

## Keynote Case Study



# Cisco

### Highlights

- Cisco needed to justify their online investment spend and the overall impact of web-based activities on their sales and marketing strategy.
- They wanted to track the user experience of 3,107 visitors from 99 different countries across the world.
- Keynote helped segment customers by industry sector, size and location. They are currently using the data to help plan future marketing campaigns and Web site development.

### Global Business Networking Company Uses Keynote WebEffective to Track User Behavior

Understanding how users navigate a Web site can be a daily headache for Web site owners and managers. While there are a number of 'Usability' solutions available on the market today, very few can capture the actual usage habits of real users, tending instead to focus on how an artificial group of 'professional' users navigate in a formal 'focus group' session.

However, this is only of limited use to a manager who needs to justify online investment spend and the overall impact of web based activities on the sales and marketing strategy of a business. One exception to this is Keynote Systems' WebEffective service, which tests the usability and effectiveness of mission-critical Web sites, web-enabled enterprise applications and corporate intranets. WebEffective evaluates

the behavior of live users by tracking exactly how people interact with vital online business processes. Crucially, the service allows businesses to ask customers directly about their actual experience online, effectively auditing user actions in real time.

One group, in particular, within Cisco Systems' organization benefited from using WebEffective's service. Cisco's Commercial Marketing Programs Group designed a 'self-help' tool called Product Advisor, which allows users to input their business requirements, and generate a set of product results with solutions that meet the identified criteria. The group knew that Product Advisor was proving popular with visitors to portions of their company's site through their own monitoring systems, which indicated between four and eight thousand unique user sessions per week. But, they were unable to identify specific user requests and, importantly, what people did, or planned to do, with the results from Product Advisor after the visit.

*“What we really wanted to find out was how our customers were actually using this information. In other words, dig a little deeper and understand our customers better, including their likely business intentions or behavior.”*

*“The information we received was incredibly detailed and yielded significant results.”*

“We were confident that Product Advisor was popular; the unique visitor analysis clearly illustrated that,” said Chad Reese, Web Program Manager, Cisco Systems.

“However, what we really wanted to find out was how our customers were actually using this information. In other words, dig a little deeper and understand our customers better, including their likely business intentions or behavior.”

In March 2003, the commercial marketing programs group ran a six-week long test of Product Advisor using WebEffective. During this time, the group tracked the user experience of 3,107 visitors from 99 different countries across the world. The results provided just the insight the group was looking for, including detailed information on visitors by size of organization, business sector, type of relationship, technology outlook and general use of Product Advisor.

Specific findings, for example, showed that over 31 percent of visitors that responded to questions generated by WebEffective planned to use the information gleaned from Product Advisor to make a purchase, and that 26 percent of visitors went on to view technical product data sheets after using the tool.

“The information we received was incredibly detailed and yielded significant results,” said Reese. Sixty percent of users believed they had saved over 10 minutes by using Product Advisor, with 12 percent saying they had saved over an hour. Furthermore, our satisfaction rating was an impressive 4.429 out of 5. However, by far the most powerful output was being able to segment our customers by industry sector, size and location. We are currently using the data to help plan future marketing campaigns and Web site development.”



For more information please contact Keynote at 1-800-KEYNOTE or via email at: [product-info@keynote.com](mailto:product-info@keynote.com)

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