

## 2007 Online Insurance Competitive Research Study

### Topline Results

# Competitive Research Deliverables

## EXECUTIVE PRESENTATION

Individually customized, 75+ slide PowerPoint report presented live by Keynote consultant:

- Key takeaways
- Industry insights
- Site rankings
- Drivers / key performance factors
- Best practices
- Customized recommendations

*For expansion packages, presentation is customized to include expansion site(s) data comparisons.*

## AGGREGATED CE ANALYSIS REPORT

100+ slide PowerPoint report:

- Segmentations
- Web norms
- Research panel profile

## RAW DATA

Access to all data collected on each site:

*Service Level – 1 Excel file per site:*

- Detailed responsiveness statistics
- Detailed reliability statistics

*Customer Experience – 1 online report per site:*

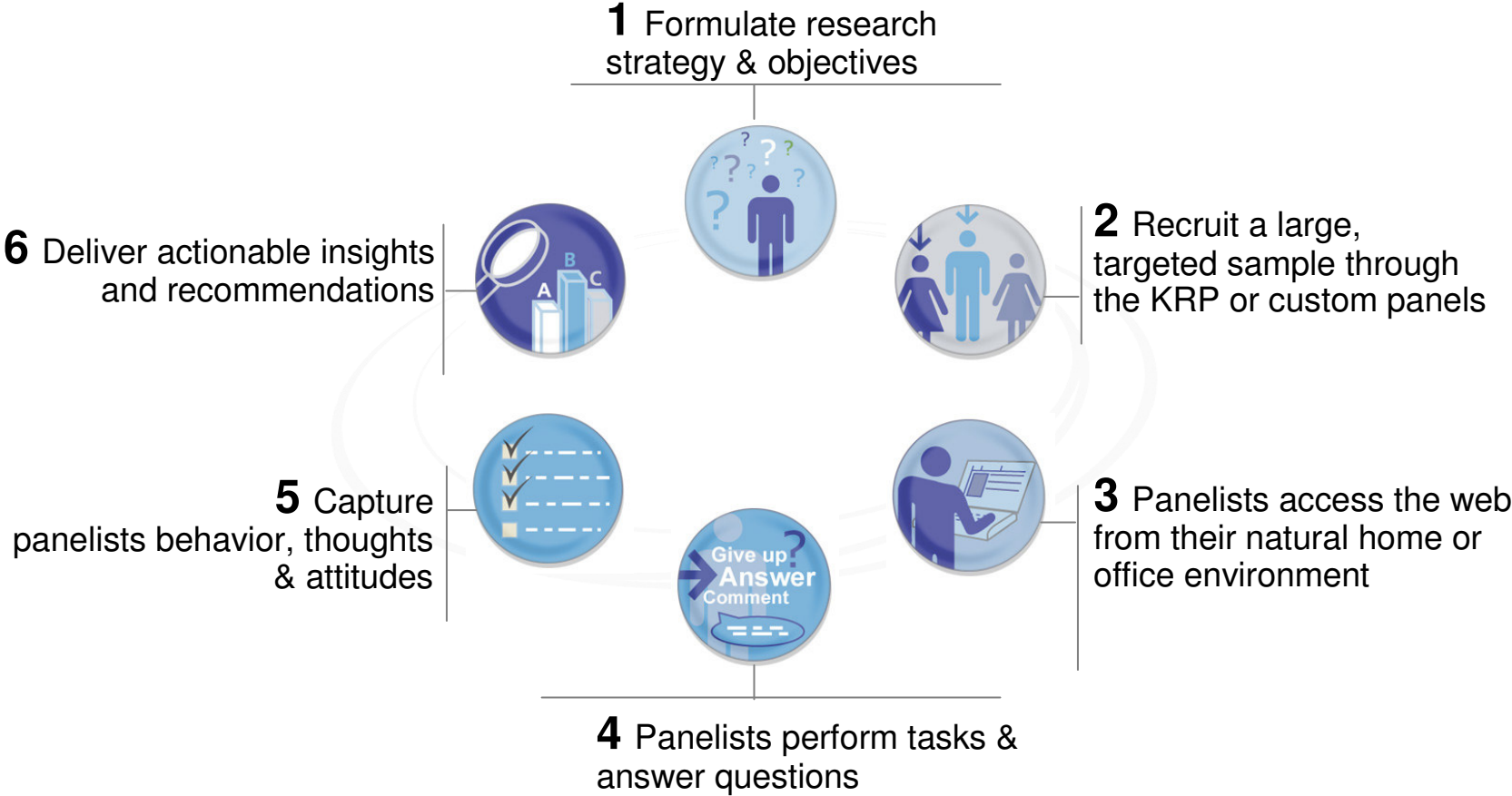
- Filtering, segmentation
- Cross-tabs and automated correlations
- Automated comment clustering and search
- Individual and aggregated clickstreams
- Data download

## DETAILED METRICS REPORTS

Two 100+ slide PowerPoint reports with aggregated quantitative metrics for all sites

- Results for 40 key performance metrics
- Technical page design data
- Page by page performance metrics
- Behavioral metrics for each task
- Responses for all quantitative questions

# Competitive Research Methodology



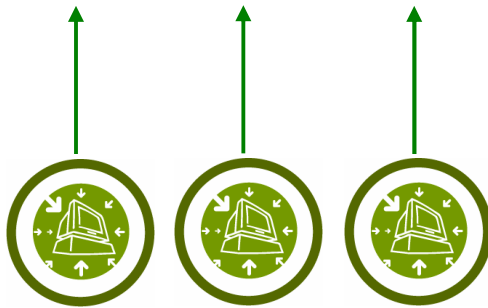
# How Do We Do It?

## Data Collection

### KEYNOTE COMPETITIVE RESEARCH

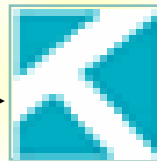
#### SERVICE LEVELS

#### CUSTOMER EXPERIENCES



Measurement Agents

Availability  
Responsiveness

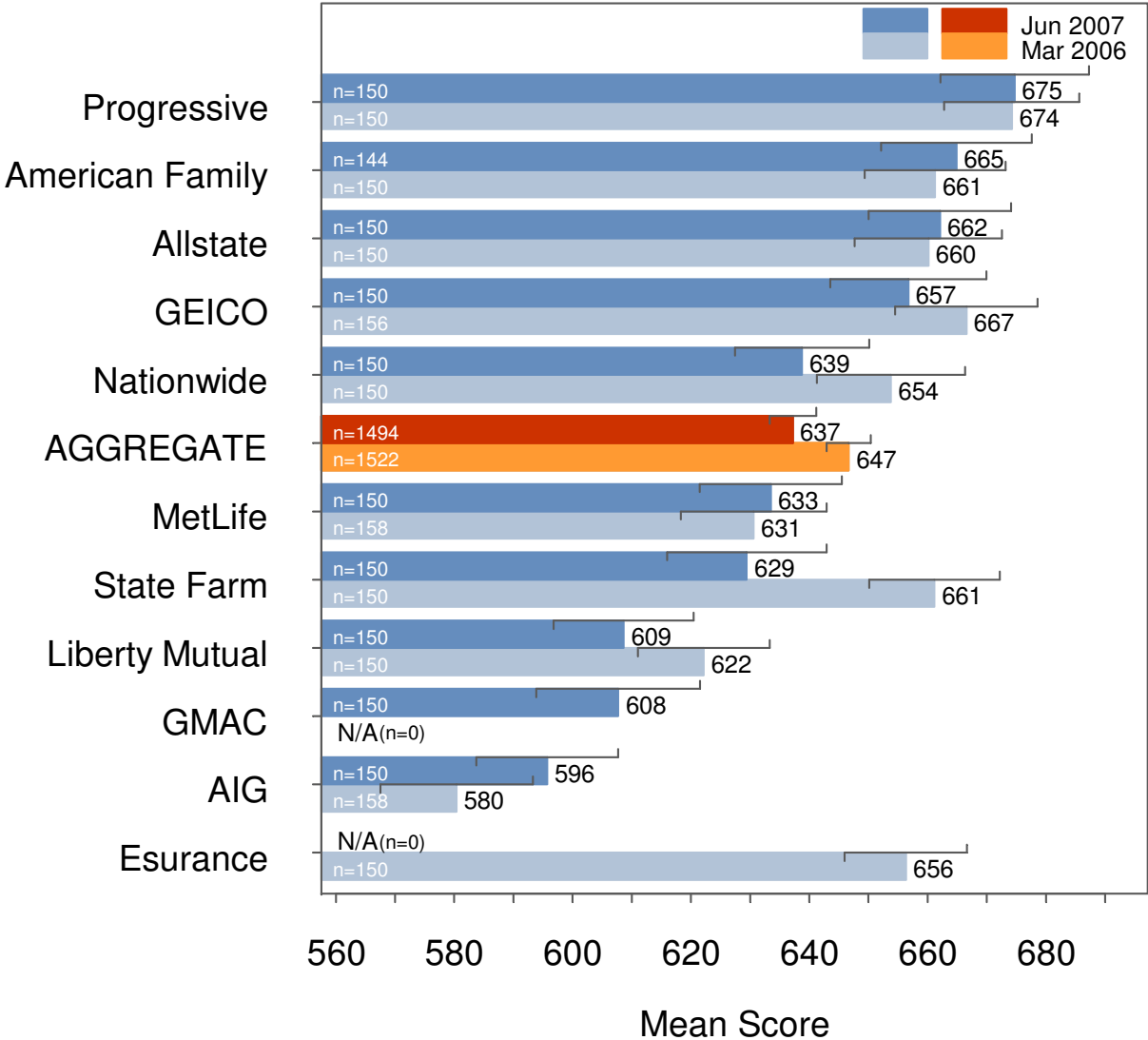


Behavior  
Feedback

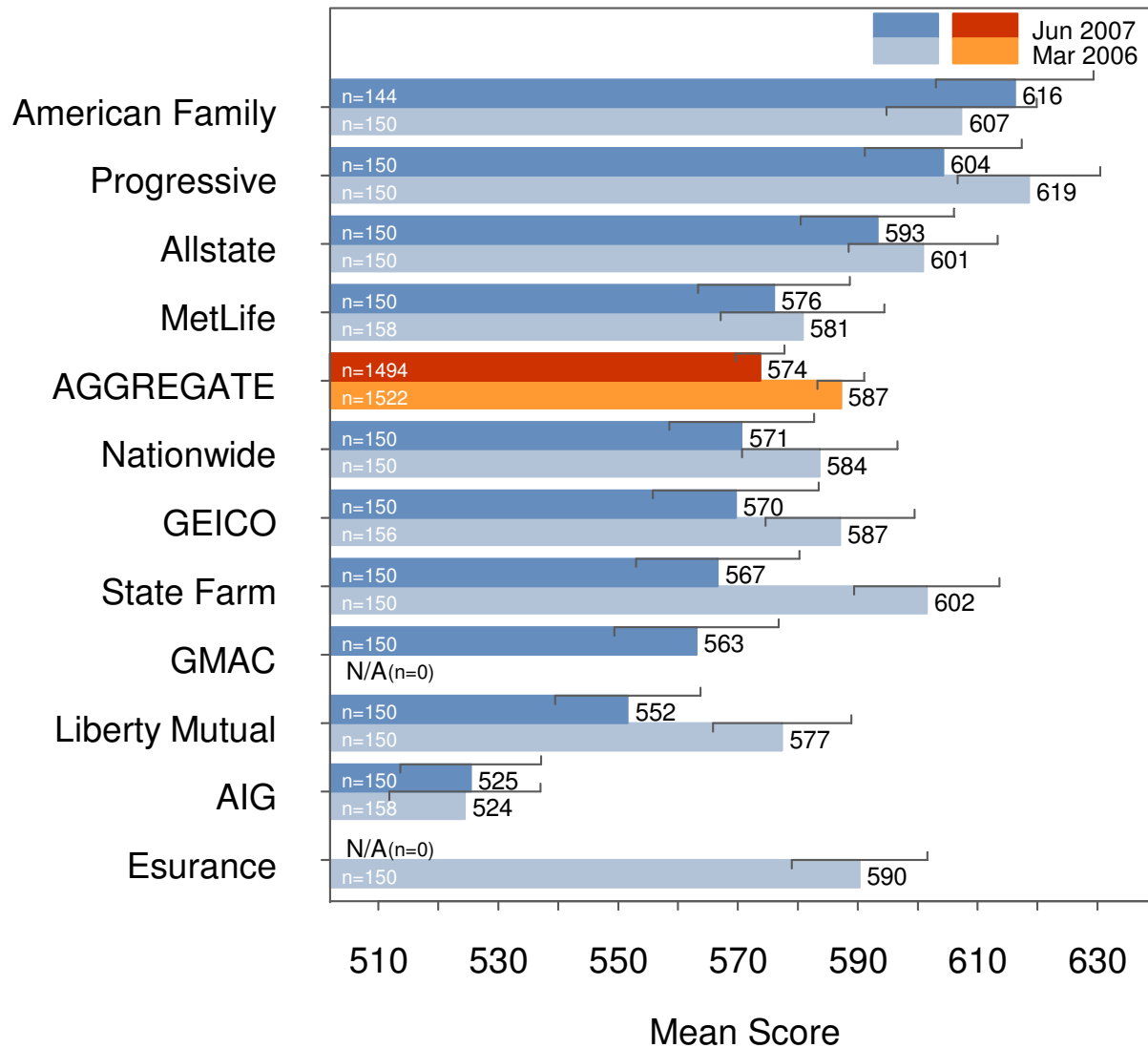


Panelists

# Overall Customer Experience by Year



# Brand Impact by Year



# Conversion Impact by Year

