



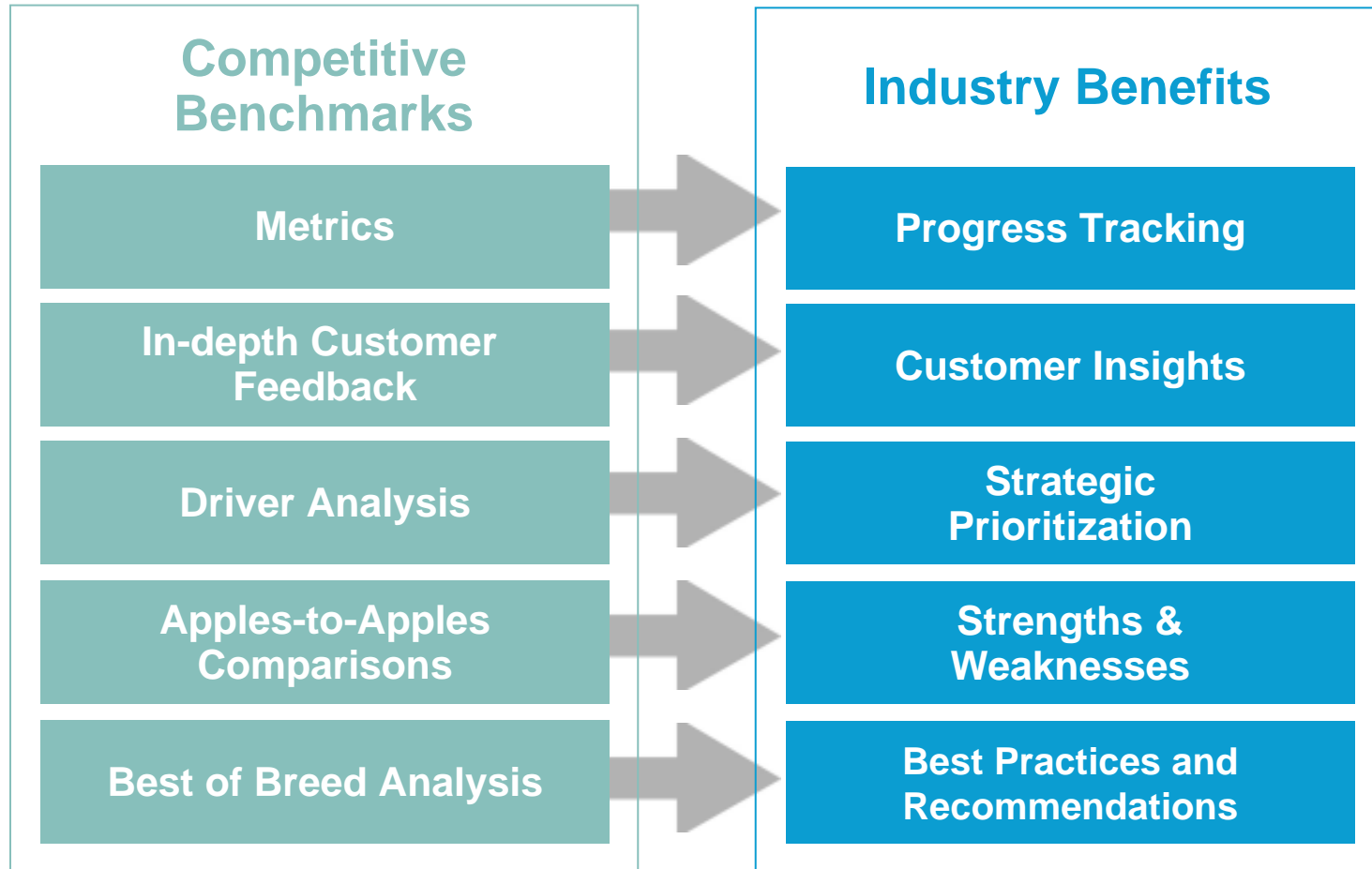
KEYNOTE[®]
The Mobile & Internet Performance Authority[™]

Keynote Customer Experience Rankings

RETAIL ELECTRONICS

Retail Study - June 2007

Introduction: Keynote Customer Experience (CE) Rankings Metrics to Manage eBusiness Success



CE Rankings Methodology: Sites & Sample

SITES EVALUATED:

- Amazon.com
- Best Buy
- Buy.com
- Circuit City
- Costco
- Dell
- Office Depot
- Sears
- Staples
- Target
- Wal-Mart

SAMPLE:

- **11 evaluations; 2200 panelists total**
- 200 per site, US online adults 18+
- Cross section of online shopping population

TIMING:


- **Wave 1 evaluation period: May 21 – June 5, 2007**
- Next study delivered: Spring 2008

Executive Summary: Overall

- Two sites provide the best overall experience for visitors
 - ▶ Amazon.com and Best Buy share the top performance tier
- Amazon.com leads all other electronic sites in brand perceptions
 - ▶ Perceived more than any other site as “comprehensive”, “customer-focused“, and “innovative”; Best Buy seen as “high quality”; Circuit City as “helpful”
- Amazon.com also tops the list of sites for visitor purchase intent
 - ▶ However, Amazon.com shares the top tier with Best Buy and Circuit City in terms of customer satisfaction
- Visual appeal and price satisfaction are the most important business drivers, impacting people's brand perceptions and purchase intent
 - ▶ Purchase process, search satisfaction, and customer support are also key drivers
- Best Buy, Circuit City, Amazon.com are strong across several drivers
 - ▶ Best Buy and Circuit City are in the top tier on 7 of 9 retail business drivers; Amazon.com leads on 6 drivers
- Top problems experienced by users across all sites are required site registration, difficulty comparing items, and inadequate consumer reviews

Index Rankings Summary

RANK	Overall CE Index	Brand Impact Index	Conversion Impact Index	Customer Satisfaction Index
1	Amazon.com	Amazon.com	Amazon.com	Best Buy
2	Best Buy	Best Buy	Best Buy	Circuit City
3	Circuit City	Dell	Circuit City	Amazon.com
4	Dell	Circuit City	Dell	Dell
5	Sears	Staples	Wal-Mart	Sears
6	Staples	Sears	Sears	Wal-Mart
7	Wal-Mart	Target	Staples	Staples
8	Office Depot	Office Depot	Target	Office Depot
9	Target	Wal-Mart	Office Depot	Target
10	Buy.com	Buy.com	Buy.com	Buy.com
11	Costco	Costco	Costco	Costco

 = Indicates the statistical top tier sites