

# Keynote Customer Experience Rankings

## RETAIL ELECTRONICS

### Retail Study - June 2007

# CE Rankings Methodology: Sites & Sample

## SITES EVALUATED:

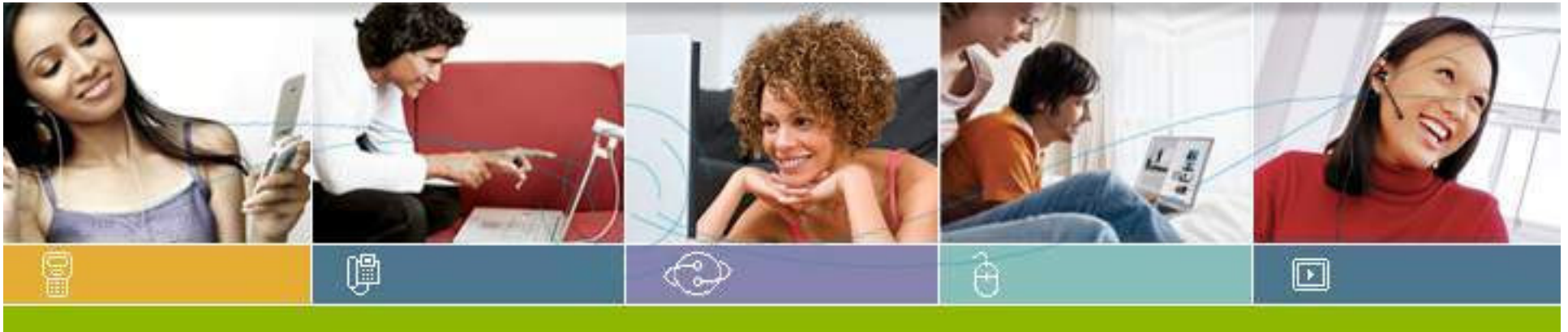
- Amazon.com
- Best Buy
- Buy.com
- Circuit City
- Costco - *new*
- Dell
- Office Depot
- Sears - *new*
- Staples
- Target - *new*
- Wal-Mart
  
- Overstock.com removed
- CDW removed

## 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




## Overview of Results

- Overall CE Index
- Brand Impact Index
- Conversion Impact Index
- Customer Satisfaction Index

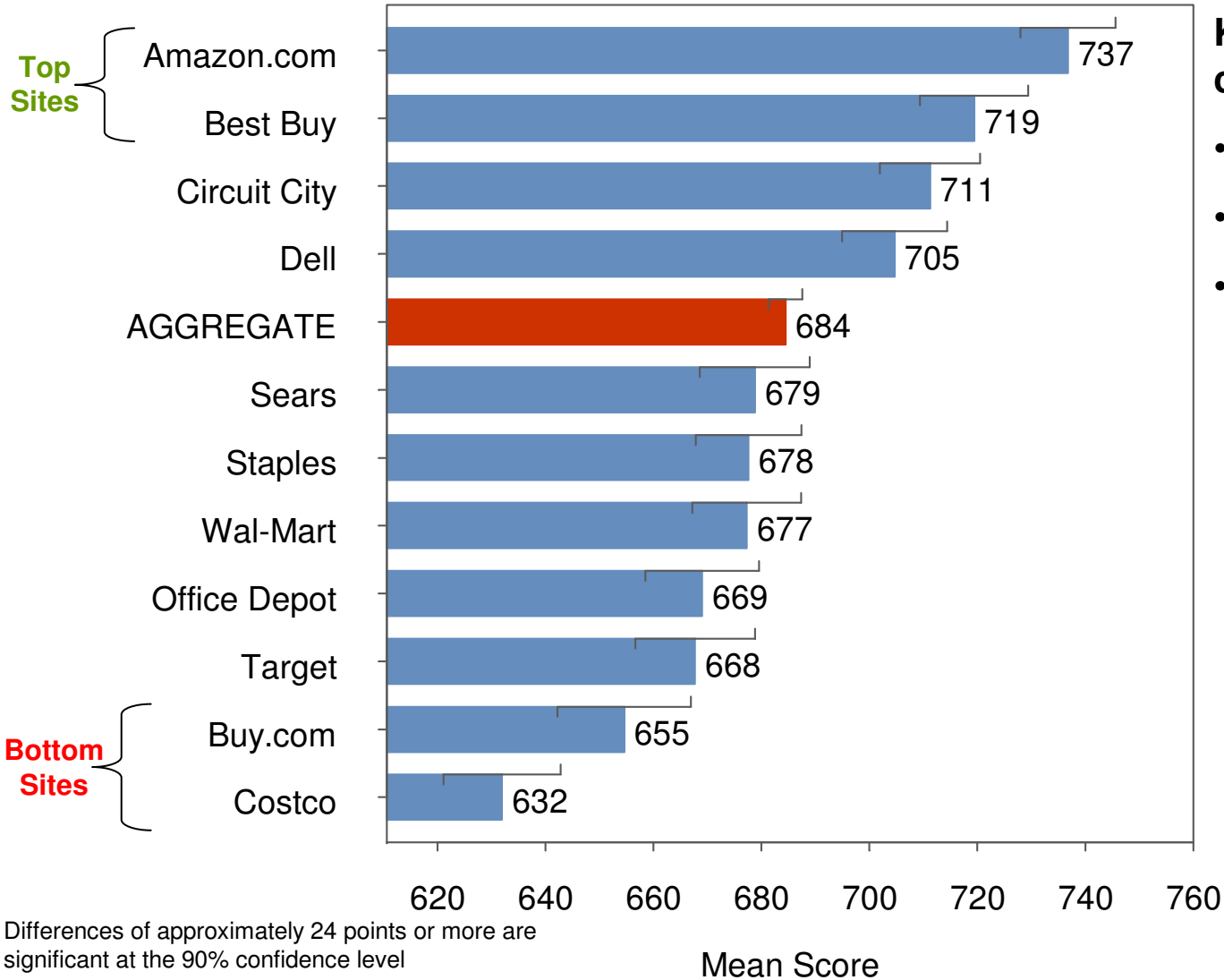
# Index Rankings Summary

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

 = Indicates the statistical top tier sites

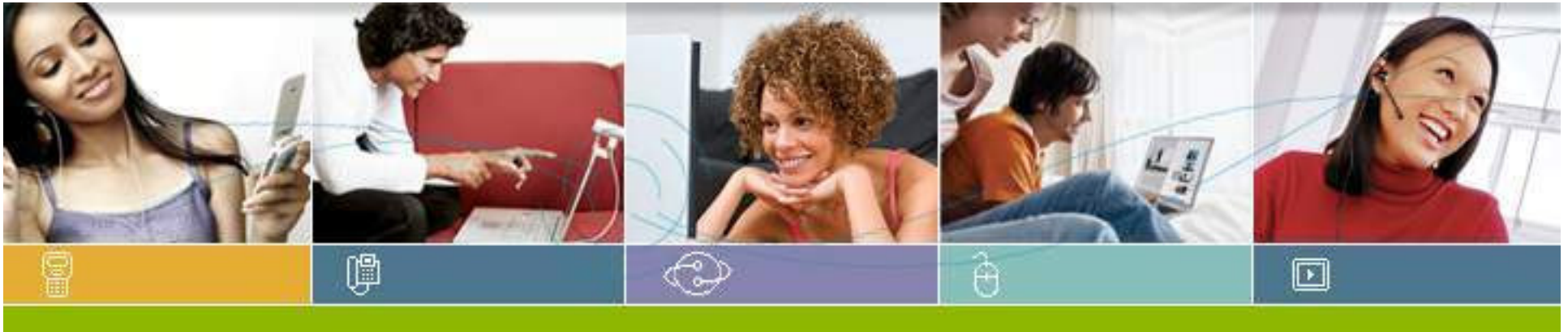
Parentheses indicate July 2007 ranking (Green moved up in rank, Red moved down)

# 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	BRAND IMPACT	CONVERSION IMPACT
	Correlation to Brand Impact Index	Correlation to Conversion Impact Index
1. VISUAL APPEAL	■ ■ ■ ■	■ ■ ■ ■
2. PRICE SATISFACTION	■ ■ ■	■ ■ ■
3. PURCHASE PROCESS	■ ■	■ ■ ■
4. SEARCH SATISFACTION	■ ■	■ ■ ■
5. CUSTOMER SUPPORT	■ ■ ■	■ ■
6. ORGANIZATION & NAVIGATION	■ ■	■ ■
7. PRODUCT INTEREST	■ ■	■ ■
8. PRODUCT RESEARCH	■	■ ■
9. PERCEIVED SITE PERFORMANCE	□	■

 = The highest partial correlation of driver to index


# Driver Rankings (1 of 2)

RANK	Visual Appeal	Price Satisfaction	Purchase Process	Search Satisfaction	Customer Support
1	Best Buy (5)	Wal-Mart (1)	Circuit City (3)	Amazon.com (1)	Best Buy (3)
2	Dell (6)	Amazon.com (3)	Best Buy (4)	Wal-Mart (8)	Sears (na)
3	Amazon.com (1)	Buy.com (4)	Office Depot (5)	Circuit City (5)	Staples (6)
4	Circuit City (3)	Best Buy (8)	Amazon.com (2)	Best Buy (9)	Circuit City (5)
5	Target (na)	Circuit City (4)	Wal-Mart (5)	Target (na)	Office Depot (4)
6	Staples (9)	Dell (5)	Sears (na)	Staples (4)	Amazon.com (2)
7	Buy.com (7)	Staples (7)	Dell (8)	Dell (7)	Dell (9)
8	Office Depot (8)	Sears (na)	Target (na)	Office Depot (3)	Wal-Mart (7)
9	Wal-Mart (4)	Target (na)	Staples (9)	Buy.com (6)	Target (na)
10	Sears (na))	Costco (na)	Costco (na)	Sears (na)	Costco (na)
11	Costco (na)	Office Depot (9)	Buy.com (7)	Costco (na)	Buy.com (10)

 = Indicates the statistical top tier sites

# Driver Rankings (2 of 2)

RANK	Organization & Navigation	Product Interest	Product Research	Perceived Site Performance
1	Circuit City (3)	Buy.com (4)	Sears (na)	Circuit City
2	Wal-Mart (5)	Best Buy (5)	Circuit City (2)	Office Depot
3	Amazon.com (1)	Circuit City (3)	Amazon.com (1)	Costco
4	Best Buy (6)	Dell (7)	Dell (4)	Best Buy
5	Dell (8)	Amazon.com (2)	Office Depot (3)	Dell
6	Staples (2)	Sears (na)	Best Buy (6)	Amazon.com
7	Costco (na)	Office Depot (9)	Staples (10)	Staples
8	Office Depot (4)	Staples (10)	Wal-Mart (7)	Wal-Mart
9	Target (na)	Target (na)	Costco (na)	Sears
10	Sears (na)	Costco (na)	Buy.com (6)	Target
11	Buy.com (9)	Wal-Mart (8)	Target (na)	Buy.com

 = Indicates the statistical top tier sites