

Keynote Customer Experience Rankings

ONLINE RETAIL STUDY

Books, Music, Movies & Games - July 2007

Retail Study Goals

1. Which retail sites generate the strongest positive brand perceptions and greatest likelihood to acquire a customer?
2. What aspects of the online experience are most predictive of brand and acquisition?
3. Which companies are leading in the critical areas and why?
4. What site designs have had the biggest impact on user perceptions?
5. What opportunities exist for a retailer to improve its online experience for prospective customers?

CE Rankings Methodology: Sites & Sample

SITES EVALUATED:

- Amazon.com
- Barnes & Noble
- Best Buy
- Borders
- Buy.com
- Circuit City
- Overstock.com
- Target
- Wal-Mart

SAMPLE:


- **9 evaluations; 1800 panelists total**
- 200 per site, US online adults 21+
- Have used the web to research and/or buy media products or plan to in the future

TIMING:

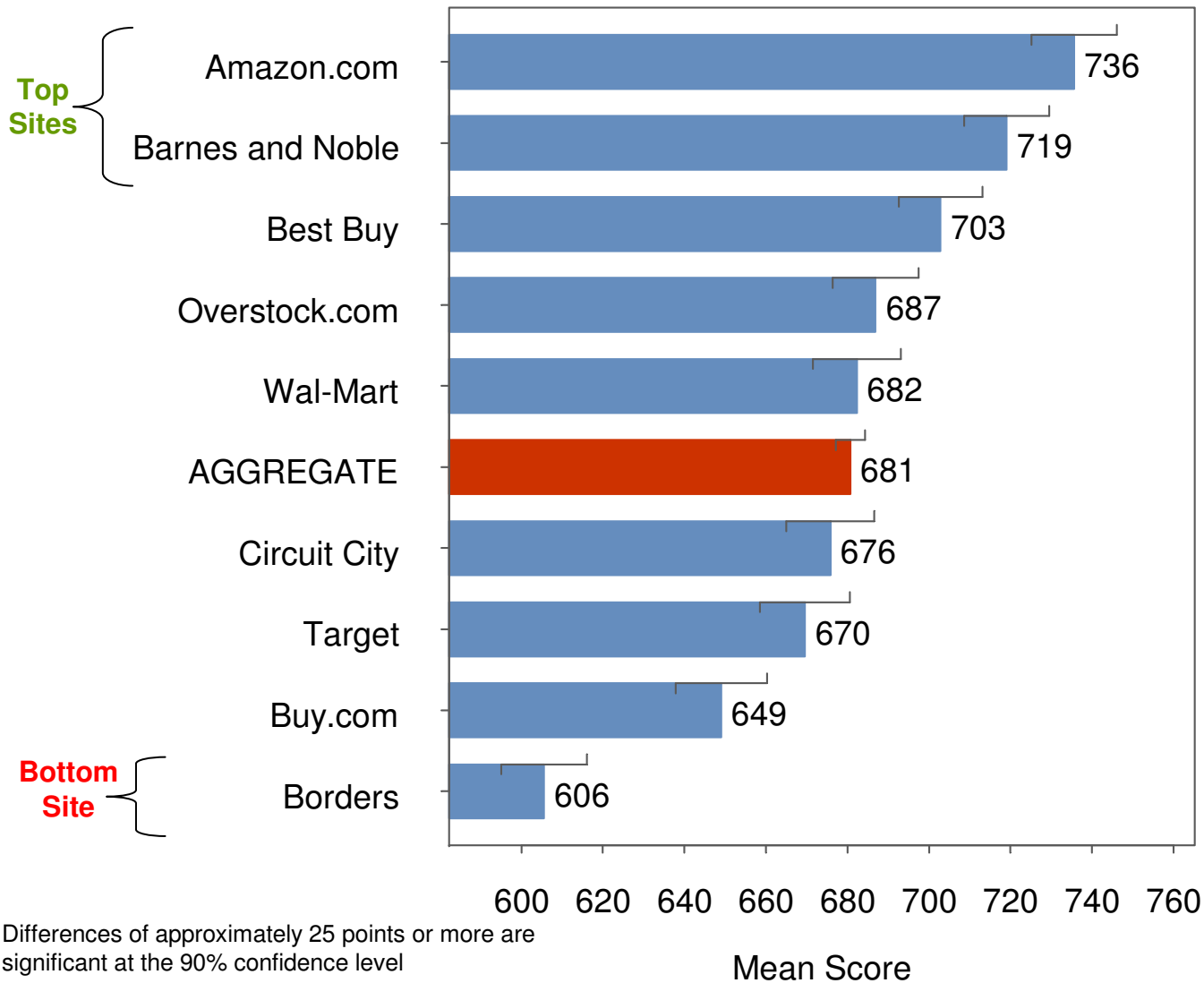
- **Evaluation period: July 16 – 26, 2007**
- Next study delivered: Summer 2008

Index Rankings Summary

RANK	Overall CE Index	Brand Impact Index	Conversion Index	Customer Satisfaction Index
1	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2	Barnes and Noble	Barnes and Noble	Barnes and Noble	Barnes and Noble
3	Best Buy	Best Buy	Best Buy	Best Buy
4	Overstock.com	Overstock.com	Wal-Mart	Overstock.com
5	Wal-Mart	Target	Overstock.com	Wal-Mart
6	Circuit City	Circuit City	Circuit City	Circuit City
7	Target	Wal-Mart	Target	Target
8	Buy.com	Buy.com	Buy.com	Buy.com
9	Borders	Borders	Borders	Borders

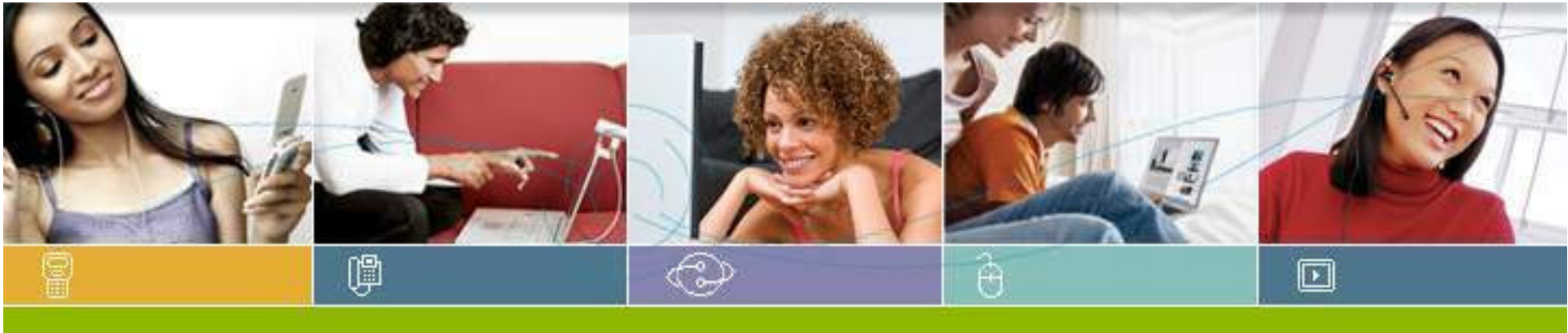
 = Indicates the statistical top tier sites

Overall CE Index



Keynote Overall CE Index comprises three indices:


- Customer Satisfaction
- Brand Impact
- Conversion



Drivers, Best Practices, and Opportunities


Business Impact Drivers

TOP IMPACT DRIVERS	CONVERSION IMPACT	BRAND IMPACT
	Relationship to Conversion Impact	Relationship to Brand Impact
1. Visual Appeal	■ ■ ■	■ ■ ■ ■
2. Price Satisfaction	■ ■ ■	■ ■ ■
3. Purchase Process	■ ■ ■	■ ■
4. Customer Support	■ ■	■ ■
5. Organization and Navigation	■ ■	■ ■
6. Search Satisfaction	■ ■	■ ■
7. Product Interest	■	■
8. Product Research	■ ■	□
9. Perceived Site Performance	■	■

 = The highest partial correlation of driver to outcome


Driver Rankings (1 of 2)

RANK	Visual Appeal	Price Satisfaction	Purchase Process	Customer Support	Organization & Navigation
1	Amazon.com	Amazon.com	Barnes and Noble	Best Buy	Barnes and Noble
2	Barnes and Noble	Wal-Mart	Overstock.com	Amazon.com	Amazon.com
3	Overstock.com	Overstock.com	Best Buy	Barnes and Noble	Best Buy
4	Target	Buy.com	Circuit City	Circuit City	Wal-Mart
5	Best Buy	Target	Amazon.com	Target	Circuit City
6	Circuit City	Best Buy	Wal-Mart	Wal-Mart	Buy.com
7	Wal-Mart	Barnes and Noble	Target	Overstock.com	Borders
8	Buy.com	Circuit City	Buy.com	Buy.com	Overstock.com
9	Borders	Borders	Borders	Borders	Target

 = Indicates the statistical top tier sites

Driver Rankings (2 of 2)

RANK	Search Satisfaction	Product Interest	Product Research	Perceived Site Performance
1	Barnes and Noble	Amazon.com	Barnes and Noble	Borders
2	Amazon.com	Best Buy	Amazon.com	Barnes and Noble
3	Best Buy	Buy.com	Wal-Mart	Amazon.com
4	Overstock.com	Barnes and Noble	Overstock.com	Best Buy
5	Wal-Mart	Overstock.com	Buy.com	Overstock.com
6	Buy.com	Borders	Best Buy	Target
7	Circuit City	Circuit City	Circuit City	Circuit City
8	Target	Wal-Mart	Borders	Wal-Mart
9	Borders	Target	Target	Buy.com

 = Indicates the statistical top tier sites