

## Online Benchmarking

The consultants at eVOC Insights have proven expertise in building large-scale **Online Benchmarking** programs. When maintaining a family of branded Websites or when monitoring your competitors' sites, it is important to establish a standard benchmarking program for systematically measuring your customer experience and evaluating ROI.

### Benefits

- **Benchmark** how well your site is performing along key performance metrics over time
- **Measure** competitive positioning and consumer trends on a regular basis
- **Track** ROI from online changes and improvements
- **Gain** statistically reliable metrics via a large sample
- **Identify** short-term and long-term recommendations for site improvements

### Methodology

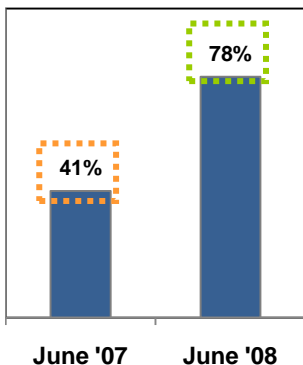
Online Benchmarking can be conducted on your site to benchmark its performance over time, measure it against the competition, or compare a series of your branded sites to ensure all sites are meeting similar business objectives.

eVOC suggests running annual or semi-annual benchmark studies to measure site performance, competitive positioning and consumer trends over time. Whether prompted by a site redesign or by a shift in your brand strategy, online benchmarking will enable you to measure the ROI from your online initiatives.

### Questions

- How is your site performing over time across objective, repeatable metrics?
- Is your site maintaining a competitive advantage?
- What trends are driving consumer behavior, and how have they changed?
- How well is your brand positioning with target users? Versus the competition?
- How effective are your new feature enhancements? Versus the competition?
- What best practices are your competitors using that you should emulate?

### SATISFACTION METRICS



### Insights

Online Benchmarking can be conducted at any time throughout the lifecycle of a Website. Online Benchmarking is most effective when a Site Evaluation or Competitive Assessment is conducted before and after a re-launch of a site to provide ROI on the site redesign.

Online Benchmarking is also effective for benchmarking site performance on a semi-annual or quarterly basis to track the impact of site changes, industry trends and new feature enhancements. Online Benchmarking is a reliable way of capturing statistical metrics over time for customers' thoughts, attitudes, and behaviors online.