

Keynote[®] Customer Experience Rankings[™]



Keynote Customer Experience Rankings for 3rd Party Auto Web Sites

Winter 2006

Keynote's Mission: Improve eBusiness Success

Keynote's mission is to improve eBusiness performance worldwide by providing metrics and insights for customer experience, marketing effectiveness, application service levels, and competitive strategies.

The Keynote® Customer Experience (CE) Rankings™ are part of a syndicated competitive intelligence program for understanding the customer experience and marketing effectiveness of leading Web businesses.

The rankings are based on large-scale studies that employ Keynote's unique methodology and expertise to capture the behavior and attitudes of customers as they pursue goals on the Web. The studies are designed to provide comparison metrics and insights into the customer experience and its impact on customer satisfaction, customer acquisition and brand perceptions.

Keynote Methodology Overview

Keynote's proprietary approach to customer 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 the site's business outcomes. 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 they think, how they behave—and why.

For the CE Rankings for 3rd Party Auto Web Sites, Keynote monitored over 2,000 prospective car buyers as they interacted with the following Web sites:

- Autobytel.com
- Automotive.com
- AutoTrader.com
- Cars.com
- CarsDirect.com
- Edmunds.com
- Kelley Blue Book
- MSN Autos
- Vehix.com
- Yahoo! Autos

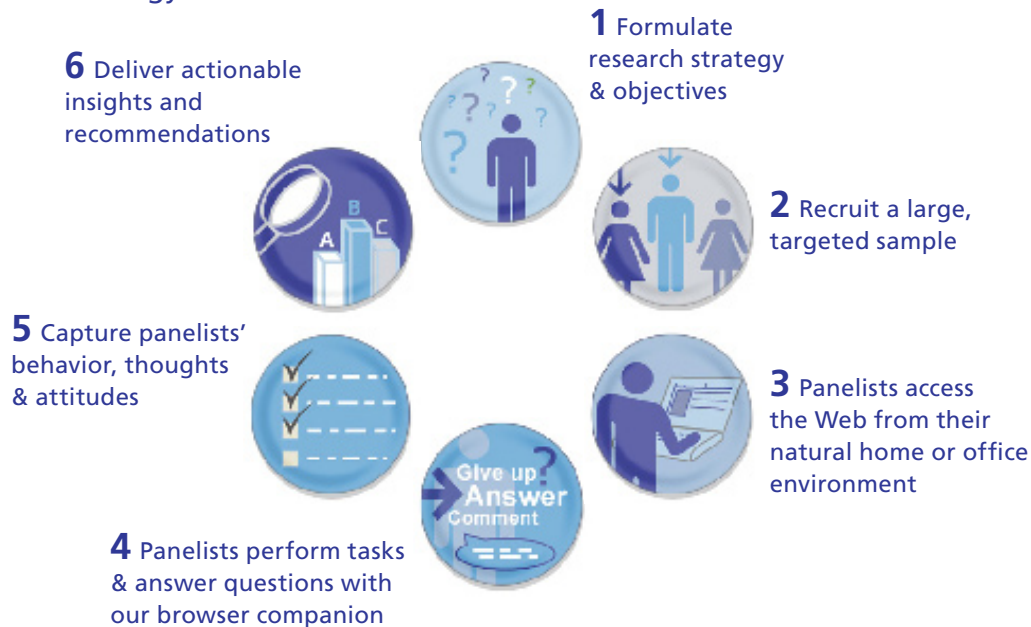
The prospective customers were asked to pursue goals and provide their reactions across a number of areas of site experience. The areas of site experience studied included:

- Finding a Vehicle: Exploring the site and finding a vehicle that the prospective customer was interested in purchasing.
- Researching and Comparing Vehicles: Finding at least two different alternative vehicles and comparing aspects of those vehicles.
- Requesting a Quote: Using the site to request a price quote on the vehicle(s) of interest.
- Posting an Ad: Exploring and proceeding through the process of selling a vehicle and posting an ad on the site.

Consumers 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: Keynote Customer Experience Rankings

Best Sites

The overall Keynote Customer Experience Ranking is the highest-level score in the CE Rankings program and is based on an aggregate score of site performance across all 250 customer experience indices and 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, Edmunds.com, Kelley Blue Book and Cars.com were the most successful overall, providing the most effective experience for prospective auto buyers and sellers.

Keynote Customer Experience Rankings

Rank	3rd Party Auto Web Sites
1	Edmunds.com
2	Kelley Blue Book
3	Cars.com

Specific Areas of Success

The best sites are determined by their success in driving leading business outcomes: customer satisfaction, brand impact, and customer acquisition. The Keynote study benchmarks site success in each of these specific areas. Winners in the area of customer satisfaction and customer acquisition are detailed on the next page.

Customer Satisfaction Index

Rank	3rd Party Auto Web Sites
1	Kelley Blue Book
2	Edmunds.com
3	Yahoo! Autos

Kelley Blue Book, Edmunds.com and Yahoo! Autos were the top ranked sites in terms of customer satisfaction. Users of these 3rd Party Auto sites were generally more satisfied, experienced less frustration and found the site easier to use than visitors to the other sites in the study.

Conversion — Customer Acquisition Index

Rank	3rd Party Auto Web Sites
1	Edmunds.com
2	Kelley Blue Book
3	Cars.com

Edmunds.com, Kelley Blue Book and Cars.com led the Conversion or Customer Acquisition Index, which measures site effectiveness in getting prospective customers to return to the site or request a quote through the site in the future.

Success Drivers and Best Practices

Keynote also conducts a sophisticated statistical driver analysis to determine which aspects of site experience had 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 biggest impact on their desired business outcomes.

The drivers that had the most impact on customer satisfaction, conversion, and brand affinity were the overall site design and organization, the vehicle views and information on the site, and the process for posting a vehicle ad.

Top Impact Drivers

Rank	Drivers
1	Site Design & Organization
2	Vehicle Views & Information
3	Post Vehicle Ad Process

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

Vehicle Views & Information

Rank	3rd Party Auto Web Sites
1	Kelley Blue Book
2	Edmunds.com
3	Cars.com

Kelley Blue Book, Edmunds.com and Cars.com were the top sites in terms of providing vehicle views and information. Consumers found these sites to have the most comprehensive and helpful information about the vehicles for sale, making it easier for them to make purchase decisions.

Post Vehicle Ad Process

Rank	3rd Party Auto Web Sites
1	Cars.com
2	VehicleTrader.com
3	CarsDirect.com

Cars.com, VehicleTrader.com and CarsDirect.com were the sites providing the best process for posting vehicle ads. Users of these sites found it relatively easier to post a vehicle sales ad on these sites than on competitor sites.

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 Design & Organization category, prospective customers particularly liked the Kelley Blue Book site because of its clear layout and intuitive navigation. Some specific comments prospective customers made about the Kelley Blue Book site included:

Clear Layout

- “The layout makes it very easy for you to immediately see how to find the information you’re looking for.”

Intuitive Navigation

- “The navigation of the site was intuitive and easy.”
- “...very easy to navigate to a page containing info you are looking for.”

Keynote CE Rankings for 3rd Party Auto Web Sites

This abstract highlights findings from the *Keynote CE Rankings for 3rd Party Auto Web Sites*. The full product 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 had the most impact on site success. The factors that have the greatest relationship to these site effectiveness indices reveal which areas of the site experience should get the most attention in order to improve critical site 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 CE 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.

Competitive Benchmarks Provide Strategic Insights

Industry Needs	Competitive Benchmarks
Metrics to measure progress	Ongoing site success metrics
Understand the “why’s” behind customer behavior	In-depth customer feedback attitudes and behaviors
Strategic prioritization	Driver analysis
Relative strengths & weaknesses	Apples-to-apples comparison to competitors
Tactical recommendations	Best practices based on high performers

Keynote Customer Experience Research

Keynote is the leading provider of customer experience research services, offering both syndicated and custom research examining consumer behavior on the Web. Keynote’s research provides critical business insight into online customer experiences, industry trends and competitive Web strategies for a variety of vertical industries. In addition to traditional opinion data, Keynote’s proprietary research technology and access to a panel of 160,000+ consumers allows for the collection of detailed qualitative and behavioral data that inform its competitive intelligence.

The Keynote Customer Experience (CE) Rankings benchmark the customer experience provided by the leading Web sites in a specific industry, focusing on how the site experience impacts customer behavior and attitudes. Keynote CE Rankings are available for a variety of industries including the banking, credit card and retail industries, as well as the luxury auto and 3rd party auto industries.

The Keynote Service Level (SL) Rankings benchmark the application performance of leading sites in a specific industry, focusing on how well a site delivers adequate service levels to customers. As with the CE Rankings, the SL Rankings are available for a variety of industries.

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 CE Rankings study, please contact us at 650-403-2400 or online at www.keynote.com.