

How was it for you? - Delivering good experience for the always-on customer



Nathan Pearce, 2013-21-05

It's an undeniable fact that customers are increasingly connecting to services with expectations of an always-on, anytime, anywhere accessibility. There is a massive opportunity for businesses to engage more frequently with a switched on and interested consumer-base, but it brings the challenge of delivering the kind of seamless experience that they expect – in fact, it has been worked out that the average internet user will be put off visiting a site again if confronted [with a delay of just 250 milliseconds](#). That's quicker than the blink of an eye.

This means that the pressure is on for companies to deliver websites and online applications with as few delays as possible, otherwise there's a risk that they will, quite literally, lose business. I don't think many business leaders appreciate just how critical to the bottom line this is!

While a lot of delays suffered can be down to the connection to the end-user's device (traditionally known as "the last mile"), there is a lot that can be done to reduce the page load speeds from the server side. For example, if you can tell that a user is accessing the site on a mobile device, high bandwidth images will be unnecessary and a mobile-friendly version of the site can, even should, be delivered instead. Time and money invested here to ensure maximum speed and availability is a solid investment in revenue.

It is something of a surprise that mobile access is so widely neglected when you consider that the latest statistics from [Ofcom](#) indicate that 39 per cent of the UK population access the internet on their mobiles. This figure is only going to get higher as smartphone penetration increases - [estimated to reach 75% by 2016](#). It's imperative that businesses address this shortcoming in order to boost the bottom line.

Good user experience is a key part of revenue generation and should be a top priority.

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