

dMeasure

measuring customer experience and web site effectiveness



What is dMeasure?

dMeasure, a service of The Nielsen Company, is an innovative web site monitoring tool that reports on the quality of web page delivery from a customer's perspective. It essentially provides a reality check to any company that relies on the Internet for conducting business on how their customers are interacting with their online services.

How does dMeasure work?

dMeasure's strength lies in its ability to imitate a browser request of a specified web page or web based process. It downloads content and monitors all aspects of the page to provide results on overall page delivery performance.

It does so from a collection of specially developed test nodes located in Australia and Asia that connect to the Internet via various connection speeds. It is this variation in testing that provides businesses with the ability to report and be informed of how their customers are interacting with their web site, from dial up to high speed, and from anywhere within the region.

dMeasure results

The results collected by dMeasure can be used:

1. To detect problems, inconsistencies and bottlenecks on web pages and associated web based processes
2. To benchmark against competitor sites
3. For pre-implementation testing of new or redeveloped sites
4. For accurate service level agreements (SLAs) and key performance indicator (KPI) reporting
5. For proactive issue management.

In 2006, 7.65 million Australians regularly accessed the Internet with the most widespread use in email, banking and finance, news and reference, travel information and booking areas.

(Nielsen's Online Consumer Report, 2H 2006)

With this number consistently increasing each year, how a customer interacts with an online service becomes increasingly important, and for those businesses who are dependant on this online consumer base for service delivery and revenue generation, measuring and reporting on the customer experience is critical.

dMeasure is an essential business tool for us as it provides an objective view of our customers' experience. In fact, we used dMeasure when planning our new lastminute.com.au site to give us invaluable information on how the new site would perform for our customers before go-live. It helped guarantee that the changes we made were also an improvement for our customers.

Chief Technology Officer,
travel.com.au

The results collected by dMeasure can be used to improve and stabilise a web site, optimising its availability and resulting in an overall positive customer experience.

This provides:

- Greater revenue opportunities – maximum web site availability results in increased business from successful online transactions by customers
- Lower business costs – successful online services negate the need for a cost intensive call centre
- More effective resource management – staff are able to become more proactive with issue management without the need for time consuming in-depth issue investigation
- Increased brand loyalty – a positive customer experience will ensure repeat visits and the associated ongoing transactions.



With the ability to monitor the performance of competitor sites and by comparing results, dMeasure provides:

- Unique insights into how the web site is performing against others, quickly identifying strengths and weaknesses in performance and highlighting areas for improvement and enhancement
- Informed information that is essential to the development of any successful web site strategy.

dMeasure can monitor the performance of one site to another, tracking the impact of a new or redeveloped service prior to implementation. This provides:

- Further insight into the effectiveness of a new service before release and a better understanding of any risks involved before go-live
- A guarantee that the new service is an improvement on the previous, ensuring ongoing customer satisfaction.

Use dMeasure to develop, set and comply with SLAs and internal KPIs. This ensures:

- Easy management of services provided by third parties and whether they are complying with the necessary standards required for maximum customer satisfaction
- Measurable results that provide a tool for the effective management of internal resources
- The risks associated with depending on a third party are reduced. dMeasure provides instant visibility into how they are performing.

dMeasure creates a proactive work environment for web related issues involving IT, business, management and the consumer. It provides:

- Real time reports and alerts about possible issues and problems before they are encountered by the customer, thereby displaying premium web site performance and paramount service
- Longitudinal collection of data so it is possible to analyse, detect and manage possible issues and performance concerns before they become major issues.

Contact Us

For more details on how dMeasure can work for you, or for a free consultation, contact:

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