

Keynote[®] Customer Experience Rankings™



Keynote Customer Experience Rankings for Auto Insurance Web Sites

Spring 2005

Keynote's Mission: Improve eBusiness Success

Keynote's mission is to improve eBusiness success by providing metrics and insights into online customer experience, marketing effectiveness and competitive strategies.

The Keynote Customer Experience (CE) Rankings are part of a syndicated competitive intelligence program designed to provide understanding of 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 research expertise to capture the behavior and attitudes of customers as they perform tasks on the Web. The studies are designed to provide comparison metrics and insights into the customer experience and its impact on key business metrics including customer acquisition and brand impact.

Keynote Methodology Overview

Keynote's proprietary approach to customer research evaluates and measures real people pursuing real tasks on the Web. By capturing users' feedback and behavior at the point of interaction with a site, 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 helps companies to truly understand what customers and prospective customers think, how they behave—and why.

For the *Keynote Customer Experience Rankings for Auto Insurance Web Sites* Keynote monitored 1,500 prospective customers as they interacted with the following leading auto insurance Web sites:

- AIG
- Allstate
- American Express
- Esurance
- GEICO

- Liberty Mutual
- MetLife
- Nationwide
- Progressive
- State Farm

Prospective customers were asked to pursue specific tasks and provide their reactions to site experience, including:

- Search for an Auto Insurance Company
- Provide First Impressions of the Site/Insurance Company
- Research & Obtain a Quote for an Auto Insurance Policy

Auto insurance prospects provided their reactions and answered questions while Keynote recorded their behavior and captured their responses using the proprietary Keynote customer experience methodology. More than 150 metrics were measured across each site.

Keynote then assessed the impact of the customer'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

1. Formulate research strategy & objectives
2. Recruit a large, targeted sample
3. Panelists access the web from their natural home or office environment
4. Panelists perform tasks & answer questions with our browser companion
5. Capture panelists' behavior, thoughts & attitudes
6. Deliver actionable insights and recommendations

Results: Keynote Customer Experience Rankings for Auto Insurance Web Sites, Spring 2005

Best Sites

The overall Keynote Customer Experience Ranking is the highest-level score in the Keynote Customer Experience Study and is based on an aggregate score of site performance across all 150 indices and metrics measured in the study.

The overall ranking shows which sites are most successful in terms of satisfying customers, driving acquisition, supporting the company's brand, and creating interest in online services.

Progressive, Allstate and State Farm provided the best overall online experience for prospective customers at online auto insurance Web sites.

Keynote Customer Service Rankings

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

Keynote Indexes

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

Customer Satisfaction Index

More than 100 metrics were compiled from each site to generate the Customer Satisfaction Index, a composite measure of the customer's overall satisfaction. The index includes measurements of:

- Site Satisfaction
- Ease of Use
- Site Organization
- Product Information Helpfulness
- Least Overall Frustrations

Customer Satisfaction Index

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

Acquisition Impact Index

The Keynote Acquisition Impact Index measures the overall likelihood of a site visitor to request a quote or purchase auto insurance based on their online experience. The index includes measurement of consumer likelihood to:

- Request a quote on the site
- Purchase auto insurance from the company
- Return to the site in the future

Conversion Impact Index

Rank	Auto Insurance Web Sites
1	Progressive
2	Allstate
3	Esurance

Keynote Drivers and Best Practices

Keynote also conducts a sophisticated driver analysis to determine which aspects of site experience had the most impact on an auto insurance site's success.

This driver analysis not only explains "why" sites perform the way they do, but also indicates which areas sites should focus on in order to have the biggest impact on their desired business outcomes. For auto insurance prospective customers, the drivers that had the most impact on customer satisfaction and customer acquisition were:

Top Impact Drivers

Rank	Auto Insurance Web Sites
1	Product Satisfaction
2	Quote & Research Process
3	Site/Visual Design

The Keynote study also competitively benchmarks sites across these key drivers—and determines the key factors contributing to success in these areas. The sites performing best in terms of quote & research process were:

Quote & Research Process Rankings

Rank	Auto Insurance Web Sites
1	Esurance
2	Progressive
3	Allstate

Customer frustration was experienced on industry sites that weren't able to deliver quotes, detailed information on premiums and deductibles, or guide consumers through their transactions.

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.

Prospective customers were particularly fond of Progressive's detailed quote comparison chart, giving the auto insurer high marks for providing competitive quotes on its own site. In addition, consumers responded favorably to Progressive's online guidance for decision making, easy to complete forms, customizable coverage options, and frequently asked questions links.

Keynote CE Rankings for the Auto Insurance Industry

This abstract highlights findings from the Keynote CE Rankings for the Online Auto Insurance Industry. The full report 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 segment division identified in the industry, such as high and low 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 will use 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 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

Keynote's competitive research includes two distinct programs, one focused on Customer Experience, the other focused on Application Performance. 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 financial services, travel, technology and retail 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 2,100 corporate IT departments and 19,000 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 report, please contact us at 650-403-2400 or online at www.keynote.com