



Clear Channel Entertainment

Impact Highlights

- Examined usability, branding and value proposition of CC.com and getAccess.cc.com.
- Studied effectiveness of getAccess site with two customer segments in one study.
- Identified opportunities to increase value to visitors and encourage return visits.

About Clear Channel Entertainment

Clear Channel Entertainment (CCEnt) is the world's leading producer and marketer of live entertainment events. Each year, more than 66 million people attend approximately 26,000 events staged by the company, including live concerts, Broadway productions, West End and touring Broadway shows, family entertainment shows, sports and motor sports events. The CCEnt ticketing website, CC.com, provides a central location where visitors can get information and purchase tickets for CCEnt events in their area and in cities across the United States and Canada.

CCEnt also offers a premium service, getAccess@cc.com, which enables avid fans to get better and easier access to the live entertainment they love. Members of getAccess get a first look at special ticket offers for a wide range of concerts and shows, as well as the opportunity to take advantage of special deals and discounts on other entertainment and lifestyle-related products. A one-stop shop, the getAccess website (www.getAccess.cc.com) invites members to

customize the program to their city, search a complete list of CCEnt events, and partake in hot deals, including ticket pre-sales, discount tickets, and tickets to sold-out shows.

Clear Channel Entertainment's Challenge

The CC.com and getAccess.cc.com websites provide an important channel for CCEnt to interact with customers and build excitement around their events. CCEnt was preparing to redesign both sites and wanted to identify ways to create more customer value and increase the number of users. To inform this redesign, CCEnt needed to know which aspects of the sites delivered the most value to customers and compelled them to action.

In addition to identifying features to enhance or redesign, CCEnt also wanted to gain insight into visitors' perceptions about CC.com and getAccess.com. They wanted to explore how effectively the websites communicated CCEnt's desired brand image and determine if the value proposition of both sites was well-received by users.

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“Since users can also go to Ticketmaster.com to purchase event tickets, we needed to identify ways to provide value above and beyond ticket sales,” said Eric Etheridge, SVP of Web Development. “Additionally, we needed to measure our effectiveness in key areas such as usability, communication, branding, and overall value delivered in order to focus our improvement efforts.”

The Keynote Solution

CCent needed a research partner who could go beyond basic usability studies to get at fundamental issues like branding and value proposition effectiveness. Keynote worked with CCent to develop in-depth studies of both websites to accomplish these goals.

In the CC.com evaluation, Keynote drew from their extensive research panel to recruit 200 panelists who had been to at least one pop, rock or country music concert in the previous year. Then, Keynote technology captured the users’ behavior and feedback as they pursued specific tasks on the CC.com site.

For the getAccess.com study, the team wanted to explore the attitudes of both current and prospective members. To accomplish this goal, the panel consisted of 123 current getAccess members and 50 non-members from the Keynote Research Panel. Keynote’s innovative technology made it possible to present different tasks and questions to members versus non-members, while gathering all of the data together in one consolidated report.

“Working with Keynote was fun,” said Etheridge. “I enjoyed the collaborative process and felt that the studies successfully met our business objectives. Our team from Keynote was smart, responsive and efficient, which made it a pleasure to work with them.”

The Keynote Impact

The Keynote studies delivered detailed insights into the customer experience on both websites. Using the results of the evaluations, CCent was able to identify the features and content most likely to encourage repeat visits to their websites. Additionally, the Keynote study gave them specific feedback on how to improve those features and what other functionality and content users would find valuable.

Overall, both sites received high marks for ease-of-use; however, the studies did identify significant opportunities to improve the value proposition of both sites.

“With the results of our Keynote study, we were able to get an overall sense of the value we deliver to our customers, what is missing and why customers aren’t visiting more often,” said Etheridge. “We found out how our customers see us and how we can make our on-line offerings more compelling and more valuable to users. We are now applying this information directly to our website redesigns and implementing the changes that will make the biggest difference to our customers.”

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

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