



UK firms wait for customer complaints on Web errors

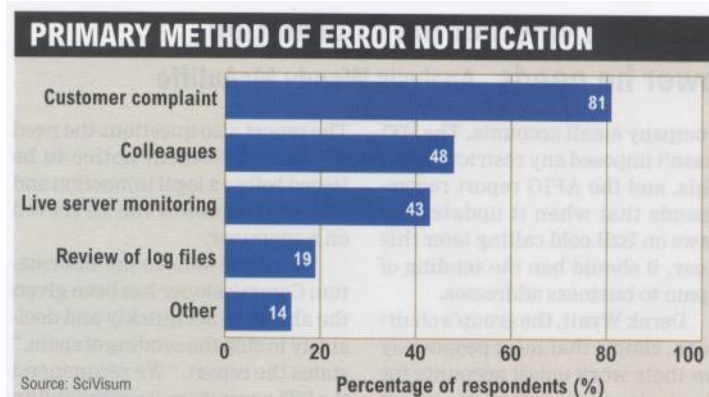
BY SARA DAVIES

More than three quarters of UK firms rely on customer complaints to alert them to errors on their Web sites, according to new research from SciVisum.

Research was conducted on 111 UK organisations with a big Web presence. These were selected from FTSE 100 companies, top law companies and government bodies.

It found that a third of the UK companies surveyed don't monitor their Web site performance at all. Of those that do, less than a third carry out regular tests through an independent party. The majority (three quarters) test in-house on an ad hoc basis.

The majority of respondents said that their testing budget had remained the same or fallen over the last year. A quarter said they had budgets of more than £10,000 dedicated to reviewing site prob-



lems and improving performance.

Government organisations were found to have the highest adoption of testing, a fact SciVisum puts down to the focus on accessibility. They were followed by retail, the legal sector and then the financial sector.

SciVisum believes that once a customer has complained, the damage from Web site errors has

already been done, often resulting in irretrievable breakdown of the relationship with customers.

For this reason, CEO Deri Jones said: "If the Web is an important channel for your organisation, the benefit of Web testing is finding out your problems before the rest of the world does."

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