

How do competitors' websites enhance their van services and tours?

Competitive Analysis

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ABSTRACT

This research evaluates the websites and digital strategies of key competitors within the van services and tours industry in Europe, specifically focusing on Filipino-owned businesses. The study explores how these companies present their services online, the user-friendliness of their website navigation, and their mobile optimization. It also examines the presence of online booking systems or inquiry forms and identifies unique features that enhance their competitive edge. The findings reveal key insights into how effective website design and digital strategies can improve customer experience, streamline service bookings, and strengthen business success in the competitive van services and tours market.

PURPOSE

The main purpose of this competitive analysis research is to evaluate the websites and digital strategies of key competitors within the van services and tours industry in Europe. This study aims to identify strengths, weaknesses, and opportunities by examining the types of van services and tours they offer and how these are presented online. It will also assess website navigation, mobile optimization, the availability and user-friendliness of online booking systems or inquiry forms, and any unique features or services that set them apart from others.

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With the internet, everything is accessible. For instance, a website acts as a digital storefront that provides users with instant access to information, services, and products, breaking the barriers of time and location.

Giao and Quan (2020) explained that websites are essential for services because they provide a convenient way for customers to learn about and access what a business offers. Unlike traditional shops that have fixed locations and operating hours, a website allows customers to browse and make purchases anytime and from anywhere with an internet connection. This flexibility matches the fast-paced lives of modern users. A well-designed website also creates a platform for businesses to communicate with customers, offer new features like online bookings or inquiries, and build stronger relationships without being limited by time or location.

Similarly, Wilson and Tan (2019) implied that a well-designed website plays a key role in attracting and retaining customers. Visually appealing layouts, user-friendly navigation, and clear product or service displays make it easy for customers to explore and make purchases. Additionally, high-quality service offered through the website—such as fast responses and smooth transactions—helps build customer trust and loyalty. Loyal customers are more likely to return, which is essential for long-term business success. In short, a website is not just a tool for selling; it's a platform for building strong customer relationships and staying competitive in the market. However, how does this work and enhance van services and tours?

To address this main question, a series of sub-questions are examined to assess how websites contribute to the effectiveness and competitiveness of van service providers:

- What van services and tours do they offer, and how are they presented on their website?
- Is their website easy to navigate and optimized for mobile use?
- Do they provide an online booking system or inquiry form, and how user-friendly is it?
- What are the unique features or content on these websites, and how do they help showcase their services?

By answering these questions, the research aims to identify best practices and opportunities for improvement in the design and functionality of websites in the van services and tours industry, ultimately providing insights to enhance customer experience and drive business success.

METHODOLOGY

In this research, a competitive analysis will be conducted to thoroughly explore the role and impact of websites in enhancing van services and tours. The researcher will review online books, articles, and academic papers related to website design, user experience, and digital marketing strategies. This includes analyzing sources on the websites of competitors to assess their service offerings, navigability, mobile optimization, booking systems, and unique features. The gathered insights will be used to identify industry best practices and opportunities for improvement in the client's website strategy.

FINDINGS

What types of van services and tours do they offer, and how are these presented on their website?

Some Filipino-owned transport or chauffeur services in Europe use websites, aside from social media, to showcase their services and tours. For example, Mega VIP Transport lists their services, like Paris and Europe tours, under specific sections. Their "About Us" page provides information about their offerings, while tours are organized under a dropdown menu in the main navigation, making them easy to find.

BCN Montjuic Tourist Point takes a more visual approach by presenting its services, like Tours and Experiences, Transportation Services, and Business Venues, right on the homepage using pictures. Clicking on each image leads to more detailed information.

Rise Van Rentals services vans for a comfortable experience. The information is presented clearly and concisely on the front page, giving users a quick overview of what they offer without needing to navigate through multiple pages.

Is their website easy to navigate and optimized for mobile use?

Given that a website serves as a primary point of contact for potential customers to learn about a brand, it is crucial for it to be easy to navigate. Mega VIP Transport features a straightforward layout with a top navigation menu that includes sections like Home, About, Gallery, Tours, and Contact Us. The design is clean, and the text is legible, making navigation seamless. The website is also mobile-friendly; the menu is hidden in a

three-bar button, and upon opening, a floating WhatsApp action button greets users. Even though the site contains a lot of content, it isn't cluttered, and the alignment remains intact.

BCN Montjuic Tourist Point organizes its content effectively, embedding details within photos. Clicking on these images directs users to additional sections. However, the website isn't fully optimized for mobile viewing. On smaller screens, the layout becomes cramped, making it difficult to view the entire content clearly. Text and images may appear too small, and users might need to zoom in to navigate or read the information comfortably. This lack of mobile optimization could affect the overall user experience, especially for visitors who access the site from their smartphones or tablets.

Lastly, Rise Van Rental presents its van rental services with sections such as Home, About Us, Blog, and Contact. The layout is user-friendly, and the content is logically organized. While the website seems to be well-designed for desktop use, there is no specific information about its mobile optimization. However, based on mobile navigation, similar to Mega VIP Transport, the site remains easy to navigate, and the information is clear and readable.

Do they provide an online booking system or inquiry form, and how user-friendly is it?

BCN Montjuic Tourist Point and Rise Van Rental do not offer online booking systems or inquiry forms directly on their websites. Instead, they provide contact details such as phone numbers and email addresses for customers to reach out and make bookings or inquiries, which can be found in the 'Contact Us' section. While these contact methods are functional, they may not be as convenient as an integrated online booking

system or inquiry form. An online booking system allows customers to check availability, select services, and complete bookings at their convenience, which can enhance the user experience and streamline the booking process.

Meanwhile, Mega VIP Transport does offer an online booking form for customers. It is a simple form that allows customers to fill in details such as pickup and drop-off locations, date and time, type of service (e.g., airport transfer, private tour, etc.), and contact details. The form is easy to use, with clear fields to fill in, making it convenient for users to submit their booking requests. After submitting the form, users are likely contacted for confirmation or further instructions, although specific details on the process may require direct interaction.

What are the unique features or content on these websites, and how do they help showcase their services?

For Mega VIP Transport, a unique feature is their Gallery section, where they showcase prominent clients, including big personalities in the Philippines who have used their services. This gallery not only highlights the company's high-profile clientele but also builds credibility and trust. By featuring well-known individuals, the gallery effectively showcases the reliability and quality of their services, making potential customers more confident in choosing them.

For BCN Montjuic Tourist Point, the blog section, similar to Rise Van Rental, provides helpful travel content that can engage visitors and offer additional value. BCN Montjuic also includes a step-by-step booking process, which clearly guides users on how to reserve their services. This detailed process helps simplify the experience and ensures customers can easily understand how to book. Additionally, they share travel

snippets, giving potential customers a preview of the experiences they offer, which can generate excitement and interest in their services.

For Rise Van Rental, the blog offers relevant information about their van rental services, helping to build trust and engage potential customers by providing insights and tips related to their services.

CONCLUSION

This research highlights the importance of well-designed websites and digital strategies in enhancing the customer experience for van services and tours in Europe, specifically among Filipino-owned businesses. The findings reveal that a user-friendly website, mobile optimization, and effective online booking systems are crucial elements in improving service accessibility and customer satisfaction. Companies like Mega VIP Transport demonstrate the value of a simple, intuitive booking form and a gallery showcasing high-profile clientele to build trust. BCN Montjuic Tourist Point stands out by focusing on visuals, using images to promote van tours and provide detailed information through clicks. Rise Van Rental offers a straightforward, easy-to-navigate website with a user-friendly step-by-step process, providing customers with a hassle-free experience. By leveraging these digital strategies, Filipino-owned van services can strengthen their competitive edge and offer a seamless user experience, ultimately driving business success.

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