



Customer Experience Management

Keynote Business Solutions

“If you don’t understand customers—yours, your competitors and your partners’, you won’t recognize new market opportunities in time to act on them. Keynote [Vividence] keeps us ahead of the pack.”

Erik Jorgensen, General Manager, Microsoft Money

Keynote Tackles Marketers’ Toughest Problems

At Keynote, we understand that there is no such thing as a “one size fits all” solution for our clients’ needs. That’s why we have developed several approaches to help you apply our unique methodology to your business and marketing objectives. Whether you need open-ended web research, an in-depth study of the user experience on your site, or a head-to-head evaluation against a competitor, Keynote can build a program that gets you answers.

Benchmarking

Simple metrics such as traffic and log file analysis are no longer sufficient for tracking the user experience on your site and measuring ROI. Keynote benchmarking offers a customer-centric dashboard that delivers both behavioral and attitudinal data—not just isolated metrics. With our benchmarking solution, you can run before-and-after evaluations on site redesigns and product enhancements—or you can choose to run multiple evaluations on a quarterly basis.

- Identify which of your pages and sites are most effective overall, and why.
- Identify aspects of the customer experience that have the greatest impact on desired business outcomes, such as conversion and retention.
- Assess the impact of marketing efforts with a reliable set of quantitative metrics that can be tracked over time.

Branding and Value Proposition

Your site is a vital extension of your business operations, your marketing materials and your media placements. That’s why you need a reliable method for measuring the effectiveness of your online presence and its impact on your brand. Keynote research explores the consumer’s perception of your brand in the marketplace. We isolate the online experience and uncover how exposure to your site impacts brand image—before and after customers interact with your site.

- Deliver a positive experience that accurately reflects your core identity.
- Develop consistency between online and offline brands.
- Clearly communicate key value propositions to visitors.
- Forge a stronger relationship with customers.

Competitive Intelligence

To stay ahead of the pack, you need to know what your competitors are doing at all times. If you don’t, you are doomed to make critical mistakes that can take a bite out of the bottom line. Keynote provides a critical baseline that enables you to expose your competition’s weakness and learn from their strengths.

- Determine which sites do a better job of engaging and serving customers.
- Ensure that customers can differentiate your site from a competitor’s.
- Benchmark against the competition to identify and exploit best practices.
- Assess the threat of new entrants in your marketplace.



"We needed to identify and implement only best-in-class practices on our websites. We turned to Vividence to provide us with a quantitative and unbiased perspective on our industry as well as our target market."

Pat Connolly, Chief Marketing Officer, Williams-Sonoma, Inc.

Don't Wait to Improve the Effectiveness of Your Web Site

You can get up and running with Keynote CEM services right away. For more information, please call 1-800-KEYNOTE or visit www.keynote.com

**1-800-KEYNOTE
(1-800-539-6683)
www.keynote.com**

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Customer Acquisition

Where do web users go to find information on your industry or the products and services you offer? Keynote can follow panelists as they seek information and products on the web, without directing them to a specific website. Learn what information customers look for and how they use the web to find it. Then, you can make sure you are reaching out to your customers in the most effective way.

- Refine your channel sales and partnership strategy by identifying the most popular and trusted sites in your industry.
- Increase awareness and preference by learning to speak in your customers' language.
- Capture a cross-enterprise picture of your target customer, noting when and why customers access your site.

Product Development

Consumers consistently demand products and services that evolve to meet their needs. Whether you're launching a new cell phone plan, bundling vacation packages, or the releasing next generation of your online product, it's imperative to gauge the reaction of customers. Unfortunately, few companies gather quantitative, statistically significant feedback throughout the product development process. Keynote helps you ensure that investments resonate with consumers and support your marketing goals.

- Concept test your ideas before they are put in development.
- Smooth glitches on under-performing products, eliminate bottlenecks, and transform a losing investment into a winner.
- Identify ways your site can help introduce your new products and services.
- Accurately gauge the reactions of your target audience to key marketing communications and new product positioning.

Site Effectiveness

Your customers may be having problems on your site, and you don't even know about it. With our total site audit, your target customers test-drive your site and return invaluable feedback on how your site can be improved to achieve its business goals.

- Identify the gaps in the content your site offers.
- Ensure usability of key site functions, such as search, registration, configuration, and checkout.
- Validate the impact of your new look and feel, including home page design.
- Ensure your privacy, security, and support policies are clear and convincing.