

Keynote[®] Ranking Studies



Keynote Rankings for Auto Insurance Web Sites

June 2006

Keynote's Mission: Improve eBusiness Success

Keynote's mission is to improve e-business performance worldwide by providing metrics for and insights into the customer experience, operational excellence, and competitive strategies on the Web.

The *Keynote® Rankings for Auto Insurance Web Sites* is part of a syndicated competitive intelligence program designed to benchmark and improve the performance of leading Web businesses.

The rankings are based on large-scale studies that employ Keynote's unique methodology and expertise to provide comparison metrics and insights into best practices in an industry. Keynote's research approach examines actual consumer behavior and feedback, in addition to quantitative measures of site reliability and responsiveness, to provide a detailed understanding of the impact that Web sites have on consumer perceptions and behavior.

Keynote Methodology Overview

Measuring Customer Experience

Keynote's proprietary approach to customer experience research measures real people as they pursue real tasks on the Web.

By capturing customer feedback and behavior at the point of interaction with a site, and with accurate knowledge of their intent, Keynote is able to provide a complete understanding of their online experience and how it relates to business goals. This realistic and in-depth view of the customer experience links companies with their customers and prospective customers and helps them to truly understand what consumers think, how they behave—and why.

For the Keynote Rankings for Auto Insurance Web Sites, Keynote monitored over 1,500 consumers as they interacted with the following Web sites:

- AIG
- Allstate
- American Family
- Esurance
- GEICO
- Liberty Mutual
- MetLife
- Nationwide
- Progressive
- State Farm

The consumers were asked to pursue goals and provide their reactions across a number of areas of the site experience. They provided their reactions and answered questions while Keynote recorded their behavior and captured their responses using the proprietary Keynote customer experience methodology. More than 250 metrics were measured across each site.

Keynote then assessed the impact of the user's experience through a range of indices and a driver analysis to better understand which sites delivered the best business outcomes, and what were the key drivers behind this success.

Keynote Methodology



Results: Customer Experience

Best Sites

The overall Keynote Customer Experience Ranking is the highest-level score of customer experience and is based on an aggregate score of site performance across all 250 customer experience metrics measured in the study. The overall ranking shows which sites are most successful in terms of satisfying customers, driving customer acquisition, and supporting the company's brand.

Of all the sites included in the study, Progressive, GEICO and American Family were the most successful overall, providing the most effective online experience for consumers.

Keynote Customer Experience Ranking, June 2006

Rank	Auto Insurance Web Sites
1	Progressive
2	GEICO
3	American Family

Keynote Customer Experience Ranking, May 2005

Rank	Auto Insurance Web Sites
1	Progressive
2	Allstate
3	State Farm

Specific Areas of Success

The best sites are determined by their success in driving desired business outcomes: brand impact and customer conversion (acquisition). The Keynote study benchmarks site success in each of these specific areas. Winners in the area of brand impact and customer conversion (acquisition) are detailed below.

Brand Impact Index

Rank	Auto Insurance Web Sites
1	Progressive
2	American Family
3	State Farm

Progressive, American Family and State Farm were the top rated sites in terms of positive brand perceptions.

Conversion Impact Index

Rank	Auto Insurance Web Sites
1	GEICO
2	State Farm
3	Progressive

GEICO, State Farm and Progressive led the Conversion Impact Index. Consumers visiting sites topping the Conversion Impact Index were more likely to obtain an auto insurance quote or obtain an auto insurance policy on those sites than those visiting competitor sites.

Success Drivers and Best Practices

Keynote also conducts a sophisticated statistical driver analysis to determine which aspects of the site experience have the most impact on a site's success. This driver analysis not only explains "why" sites perform the way they do, but also demonstrates which areas of improvement the sites should focus on in order to have the greatest impact on their desired business outcomes.

The drivers that have the most impact on customer conversion (acquisition) and brand affinity are overall satisfaction with the auto insurance product, the quote and research process and the visual design of the site.

Top Impact Drivers

Rank	Impact Drivers
1	Product Satisfaction
2	Quote and Research Process
3	Visual Design

Keynote then competitively benchmarks sites across these drivers—and determines the key factors contributing to success in these areas.

Quote and Research Process

Rank	Auto Insurance Web Sites
1	Esurance
2	American Family
3	Progressive

Esurance, American Family and Progressive were ranked atop the Quote and Research Process category.

Qualitative Feedback

To better understand why sites perform the way they do on a given driver, Keynote analysts review the best of breed sites in conjunction with the qualitative feedback provided by panelists during the study.

For example, in the Quote and Research Process category, consumers particularly liked Esurance because of its easy step-by-step process and American Family because of the speed and ease of obtaining a quote.

Esurance**Easy, Step-by-Step Process**

- “The step by step process was easy to follow, and I didn’t have to search for anything nor did I have to guess at what to do next.”
- “Everything was pretty much a drop down menu selection item, so it made the process very simple.”

Ease of Comparing and Changing Options

- “It allowed me to do an apples-to-apples comparison between my policy and Esurance’s new quote.”
- “It asked me which options I particularly wanted and I could change them and recalculate my quote. That was useful!”

American Family**Quick and Easy Process**

- “The process was very easy. The website is very user-friendly and helpful when filling out the quote application.”

Contextual Help

- “I liked that when I clicked on an item a pop-up window came up to further describe what the coverage issue was.”

Keynote Rankings for Auto Insurance Prospects

This abstract highlights findings from the Keynote Rankings for Auto Insurance Web Sites study. The full study contains hundreds of metrics and includes additional information not only identifying the best and the worst Web sites in certain categories, but also providing specific detail about why the sites ranked where they did. The following measurements provide additional insight:

Keynote Drivers

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

Cross-Site Segmentation

Segmentation provides insights about how certain customer profiles interact with and respond to each site in the study. Keynote compares key metrics across the largest and key segments of the industry, such as high income individuals.

Qualitative Analysis

Using special qualitative analysis tools, the Keynote research team analyzes participant comments to identify and compare common themes across all of the sites in the study. Since our qualitative algorithms are the same across each of the reports, these tools provide a fair and quantitative way to compare customer verbatims across reports.

Web Norms Comparisons

Participants in the study do not compare their site experiences just among competitors in a particular industry; they also compare their experiences to those presented by other types of sites. Keynote provides site comparisons against larger web norms so that companies not only know how they compare to their own industry averages, but also to web norms across industries. Keynote web norms are derived from hundreds of evaluations run across many major industries.

Longitudinal Comparisons

Keynote Rankings provide a solid base for longitudinal comparisons and benchmarking. Each iteration of the study uses a similar study design, and the analysis is based upon standard Keynote metrics, resulting in data that can be easily benchmarked and compared over time.

Keynote Systems

Keynote Systems, The Internet Performance Authority®, is the worldwide leader in e-business performance management services. Over 2,300 corporate IT departments and 13,000 individual subscribers rely on Keynote's growing range of measurement and monitoring, service level and customer experience management services to improve e-business performance by reducing costs, improving customer satisfaction and increasing profitability.

For More Information

If you have a specific question about the information contained in this Keynote Rankings Study, please contact us at 650-403-2400 or online at www.keynote.com.