

WebXF Web Excellence Forum

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benchmark standards for online communication

Brief Profile

March 2008

Web Excellence Forum: Standards since 2004

Established benchmark standards for corporate websites

- WebXF provides the criteria and tools for evaluation of the quality, performance and monetary value of corporate websites.
- Current participants are 15 major corporations – including seven DAX-noted companies – that use the standards internally and mutually collaborate on its further development.
- The participants benefit from
 - sophisticated, centrally implemented testing methods
 - customisable WebXF scorecard
 - cross-branch benchmark service
 - peer-to-peer professional exchange

Comprehensive evaluation of your Web activities according to the standard methods of leading corporations

What does the Web Excellence Forum provide?

Resilient standards for the evaluation and control of digital CC

**Task:
Make target
achievement
measurable**

Strategic targets demand verification of the effectiveness of Corporate Communication

- value-oriented corporate management
- concentration on valuable activities
- cost pressure

**Status Quo:
Barely resilient
performance values**

Random „rankings“ regularly put corporate Web decision-makers on the defensive

- There is a lack of resilient argumentations aids / performance indicators for the management

**Solution:
WebXF provides...**

- „hard“ **evaluation standards** for digital Corporate Communication
- standardised **tools** for measuring quality, performance status, monetary value
- a **benchmark platform** from users for users

What does the Web Excellence Forum provide?

Use standards internally and develop further in WebXF

WebXF is an approved network for direct exchange of experience and professional advancement

Concepts

Exchange of
Experience

Symposiums

WebXF provides comprehensive evaluation standards, testing and reporting tools for digital Corporate Communication

Scorecard

Tests,
Measuerments

Benchmark
Analyses

WebXF is a long-term initiative with its own resources

- participants are online communication decision-makers
- corporations create their own standard
- supported by service organisations and researchers



Who participates in the Web Excellence Forum?

Leading international corporations

Participating since 2004



Active participants in 2008

- Chemical/Pharmaceutical B. Braun, Wacker
- Financial services Deutsche Börse, MLP, Postbank
- Industrial/Utilities Conti, EnBW, RWE, Siemens
- Logistics Deutsche Post, Swiss Post
- Telecommunication Deutsche Telekom, o2 Germany

Integrated overall concept with personal scorecard

The WebXF scorecard is a comprehensive concept and reporting tool



Implementation in .xls tool

- configurable catalogue with all WebXF criteria
- individual criteria selection
- individual criteria customisation
- complete criteria documentation
- numerical and graphical reporting
- conversion to Euro value



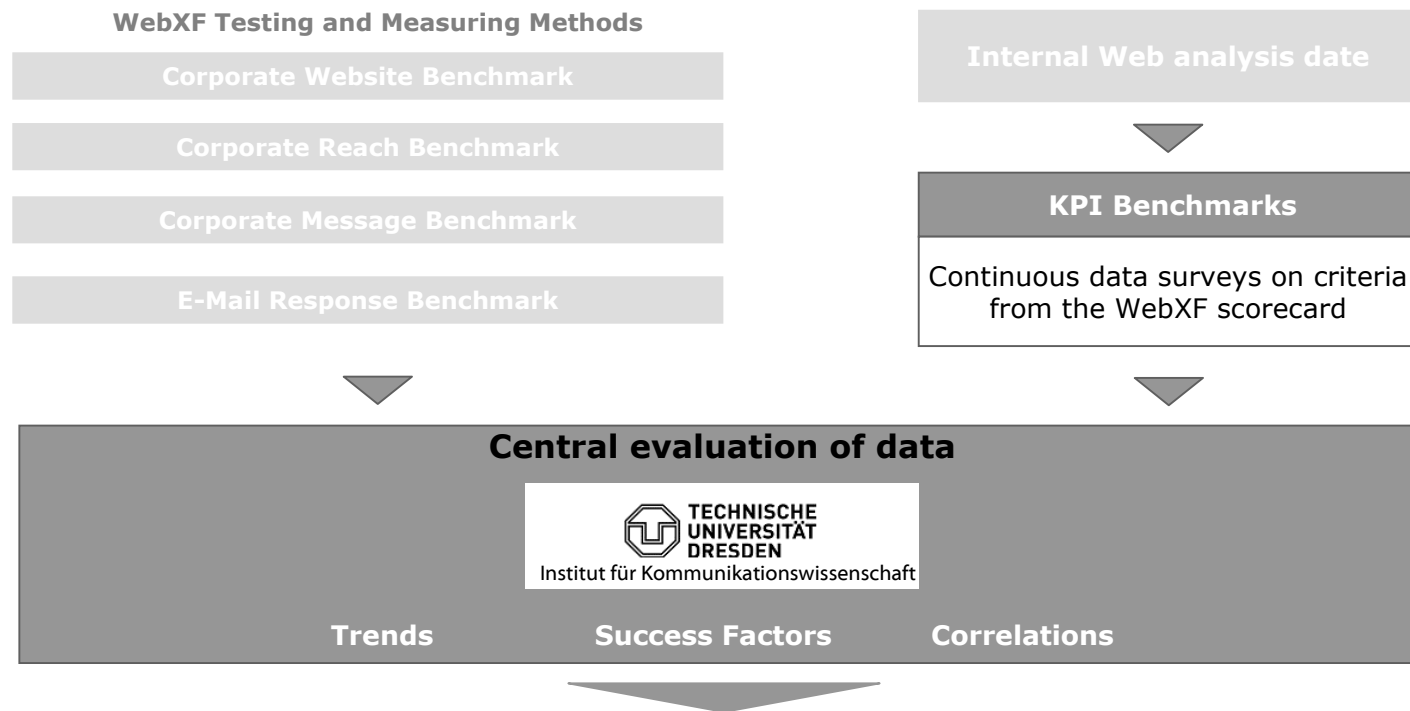
Comprehensive testing and measuring methods

All instruments based on synchronised evaluation standards

WebXF Testing and Measuring Methods	Implementation	
Corporate Website Benchmark Online survey of website users	permanent	external
Corporate Reach Benchmark Comparative reach analysis	permanent	external
Corporate Message Benchmark Analysis of the strategic communication performance	2x p.a.	external
E-Mail Response Benchmark Tests E-mail dialogue performance	4x p.a.	external
KPI Benchmark Comparative analysis of logfile data	monthly	internal
QM-Check Quality management audit digital CC	2x p.a.	internal

Unique scientific analysis service

On going analyses of key questions on digital CC



Quarterly analyses provide valuable perception about the controlling and further development of your corporate website

WebXF Symposium: Experts forum for digital CC

Frequent exchange among the circle of participants

Symposium: Discussion about results, themes and concepts

- meeting point for over 20 online communication managers
- 2 to 3 times per year in central locations
- combination of result presentation, expert lectures, workshops, exchange
- arrangements and moderation by .companion
- next date: 26.05.08 at Continental AG in Hannover (open for interested guests)

Symposium Structure:

Presentation of results	Presentation / Discussion about key test results and quarterly analyses
Expert lectures	Input from external experts on themes requested by participants (eg. „Web 2.0 in CC“, „Success Factors Internal Search“)
Workshops	KPI Benchmark according to continuous data surveys (eg. share of marketing referrals)
Structured exchange	Discussion of key themes to digital Corporate Communication (Basis: predetermined theme requests from the participants)

A summary of the WebXF service package

High-quality comprehensive offer for the management of digital CC

Exclusive services for WebXF participants:

- comprehensive testing and measuring methods (5 synchronised instruments)
- central analysis service for evaluating digital Corporate Communication
- exclusive use of the WebXF scorecard and QM check
- active role in the further development of benchmark standards
- direct professional exchange in circle of experts
- participation in symposiums
- friendly terms for purchasing external testing methods

Results

- quality and optimisation requirements of corporate Web activities become recognisable
- achieved improvements are detectable
- development budget for digital CC becomes controllable and reasonable

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