

The Performance Report for Swiss Pharma Websites

Change as the only constant

An industry as dynamic as the pharmaceutical industry in Switzerland cannot afford to stand still. While this is true for all aspects of business, an organisation's website can start to display a lack of dynamic very quickly. This 2nd edition of the Swiss Pharma Site Monitor highlights many such shortcomings.

Futurologists agree that the life sciences are going to have a major impact on society, economies and each individual in the years to come. And you don't need a crystal ball to get a taste of the dynamic developments that are on the way. Significant changes are already happening, signs of which can be seen just by looking at the websites of the 80 corporations evaluated here. We have seen numerous changes in the short time since the 1st edition of this report was published earlier this year: from websites disappearing due to M&A activity, to complete website relaunches, to new players surfacing.

From the perspective of website performance, some of these changes were for the better. Sadly, many were not. 16 websites – a fifth of the entire survey population – have dropped down the ladder by ten places or more in terms of total rankings. 15 websites lost 1 full point or more on their total score.

Looking at the companies that did improve, the average increase in total score was 0.35. Antares and Nycomed Pharma displayed the greatest improvements in total score, up by 0.82 and 0.78 points respectively and moving them up the rankings by 44 and 21 places respectively.

The number of websites with a satisfactory result is still very low, albeit doubling from one to two. It is also noteworthy that 4 of the Top 10 Pharma websites in this report are entering new territory in the league table. Nycomed Pharma has even leapt into the Top 10 from 26th place.

There has also been a change in the top 3 places, with Actelion moving up to the top and Roche coming a close second.



Top 10 Pharma Websites (Total Scores)

Rank	Company	Total Score
1.	Actelion Ltd.	7.67
2.	F. Hoffmann-La Roche AG (Worldwide)	7.51
3.	Novartis International AG	6.79
4.	Siegfried AG	6.63
5.	Nycomed Pharma AG	6.60
6.	F. Hoffmann-La Roche AG (CH)	6.31
7.	Debiopharm S.A.	6.28
8.	Newron Suisse SA	6.26
9.	AC Immune SA	6.12
10.	Evolve SA	6.11

About this report

The essential elements in website performance

The Swiss Pharma Site Monitor was established in 2010 by Infocentric Research, Sitemorse and ergonomie & technologie. It is published twice a year and provides a unique combination of insights from different fields of expertise, all relevant to online performance and quality. It brings together key competences from web diagnostic reporting, usability, online strategy and management.

Participants

The study was carried out on websites operated by pharmaceutical companies that either have their headquarters in Switzerland or that have a discrete country-specific website for the Swiss market. 92 websites were identified and investigated in August 2010. Of this sample, an overall score was awarded to 80 websites. 6 websites failed to pass the technical test procedures and as a result could not be included in the overall analysis. The remaining 6 websites either ceased to exist, were under (re-)construction or ceased to fit the criteria for inclusion.

Evaluation process

Each website was evaluated individually. This assessment was carried out in a multi-step process including

- automated testing of technical criteria (Website Quality),
- expert reviews of generic tasks that visitors typically perform on a website (Usability) and
- business related factors such as channelling, messaging and targeting (Business Value).

The total score was obtained by analysing over 600 technical measures, 11 usability related criteria and 25 aspects comprising the business value of a professional website. The model provides a suitable representation of typical satisfaction levels experienced by visitors to the websites tested.

Points are awarded on a scale of 0 to 10 (where 10 is the best). A score of 0 to 4.49 points represents compromised performance and is illustrated by a red bullet. 4.5 to 7.49 points represent impaired performance (orange bullet). 7.5 points and above represent satisfactory performance (green bullet).

The total score is compiled from the results of the three main categories evaluated (Website Quality, Usability and Business Value) and weighted equally. Each criterion within these categories is also weighted equally within its respective category.

Target Audience

The variety of analyses makes the findings of fundamental interest not only to marketing and website managers, but also to communication executives, content editors, technical staff, brand managers and business leaders who care about their company's external image, identity and offering in the online world.

Likewise, the ability to improve a website lies not in the hands of a single person but, depending on the areas affected, on a co-ordinated effort of everyone involved with your online presence.

New in this edition

With a medium as dynamic as the web, this report also strives to continuously exploit potential for optimisation. Lessons drawn from dialogues with participants as well as from general market insights are regularly included.

For this edition, the rating scale for the Usability and Business Value categories was standardised to aid understanding of the detailed results and to provide a better basis for cross-criteria comparisons. A number of criteria in these two categories were also re-formulated and thus made more exact. In one instance, two criteria were merged into one and one criterion of lesser importance was completely removed.

We estimate that the changes made to the model have led to an overall reduction in total scores of an average of 0.4 points. However, as the changes have led to more objective evaluations, an individual website may be scored higher or lower than in the last report even if no changes have been made to the website itself.

Best websites in this report

Overall winner by total score: Actelion

The best website in this study is that of Actelion Ltd. (www.actelion.com), headquartered in Allschwil, Switzerland.

Actelion's website is one of only two out of all the 80 websites tested to come out with an overall result of over 7.5 points (total score: 7.67 points). It scores best in the categories of Usability (8.73 points) and Business Value (8.17 points). In the Usability category, there is a large gap of 0.55 points to the next best performer. Clearly here is an example that other companies can look up to in order to improve their own user-friendliness.

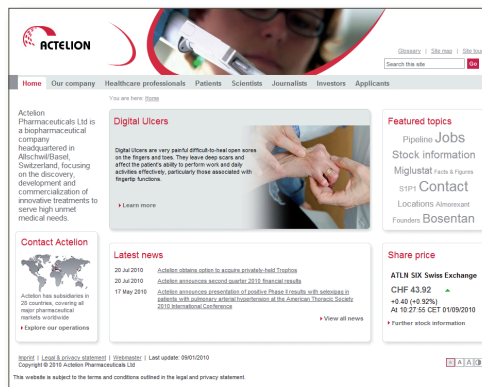
For all but one usability-related criterion evaluated, the website scores between 8 and 10 points representing good to excellent performance with no notable weaknesses.

Performance in the Business Value category is only slightly lower and, with 7 criteria achieving maximum scores, no less impressive.

In neither category was a single score "poor" or below.

Actelion is ranked 19th for Website Quality (6.12 points). Since the average placing in this category among the Top 10 websites was 23, this is still a fair performance, especially in light of many of the larger websites struggling in this area.

Consistent strength across multiple disciplines is what we called for in the first edition of this report. And that is what we see in Actelion's website, making it a deserving winner.



Details of Actelion's results

Total Score	7.67
Total Rank	1 st place

Website Quality

• Category total	6.12
• Function	4
• Accessibility	6
• Code quality	8
• Performance	10
• E-mail	9
• Metadata	9
• PDFs	8

Usability

• Category total	8.73
• Navigation	8.67
• Content quality	9.00
• Interactive elements	8.00

Business Values

• Category total	8.17
• Channelling	8.00
• Messaging	6.80
• Targeting	8.67

Top 10 in each category

Website Quality – Winner: Neurimmune

Top 10 for Website Quality		
Rank	Company	Total Score
1.	Neurimmune Therapeutics AG	9.00
2.	Newron Suisse SA	8.21
3.	Medinova AG	7.85
4.	AmVac AG	7.43
5.	OMIDA AG	6.94
6.	Alpex Pharma SA	6.90
7.	Johnson & Johnson (J&J PRD)	6.78
8.	ArisGen SA	6.67
9.	F. Hoffmann-La Roche AG (Worldwide)	6.66
	4-Antibody AG	6.66



It's hard to improve when you're already doing extremely well. Still Neurimmune Therapeutics AG (www.neurimmune.com) managed to add another 0.16 points to its already impressive score of 8.84 in the previous evaluation. This score (9.00 points) is the highest score for any website in any single category in this report.

Website Quality looks at over 600 technical performance indicators using Sitemorse's automatic website auditing software – the most comprehensive and respected in the industry.

Usability – Featured 2nd place: Roche Corporate

Top 10 for Website Quality		
Rank	Company	Total Score
1.	Actelion Ltd.	8.73
2.	F. Hoffmann-La Roche AG (Worldwide)	8.18
3.	Novartis Pharma Schweiz AG	7.64
	Nycomed Pharma AG	7.64
5.	Ferring International Center SA	7.45
	Novartis International AG	7.45
7.	Debiopharm S.A.	7.27
	Galenica Ltd.	7.27
9.	Addex Pharmaceuticals	7.09
	Novo Nordisk Pharma AG	7.09



Does running a big website with lots of content mean you have to compromise on usability? F. Hoffmann-La Roche AG (www.roche.com) proves that the two can go hand in hand if well designed. By using the right tool for the right job, Roche has created a website that is both comprehensive and user-friendly.

Usability analyses how well visitors to a website can accomplish the tasks they came there for. For this report, usability is evaluated by means of expert reviews at ergonomie & technologie's usability labs in Zurich.

Business Value – Featured 2nd place: Novartis International

Top 10 for Website Quality

Rank	Company	Total Score
1.	Actelion Ltd.	8.17
2.	Novartis International AG	8.09
3.	F. Hoffmann-La Roche AG (Worldwide)	7.68
4.	Debiopharm S.A.	7.25
5.	Bayer Schweiz AG	7.12
6.	Siegfried AG	7.06
7.	Evolva SA	7.00
8.	F. Hoffmann-La Roche AG (CH)	6.83
9.	AC Immune SA	6.63
10.	Novartis Pharma Schweiz AG	6.50



Coming a very close second, Novartis International AG (www.novartis.com) is firmly in the driver's seat when it comes to making sure that the company's messages reach their target audience. With a near perfect score of 9.50 for the "Channelling" sub-category, Novartis sets an example to aspire to in terms of interacting with the outside world and all its various stakeholders.

Business Value looks at how well a website is performing in terms of channelling, messaging and targeting of audiences. This category was evaluated by information management specialists and online strategy experts from Infocentric Research.



The League Table

The table below lists all 80 websites ranked by overall result. The score indicators for the three main categories are also shown.

Rank	Change in Rank	Company	Total Score	Website Quality	Usability	Business Value
1.	↑ 2	Actelion Ltd.	●	●	●	●
2.	↑ 3	F. Hoffmann-La Roche AG (Worldwide)	●	●	●	●
3.	↓ 2	Novartis International AG	●	●	●	●
4.	0	Siegfried AG	●	●	●	●
5.	↑ 21	Nycomed Pharma AG	●	●	●	●
6.	↑ 3	F. Hoffmann-La Roche AG (CH)	●	●	●	●
7.	↑ 8	Debiopharm S.A.	●	●	●	●
8.	↑ 12	Newron Suisse SA	●	●	●	●
9.	↓ 2	AC Immune SA	●	●	●	●
10.	↑ 6	Evolva SA	●	●	●	●
11.	↓ 5	Novartis Pharma Schweiz AG	●	●	●	●
12.	↑ 2	Ferring International Center SA	●	●	●	●
13.	↑ 9	Galenica Ltd.	●	●	●	●
14.	↑ 19	4-Antibody AG	●	●	●	●
15.	↑ 14	Addex Pharmaceuticals	●	●	●	●
16.	↑ 8	Cytos Biotechnology AG	●	●	●	●
17.	↑ 2	Neurimmune Therapeutics AG	●	●	●	●
18.	↓ 5	Axenoll AG	●	●	●	●
19.	↑ 44	Antares Pharma AG	●	●	●	●
20.	↑ 3	Novo Nordisk Pharma AG	●	●	●	●
21.	↑ 34	AmVac AG	●	●	●	●
22.	↑ 9	Biogen Idec International GmbH	●	●	●	●
23.	↓ 11	Basilea Pharmaceutica Ltd.	●	●	●	●
24.	↑ 6	OMIDA AG	●	●	●	●
25.	↓ 17	BioPartners GmbH	●	●	●	●
26.	↓ 15	Bayer Schweiz AG	●	●	●	●
27.	↑ 20	Johnson & Johnson (J&J PRD)	●	●	●	●
28.	↑ 7	Medinova AG	●	●	●	●
29.	↑ 21	NovImmune	●	●	●	●
30.	↓ 5	CSL Behring AG	●	●	●	●
31.	new	Mundipharma Medical Company	●	●	●	●
32.	↓ 22	Kuros Biosurgery AG	●	●	●	●
33.	↑ 33	Crucell Switzerland AG	●	●	●	●
34.	↑ 20	Permamed AG	●	●	●	●
35.	new	Molecular Partners	●	●	●	●
36.	↑ 4	AstraZeneca AG	●	●	●	●
37.	↓ 1	Merck Serono International SA	●	●	●	●
38.	↓ 11	Merck Sharp & Dohme-Chibret AG	●	●	●	●
39.	↑ 23	Helvepharm AG	●	●	●	●

For a detailed evaluation of your website's performance, please contact us for a copy of your individual results (addresses can be found on the back of the report).

Rank	Change in Rank	Company	Total Score	Website Quality	Usability	Business Value
40.	new	Redbiotec AG	●	●	●	●
41.	↑ 4	Vifor (International) Ltd.	●	●	●	●
42.	↓ 3	Alpex Pharma SA	●	●	●	●
43.	↑ 26	Neurotune	●	●	●	●
44.	↓ 7	Max Zeller Söhne AG	●	●	●	●
45.	↓ 2	mondoBIOTECH AG	●	●	●	●
46.	↑ 19	Anavex Life Sciences Corp.	●	●	●	●
47.	↓ 3	BioVersys GmbH	●	●	●	●
48.	↓ 30	Nycomed International Management GmbH	●	●	●	●
49.	new	APR Applied Pharma Research s.a.	●	●	●	●
50.	↑ 23	Spirig Pharma AG	●	●	●	●
51.	↑ 9	Auris Medical AG	●	●	●	●
52.	↑ 12	Mepha Pharma AG	●	●	●	●
53.	↓ 36	Lipideon Biotechnology AG	●	●	●	●
54.	↓ 22	ArisGen SA	●	●	●	●
55.	↓ 21	GKL Biotec AG	●	●	●	●
56.	↓ 14	Kenta Biotech AG	●	●	●	●
57.	↓ 19	Baxter Switzerland	●	●	●	●
58.	↓ 9	Gruenenthal Pharma AG	●	●	●	●
59.	↓ 7	Covagen AG	●	●	●	●
60.	↓ 12	Med Discovery S.A.	●	●	●	●
61.	new	Multipharma	●	●	●	●
62.	↑ 14	Streuli Pharma AG	●	●	●	●
63.	↑ 11	GeNeuro SA	●	●	●	●
64.	↑ 14	Octapharma AG	●	●	●	●
65.	↓ 6	Medipol SA	●	●	●	●
66.	↑ 2	GlycoVaxyn AG	●	●	●	●
67.	↑ 8	3-V Biosciences GmbH	●	●	●	●
68.	↓ 15	Ergonex Pharma GmbH	●	●	●	●
69.	↑ 2	OM PHARMA	●	●	●	●
70.	↓ 68	Helsinn Healthcare S.A.	●	●	●	●
71.	↓ 20	Aurora Pharma GmbH	●	●	●	●
72.	↓ 5	Neurim Pharmaceuticals S.A.	●	●	●	●
73.	↓ 45	Axentis Pharma AG	●	●	●	●
74.	↓ 4	ESBATECH AG	●	●	●	●
75.	↓ 3	GenKyoTex SA	●	●	●	●
76.	new	Medena	●	●	●	●
77.	↑ 2	PharmaSwiss SA - HQ	●	●	●	●
78.	new	Novelty Pharma Galenical Dev. and Doc.	●	●	●	●
79.	↓ 2	Lunamed AG	●	●	●	●
80.	0	Schwabe Pharma AG	●	●	●	●

Legend:

- Satisfactory: Continuous monitoring advisable
 Congratulations! Green identifies areas of strength. With a medium as dynamic as your website, maintaining and further improving this state can be challenging enough and should be constantly on your radar.
- Impaired: Prioritise repair and improvement programmes
 Impaired means we have found a substantial number of issues. Luckily less significant ones, but enough to cause concern.
- Compromised: Urgent attention required
 This means we have found significant problems within your site – and if we experience them so do your visitors including customers, investors and regulators.

Key issues in this report

Whilst the problems described in the last report persist (e.g. bad site search, contact forms that are hard to use, low code quality, etc.), they are not the only areas requiring urgent attention. Other areas that many websites struggle with include:

- A number of organisations do a good to excellent job in **supplying information to journalists and the media**, but sadly, most do not. Press and media representatives expect to be offered a variety of content customised to their specific information needs on a website. The average offering today is close to a rating of “very poor”, thereby wasting many opportunities to position the company in the media.

Good examples to learn from include: AC Immune (www.acimmune.com), Actelion (www.actelion.com) and Novartis (www.novartis.com and www.novartis.ch).

- With highly skilled specialists being a scarce resource in the labour market, it would be reasonable to expect companies to do their

best to attract talent. Sadly this certainly is not the case when it comes to the **career sections** of pharma websites in Switzerland. The average score for the quality of vacancies and career pages is a disappointing 3.6 points. Almost one in four organisations do not provide any job-related information on their websites at all.

Good examples to learn from include: Biogen Idec (www.biogenidec.ch), Roche (careers.roche.com) and Novartis (www.novartis.com and www.novartis.ch).

- Most of the websites evaluated provide **PDF files to download**, containing news, annual reports, etc. Unfortunately these files account for over 78% of all functional failures. The reason for this is that files that are expected to exist cannot be found, meaning that either the URL is incorrect or the file has been moved or deleted. On one of the websites tested, this problem occurred 111 times. Only 21 websites are completely free of this failure.

Excluded sites

Why have some organisations been excluded from this survey?

The websites of the following organisations have been excluded from the “Website Quality” category because, at the time the tests were conducted, the site was either unavailable, not large enough or was not operating without ‘assistive’ technology such as JavaScript (failing basic accessibility requirements and preventing proper search engine indexing).

While no total score could be established for these websites, the results for Usability and Business Value are as follows:

Websites with no total score

Company	Usability	Business Value
Anergis	●	●
Dybly	●	●
Eli Lilly Schweiz	●	●
IBSA	●	●
Janssen-Cilag	●	●
Pfizer	●	●

Improving your performance

Speed up your website!

A fast web page load time is not just a fundamental pre-requisite for a satisfactory user experience, but – as new evidence shows - also has implications for the ranking of your website on

search engines such as Google. Here are some things to consider when looking at improving the speed of your website:

- **Use an HTML compression tool**

There are many ways of reducing the time it takes to send a file from the server to the client. Gzip is a compression tool used on servers to compress files in order to save those precious kilobytes. It is the most popular and effective compression method at this time, reducing the file size by about 70%. It can be used to reduce the size of any type of file. However, as images and pdf files are already compressed, it is usually best not to attempt to compress these with gzip as there may be loss of quality, and it even has the potential to increase file sizes.

- **Don't scale images in HTML**

Just because you can set the width and height of an image in HTML does not mean you should! If you want to display an image that is 100px wide and 100px high, then the image should be 100×100px rather than a scaled down 500×500px image! This will reduce the size of the image and make it load faster as a result.

- **Optimise your CSS and JavaScript**

Removing unnecessary code from JavaScript and style sheet files will reduce the file size, thereby improving load times. Minification takes this a step further by removing all comments, new lines, tabs and spaces. This improves response time as the size of the downloaded file is drastically reduced. A popular tool for minifying JavaScript code and CSS is YUI compressor.

- **Reduce server calls**

Combining style sheets (and JavaScript files for that matter) into as few files as possible will reduce the number of calls being made to the server. Combining files is more challenging when the style sheets and scripts vary from page to page, but the improvement in response times makes it well worth the effort.

CSS Sprites combine background images into a single image, reducing the number of image requests, and using CSS can show only the parts as desired using the “background image” and “background position” properties.

- **Script locations**

Where you import your CSS and JavaScript can make a huge difference to the time it takes a page to load, and how long it appears to take. In short, CSS should be at the top and JavaScript should be at the bottom.

Many more practical tips on how to improve your website's technical performance can be found on the Sitemorse Blog at blog.sitemorse.com.

Spotlight on ... Usability

Usability is one of the three key factors analysed in this report. What makes a product or service really usable? For a website, good usability ensures that users of the website can do what they set out to do with ease and in an enjoyable way.

Key elements of good usability are:

- easy and comprehensible access to information
- good page structure
- clearly structured information (what is known as information architecture)
- content that is easily understandable for readers and
- all interactions must be intuitive and meet the user's expectations.

A prerequisite for fulfilling such a variety of requirements is a development process that clarifies the goals of the supplier (the website owner) as well as those of the recipients (the users) right at the start of the process. All activities involved in building the website have to conform to these goals. Good usability is not an almost coincidental by-product of a process that is not otherwise focused around the needs of a website's customers. Nor is it merely "making it nice and look good" from a designer's perspective. Neither is good usability achieved by running a single usability test at the very end of the development process.

Instead it is the end product of an integrated process that puts the user at the centre of all activities, whether that is defining the strategy for the website, conceptual work, design, selecting a Content Management System or during its implementation.

It may not be rocket science, but this is not a trivial undertaking either. And, with the increasing maturity of the web and, as a result, ever rising user expectations, additional usability requirements emerge. Increasingly, usability also covers aspects of desirability and entertainment - if a site is engaging and fun to use (within the bounds of credibility), it will attract more users and more attention and in turn fulfil its business goal more effectively.

For this report, three groups of criteria (sub-categories) were defined to assess the usability of the websites that were analysed:

- Navigation
- Content Quality
- Interactive Elements

At 5.32 out of 10 points, Usability has a higher average score across all websites tested than Website Quality and Business Value. Scoring around half a point more than Website Quality and almost a full point more than Business Value, it seems that website owners are beginning to recognise the paramount importance of making their products useable.

On the other hand, a score of 5.32 is still only about half the points available, meaning that performance could be almost twice as good as it is today.

The field also seems to be clearly split here: while the average score of the top 20 websites is 7.12, the bottom 20 achieve an average of only 3.73.

Poor usability can seriously jeopardise the success of a website. If users cannot find what they are looking for, if their experience is not enjoyable because the interaction is complicated, they will not only lose confidence in the website visited, but also in the company that runs it and its products.

A surprising number of the websites evaluated had problems at a very basic level. Examples include:

- inconsistent pages within a site, making the website look unprofessional due to lack of an underlying page concept
- pages not labelled according to the navigation link selected - users will expect to find a page named after the link they clicked on to confirm that they are on the page they were looking for
- lack of images that would make the content easier to understand - while almost all the websites contained many "mood images", graphical content to aid understanding of the (often complex) information offered was often lacking or of low quality

First impressions are the ones that last – and this holds true for websites too. Given that users tend to decide whether they like a website within the first few seconds, utmost care should be taken with the website’s “big picture” as well as the details. First-time visitors do not always arrive on your home page; they might land on any given page in your website. A job description page might be the first thing a high-potential candidate sees if he or she was sent a link to that page by a colleague. A potential investor might arrive at a sub-page of the “About us”

section after using a search engine to look for companies for which sustainability and corporate responsibility are important. And so on ...

Consequently the window of opportunity to turn a website visitor into something more – be it a customer, an employee or a partner – is typically quite small. It should therefore be taken even more seriously, as a minor difference in usability might make the difference between an opportunity won and an opportunity lost.

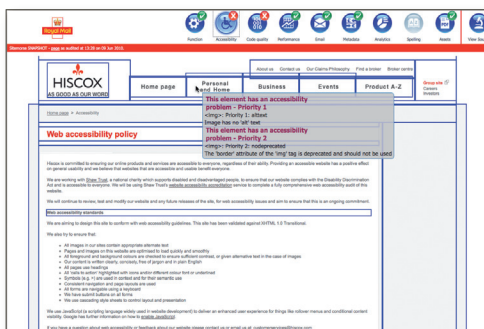
Usability sub-category	Navigation	Content Quality	Interactive Elements
Maximum score	8.67	9.00	10.00
Achieved by	Actelion	Actelion	Roche (.com/ch)
	Roche (.com)	Redbiotec	Galenica
		Novartis (.com/ch)	

Learn more

Knowing where you stand in relation to your industry peers is a first step in identifying requirements to improve the performance and quality of your website. However, further insights are needed to enable you to take the right course of action. These insights are provided by the details of your individual test results.

For this report, each and every website listed has been subjected to intensive testing. This includes both automatic test procedures to establish scores for the Website Quality category and expert reviews of Usability and Business Value.

A detailed analysis of your results is available free of charge from Infocentric Research. We would be happy to provide you with additional insights that will help you improve the quality of your website.



A sample page in Sitemorse’s powerful evaluation tool

Category / Sub-Category / Criteria	Test results	Rating	Comments
1.1.1. Availability of additional ways of navigating (in implementation of the menu navigation and search)	Navigation methods such as a hierarchical sitemap offering a complete overview of the navigational structure, hotlinks, quick links, related content, etc.	4 Good	
2.1.1. Content Quality	Style, length of phrases, use of uncommon terminology, length of text, etc.	3.25	
2.1.2. Use of language in a way familiar and easy to understand for the intended target groups	Content well structured using elements such as sections, paragraphs, highlighted keywords and hyperlinks	3. Moderate	
2.1.3. Structuring of content for easy skimming, scanning and comprehension	Relation of graphics and respective text elements, positioning of graphics, when added by graphics	5 Excellent	
2.1.4. Supplementing of textual information by graphical elements to support understanding	Collaboration of page elements from each other: correlation of relevance of an element and its appearance, ease of orientation within a page	3. Very poor	
3.1.1. Interactive Elements	Forms in line with usability standards, ease in regard to text placement, handling of special texts, help available, mandatory fields, button placement, etc.	4 Good	
3.1.2. Forms in line with usability standards, ease in regard to text placement, handling of special texts, help available, mandatory fields, button placement, etc.	Forms in line with usability standards, ease in regard to text placement, handling of special texts, help available, mandatory fields, button placement, etc.	4 Good	
4. Business Value		4 Good	
5.1.1. Usability		3.25	
5.1.2. Availability of general contact information	Prominently placed direct links on every page	4 Good	
5.1.3. Availability of a choice of contact channels	Number of contact channels offered to the visitor to choose from according to their preferences	4 Good	

A sample detailed analysis for the categories Usability and Business Value

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