

CRITICAL PROCESS AUDIT

9am Solutions introduces the Critical Process Audit, a compelling new line of services that evaluates the effectiveness of vital online processes and focuses specifically on user abandonment and opportunities for process improvement. A Process Audit can be conducted for the following crucial business areas:

- Checkout / Purchase Process
- Registration Process
- Online Quote Process
- Reservation Process

Because these online processes directly impact business revenue, clients are perpetually seeking refinements to these essential areas of your web site. 9am Solutions offer a unique methodology that incorporates our customer experience expertise with leading-edge technology. We provide you with a valuable Process Audit insight report, incorporating feedback from real site visitors who complete or abandon your vital site processes.

Critical Process Audit Objectives

The Critical Process Audit is designed to provide site owners input on development decisions that can significantly impact process completion rates, and your company's bottom line. Understanding not only *where* users leave a process, but *why* they are leaving is instrumental in developing an effective process improvement strategy.

Insights from the Critical Process Audit will help site owners identify and prioritize which enhancements are most important to your target audiences.

In addition, a Process Audit can be conducted annually or bi-annually with results used to measure improvements of an online process over time.

How is a Critical Process Evaluated?

The Critical Process Audit report will contain the following metrics that are used to evaluate the effectiveness of the online process:

- Process completion rate
- Perceived ease / difficulty in completing the online process
- Reasons for abandonment and suggestions for improvement
- Perceived ease / difficulty in understanding information presented during the process
- Comfort level with providing requested information (i.e. contact or billing information)
- Future intent to revisit, recommend, or further interact with your site and company

Project Description

The Critical Process Audit is conducted using innovative technology that can unobtrusively follow visitor interactions during their entire site visit. When the user reaches specific pages or starts a specified process, the software can interact with that user in collecting feedback about their experience.

Typically, users are intercepted at the start of their visit and asked for their participation. Opt-in visitors provide their primary reason for visiting the site. Participants are then tracked as they navigate through the site and prompted with additional questions only if they start the process under audit. Based on their behavior, users are asked:

- Ratings of user experience as they progress through an audited process
- Reasons for abandonment if the user leaves in the middle of the audited process
- Satisfaction ratings if the user completes the audited process

The only client-side implementation requirement is minor – placement of one line of code on the main web page where users are to be intercepted.

What Clients Will Learn

By obtaining feedback from site visitors who have started the audited process, site owners will be able to learn:

- How well is the current process meeting user needs and expectations?
- What are the challenges that users encounter when completing the process?

- Where are users abandoning the process?
- Why are users abandoning the process at a particular point?
- What are the attrition rates at each step of the process?
- What areas of frustration are most impacting the process completion rate?
- What site improvements can be made in order to increase process completion rates?
- How do successful users rate the process?
- Are there any predictors (e.g. demographics, technographics, previous experience, etc.) for successful and unsuccessful users?

Fees for a Process Audit

Pricing for the Critical Process Audit will range between \$35,000 and \$41,000, depending upon the complexity and the number of pages of the audited process. Fees includes full professional services to conduct, analyze, and produce the Process Audit Report, and all technology costs involved for the duration of the project.

Please contact 9am Solutions for a specific quote based on your requirements.

About 9am Solutions

Our sales and professional services staff have been involved in online market research and usability since its inception. 9am Solutions, Inc. is dedicated to providing Fortune 500 clients with the most innovative solutions to manage and improve the web experience. We market best-of-breed technologies offered by leading software companies in web site research, site evaluations, and customer experience management.



To learn more about 9am Solutions or about Customer Experience Management Solutions, please contact 9am Solutions toll free at 1.866.367.6417

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