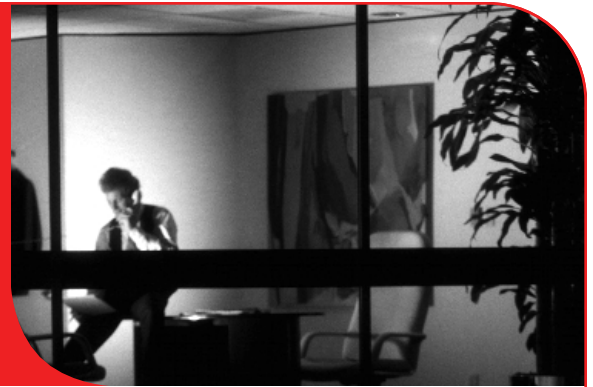


**YOUR BOSS WANTS TO KNOW
WHAT YOUR CUSTOMERS THINK
ABOUT YOUR WEBSITE.
YOUR ONLY ANSWER
IS THAT IT TOOK 6 SECONDS
TO DOWNLOAD A WEB PAGE.**



CUSTOM SATISFACTION TRACKING

You cannot effectively monitor website user satisfaction if you rely solely on traditional techniques such as pop-up surveys or focus groups. Most of these methodologies merely capture general opinions, but do not map satisfaction across all the pages of a website. Additionally, many extrapolate results from small samples that receive incentives to provide feedback. It is hard to compare the face validity of that data against feedback collected from real users in real scenarios in real-time.



O-Trend

Once you begin, you will be able to derive numerous benefits from collecting user satisfaction metrics: you will be able to compare your website's performance across time; you will be able to benchmark your website's user satisfaction against norms and best-in-class competitors; and you will be able to prioritize site-wide initiatives.

The first step is to monitor continuously and consistently. You cannot turn on and off the data collection system. Otherwise, your trend data has holes. That is why OpinionLab sells its tracking report as an annual subscription.

O-Trend: Tracks monthly user satisfaction metrics across the entire website and its individual pages.

**YOU MAY ALREADY COLLECT AND MONITOR WEBSITE METRICS
RELATED TO ACTIVITY (e.g. HITS AND UNIQUE VISITS)
AND TECHNICAL PERFORMANCE (e.g. UPTIME AND AVERAGE PAGE LOAD),
BUT DO YOU CONTINUOUSLY MONITOR
YOUR WEBSITE'S USER SATISFACTION?**



OpinionLab, Inc.

513 Central Avenue, Suite 300
Highland Park, IL 60035

Phone: (847) 681-6100
Fax: (847) 681-6101

Web: www.opinionlab.com
Email: info@opinionlab.com

