

Business Telecommunications Systems Vendor Improves Visitor Experience with Keynote's WebEffective Tool

Impact Highlights

- This business telecommunications systems vendor has been able to incrementally enhance its Web sites, and thereby improve its customer satisfaction measurements.
- The company expects improvements to its sites to help build brand awareness and increase the volume of leads for its product, service and solution offerings.

Company

More than one million businesses worldwide, including more than 90 percent of the Fortune 500, use this business telecommunications systems vendor's solutions for IP telephony, communications, contact centers and communications-enabled business processes.

Challenge: Continually Improve Visitor Experience

The company's Interactive team manages dozens of customer-facing Web sites localized for Asia/Pacific, Europe/Middle East/Africa, Caribbean/Latin America, and the United States/Canada. These sites provide company, product and solution information for prospects and customers. They also support lead generation campaigns, providing prospects and customers with value-added information in exchange for contact details.

All of these localized sites must maintain a consistent brand image, while targeting local markets through use of the local language, customized case studies, and

descriptions of the products the company offers in each market.

As part of the Interactive team's value proposition, it must continually improve visitors' experience with each site. Therefore, the team conducts studies of visitors on an ongoing basis about their experience performing various tasks on the site.

Solution: Keynote WebEffective

The company uses Keynote WebEffective, an easy-to-use online, self-service tool for conducting in-depth customer experience and market research studies, to perform one to two studies per year on each site. The studies have been translated into English, French, Russian, Italian, Chinese, Japanese, Korean, Spanish, and Portuguese. In some locations, participants can even choose the language they prefer—for example, participants in Canada can take the study in French or English.

All of the studies attempt to ask roughly 100 participants, drawn from the company's house list of customers and prospects as well as some external lists, to perform specific tasks on the site. Based on their experience, participants are asked a standard set of multiple-choice and open-ended questions that support qualitative and quantitative analysis of:

- Home Page Design
- Ease of Navigation
- Content: Format, Organization, and Clarity
- Search Function

Keynote customers have the choice of running WebEffective research studies on their own or with varying amounts of assistance from Keynote in designing and implementing the study. The company's manager of Web intelligence/optimization said, "WebEffective is easy to work with. We design and field many of our own studies. However, we also partner with Keynote to learn best practices and for help with quality assurance on our scripts. For example, Keynote recently helped us make sure we constructed questions appropriately—determining whether the questions were clear, whether they might cause skewed results, whether we were using the right scale, as well as how much we should offer as a reward for participating in the study. In other words, Keynote served as an advisor, guiding us along and identifying areas where we could be more effective."

Results

The company uses the averaged study scores for Home Page, Navigation, Content, and Search to create a single Key Performance Indicator (KPI) for customer satisfaction. The company's management sets targets for customer satisfaction that everyone involved in the site's content and design must perform against and that serve as a benchmark for improvement. The Web intelligence/optimization manager said, "As we evaluate our KPIs, we look for ways to foster continuous improvement on our site. If we uncover a design issue, we work with the design agency. If we find a content issue, we work with the editorial team. If there's a navigation issue, we work with the entire Interactive team."

In evaluating results, the company segments responses from prospects and customers. The Web intelligence/optimization manager states: "Prospects are shopping and trying to understand our products, so they're looking for clear information. Customers are usually looking for more technical information, such as support or more detailed training." The company has found no significant differences in responses across different geographies; meaning if the Web design team makes an improvement, it can be leveraged across all of the localized sites.

The company has gained a tremendous number of insights from the WebEffective studies that it is using to improve its sites. Just a few of the modifications it has made include:

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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Home Page—The company bases its homepage on its understanding of what key customers want. The Home Page steers users into two paths. The first leads users to the company's product lines. The second supports users that need more guidance through navigation. Both paths help users gather product and application information, understand product value, and then connect to the appropriate reseller. As a result, the company's site ranks among only 31 percent of B2B sites that succeed in putting essential, task-related content and functions where users need them, according to a recent report by Forrester Research.

Navigation—The company provides multiple ways to navigate to product information—for example, by direct navigation and by putting information into categories from A to Z. To help customers get answers to technical questions, the team has developed a number of ways to link its public Internet site with the support portal on its Intranet.

Content—The Interactive team now directs marketing units to follow industry best practices in the creation of product/service/solution content, refreshing content on an ongoing basis to keep it current and stressing the "WIFM" (what's in it for me) for the visitor. The Interactive team has modified image file sizes to make downloads faster and improved resolution for photos to give visitors a better indication of the products' design and feature sets. For international sites, the team is devoting more of its efforts and investments to translation.

Search—The company now lists search results first in the visitor's native language and then in English. It is also working to replicate the familiar Google search experience on its site.

As a B2B organization, the company uses its sites for lead generation, rather than direct sales. It found that visitors are willing to provide contact information to get valuable information such as a white paper, case study or webinar—but only if it makes doing so as painless as possible. The Web intelligence/optimization manager said, "People want forms that are quick and easy to fill out—they don't want to provide lots of detailed contact information unless they see a value in doing so."

As a result of these ongoing improvements, the company's sites better meet the expectations of its customers and prospects. The company believes these enhancements have led to improved customer experience and increased brand awareness. The Web intelligence/optimization manager concluded, "If we can draw more people into our site through these changes, even by a small percentage, conversion rates are apt to increase."

