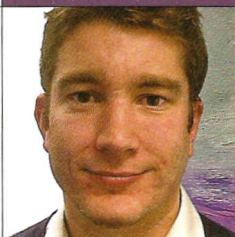


Mobile leads the online sectors at giving customers what they want



The mobile and automotive sectors offer the best customer experience online

Global Reviews regularly surveys more than 1,000 UK consumers to find what they want from over 40 different industry websites. It then creates industry-specific benchmarks of best practice against which sites are assessed. For the first time we've compared the scores across sectors to see how they compare.

The mobile and automotive sectors offer the best customer experience online. The mobile industry scored an average of 60% for its sites, compared to 52% for car manufacturer sites, 49% for home insurance and savings, 48% for credit cards and car insurance, 40% for hotel sites and 38% for loans sites.

The sites are assessed for their content, navigation, information, customer support and online application. Car insurance and mobile sites offer the best online applications with an average score of 57%, with T-Mobile and Esure

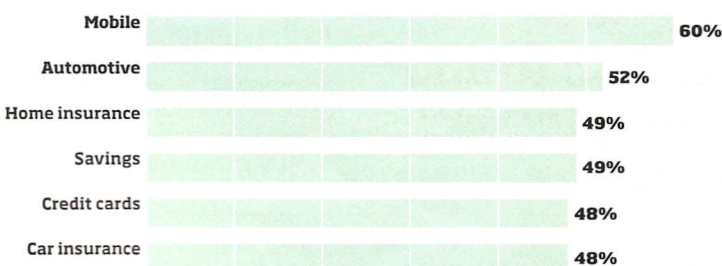
leading the way. One of the reasons their applications scored more highly than hotels (47%) or credit cards (36%) is because they often offer solid error management and payment processes.

Mobile sites also offer the best customer support (58%) and again T-Mobile received the highest score in this category. Hotel and loan sites scored on average 37% and home insurance sites 31%. FAQs are very popular – as many customers have the same issues, it makes sense to encourage self-service. Automotive websites received the highest score for information. Obviously the value of the product being bought is significantly higher than other industries, but with an average score of 62%, this is significantly higher than hotels at 42% and loans at 28%.

The biggest difference between the sectors was in content. Mobile sites scored 64%, automotive sites scored 40%, but hotels, loans and home insurance scored just 25%. There are many obvious differences between these industries and they're often trying to achieve different objectives online. Mobile and insurance websites are trying to sell while car sites are offering a brand experience as well as information that will encourage people to interact with the company offline.

There are many sites that could do the basics better. It's the sites that are doing well within their industry that would benefit from looking further afield for ideas on how to provide the best customer experience.

Best online sectors for customer experience May–Sep 2008



source: Global Reviews