

Keynote Helps Sony Ericsson Keep Customer Satisfaction on its Web Site High

Impact Highlights:

- Obtain context to improve understanding of clickstream statistics
- See trends in customer experience reports over time
- Immediately identify any new problem areas on the Web site
- Gain the necessary data to prioritize Web site improvement projects

Company

Sony Ericsson is a top global industry player in the mobile handset market with sales of over 100 million phones in 2007 and operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London.

Challenge: Interpreting Clickstream Data

Sony Ericsson has always been concerned with improving the customer experience of its site. That's why it has long gathered clickstream data about what users do on its site. But the company knew it needed more information if it was to fully meet customer expectations. Explained Etienne Yuan, Senior Manager of Strategy and Analysis, Global Digital Marketing at Sony Ericsson, "Clickstream analysis of our visitors, such as the clickpath and length of the visit, could tell us whether a visit was three minutes

long or ten minutes long, but it couldn't tell us what that meant. Was a longer visit good or bad? Were our customers achieving their goals? Were customers satisfied? Did our site improve our company image? We were getting a lot of data but no context with which to analyze it."

"We wanted to find out what customers really thought about our site," Yuan continued. "We needed softer data about our customers' experience with our site to interpret the statistics we were getting from it."

Sony Ericsson selected Keynote's WebEffective® both because of its experience with Keynote as a company and because of the capabilities of the product. Sony Ericsson was already using Keynote solutions to successfully measure the technical performance of its platform so it had a relationship in place with the company. More importantly, said Yuan, "WebEffective would allow us to track every click and combine survey information with actual behavior on the site. People could

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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come to the site and do what they intended to do and then we could ask them to complete a survey before, during, or after their visit. This would allow us to correlate their answers with their behavior on the site."

Solution: Keynote WebEffective

Today, Sony Ericsson uses Keynote WebEffective to perform ongoing longitudinal testing of customer experience in terms of ease of use, satisfaction and conversion metrics (e.g. likelihood of becoming a customer or recommending the company). Explained Yuan, "Because we have WebEffective user experience studies running all the time, we have a benchmark for user satisfaction. If we see any new trends that would be a red flag, we know we need to figure out what's going on. If there's a problem, we have some idea of where the problem is and can follow up with a deeper analysis into any questions that arise from the longitudinal study. "

Results

The key benefit of performing ongoing customer experience testing and follow up with WebEffective is that it helps the Web team make decisions about which projects to tackle on the site. Said Yuan, "WebEffective allows us to pinpoint areas that need attention and prioritize these areas relative to each other in terms of what to tackle first. It's a good tool for helping us decide where we should deploy our limited marketing funds."

