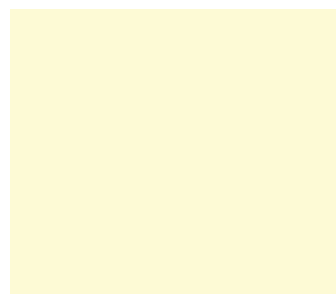
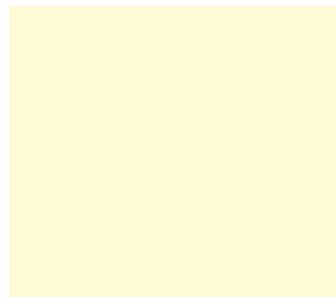
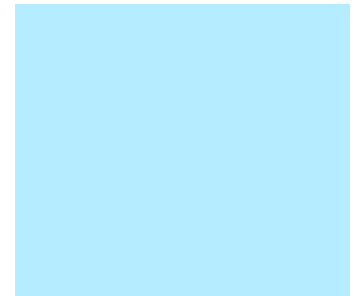
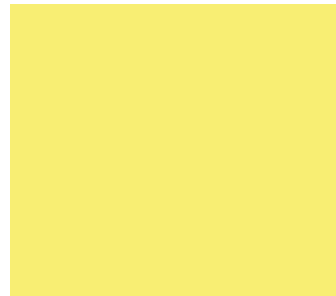
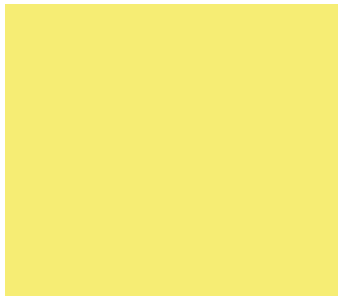


# RETAIL ELECTRONICS STUDY

Wave 2  
Customer Experience Rankings®  
Service Level Rankings



Abstract



## Research Objectives

The Keynote Rankings for Retail Electronics Web sites are part of a syndicated competitive intelligence program for understanding and improving customer service and service levels of leading Web businesses.

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.

## Study Participants

For the study of Retail Electronics sites, Keynote monitored over 2000 panelists, with 200 visiting each site. The Panelists were profiled for US, online adults (18+) who use or are interested in using the Internet to research or purchase electronics. The sites tested were:

- Amazon.com
- Best Buy
- Buy.com
- Circuit City
- Costco
- Dell
- Newegg.com
- Sears
- Target
- Wal-Mart

## Methodology Overview

### Measuring Customer Experience

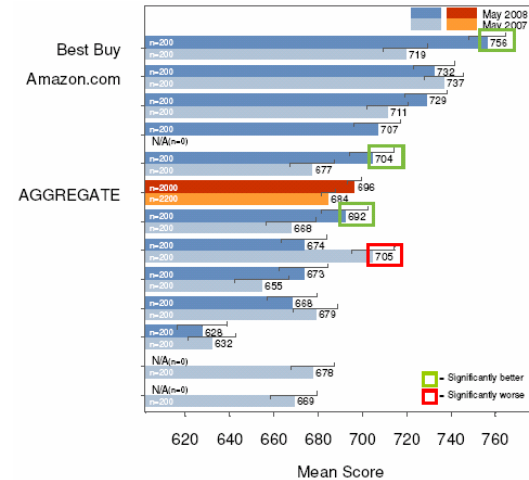
Keynote's approach to customer research involves real consumers performing tasks on target websites, and using Keynote's [WebEffective®](#) application to measure attitudes and behaviors of the users. For this study, the consumers were asked to pursue goals and provide their reactions across a number of areas of site experience.

### Measuring Service Levels

To gather data on the operational excellence of sites in a study, Keynote uses its [Transaction Perspective](#) automated testing agents to mimic the actions of a consumer using the Internet Explorer browser to perform scripted tasks. The agents are deployed through out [Keynote's Global Network](#), and will perform these tasks at least hourly for a 30 day period. The agents track more than 35 performance metrics and collect over 6500 data points to rank the sites in the study on each of seven key performance factors.

## Overall CE Ranking

The overall Keynote Customer Experience Ranking is the highest-level score of customer experience and is based on an aggregate score of site performance across all 250 customer experience indices and metrics measured in the study. The overall ranking shows which sites are most successful in terms of satisfying customers, driving acquisition and supporting the company's brand.



Differences of approximately 21 points or more are significant at the 90% confidence level.

## Specific areas of Success

The best sites are determined by their ability to drive leading business outcomes such as customer satisfaction, brand impact and acquisition. Winners in some of the areas measured are:

Rank	Brand Impact Index
1	Best Buy
2	Amazon
3	Circuit City

Rank	Customer Satisfaction
1	Best Buy
2	Circuit City
3	Amazon

## Service Level Results

Using extensive technical quality measurement data and analysis, Keynote benchmarked leading retail electronics sites in two major categories:

**Reliability** – Measures a site’s ability to service its customers without errors or outages. Reliability is based on detailed measurements focused on two Key Factors:

- Availability
- Outages.

Rank	Reliability
1	Newegg.com
2	Best Buy
3	Target

**Responsiveness** – Measures a site’s ability to provide highly responsive and consistent page downloads. To obtain the overall Responsiveness Ranking, Keynote evaluates and compares the sites according to their performance on five Key Factors:

- High Speed Response
- Dial-up Response
- Response Time Consistency
- Geographic Uniformity
- Load Handling

Rank	Responsiveness
1	Wal-Mart
2	Best Buy
3	Dell

### Service Observations –

- Newegg set the standard for availability, at 99.8% for peak period. That translated to only 11 failures out of 5000+ attempts.
- Several sites struggled with major outages. One site reported over 14 hours of peak period downtime.
- While dial-up users are still 10-25% of the online shopping community, many of these retailer have clearly not designed for that audience. Three of the sites had Home Pages that took over 2 minutes to load on a dial-up connection. The fastest site, Costco, still look over 60s to load their Home Page.

## 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 significant impact on site success. Keynote competitively benchmarks sites across these drivers – and determines the key factors contributing to success in these areas.

The drivers that had the most influence on brand impact and future use were **Visual Appeal, Price Satisfaction, and Search Satisfaction**.

TOP IMPACT DRIVERS	BRAND IMPACT	CONVERSION IMPACT
	Correlation to Brand Impact Index	Correlation to Conversion Impact Index
1. VISUAL APPEAL	■■■■■	■■■■■
2. PRICE SATISFACTION	■■■■■	■■■■■
3. SEARCH SATISFACTION (4)	■■■■■	■■■■■
4. PRODUCT INTEREST (7)	■■■■■	■■■■■
5. CUSTOMER SUPPORT	■■■■■	■■■■■
6. PURCHASE PROCESS (3)	■■■■■	■■■■■
7. PRODUCT RESEARCH (8)	■■■■■	■■■■■
8. ORGANIZATION AND NAVIGATION (6)	■■■■■	■■■■■
9. PERCEIVED SITE PERFORMANCE	■■■■■	■■■■■

## Qualitative Analysis

The Keynote research team uses specialized tools to analyze participant comments, identifying and comparing themes across all of the sites in the study.

Here are some comments from our study participants:

*“I liked the fact the ratings are on the first page with all of the printer options and they were also available when you researched each individual printer”*

*“Actually, I liked it all. I found it less confusing than other sites I have been on”*

*“Because the little spinning dots commanded me to.”*

## Results Availability

This abstract highlights findings from the KCR Retail Electronics Research Report. The full report contains hundreds of pages that include information not only identifying the best and worst lodging sites, but also providing specific detail about why the sites ranked where they did. Armed with this intelligence, site managers and developers can tune specific aspects of their application to provide better performance to customers than their competition.

## Custom Comparisons

Not included in the study? Need to see where you rate against the top site? Keynote's researchers can create an expansion study to collect the same metrics on your site, and profile your results against the sites in this study. Conducting a study is a straightforward process:

## About Keynote Systems

Keynote Systems, Inc., the Mobile and Internet Performance Authority is the worldwide leader in eBusiness performance management services. Over 2100 corporations and 19,000 individual subscribers rely on Keynote's growing range of measurement, monitoring and customer experience management services to improve eBusiness performance by reducing costs, improving customer satisfaction and increasing profitability. Keynote's products provide enterprises with the tools to align IT and Business goals. To learn more about Keynote's Competitive Research studies, please visit: [http://www.keynote.com/keynote\\_competitive\\_research/](http://www.keynote.com/keynote_competitive_research/)

