

Online Search for Automotive Insurance

Industry Study Series from Keynote Competitive Research

United Kingdom Study Abstract



keynote™

The Mobile & Internet Performance Authority™

Keynote Competitive Research

Research Objectives

The Online Search for Automotive Insurance study is a part of a syndicated competitive intelligence program for understanding and improving customer service and service levels of leading Web businesses.

Keynote's mission is to improve eBusiness performance worldwide by providing metrics and insights for customer experience, marketing effectiveness, application service levels and competitive strategies.

Study Participants

For the study of online search for automotive insurance, Keynote monitored 500 panelists, in the first two weeks of February, 2008. The Panelists were profiled for UK, online adults (18+) who are interested in purchasing or switching car insurance in the next 6 months. The key **search words** for specific insurers included:

- Churchill Insurance
- Uswitch.com
- Direct Line
- RIAS
- RAC Car Insurance
- esure
- Tesco Insurance
- Wifcover
- AA Car Insurance
- Prudential

Overview

Open Web Research, as a usability tool was pioneered by Keynote Systems. Open Web Research lets participating customers explore any Web site with any number of browser windows as they go about a task. There are no artificial restrictions on how they navigate, process new information, or decide what to look at next. Participants have the option of answering questions before, during, and after their tasks. All the attitude data is captured alongside behavior data so the analyst knows what customers think in the context of what they actually do.

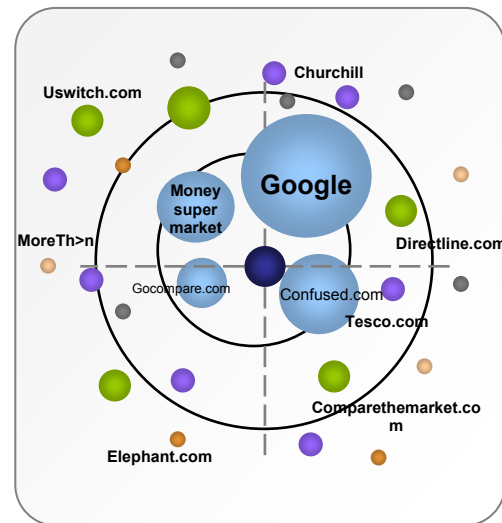
The Open Web Research methodology also provides invaluable data for improving customer acquisition. By taking a broad perspective on problems customers are trying to solve, you discover many of the places they go before they get to your site. These places are opportunities for advertising and customer acquisition.

Clickstream Analysis

What do participants do first?

This study starts participants on a blank web page, and presents them with the task of choosing an Automotive Insurance provider by researching online.

The majority of participants go to Google directly, with many using the Google Search bar.



Time Spent on Each Site

The best sites are determined by their ability to drive leading business outcomes such as customer satisfaction, brand impact and acquisition. The amount of time a prospect spends researching on a specific site is indicative of the interest in the material, and how well the site captures the attention of the prospect:

Open Web Research	Statistics
Average # pages per site viewed	6 pages
Average time spent per site	3.4 min
Median browse time	5.9 min
Average total pages visited	13.72 pages
Average # sites visited	2.25 sites

Keynote Competitive Research

Keynote Drivers

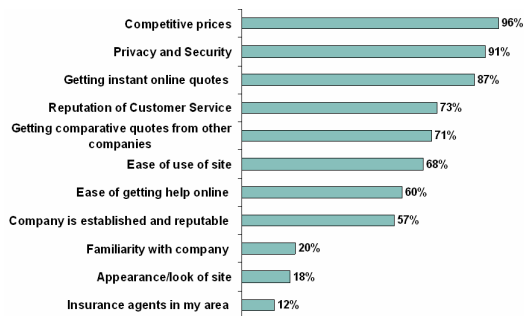
Critical insights of the study are derived from understanding why sites rank as they do. Keynote conducted a sophisticated analysis to determine which aspects of the site experience had the most significant impact on site success. The factors that have the greatest relationship to the site effectiveness reveals which areas of the site experience should get the most attention in order to improve critical site outcomes.

Study Task:

Please rate the importance of each of the following in determining which site you would choose for researching or purchasing car insurance

Response Results:

Competitive prices, privacy & security, and instant online quotes are the most important factors for choosing a site to research car insurance



Site Scorecard

The sites that were utilized by participants in the study were rated based on qualitative as well as quantitative (performance) measurements to create an overall scorecard of the sites. The detail report contains rankings based on the following measurements.

- Site Ease of Use
- Content Comprehensiveness
- Organization / Navigation
- Overall Site Satisfaction

Moneysupermarket.com was the #1 ranked site in the Scorecard.

Qualitative Analysis

The Keynote research team uses specialized tools to analyze participant comments, identifying and comparing themes across all of the sites in the study.

Here are some comments from our study participants:

“It has such an easy name to remember, I don’t need to use search engines, and it saves up to 5 of my quotes.”

“Sometimes a little slow loading info”

“Errors in the site make the already daunting task of finding car insurance so much worse.”

“It wasn’t clear what to do. Font sizes were a bit small on all of the questions, and there were too many questions on one page.”

“Full, comprehensive list of insurers available and was able to provide direct links”

“No option to specify the car is an imported vehicle. I would end up getting a quote which assumed the car is not imported and I will have to get a new quote by telephone”

Keynote Competitive Research

Results Availability

This abstract highlights findings from the KCR Online Search for Automotive Insurance report. The full report contains hundreds of pages that include information not only identifying the most used sites, but also providing specific detail about why sites ranked where they did. Armed with this intelligence, site managers and developers can tune specific aspects of their application to provide better performance to customers than their competition.

Custom Comparisons

Not included in the study? Need to see where you rate against the top site? Keynote's researchers can create an expansion study to collect the same metrics on your site, and profile your results against the sites in this study. Conducting a study is a straightforward process:

About Keynote Systems

Keynote Systems, Inc., the Mobile and Internet Performance Authority is the worldwide leader in eBusiness performance management services. Over 2100 corporations and 19,000 individual subscribers rely on Keynote's growing range of measurement, monitoring and customer experience management services to improve eBusiness performance by reducing costs, improving customer satisfaction and increasing profitability. Keynote's products provide enterprises with the tools to align IT and Business goals. To learn more about Keynote's Competitive Research studies, please visit: http://www.keynote.com/keynote_competitive_research/

