# **Psyma Automotive Website Benchmarking**



Partner up with Psyma's digital experts and gain user-driven insights for targeted optimization of your website.







**SWOT** analysis & recommendations



**Discussion & networking** 



### **Independent expertise**

Unbiased results with a fresh look at challenges at hand



Short development circles Your Challenges in Managing Automotive OEM Website



## **User centered approach**

Representative sampling of website users with specific needs for information & content

Multitude of Internal Stakeholders

Diverse user expectations

Benefit from Psyma's expertise!



## **Proven concept**

Actionable insights through solid KPIs covering user requirements & satisfaction

Local vs. central needs / mobile vs. desktop

Limited Resources

## **Psyma Automotive Website Benchmarking**



## User-insights paired with Psyma's expertise in Website Benchmarking

### **User Survey**

- Onsite survey with your actual website visitors
- Feedback from users with a real motivation (and motives) to visit

## Questionnaire

- Proven, standardized, questionnaire
- User Profile, Purchase Funnel, Visit Success & Satisfaction
- Optional exclusive, tailored questions

# Sample Size & Field work

- Large sample size for meaningful results & analysis of sub-groups
- One-off field work per year or continuous tracking

## **Actionable reporting**

- Coverage of all relevant use cases (depth of visit, main purpose, devices)
- Insights both for localization / market specific issues & centrally managed features.

- High-quality feedback from actual users
- Reliable measurement, actionable outcomes
- Representative sampling, valid results
- Relevant for all stakeholders



Dieter Gabsteiger
Managing Director





Phone: +49 911 / 99574980 E-Mail: dieter.gabsteiger@psyma.com