

AAA

Impact Highlights

- Site performance offers a true competitive edge. Increased revenue results from a superior quality-of-service experience for the end-user.
- Customizable, error-based alarm functions allow immediate response to Web site problems or bottlenecks that might slow down or prevent end-users from accessing the site.
- Keynote helped ensure that members and prospective members have the same high quality of customer experience on the Web as at any branch or call center.

"Using Keynote as our testing lab and monitoring tool helps us keep an eye on our complex environment."

AAA Michigan's Web Site Avoids Going Flat With Keynote Transaction Services

The Challenge:

Enable Continued Expansion While Assuring Superior Performance and Quality-of-Service for a Transaction-oriented Web Site. The AAA Michigan chapter of the Automobile Association of America may have been founded more than 83 years ago, but the Midwest chapter has its sights set solely on the future. AAA Michigan began the 21st century, growing from 1.7 million members to more than 3 million members by merging with the Chicago and Wisconsin auto clubs. The newly formed AAA Auto Club Group will depend on AAA Michigan's award-winning Web site to aid customer acquisition and retention. According to Rick Semack, eCommerce Manager at AAA Michigan, the auto club is fully aware that yesterday's customer checked

the Web only for information, but today's customer wants to conduct business online.

As a result, AAA Michigan's Web site offers a comprehensive list of online transactions and services that goes far beyond emergency roadside towing. Auto Club members can go online to purchase insurance, financial services, make travel reservations, apply discounts to shopping items, obtain maps and travel information, purchase vehicles, and obtain real-time traffic and construction reports. Because the company has to compete against others who specialize in each of its product categories, site performance offers a true competitive edge. AAA Michigan understands that increased revenue results from a superior quality-of-service experience for the end-user.

"The online market is highly competitive," said Semack. "The better our performance, the more likely we are able to keep a customer online. You can't sell if the customer doesn't stick around."



About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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The Solution: Keynote Measurement Services

AAA Michigan selected Keynote to provide real-time performance measurements of its Web site. The ability to download pages fast and consistently is a high priority for the auto club. They utilize Keynote's customizable, error-based alarm functions to respond immediately to Web site problems or bottlenecks that might slow down or prevent end-users from accessing the site. "Superior quality and public service have always been the hallmarks of AAA," said Rick Semack. "As we develop more of our business on the Internet, we'll continue to uphold this tradition with the help of companies such as Keynote. Keynote's robust diagnostic and measurement services help ensure our members and prospective members have the same high quality of customer experience as they would at any of our in-person branches or call centers."

The Result: Continued Expansion with Superior Performance

The newly formed Auto Group Club has matched its growth in membership with an expansion of services. "Using Keynote as our testing lab and monitoring tool helps us keep an eye on our complex environment," says Semack. "Ultimately, fast sites equals happy customers. It's really that simple. Keynote helps us deliver."

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