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The Mobile & Internet Performance Authority™

# Keynote Customer Experience Rankings Service Level Rankings Online Mapping

November 8, 2007

# Mapping Study - Methodology

- Sites Evaluated:
  - Ask.com Maps
  - Google Maps
  - Mapquest
  - Microsoft maps
  - Yahoo! Maps
- Sample:
  - 5 evaluations
  - 2000 Panelists Total
  - 400 per Site
  - US online adults
  - Broad cross-section of Internet users
- Timing:
  - September 15<sup>th</sup> to October 15<sup>th</sup>
- Learnings:
  - Microsoft leads Overall Reliability index (a measure of how error free a site is) and Google leads Overall Responsiveness index (a measure of speed and consistently).
  - Significant variations in delivery speed: The fastest site providing directions in under 1.5s and the slowest 5.5s for high speed users.
  - Only one of the sites showed signs of a major capacity issue while most sites excelled in this metric.
  - The sites were highly available, with top sites reporting better than 99.5% average availability.

# Mapping Study - Insights

## ■ Site Effectiveness Measures

- Brand Impact Index
- Loyalty Impact Index
- Customer Satisfaction Index
- Overall Customer Experience Index

## ■ Driver Analyses and Best Practices

- Brand Drivers
- Loyalty Drivers
- Best Practices

## ■ Comparisons Across Leading Sites

- Discover strengths and weaknesses
- Supporting details from actual users
- Benchmark over 100 metrics per site:
  - Behavioral metrics
  - Consumer expectations
  - Frustrations and problems
  - Quantitative CE metrics
  - Qualitative comments

## ■ Service Level Metrics

- Overall transaction response time
- Download time per page
- Download time per key transaction
- Response time during peak period
- Overall transaction availability (24x7)
- Transaction availability during business hours
- Home page availability during business hours
- Total number of outage hours
- Number of days without an outage
- Number of elements downloaded per page
- Number of distinct elements downloaded by transaction
- Home page size in bytes



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# Coming Soon!

Please fill out the [Request More Information](#) form to receive additional information when the study is available.

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