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Businesses run websites 'blind'

UK corporates are running their websites blind, with 81 per cent relying primarily on customer complaints to reveal problems. This is the verdict of website testing specialist **SciVisum**, which examined the approach taken by UK corporations to website management.

Overall, a third (34 per cent) of UK companies surveyed never monitor their website performance, with many of the remainder only initiating a performance review following customer or internal complaints. 48 per cent relied on internal colleagues to notify them on an ad hoc basis of any problems.

"UK corporates are running their websites blind - it is shocking that more than three quarters have to rely on customer complaints to improve their services," says Deri Jones, **SciVisum**'s CEO. "Once a customer has complained, in most cases it is too late to rescue the relationship. And it will already have impacted the business."

"The UK has the highest use of e-commerce in Europe - over a billion transactions a month. It really surprises me that more is not being done to prevent service failures when the opportunity is growing and poor service is the biggest factor in customers abandoning a service. The real world experience is certainly the most accurate measure of performance and functionality -but problems should be identified by a company, rather than by its customers! The focus needs to switch to prevention, not cure."

SciVisum recommends that businesses adopt a continuous improvement approach across all areas, putting preventative measures into place along the way. Ideally this should cover all areas of a corporate website including user functionality.

www.scivisum.co.uk



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