

Keynote Customer Experience Rankings

ONLINE SPORTS

CE Rankings Methodology: Sites & Sample

SITES EVALUATED:

- AOL Sports
- CBS SportsLine
- ESPN
- Fox Sports
- Yahoo! Sports

SAMPLE:

- **5 evaluations; 2000 panelists total**
- 400 per site, US online adults 21+
- Use the Web to look for sports-related info

TIMING:

- **Wave 2 evaluation period: Sept 18 – 27, 2007**
- Wave 1 evaluation period: Jan 16 – 26, 2007
- Next study delivered: Fall 2008



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Overview of Results

Overall CE Index
Brand Impact Index
Future Usage Index
Customer Satisfaction Index

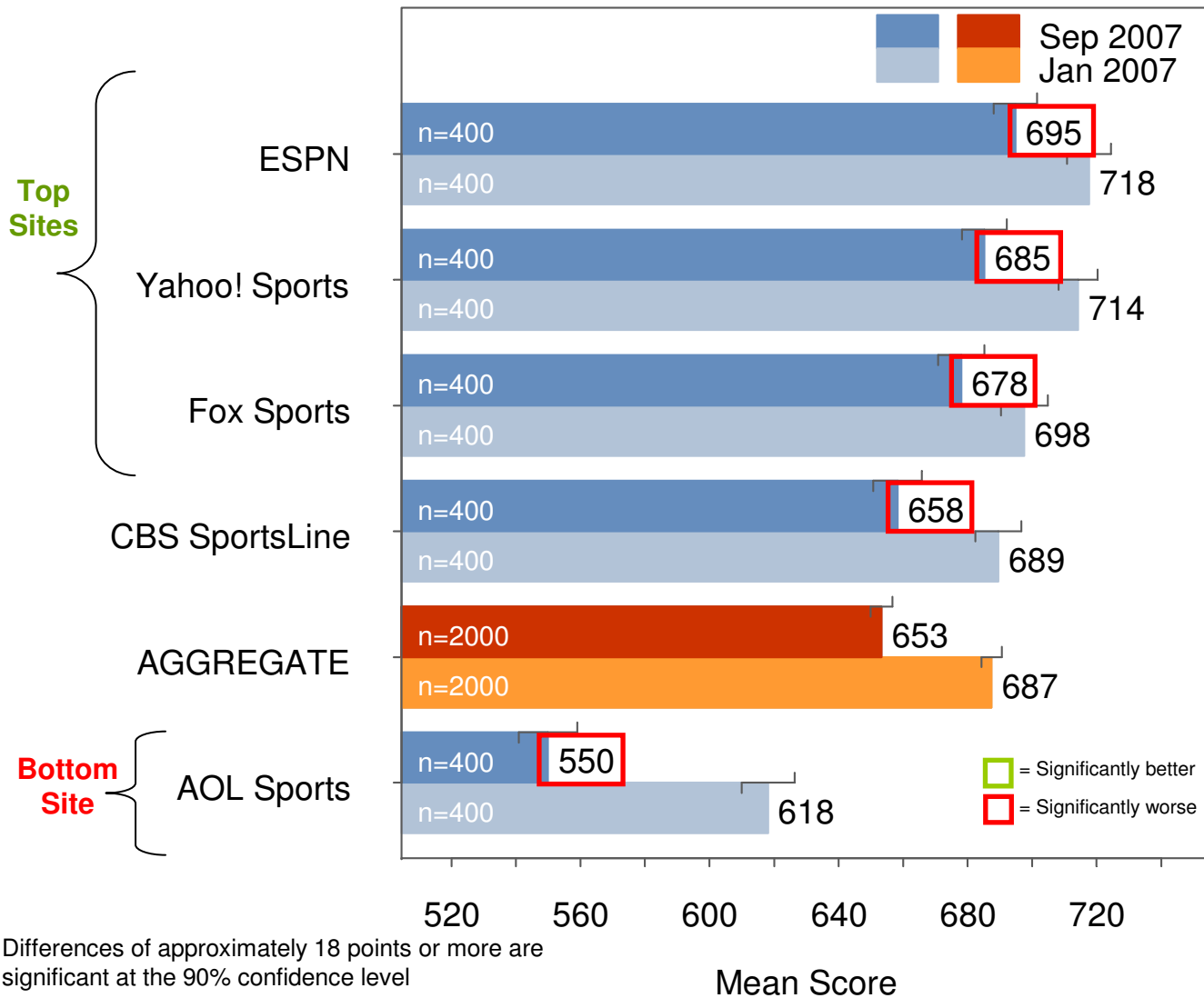
Index Rankings Summary

RANK	Overall CE Index	Brand Impact Index	Future Usage Index	Customer Satisfaction Index
1	ESPN (1)	ESPN (1)	ESPN (1)	Yahoo! Sports (1)
2	Yahoo! Sports (2)	Yahoo! Sports (2)	Yahoo! Sports (2)	Fox Sports (3)
3	Fox Sports (3)	Fox Sports (3)	Fox Sports (3)	ESPN (2)
4	CBS SportsLine (4)	CBS SportsLine (4)	CBS SportsLine (4)	CBS SportsLine (4)
5	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)

Parentheses indicate January 2007 ranking (Green moved up in rank, Red moved down)

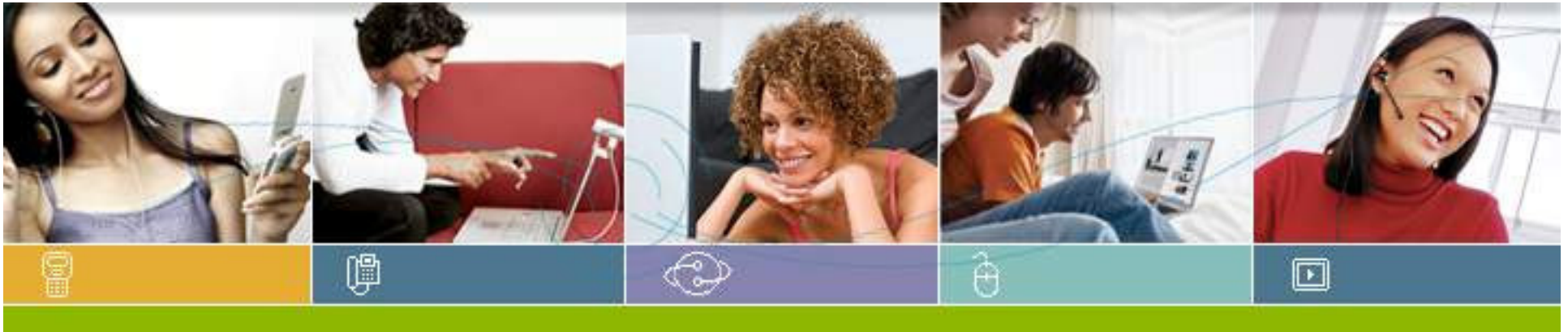
= Indicates a significant change in score from January 2007

Overall CE Index



Keynote Overall CE Index comprises three indices:

- **Brand Impact** – down on average 29 points
- **Future Usage** – down on average 40 points
- **Customer Satisfaction** – down on average 35 points



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Drivers and Best Practices

Business Impact Drivers

TOP IMPACT DRIVERS	BRAND IMPACT	FUTURE USAGE
	Relationship to Brand Impact	Relationship to Future Usage
1. Information Quality	■ ■ ■ ■	■ ■ ■
2. Site Organization	■ ■ ■	■ ■ ■ ■
3. Search Quality (6)	■ ■	■ ■ ■
4. Perceived Site Performance (5)	■ ■	■ ■
5. Community (3)	■ ■	■ ■
6. Visual Appeal (7)	■ ■	■ ■
7. Read Article Satisfaction (4)	□	■ ■ ■
8. Find Score Satisfaction (10)	■	■ ■
9. Special Features	■ ■	□
10. Find Player Info Satisfaction (12)	■ ■	□
11. Find Schedule Satisfaction	■	□
12. Ad Satisfaction (13)	■	■
13. Ease of Navigation (8)	□	■

■ ■ ■ ■ = The highest partial correlation of driver to outcome

Driver Rankings (1 of 2)

RANK	Information Quality	Site Organization	Search Quality	Perceived Site Performance	Community	Visual Appeal
1	ESPN (1)	Yahoo! Sports (2)	Yahoo! Sports (1)	Fox Sports (2)	ESPN (2)	Yahoo! Sports (3)
2	Fox Sports (3)	Fox Sports (1)	Fox Sports (3)	Yahoo! Sports (1)	Yahoo! Sports (1)	ESPN (1)
3	Yahoo! Sports (2)	ESPN (3)	CBS SportsLine (2)	CBS SportsLine (3)	Fox Sports (3)	Fox Sports (2)
4	CBS SportsLine (4)	CBS SportsLine (4)	ESPN (4)	ESPN (4)	CBS SportsLine (4)	CBS SportsLine (4)
5	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)

Parentheses indicate January 2007 ranking (Green moved up in rank, Red moved down)

= Indicates a significant change in score from January 2007

Driver Rankings (2 of 2)

RANK	Read Article Satisfaction	Find Score Satisfaction	Special Features	Find Player Info Satisfaction	Find Schedule Satisfaction	Ad Satisfaction	Ease of Navigation
1	ESPN (1)	Fox Sports (4)	ESPN (1)	ESPN (3)	Fox Sports (4)	Yahoo! Sports (3)	Yahoo! Sports (1)
2	Fox Sports (4)	Yahoo! Sports (1)	Fox Sports (2)	Yahoo! Sports (1)	CBS SportsLine (3)	ESPN (2)	Fox Sports (3)
3	Yahoo! Sports (2)	CBS SportsLine (3)	CBS SportsLine (3)	CBS SportsLine (2)	ESPN (2)	Fox Sports (1)	CBS SportsLine (2)
4	CBS SportsLine (3)	ESPN (2)	Yahoo! Sports (4)	Fox Sports (4)	Yahoo! Sports (1)	CBS SportsLine (5)	ESPN (4)
5	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)	AOL Sports (5)	AOL Sports (4)	AOL Sports (5)

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