

Keynote<sup>®</sup> Customer Experience Rankings<sup>™</sup>



# Keynote Customer Experience Rankings for UK Retail

Spring 2005

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 research 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 acquisition, brand, and online adoption.

## Keynote Methodology Overview

Keynote's proprietary approach to customer research measures real people as they pursue real tasks on the Web. By capturing users' 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 helps them to truly understand what customers and prospective customers think, how they behave—and why.

### Keynote Methodology



For the CE Rankings for UK Retail study, Keynote monitored over 500 UK consumers as they interacted with the following leading UK Retail Web sites.

- Amazon UK
- Argos
- Boots
- Comet
- Dixons
- eBay UK
- John Lewis
- Marks & Spencer

The consumers were asked to pursue goals and provide their reactions in the following areas of the site experience:

- Finding and researching products using the site's search capabilities
- Finding and researching products using the site's navigation
- Comparing products
- Purchasing a product
- Finding customer support

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 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.

## Results: Keynote Customer Experience Rankings Spring 2005

### 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 150 customer experience indices and metrics measured in the study. The overall ranking shows which sites are most successful in terms of satisfying customers, driving conversion and supporting the company's brand.

Of the 8 sites included in the study, Amazon UK, Comet and eBay UK were most successful overall, providing the most effective customer experience for consumers.

#### Keynote Customer Experience Rankings

Rank	UK Retail Web Sites
1	Amazon UK
2	Comet
3	eBay UK

In contrast, consumers rated Boots and Dixons, two high street brands, poorly in terms of overall customer experience. Their low ranking in this area means that visitors to these sites are less likely to use the site to research or purchase products in the future.

### Specific Areas of Success

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

### Customer Satisfaction Index

Rank	UK Retail Web Sites
1	Amazon UK
2	Comet
3	Marks and Spencer

Consumers on these three sites were generally more satisfied, experienced less frustrations and found the site easier to use than visitors to the other five sites in the study.

### Conversion Impact Index

Rank	UK Retail Web Sites
1	Amazon UK
2	eBay UK
3	Comet

Interestingly, in Keynote's 2004 study of the top 20 online retailers in the US, Amazon's site again topped the conversion impact index, demonstrating that Amazon's sites have international appeal to consumers and drive their likelihood to purchase

## 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 retailer'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. For UK Retailers, the two drivers that had the most impact on conversion and brand affinity are Price Satisfaction and Visual Appeal.

### Top Impact Drivers

Rank	Impact Drivers
1	Price Satisfaction
2	Visual Appeal

Keynote then competitively benchmarks sites across drivers—and determines the key factors contributing to success in these areas. The sites performing best with consumers in terms of "Visual Appeal" were Marks and Spencer, Amazon UK and John Lewis.

### Visual Appeal Rankings

Rank	UK Retail Web Sites
1	Marks and Spencer
2	Amazon UK
3	John Lewis

To better understand why sites perform they 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. In the area of Visual Appeal, consumers found the Marks and Spencer site to be uncluttered, with an appealing layout and high quality graphic images. Some specific comments consumers made include:

- "Easy to navigate to the products I was interested in. Clean white presentation."
- "Good photographs showing clearly designs and fabric."
- "Very simply arranged, and very good layout."

## Keynote CE Rankings for UK Retail Sites

This abstract highlights findings from the Keynote CE Rankings for UK Retail 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 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.

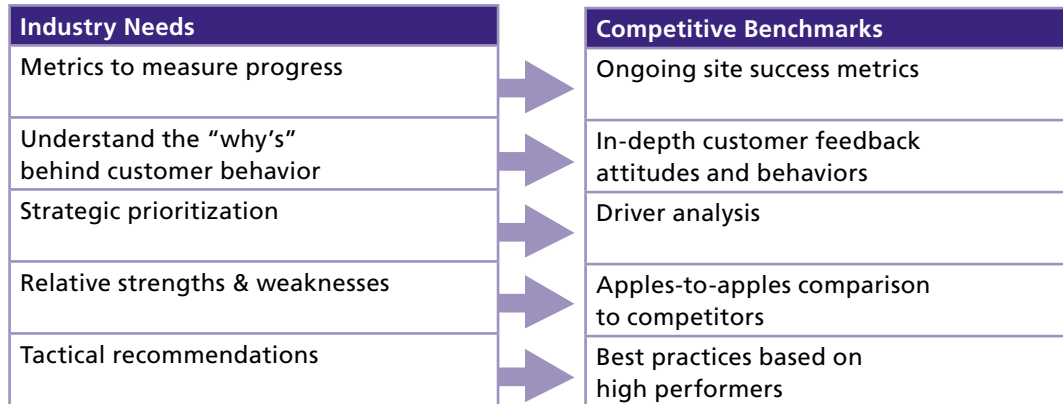
## Longitudinal Comparisons

Keynote CE Rankings provide a solid base for longitudinal comparisons and benchmarking. Each iteration of the study 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 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.

### Competitive Benchmarks Provide Strategic Insights



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](http://www.keynote.com).