

# Cyber healths business operation



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Running Header: MARKETING Marketing in APA Style by Cyber Health's business operation is focused on delivering an intangible product. The company's educational system is based on using digital experience in the provision of knowledge to students. In a service firm like Cyber Health, the satisfaction of a customer encompasses all his experiences while he is within the premises of the company and all his contact with service providers.

Process refers to the procedures, mechanisms, and flow of the activities to where service is acquired. The digital nature of the operation of Cyber Health gives it the best opportunity to modify its procedures, mechanisms, and the flow of activities in order to maximize the value acquired by the customer. It should be noted that the institution's students directly interact with the programmed med teach agents in the website. Thus, making some features in the website customizable by each student is a key where Cyber Health can enhance the experience of the customer as well as enable them to create a learning environment which is more enjoyable and can better serve them well. Some of the interactive marketing benchmarks that Cyber Health can incorporate in are customizable website designs, online instant messaging, and a personalized webpage for the student.

Every student of Cyber Health should be able to personalize the website design of the learning environment. It is irrefutable that every individual has his or own favourite colour and prefers a font from another. Furthermore, permitting an individual to customize the layout and template of the website of Cyber Health can further the institutions goal of providing more comfort and convenience to the students. It is recommended that when a student log on, he or she will be redirected to the website with his or her preferred website layout, colour, design, and font.

In Cyber Health's quest to provide quality education to its customers, the company should provide an instant messaging system which allows the student to ask questions which the med teach agent cannot adequately address. This will be manned by Cyber Health's staff in order to facilitate the generation of immediate responses. Even though this means additional cost for the company, it is expected that will surely boost the value derived by the customer from the service and enable Cyber Health to deliver the quality education that it promises to its students.

Lastly, the company should be able to provide a personalized web page where they can see their progress as they go through their courses. This personalized webpage will contain the personal information of the student, the books or materials that he or she already finished reading, the quizzes and exams that he or she already took together with the scores, and the pending courses that she need to take. Within this personalized page, the company can also give assessment about the student's overall performance and in specific subjects. It should also indicate the strengths and weaknesses of the student together with the recommendations of how the student's performance can be improved. Cyber Health should also be able to provide relevant materials like special quizzes and activities which can enhance the performance of each customer. Lastly, the company should also consider personalizing the web page of the student according to his or her mother tongue. This has been proven to enhance learning efficiency and enable the customer to understand the lesson better.

#### References

Turban, E., et al. (2002). Introduction to E-Commerce. Prentice-Hall: New Jersey

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