

WebXF Web Excellence Forum

benchmark standards for online communication

Brief Profile

February 2009

What goal does the Web Excellence Forum pursue?

Reliable standards for the evaluation and management of digital communication

Target:

Make goal achievement measurable

Value-oriented corporate management requires evidence of the effect of corporate communication

Status Quo:

Web communication lacks reliable performance indicators for the management

Arbitrary rankings put those with corporate Web authorization regularly on the defensive

Solution:

WebXF provides strict benchmarking standards for corporate communication on the Web and in the intranet

Quality

Performance

Value
Contribution

What does the Web Excellence Forum achieve?

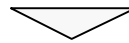
Established benchmarks and quality standards since 2004

- WebXF provides reliable data on corporate websites

Quality

Performance

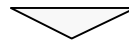
Value Contribution



- The data is generated through WebXF services & measurement criteria

qualitative: Testing methods
as a service

quantitative: Criteria for web
tracking (internal)



- The standards are continuously & collectively further developed

Work Groups

Symposien

Exchange of Experience



WebXF is the ideal platform for the
strategic advancement of digital CC

Benchmarking

Quality Management

Networking

Who Participates in the Web Excellence Forum?

Online-communication decision-makers of leading international corporations

WebXF ist eine langfristige Initiative mit eigenen Ressourcen



Participating since 2004



Active participants in 2009

- Chemical/Pharmaceutical B.Braun, Henkel, Klosterfrau, Novartis, Wacker
- Financial services Deutsche Börse, MLP, Postbank
- Industrial/Utilities Conti, EnBW, Linde, MTU, RWE, Siemens
- Logistics Deutsche Post, Swiss Post
- IT/Telecommunication Deutsche Telekom, o2 Germany, T-Systems

What does the Web Excellence Forum achieve?

Comprehensive services, tools and concepts for performance management

WebXF continuously and consistently supports the quality management of the communication decision-makers

WebXF testing and measurement methods

- Surveys
- Mystery Tests
- Content Analyses
- KPI Comparisons
- Scorecard Tool

WebXF services

- Project Management
- Technical Conception
- Quarterly Analyses
- Special Scientific Evaluations

Corporate representatives manage findings, topics and concepts

3 WebXF symposien annually

- Interpretation of Findings
- Structured Exchange
- Specialized Lecture
- Workshops

WG meetings as required

Testing methods with scientific analysis service

WebXF provides valuable findings for the management of your corp. website

WebXF testing and measurement methods

Corporate Website Benchmark
Continuous online surveying of website users

Corporate Reach Benchmark
Comparative central web traffic data evaluation

Corporate Message Benchmark
Analysis of the strategic communication performance

E-Mail Response Benchmark
Testing of the E-mail dialogue performance

KPI Benchmark
Comparative evaluation of Web analysis data

QM-Check
Quality management audit of digital CC

Execution

continually

continually

2x p.a.

4x p.a.

monthly

2x p.a.

Analysis



- Central Evaluation
- Special Evaluations



Trends



Success Factors



Correlations

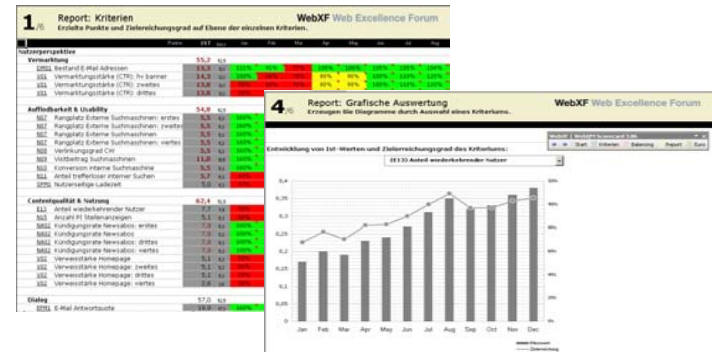
Integrated overall Concept with Personal Scorecard

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



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: 12.05.09 at Wacker AG in Munich (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

Winner of Germany's leading PR award
"Deutscher PR-Preis 2008"



PR > 08
DER DEUTSCHE PR-PREIS

What Do WebXF Participants Appreciate most?

	<p>„What convinced us was the comprehensive approach of the Web Excellence Forum - the combination of scorecard and test method.“ Christof Hafkemeyer, Head of Media, Design, Business Communication Deutsche Telekom AG</p>
	<p>„We value the professional dialogue amongst colleagues that WebXF offers. Particularly the insight that it provides into the experience of other industries is helpful and informative.“ Elaine Humphries, Marketing Communication Deutsche Börse AG</p>
	<p>„The WebXF Scorecard enables MLP to target and efficiently manage online communication.“ Thorsten Scherer, Head of Electronic Media MLP AG</p>
	<p>„WebXF has been a permanent feature in online communication controlling at Siemens for several years now.“ Florian Hiebl, Senior Manager Corporate Media Siemens AG</p>
	<p>„The WebXF user survey provides us with valuable findings about user satisfaction in regard to the most diverse aspects of our corporate presence.“ Marco Friedmann, Project Manager eBusiness EnBW AG</p>

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