

**KEYNOTE**<sup>®</sup>  
*The Mobile & Internet Performance Authority™*

# Keynote Customer Experience Rankings

## COMPUTER HARDWARE

### Wave 4 - July 2007

# Computer Hardware Study Goals

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1. Which computer hardware sites generate the strongest positive brand perceptions and greatest likelihood to acquire a customer?
2. What aspects of the online experience are most predictive of brand and acquisition?
3. Which companies are leading in the critical areas and why?
4. What site design changes have had the biggest impact on user perceptions?
5. What opportunities exist for a computer provider to improve its online experience for prospective customers?

# CE Rankings Methodology: Sites & Sample

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## SITES EVALUATED:

- Amazon.com
- Apple
- Best Buy
- CompUSA
- Dell
- Gateway
- HP
- Lenovo
- PC Connection
- Sony

## SAMPLE:

- **10 evaluations; 2074 panelists total**
- ~200 per site, US online adults 18+
- Likely to shop for computer hardware or peripherals within the next 12 months

## TIMING:

- **Wave 3 evaluation period:** July 23 – August 6, 2007
- Wave 2 evaluation period: July 21 – 27, 2006  
Next study delivered: Summer 2008

# CE Rankings Methodology: Process



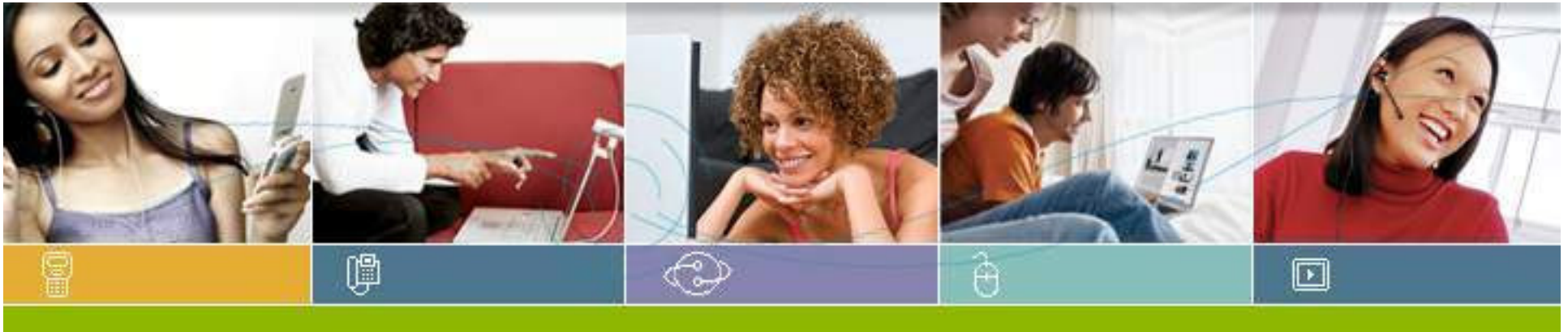
# CE Rankings Methodology: Technology

## Keynote Connector

- Downloads quickly and installs easily
- Sits on top of Internet Explorer
- Enables panelists to interact with IE as they normally would

The screenshot shows the Keynote Connector application window overlaid on the Lenovo United States website in Microsoft Internet Explorer. The application window has a title bar that reads "Question [Q\_58, V 1, S 3, Obj 2]". The main content of the window is a survey question: "How helpful is the site's home page for understanding what you are able to do on the site and what the site has to offer?". Below the question is a Likert scale with seven points, ranging from "Not at all helpful" on the left to "Extremely helpful" on the right. The scale is represented by seven radio buttons in a row, numbered 1 through 7. Below the scale are two buttons: "Continue" and "Stop".

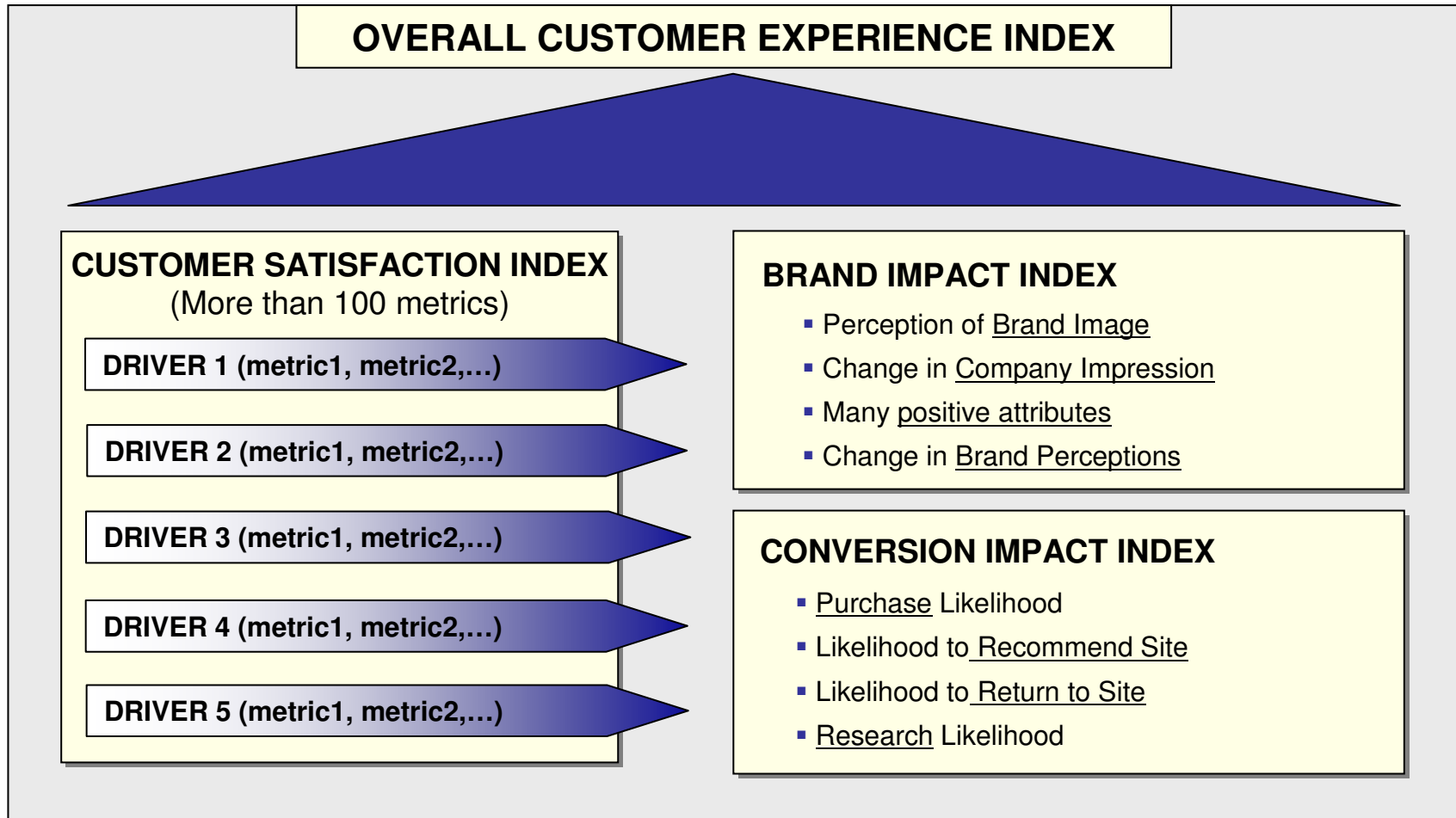
The background shows the Lenovo website with a navigation menu (Home, Products, Support & downloads, My account) and a search bar. The main content area features a "Security at your fingertips" banner with a fingerprint scanner image. The footer includes links for "About Lenovo", "Privacy", and "Contact".



## Overview of Results

- Overall CE Index
- Brand Impact Index
- Conversion Impact Index
- Customer Satisfaction Index

# CE Rankings Methodology: Analysis



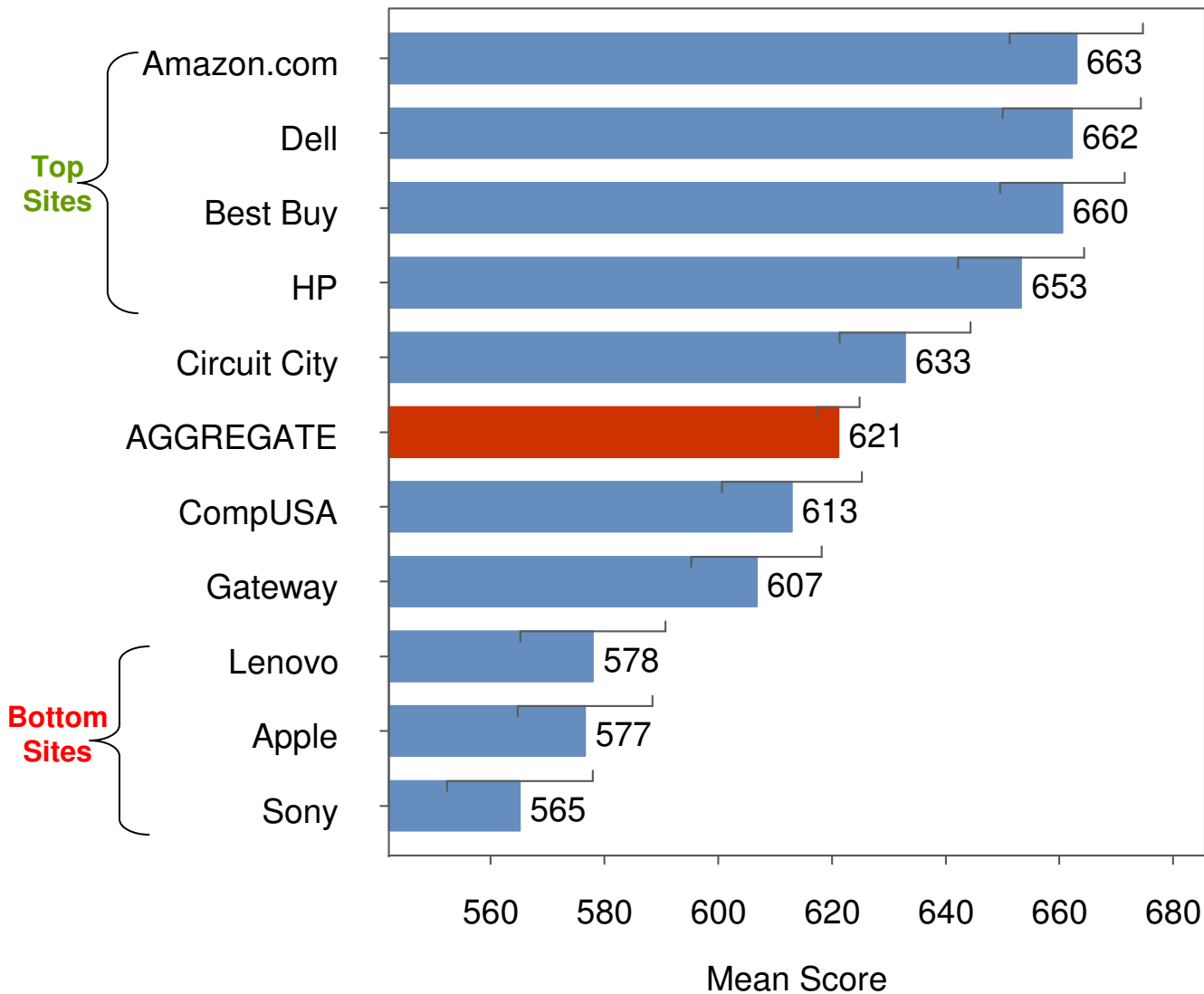
# Index Rankings Summary

RANK	Overall CE Index	Brand Impact Index	Conversion Impact Index	Customer Satisfaction Index
1	Amazon (1)	Amazon (1)	Dell (1)	Best Buy (3)
2	Dell (2)	Best Buy (4)	Best Buy (4)	Amazon (1)
3	Best Buy (4)	Dell (2)	HP (3)	Dell (2)
4	HP (3)	HP (3)	Amazon (2)	HP (4)
5	Circuit City (na)	Circuit City (na)	Circuit City (na)	Circuit City (na)
6	CompUSA (5)	Apple (6)	CompUSA (5)	Gateway (7)
7	Gateway (8)	CompUSA (5)	Gateway (8)	CompUSA (5)
8	Lenovo (10)	Sony (8)	Lenovo (9)	Lenovo (10)
9	Apple (7)	Gateway (10)	Apple (7)	Apple (8)
10	Sony (9)	Lenovo (9)	Sony (10)	Sony (9)

Parentheses indicate July 2006 ranking (Green moved up in rank, Red moved down)

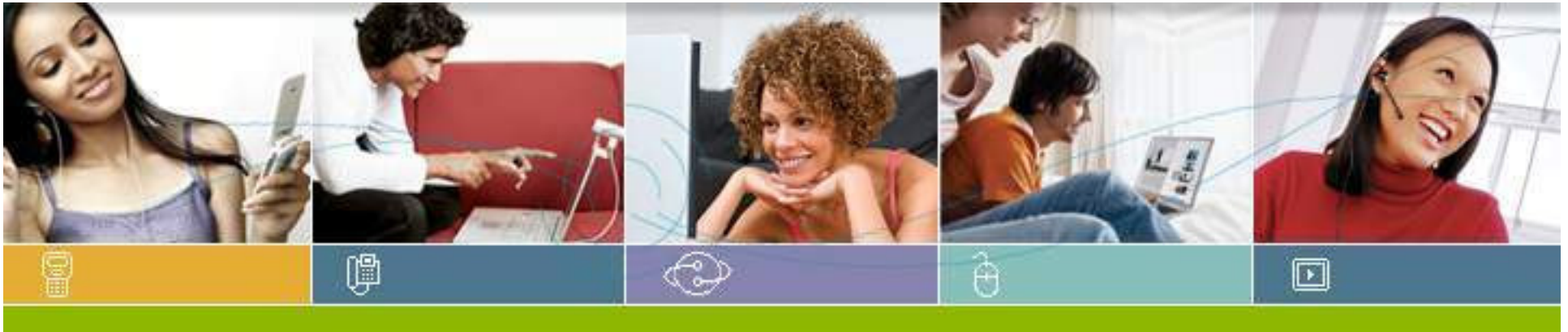
 = Top Tier Competitors

# Overall Customer Experience



**Keynote Overall CE Index comprises three indices:**

- Customer Satisfaction
- Brand Impact
- Conversion Impact



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## Drivers and Best Practices



# Driver Rankings (1 of 2)


RANK	Purchase Process	Product Interest	Customer Support	Design and Organization	Find Computer
1	Amazon (1)	Dell (1)	Best Buy (1)	Circuit City (na)	Circuit City (na)
2	Apple (2)	HP (2)	Gateway (7)	Best Buy (4)	Dell (1)
3	HP (5)	Circuit City (na)	Circuit City (na)	Amazon (1)	HP (2)
4	Dell (7)	Best Buy (6)	CompUSA (3)	HP (2)	Gateway (3)
5	Best Buy (3)	Amazon (3)	Amazon (2)	Lenovo (9)	Best Buy (4)
6	CompUSA (6)	Gateway (5)	Dell (4)	ComUSA (6)	Lenovo (7)
7	Circuit City (na)	CompUSA (7)	HP (8)	Dell (3)	CompUSA (6)
8	Lenovo (10)	Lenovo (8)	Lenovo (9)	Gateway (7)	Amazon (8)
9	Gateway (8)	Sony (10)	Sony (10)	Sony (8)	Sony (9)
10	Sony (9)	Apple (9)	Apple (6)	Apple (10)	Apple (10)

Parentheses indicate July 2006 ranking (Green moved up in rank, Red moved down)

# Driver Rankings (2 of 2)

RANK	Find Peripheral	Visual Appeal	Search Capability	Locate Help
1	Amazon (3)	Apple (6)	HP	Best Buy
2	HP (1)	Sony (1)	Circuit City	Gateway
3	Dell (5)	Dell (2)	CompUSA	Circuit City
4	Circuit City (na)	Gateway (7)	Dell	Dell
5	Best Buy (6)	Circuit City (na)	Amazon	CompUSA
6	CompUSA (2)	Best Buy (5)	Best Buy	HP
7	Apple (7)	HP (3)	Gateway	Amazon
8	Gateway (9)	Lenovo (9)	Apple	Lenovo
9	Lenovo (10)	Amazon (4)	Sony	Sony
10	Sony (8)	CompUSA (10)	Lenovo	Apple

Parentheses indicate July 2005 ranking (Green moved up in rank, Red moved down)

 = Indicates a significant change in score from July 2005