

## Measuring the Customer Experience/UX

### Informing Your E-Business Strategy

For marketers and executives making high-stakes business decisions, Keynote delivers groundbreaking research and actionable insight into online customer experiences, market trends, and industry strategies. Unlike traditional market research firms, Keynote combines technology, research, and consulting to provide a totally new way of understanding your customers, competitors, and markets. We've worked with the world's leading businesses to measure and improve their online marketing strategies. Let us show you how we can make a difference in your business today.

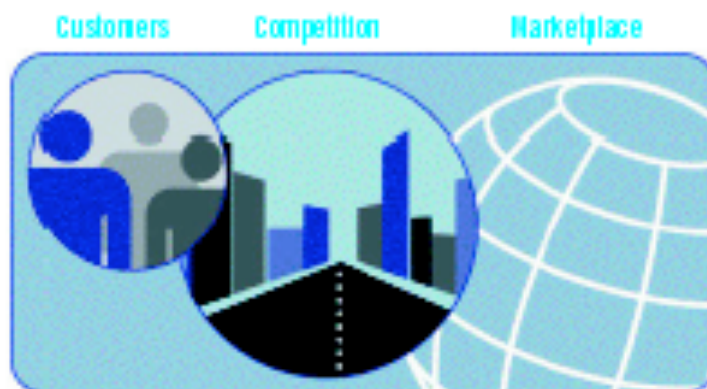
#### Keynote Customer Experience/UX Provides You With:

- Custom Research that uncovers insights into your customer and prospect to increase your bottom line
- Competitive Intelligence that helps you better understand the competitive landscape through industry-wide analysis
- Research tools for in-depth analysis that allow you to respond quickly to user trends

Every day, companies fall short when it comes to understanding their customers, competitors and markets. They rely on intuition to guess their customers' needs and experiences. They attempt to piece together disparate information sources to understand their competitors. They make strategic decisions based on unreliable ten-person focus groups or — worse—in a vacuum. That's a shame. Without a clear picture of their customers, competitors and markets, companies make bad business decisions, get blindsided by the competition, and

lose profitable customers. You can be one of those companies. Or you can join the leaders like Citibank, eBay, FedEx, and Microsoft, who have partnered with Keynote to make more effective marketing decisions and gain total awareness of their online business.

Keynote pioneers web-based market research solutions that paint a crystal-clear picture of your marketplace and unify your vision across all facets of the customer lifecycle. Here's what we can do for you:



**Keynote Advantage**

## CEM Key Benefits

### Unearth unique customer insights for optimal decision-making

- Unite qualitative, quantitative and behavioral data into one picture
- Gather interactive, task-based customer experience information
- Uncover the "why" behind " customer behavior with advanced analytics

### Discover the ultimate competitive intelligence

- Analyze any site, any time
- Compare customer behavior and preference between multiple sites
- Command a leadership position with true " inside " information

### See concrete return on your investment

- Benchmark your site to quantify your success and improvement over time
- Prioritize features to maximize product development and marketing investments
- Isolate the best practices that improve customer acquisition, lead generation, customer support and online brand strength

- Our pioneering techniques and technology enable you to respond quickly by providing a privileged view inside the customer's head
- Our industry-relevant research provides genuinely useful insights that form a complete picture of your marketplace and enables you to make decisions with confidence
- Our consultants not only deliver expertise in interpreting customer behavior and anticipating the trends, they turn data into recommendations you can act on

Listen to your customers. Transcend your competitors. Understand your market. Experience the Keynote advantage.

## Techniques and Technologies That Enable You to Respond Quickly

Our pioneering techniques and technology provide new ways of capturing and interpreting information from large segments of your customer population. Unlike conventional market research firms, which might spend weeks or months organizing focus groups and gathering data, Keynote has the ability to field a study and capture customer feedback at Internet speed. Our in-depth studies are conducted over the web, with panelists participating from the comfort of their own homes or

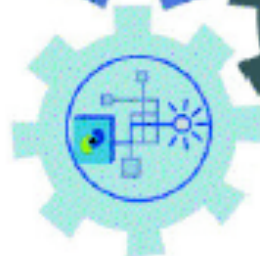
*Research  
Provides metrics  
and benchmarks*



*Consulting  
Offer actionable  
insights and  
recommendations*



*Technology  
Deliver results faster,  
better and cheaper*



### Keynote Advantage

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offices. As a result, they are faster, cheaper, and more effective than many traditional research techniques. Our research:

- Delivers larger sample sizes, enabling greater statistical significance
- Provides geographically dispersed samples and diverse respondents
- Encourages frank and honest feedback, minimizing group effects and moderator biases

In the past, marketers used to rely on simple metrics such as traffic and log-file analysis to track the customer experience on their sites. That is no longer sufficient.

Keynote combines the behavioral elements of log-file data with the qualitative feedback of surveys to provide information that is richer and more robust—data that reveals the true motivations, perceptions and behavior of customers—in other words, the “why.”

Our technology also spans web borders, providing killer competitive intelligence. We can track visitors’ movements not just on your site, but on the sites of your competitors as

well. Our head-to-head evaluations let you determine what customers like best about a given site, and the areas in need of improvement. We provide a critical baseline that enables you to expose your competition’s weakness and learn from their strengths.

Keynote techniques and technologies can be leveraged to address a wide variety of business questions. Whatever your questions, our team will help identify the right approach to get the answers you need. Keynote offers flexible research tools and services to meet your needs.

**Custom Research:** With Custom Research, we start with your business objectives and build a program to get at the insights and recommendations you need to meet your overall goals. Our consultants are experts in customer experience research and online marketing strategy and have worked with over 250 clients across a broad range of industries.

**Syndicated Research:** Our Syndicated Research offerings provide immediate access to industry-wide analysis and insights that help you understand your customers,



**Custom Research**  
*Our consultants build a custom research program to address your specific business needs*



**Competitive Intelligence**  
*Leverage our syndicated competitive intelligence to quickly gain insights into your customers, competitors and industry*



**Research Tools**  
*Pioneering technologies and techniques that enable you to respond quickly*

### *Products and Services*

competitors and marketplace. Use Keynote Syndicated Research to understand the market trends and online innovations in your industry.

**Research Tools:** Keynote has invested heavily in a proprietary technology infrastructure called WebEffective 4.0 that allows Keynote analysts and self-service clients to quickly and easily script, launch and analyze online customer research. This integrated suite of research tools includes flexible scripting logic, multiple data collection techniques, international capabilities and advanced analysis tools to ensure that Keynote clients get immense value out of their customer research.