6-How many times a week do you use the Heetch Algeria application?

- Less than 5 times.
- Between 5 and 10 times.
- More than 10 times.

7-On a scale of 1 to 10, How would you rate the ease of use of the Heetch Algeria

[1; 2; 3; 4; 5; 6; 7; 8; 9; 10]

8-On a scale of 1 to 10, how satisfied are you with your experience with Heetch Algeria?

[1; 2; 3; 4; 5; 6; 7; 8; 9; 10]

9-What aspects of the user experience with Heetch Algeria did you find most satisfying?
(Select all that apply.)

- Ease of booking.
- Approach time.
- Quality of drivers.
- Transparent pricing.
- Ease of use of the application.

10-What aspects of the user experience with Heetch Algeria did you find the least satisfying? (Select all that apply.)

- High approach time.
- Communication problems with drivers.
- Unclear pricing.
- Technical issues with the app.
- Other.

11-Before using Heetch Algeria, do you have any preconceived perceptions about the company's reputation?

- Yes.
- No.

12-If so, what were these preconceived perceptions about Heetch Algeria's reputation?

- Responsive and efficient customer service.
- Polite and professional drivers.
- Ease of use of the application.
- Rides safety.
- Generally good reputation in the community.
- Other.

13-On a scale of 1 to 10, how would you currently rate Heetch Algeria's reputation as a VTC company?

[1; 2; 3; 4; 5; 6; 7; 8; 9 ;10]

14-On a scale of 1 to 10, how satisfied are you with the quality of customer service?

[1; 2; 3; 4; 5; 6; 7; 8; 9; 10]

15-How do you evaluate the prices of the Heetch Algeria trip?

- Not expensive at all.
- Affordable.
- Inexpensive.
- Expensive.
- Very expensive

16-How do you rate your satisfaction with the quality of vehicles on Heetch Algeria?

- Not at all satisfied.

- Not satisfied.
- Moderately Satisfied.
- Satisfied.
- very satisfied.

17-Are you able to find drivers quickly on Heetch Algeria?

[1 2 3 4 5 6 7 8 9 10]

18-On a scale of 1 to 10, how much do you think that Heetch Algeria drivers arrive on time?

[1 2 3 4 5 6 7 8 9 10]

19-How much do you rate the behavior of Heetch Algeria drivers?

[1 2 3 4 5 6 7 8 9 10]

20-On a scale of 1 to 10, how safe do you feel during a Heetch Algeria trip?

[1 2 3 4 5 6 7 8 9 10]

21-What aspects attract you to Heetch Algeria's service?

- The ease of use of the platform.
- The prices.
- Customer service.
- Driver behavior.
- other....

22-Have you ever had a bad experience using Heetch Algeria services?

- Yes.
 No.

23-If so, have you already made a complaint to customer service?

- Yes.
 No.

24-How was your complaint handled?

- Quickly and efficiently.
 Within a reasonable time.
 Unsatisfactorily.
 Not treated.

25-Would you recommend Heetch Algeria to others?

- Yes.
- No.

26-If not why?

Your answers....

27-What are the points to improve on the Heetch application?

- The quality of the drivers.
- How the application works.
- Ride prices.
- Approach time.
- Other....

28-Do you use other VTC applications besides Heetch?

- Yes.
- No.

29-If yes, which ones?

Your answers...

30-What motivates you to take a trip on another app?

- The price of the trip.
- Vehicle quality.
- Approach time.
- The quality of the drivers.
- Other....

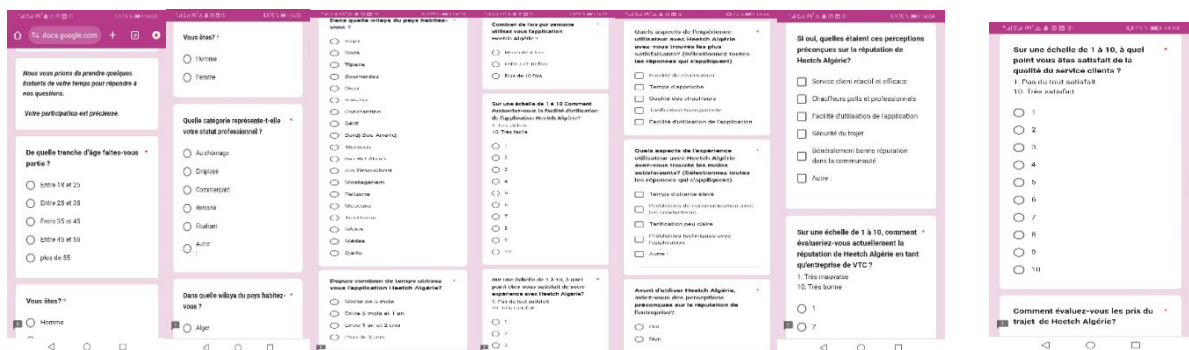
31-Do you have any additional comments about your experience with Heetch Algeria or the company's reputation in general?

Your answers...

We thank you for taking the time to answer our questionnaire. Your responses are essential to helping us continually improve our service.

Thank you for your valuable contribution.

➤ **Passengers' questionnaire in French.**



Annexe N°3 : Drivers questionnaire

As part of the preparation of our final thesis, aiming to obtain a master's degree in E-Business from the Higher School of Management and Digital Economy (ESGEN), on 'The impact of user experience on the company's reputation', your collaboration is essential for the success and continuity of this research. Before we begin, we would like to point out that all responses will remain anonymous and confidential. They will only be used as part of our research. We thank you in advance for your valuable collaboration in carrying out this study.

1-What age group do you belong to?

- Between 18 and 25
- Between 25 and 35
- Between 35 and 45
- Between 45 and 55
- Over 55

2-Are you?

- Male
- Female

3-What category best represents your professional status?

- Unemployed
- Employee
- Merchant
- Retired
- Others

4-In which wilaya (province) of the country do you live?

[Algiers Blida Tipaza Boumerdes Oran Annaba
 Constantine Sétif Bordj Bou Arreridj Tlemcen Sidi Bel Abbés Ain
 Timouchent Mostaganem Relizane Mascara Tizi-Ouzou Béjaia Médea
 Djelfa]

5-How long have you been working as a driver for Heetch Algeria?

- Less than 6 months
- Between 6 months and 1 year
- Between 1 year and 2 years
- More than 2 years

6-How many times a week do you use the Heetch Algeria application?

- Less than 10 times
- Between 10 and 20 times
- More than 20 times

7-On a scale of 1 to 10, how would you rate the ease of use of the Heetch Algeria application?

[1 2 3 4 5 6 7 8 9 10]

8-On a scale of 1 to 10, how satisfied are you with your experience as a driver for Heetch Algeria?

[1 2 3 4 5 6 7 8 9 10]

9-What aspects of your experience as a driver for Heetch Algeria did you find most satisfying? (Select all that apply)

- Commission
- Flexibility of schedules
- Driver profitability
- Company support for drivers
- Number of rides offered
- Relationship with passengers
- Other

10-What aspects of your user experience with Heetch Algeria did you find least satisfying? (Select all that apply)

- High waiting time
- Unsatisfactory remuneration
- Lack of company support for drivers
- Communication issues
- Unclear pricing
- Technical issues with the app
- Quality of service
- Security issues
- Other

11-On a scale of 1 to 10, how would you currently rate the reputation of Heetch Algeria as a VTC company?

[1 2 3 4 5 6 7 8 9 10]

12-On a scale of 1 to 10, how satisfied are you with the customer service quality?

[1 2 3 4 5 6 7 8 9 10]

13-On a scale of 1 to 10, how would you rate your safety during trips?

[1 2 3 4 5 6 7 8 9 10]

14-Would you recommend Heetch Algeria to other drivers?

- Yes
- No

15-If not, why?

- **Your answers.**

16-What are the areas for improvement on the Heetch application?

- Driver profitability
- App functionality
- Number of requests
- Approach time
- Other

17-Do you use other VTC applications in addition to Heetch?

- Yes
- No

18-If yes, which ones?

- **Your answers**

19-What motivates you to accept a ride on another application?

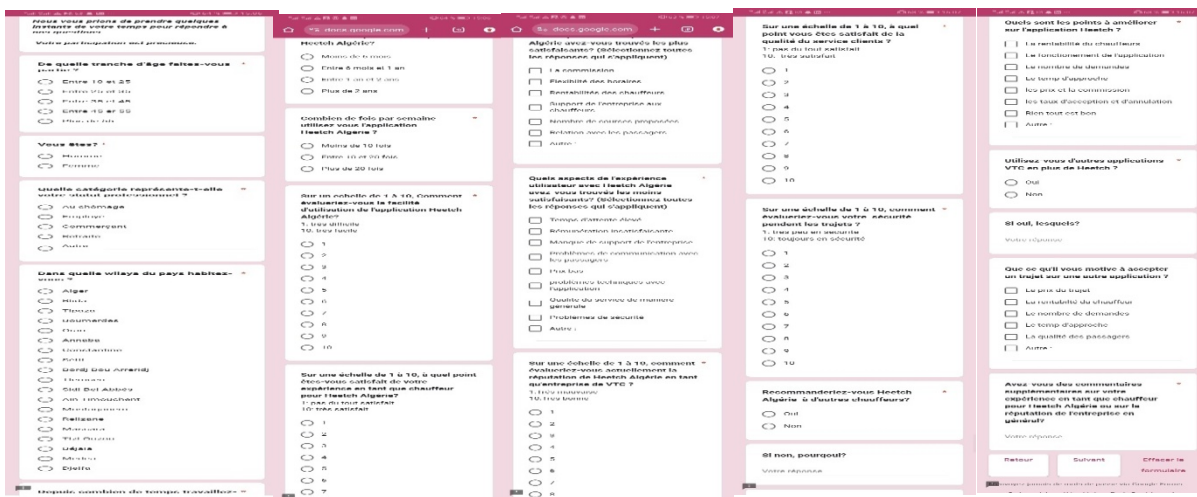
- Trip price
- Driver profitability
- Number of requests
- Approach time
- Quality of passengers
- Other

20-Do you have any additional comments about your experience as a driver for Heetch Algeria or the company's reputation in general?

We thank you for taking the time to answer our questionnaire. Your responses are essential to helping us continually improve our service.

Thank you for your valuable contribution.

➤ **Drivers' questionnaire in French**



Annexe N°04: Crosstabulation between the most satisfying aspects of the user experience(passengers) with Heetch Algeria and sexe.

Tableau croisé Quels aspects de l'expérience utilisateur avec Heetch Algérie avez-vous trouvés les plus satisfaisants ? (Sélectionnez toutes les réponses qui s'appliquent) * Vous êtes ?

		Vous êtes?			
			Femme	Homme	Total
Quels aspects de l'expérience utilisateur avec Heetch Algérie avez-vous trouvés les plus satisfaisants ? (Sélectionnez toutes les réponses qui s'appliquent)	Effectif	40	0	0	40
	Compte attend	11,7	21,9	6,4	40,0
	%dans Vous etes?	100,0%	0,0%	0,0%	29,2%
Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Facilité d'utili	Effectif	0	8	1	9
	Compte attend	2,6	4,9	1,4	9,0
	% dans Vous etes?	0,0%	10,7%	4,5%	6,6%
Facilité de réservation	Effectif	0	5	0	5

	% dans Vous etes?	0,0%	6,7%	0,0%	3,6%
Facilité de réservation, Facilité d'utilisation de l'application	Effectif	0	3	3	6
	Compte attend	1,8	3,3	1,0	6,0
	% dans Vous etes?	0,0%	4,0%	13,6%	4,4%
Facilité de réservation, Facilité d'utilisation de l'application	Effectif	0	3	0	3
	Compte attend	,9	1,6	,5	3,0
	% dans Vous etes?	0,0%	4,0%	0,0%	2,2%
Facilité de réservation, LaEffectif qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	1	2
	Compte attend	,6	1,1	,3	2,0
	% dans Vous etes?	0,0%	1,3%	4,5%	1,5%
Facilité de réservation, LaEffectif qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attend	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Facilité de réservation, LaEffectif qualité des chauffeurs, Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attend	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Facilité de réservation, le Effectif prix	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Facilité de réservation, LeEffectif prix	Effectif	0	2	2	4
	Compte attendu	1,2	2,2	,6	4,0

	% dans Vous etes?	0,0%	2,7%	9,1%	2,9%
	Facilité de réservation, le Effectif prix, Facilité d'utilisation de l'application	0	2	1	3
	Compte attendu	,9	1,6	,5	3,0
	% dans Vous etes?	0,0%	2,7%	4,5%	2,2%
	Facilité de réservation, LeEffectif temps d'approche, Facilité d'utilisation de l'application	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
	Facilité de réservation, LeEffectif temps d'approche, La qualité des chauffeurs, Facilité d'utilisation de l'application	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
	Facilité de réservation, LeEffectif temps d'approche, Le prix Facilité d'utilisation de l'application	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
	Facilité de réservation, Effectif Qualité des chauffeurs, Facilité d'utilisation de l'application	0	2	0	2
	Compte attendu	,6	1,1	,3	2,0
	% dans Vous etes?	0,0%	2,7%	0,0%	1,5%
	Facilité de réservation, Effectif Tarification transparente	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
	Facilité de réservation, Effectif Tarification transparente, Facilité d'utilisation de l'application	0	2	3	5
	Compte attendu	1,5	2,7	,8	5,0

	% dans Vous etes?	0,0%	2,7%	13,6%	3,6%
Facilité de réservation, Temps d'approche, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Facilité de réservation, Temps d'approche, Qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Facilité de réservation, Temps d'approche, Qualité des chauffeurs, Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	2	0	2
	Compte attendu	,6	1,1	,3	2,0
	% dans Vous etes?	0,0%	2,7%	0,0%	1,5%
Facilité de réservation, Temps d'approche, Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Facilité de réservation, Le temps d'approche, Le prix La qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	0	1	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	0,0%	4,5%	0,7%
La qualité des chauffeurs, Effectif Le prix	Effectif	0	0	1	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	0,0%	4,5%	0,7%
La qualité des chauffeurs, Effectif Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0

	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Le prix	Effectif	0	6	1	7
	Compte attendu	2,0	3,8	1,1	7,0
	% dans Vous etes?	0,0%	8,0%	4,5%	5,1%
Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Le prix, Facilité d'utilisation de l'application	Effectif	0	2	0	2
	Compte attendu	,6	1,1	,3	2,0
	% dans Vous etes?	0,0%	2,7%	0,0%	1,5%
Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Le prix, La facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Le temps d'approche	Effectif	0	1	2	3
	Compte attendu	,9	1,6	,5	3,0
	% dans Vous etes?	0,0%	1,3%	9,1%	2,2%
Le temps d'approche, La qualité des chauffeurs, Le prix	Effectif	0	0	1	1
	Compte attendu	,3	,5	,2	1,0

	% dans Vous etes?	0,0%	0,0%	4,5%	0,7%
Qualité des chauffeurs	Effectif	0	2	0	2
	Compte attendu	,6	1,1	,3	2,0
	% dans Vous etes?	0,0%	2,7%	0,0%	1,5%
Qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	0	1	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	0,0%	4,5%	0,7%
Qualité des chauffeurs, Tarification transparente	Effectif	0	3	1	4
	Compte attendu	1,2	2,2	,6	4,0
	% dans Vous etes?	0,0%	4,0%	4,5%	2,9%
Qualité des chauffeurs, Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	0	1	1
	Compte attend	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	0,0%	4,5%	0,7%
Tarification transparente	Effectif	0	6	2	8
	Compte attend	2,3	4,4	1,3	8,0
	% dans Vous etes?	0,0%	8,0%	9,1%	5,8%
Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	6	0	6
	Compte attend	1,8	3,3	1,0	6,0
	% dans Vous etes?	0,0%	8,0%	0,0%	4,4%
Temps d'approche	Effectif	0	3	0	3
	Compte attend	,9	1,6	,5	3,0

	% dans Vous etes?	0,0%	4,0%	0,0%	2,2%
Temps d'approche, Qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	0	1
	Compte attendu	,3	,5	,2	1,0
	% dans Vous etes?	0,0%	1,3%	0,0%	0,7%
Total	Effectif	40	75	22	137
	Compte attendu	40,0	75,0	22,0	137,0
	% dans Vous etes?	100,0%	100,0%	100,0%	100,0%

Annexe N°05 : Crosstabulation between the most satisfying aspects of the user experience(passengers) with Heetch Algeria and age.

Tableau croisé Quels aspects de l'expérience utilisateur avec Heetch Algérie avez-vous trouvés les plus satisfaisants? (Sélectionnez toutes les réponses qui s'appliquent) * De quelle tranche d'âge faites-vous partie ?

		De quelle tranche d'âge faites-vous partie ?			Total	
		Entre 18 et 25	Entre 25 et 35	Entre 35 et 45		
Quels aspects de l'expérience utilisateur avec Heetch Algérie avez-vous trouvés les plus satisfaisants?(Sélectionnez toutes les réponses qui s'appliquent)	Effectif	40	0	0	0	40
	Compte attendu	11,7	24,5	2,9	,9	40,0
	% dans De quelle tranche d'âge faites-vous partie ?	100,0%	0,0%	0,0%	0,0%	29,2%
Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
	Compte attendu	,3	,6	,1	,0	1,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
Facilité d'utilisation de l'application	Effectif	0	7	1	1	9
	Compte attendu	2,6	5,5	,7	,2	9,0

	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	8,3%	10,0%	33,3%	6,6%
Facilité de réservation	Effectif	0	4	0	1	5
	Compte attendu	1,5	3,1	,4	,1	5,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	4,8%	0,0%	33,3%	3,6%
Facilité de réservation, Facilité d'utilisation de l'application	Effectif	0	6	0	0	6
	Compte attendu	1,8	3,7	,4	,1	6,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	7,1%	0,0%	0,0%	4,4%
Facilité de réservation, Facilité d'utilisation de l'application	Effectif	0	3	0	0	3
	Compte attendu	,9	1,8	,2	,1	3,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	3,6%	0,0%	0,0%	2,2%
Facilité de réservation, La qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	2	0	0	2
	Compte attendu	,6	1,2	,1	,0	2,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	2,4%	0,0%	0,0%	1,5%
Facilité de réservation, La qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
	Compte attendu	,3	,6	,1	,0	1,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
Facilité de réservation, La qualité des chauffeurs, Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
	Compte attendu	,3	,6	,1	,0	1,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%

	Facilité de réservation, le prix	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Facilité de réservation, Le prix	Effectif	0	3	1	0	4
		Compte attendu	1,2	2,5	,3	,1	4,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	3,6%	10,0%	0,0%	2,9%
	Facilité de réservation, le prix, Facilité d'utilisation de l'application	Effectif	0	3	0	0	3
		Compte attendu	,9	1,8	,2	,1	3,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	3,6%	0,0%	0,0%	2,2%
	Facilité de réservation, Le temps d'approche, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Facilité de réservation, Le temps d'approche, La qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Facilité de réservation, Le temps d'approche, Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Facilité de réservation, Qualité des chauffeurs, Facilité	Effectif	0	2	0	0	2

	d'utilisation de l'application	Compte attendu	,6	1,2	,1	,0	2,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	2,4%	0,0%	0,0%	1,5%
	Facilité de réservation, Tarification transparente	Effectif	0	0	1	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	0,0%	10,0%	0,0%	0,7%
	Facilité de réservation, Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	4	1	0	5
		Compte attendu	1,5	3,1	,4	,1	5,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	4,8%	10,0%	0,0%	3,6%
	Facilité de réservation, Temps d'approche, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Facilité de réservation, Temps d'approche, Qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Facilité de réservation, Temps d'approche, Qualité des chauffeurs, Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	2	0	0	2
		Compte attendu	,6	1,2	,1	,0	2,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	2,4%	0,0%	0,0%	1,5%
	Facilité de réservation, Temps d'approche, Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0

	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%	
	Facilité de réservation, Le temps d'approche, Le prix, La qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%	
	La qualité des chauffeurs, Le prix	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%	
	La qualité des chauffeurs, Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%	
	Le prix	Effectif	0	7	0	0	7
		Compte attendu	2,0	4,3	,5	,2	7,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	8,3%	0,0%	0,0%	5,1%	
	Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%	
	Le prix, Facilité d'utilisation de l'application	Effectif	0	2	0	0	2
		Compte attendu	,6	1,2	,1	,0	2,0
	% dans De quelle tranche d'âge faites-vous partie ?	0,0%	2,4%	0,0%	0,0%	1,5%	

	Le prix, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Le prix, La facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Le temps d'approche	Effectif	0	3	0	0	3
		Compte attendu	,9	1,8	,2	,1	3,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	3,6%	0,0%	0,0%	2,2%
	Le temps d'approche, La qualité des chauffeurs, Le prix	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Qualité des chauffeurs	Effectif	0	1	0	1	2
		Compte attendu	,6	1,2	,1	,0	2,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	33,3%	1,5%
	Qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	0	1	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	0,0%	10,0%	0,0%	0,7%
	Qualité des chauffeurs,	Effectif	0	4	0	0	4

	Tarification transparente	Compte attendu	1,2	2,5	,3	,1	4,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	4,8%	0,0%	0,0%	2,9%
	Qualité des chauffeurs, Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	1	0	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	1,2%	0,0%	0,0%	0,7%
	Tarification transparente	Effectif	0	7	1	0	8
		Compte attendu	2,3	4,9	,6	,2	8,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	8,3%	10,0%	0,0%	5,8%
	Tarification transparente, Facilité d'utilisation de l'application	Effectif	0	4	2	0	6
		Compte attendu	1,8	3,7	,4	,1	6,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	4,8%	20,0%	0,0%	4,4%
	Temps d'approche	Effectif	0	2	1	0	3
		Compte attendu	,9	1,8	,2	,1	3,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	2,4%	10,0%	0,0%	2,2%
	Temps d'approche, Qualité des chauffeurs, Facilité d'utilisation de l'application	Effectif	0	0	1	0	1
		Compte attendu	,3	,6	,1	,0	1,0
		% dans De quelle tranche d'âge faites-vous partie ?	0,0%	0,0%	10,0%	0,0%	0,7%
Total		Effectif	40	84	10	3	137
		Compte attendu	40,0	84,0	10,0	3,0	137,0

% dans De quelle tranche d'âge faites-vous partie ?	100,0%	100,0%	100,0%	100,0%
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