



Digital Experience Evaluation

The Challenge

Website developers have an abundance of internal website analytics data regarding the performance of their site, which often results in a long list of potential enhancements that need to be prioritized, with various stakeholders insisting their needs be at the top of the list. To prioritize these enhancements, companies must identify which improvements will have the greatest impact on customers—such as those that are most likely to increase sales, and drive more visitors to your website.

The Solution

J.D. Power Digital Experience Evaluation solutions provide insights and actionable recommendations for improving the usability of websites, mobile websites, and mobile apps. J.D. Power's Voice of the Customer data and expert evaluation methodology complements traditional website analytics, usability, and measurement solutions to:

- Gather feedback regarding the usefulness of your company's digital design, functionality, and ease of use, allowing for the comparison of your website or app with competitors
- Evaluate your company's digital presence relative to high-performing competitors and benchmarks for a variety of industries
- Determine your company's digital strengths and opportunities for improvement

J.D. Power publishes syndicated studies across a number of industries, including automotive, banking, insurance and utility. Proprietary studies are also available.

The Benefits

J.D. Power Digital Experience Evaluation solutions enable your company to quantify the relationship between website usability and the website's ability to increase sales, drive traffic to retail locations, increase repeat visits to your site, and/or increase the likelihood your customers will recommend the website to others. Digital Experience Evaluation solutions benefit multiple functions within your organization:

- **Marketing**—Understand and improve the effectiveness of your website as a sales and marketing solution
- **Website Design and Development**—Benchmark your website against cross-industry best practices, and identify, validate, and prioritize specific improvements with high customer impact
- **Customer Service**—Identify which website improvements enhance the Web self-service experience for customers and which improvements increase the likelihood your customers will return to the website and recommend it to others
- **Brand Management**—Measure changes in customer experience with your website over time

J.D. Power Industry Solutions

J.D. Power's products and solutions help companies measure, understand, and improve the key performance metrics that drive growth and profitability. Since 1968, organizations around the world have relied on J.D. Power as a trusted advisor for:



- Deep expertise in the industries we serve
- Advanced research science to drive insights
- A proven success record for driving results

Through an unmatched 360° view of the customer, J.D. Power can identify the multiple drivers of customer experience, measure and understand their impacts, and help you drive business results by monitoring and improving performance.

J.D. Power's Offerings include:

Industry Benchmarking

J.D. Power's independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers' shopping, buying, and ownership experiences for a variety of products and services.

Tracking

J.D. Power offers three tracking solutions that enable your company to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

Acutrend™—Provides a 360° view of the customer experience in real time through a Web-based interface that allows for an analysis of every key performance measure against established industry benchmarks

Custom Tracking—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection

methods, which are accessed via a user-specific data-reporting platform

Customer Community—With J.D. Power's online panel, tracking clients receive fast feedback from their customers, while building a database of comprehensive customer profiles over time.

Performance Improvement

J.D. Power offers comprehensive solutions for businesses looking to improve customer service, satisfaction and operational performance. The company derives its insights from industry-wide benchmarks known to drive the highest levels of satisfaction, and helps organizations make changes to improve business results.

Social Media Insights

Collect and evaluate consumer sentiment in its natural form—unprompted. J.D. Power's advanced social media intelligence solutions easily integrate into your company's existing research, surpassing the basic monitoring tools that many companies currently use.

Text Analytics

J.D. Power's state-of-the-art technology analyzes all of your company's unstructured text—gathered from any

source—and provides actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

Digital Experience Evaluation Solutions

Gain an understanding of how consumers interact with your company's website, as well as whether it is meeting the needs of consumers and how it compares to competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement continual improvement.

Mystery Shopping

J.D. Power's rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services can be customized to virtually any industry.

Consulting and Training

Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power's industry expertise into your company's strategic planning and operational activities.