

Customer feedback is a critical component to improving customer experience. Harnessing the voice of your customer allows you to use their ideas to improve your business, stay ahead of your competitors and identify opportunities for innovation. Keynote Visitor Insights makes it easy to capture customer feedback across all of your Web sites and applications.



Keynote Visitor Insights

Keynote Visitor Insights is an on-demand software application that captures the “voice” of your online customers. Built from the ground up for Web sites and supported by Web research specialists, Keynote Visitors Insights delivers actionable insights on who’s coming to your Website, what they’re doing, and how they’re doing.

You encounter a number of challenges to integrating customer feedback that we can help with:

- Satisfaction scores that go up or down, seemingly independent of revenue
- Comment cards report dissatisfaction with navigation, but you don't have clickstream data to understand why.

- Your analytics reports show an increase in drop-off rates, but you don't know why.

More than a survey, feedback form or comment card, Keynote Visitor Insights offers a listening tool that lets you interact with visitors while they interact with your site. Visitor Insights courteously invites visitors to participate and provide feedback, then unobtrusively collects information as they complete tasks on your site. As site visitors complete their tasks they answer several questions about site experience. Attitudinal questions and data collection are presented in a way that keeps the burden on the visitor very low.

Capture the Voice of Your Customers Effortlessly with Visitor Insights

With a single, software as a service (SaaS) tool you can use Visitor Insights to collect:

- Website interaction metrics
- Structured responses
- Unstructured commentary
- Voluntary Demographics

Visitor Insights Features

If your voice of the customer program has not brought you to customer centric paradise, you'll appreciate the features and best practices that Keynote Visitor Insights offers. No other product integrates Web analytics, market research, online surveys and continuous listening.

Actionable Reporting – Delivered straight to you

In addition to a powerful, secure online portal, Visitor Insights delivers timely reports of key customer metrics that can be shared across your business. No pasting, no exporting, just straight analysis that can be immediately shared.

Global Reach

Conduct studies around the world in 22 different languages.

Combined Insight into Attitudes and Behaviors

Provides data on how users engage in specific online tasks on your Web site along with qualitative insight into why they are behaving that way.

Use the actionable reports from Visitor Insights to fine tune the customer experience and:

- Improve customer acquisition
- Increase user satisfaction
- Boost conversions and revenue
- Uncover new opportunities

Support for Web 2.0 Track user interactions with dynamic web content. Only with Visitor Insights can you capture all behavioral data, including client-side interactions with DHTML/AJAX and Flash. And best of all, Web 2.0 support is automatic—you don't need to insert tags or change you web site in any way.

Live Environment for Accurate, Unbiased Results

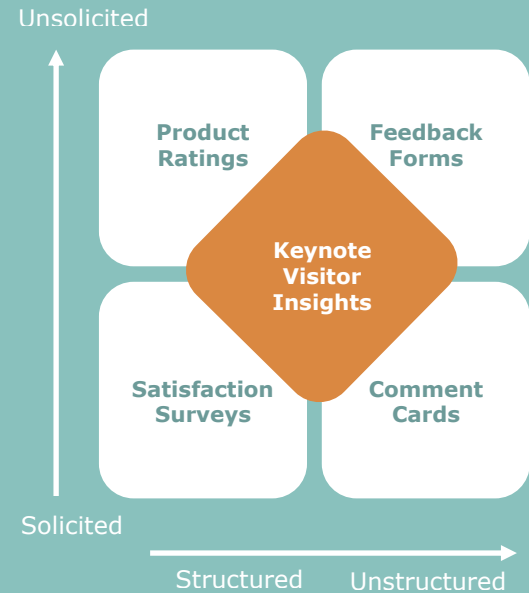
Leverages voluntary participation, capturing true experience and accurately reflecting the real-time behavior of your customer base.

Empower Business Users

No IT changes to your site are required. Keynote Visitor Insights can be up and running fast. It will not disrupt your Website by adding page level code or tags. One Javascript addition to your header is all that is necessary.

What's more, Visitor Insights places no burden on your data center or operations teams. All feedback is confidentially stored at Keynote's secure data center. Reports are accessed through a secure online portal.

Customer Feedback Models



Visitor Insights combines structured survey responses, unstructured opinions and navigational analytics required for fast identification of problems and opportunities.

This combination of powerful feedback metrics delivers a 360° view of the customer experience.

Request a personal demo of Visitor Insights today.

About Keynote

Keynote (NASDAQ: KEYN) is the global leader in Internet and mobile cloud monitoring. We provide companies with solutions for continuously improving the online experience.

As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

Keynote Systems, Inc.
777 Mariners Island Blvd.
San Mateo, CA 94404
www.keynote.com

Data Collection

- Track user behavior on any site, even behind a firewall.
- Track behavior on sites that use dynamic content from Flash and AJAX components.
- Track navigation across sites.
- Capture screenshots of actual pages viewed.
- Capture browser interactions, such as back/forward buttons, opening of new windows, and bookmarks.
- Utilize advanced behavior-based triggers to provide higher levels of interactivity.
- Support test participants using virtually any platform or browser.

Reporting & Analysis

- Get key study metrics including task success, failure, and give-up rates.
- Customized reports with key metrics and analysis are provided monthly. The right data is available for sharing with management, operations and other stakeholders.
- Leverage auto-correlation analysis and automatic clustering of comments by theme or tone.
- Follow aggregated clickstreams to identify common paths and drop-off points. Follow individual user paths of every page viewed, together with demographics and qualitative responses.

	Online Comment Cards	Satisfaction Surveys	Visitor Insights
Courteous, low burden interface	X	X	X
In context questioning	X		X
Multi-site data collection			X
Qualitative data		X	X
Behavioral data			X
Analysis portal	X	X	X
Analyst Support			X
Presentation ready Reports			X

No other single feedback tool aids your voice of the customer program with behavioral and attitudinal data in a continuous listening model.

Keynote Understands Your Online Business



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