



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."

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