



UK businesses neglect their websites

The government's dream of making the UK a global leader in e-commerce has been hit by the findings of a new study, which reports that many UK businesses are ignorant about issues relating to their websites.

The Web Effectiveness Report 2003, which was undertaken by online testing company SciVisum (www.scivisum.co.uk), shows that more than 80 per cent of businesses rely mainly on customer complaints to reveal performance and other problems with

sites. Less than a quarter of companies have budgets of more than £10,000 a year to review and improve the performance of their websites, while only nine per cent have staff who are formally trained in the subject.

It also found that a third of companies in the retail sector never monitor their website performance

beyond tests of page availability. In the financial sector half of the companies surveyed said they never monitored their sites' performance.

"UK corporates are running their websites blind," said Deri Jones, chief executive of SciVisum. "It is shocking that more than three-quarters have to rely on customer complaints to improve their services. Once a customer has complained, in most cases it is too late to rescue the relationship."

