

COMPETITIVE INTELLIGENCE SURVEY REPORT

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NOVEMBER 23, 2007

EXECUTIVE SUMMARY

The Competitive Intelligence team is looking to redesign the Competitive Intelligence (CIT) site and wanted to understand what content is important to users of the site. A survey was sent to the WaMu.net Users' Group to complement a previous survey to users of the site.

KEY FINDINGS

- Most people prefer to read information on the site
- Most people prefer to look up information by competitor
- Competitor information and news is the most important on the site

KEY RECOMMENDATIONS

- Group information by Competitor
- Present as much information online instead of PDF
- Limit the number of news items to one rolling month

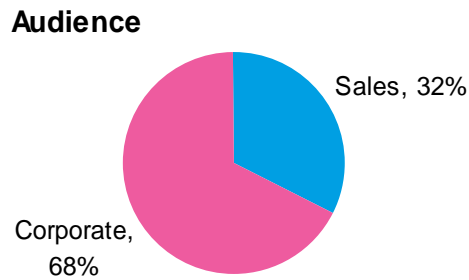
METHODOLOGY

A survey was sent to the WaMu.net Users' Group. It was open for 10 business days and there were 151 responses. See Appendix 1 for a screenshot of the current site.

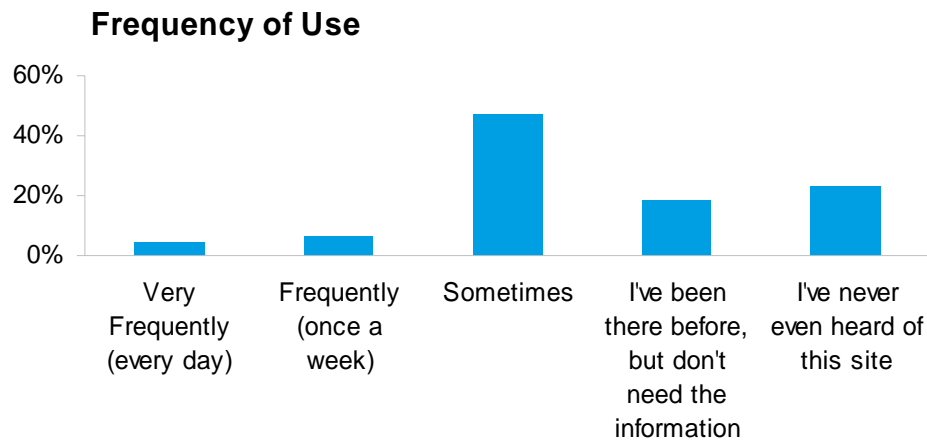
RESULTS

AUDIENCE

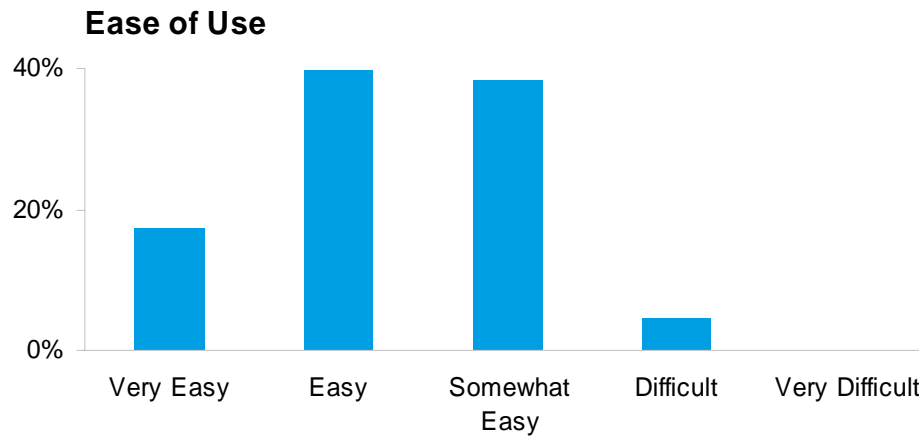
The makeup of the respondents to this survey align with the makeup of the WaMu.net Users' Group, which includes more corporate employees than sales employees. The initial survey conducted by the CIT team showed almost a 50/50 split between Corporate and Sales employees.



FREQUENCY OF USE



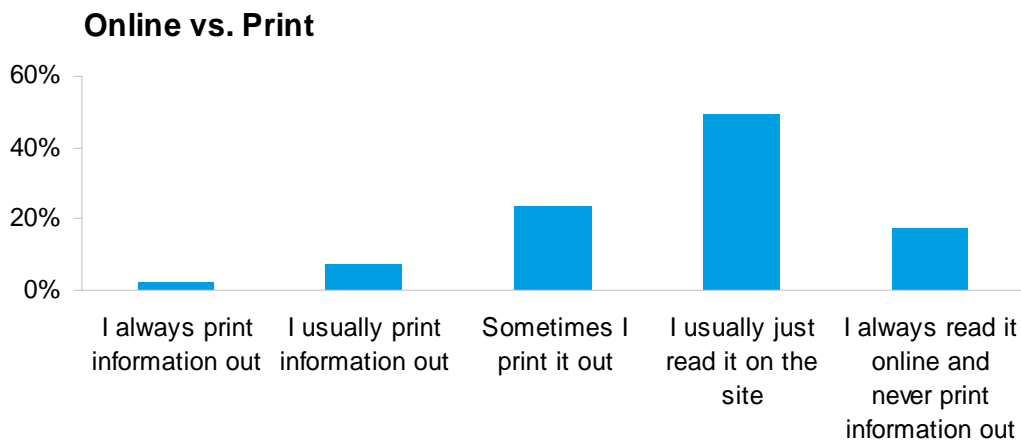
- Only 17 respondents already visit the site Frequently or Very Frequently
- 71 respondents (47%) sometimes visit the site
- While 23% have not heard of the site before, there were several comments from users who said that they will go the site more frequently now that they know about it

EASE OF USE


- 57% consider the site Easy or Very Easy to use
- 38% Somewhat Easy
- 5% (Seven people) who found the site difficult to use do not frequently visit the site

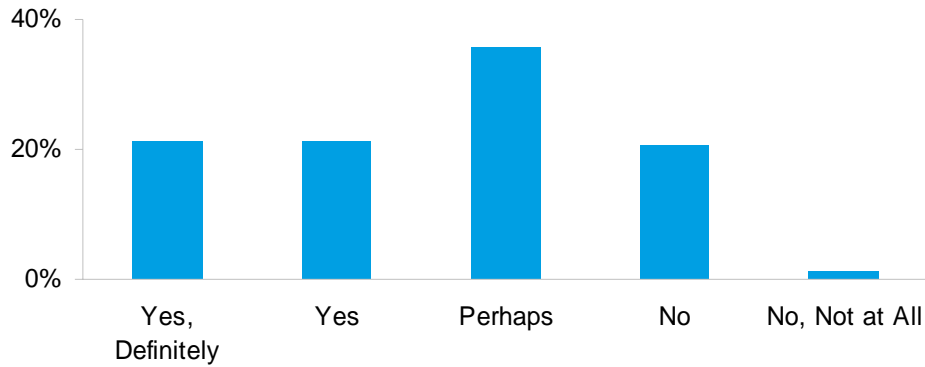
ONLINE VS. PRINT

For this question, participants had the option to respond, "I do not visit the site regularly." The 66 respondents (44%) who selected this option are not included in the graph below.



- 67% usually or always read information on the site
- 9% usually or always print the information out

Would it be easier for you if the information was presented online (instead of PDF)?

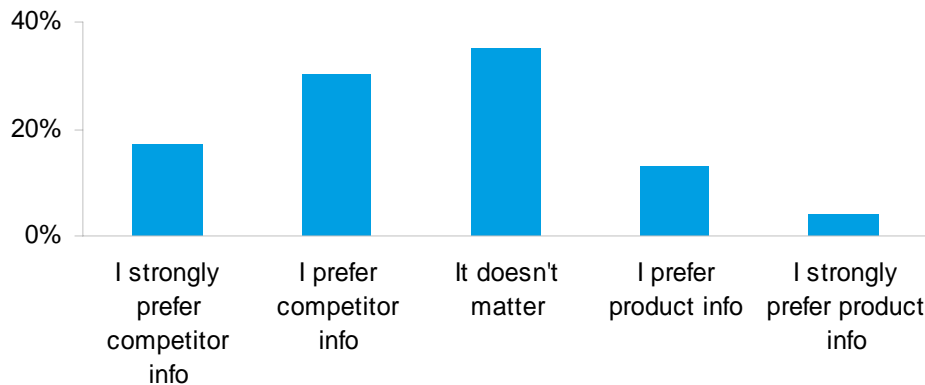


- 42% would prefer the information to be presented online
- 36% were in the middle
- 22% prefer the PDF
- Most people who visit the site frequently would prefer the information presented online
- Additional comments also indicate that people prefer the information online

COMPETITOR VS. PRODUCT

While the graph below shows that competitor information is preferred, the audience of this survey is skewed towards corporate employees. When looking at sales responses, however, it also showed a preference for competitor information.

Competitor vs. Product



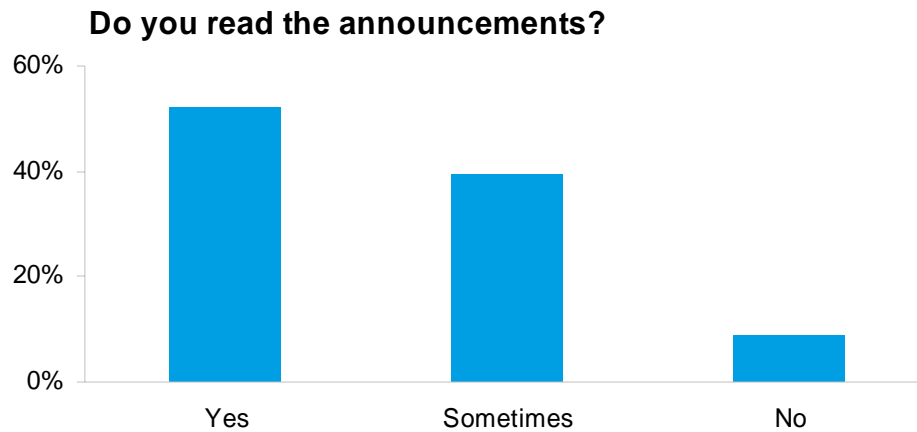
- 48% of respondents prefer breaking out the information by competitor over product
- 17% prefer product information

- Respondents who visited the site frequently preferred competitor information

ANALYSIS OF THE PAGE

Announcements

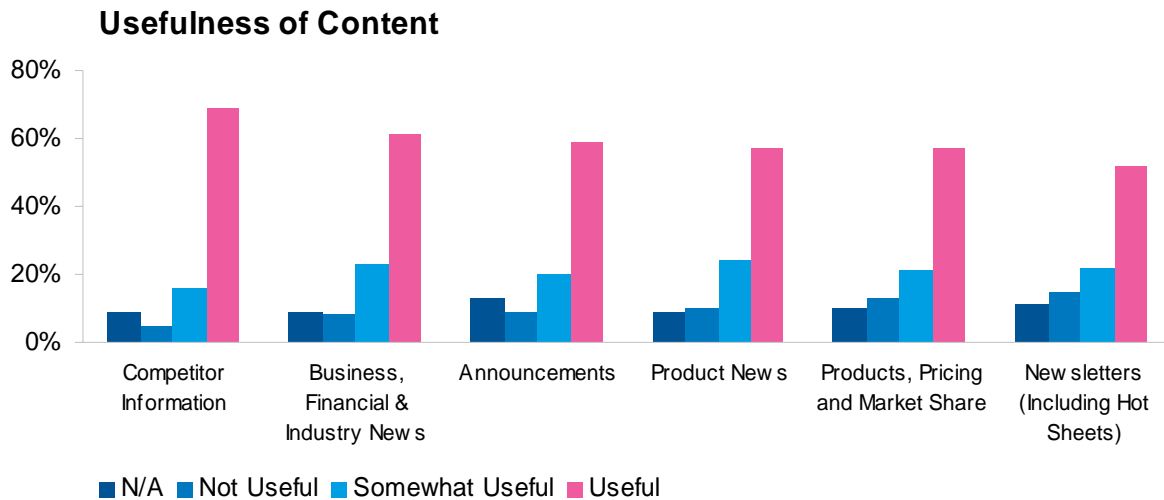
Respondents had the option of selecting “This is my first time here.” Their responses are not included in the graph below.



- 52% read the announcements
- 9% do not read the announcements
- Almost all respondents who visit the site frequently read the announcements

Usefulness of Content

The graph below combines Useful/Very Useful and Not Useful/Not Useful At All responses.



- Competitor Information and Business, Financial & Industry News were the most useful sections of content on the page
- Products, Pricing and Market Share and Newsletters were the least useful
- Metrics show that Competitor information and Business, Financial & Industry News are the most viewed

MOST IMPORTANT CONTENT

In an open ended question, we asked, "What is the most important information on the site that keeps you coming back?" 80 people answered the question.

26 responses indicated that "Competitor information" was the most important information.

- Product Info (8 responses)
- News (7 responses)
- Announcements (4 responses)

Comparisons between Us and Them

Nine people mentioned that comparisons between WaMu and our competitors were most important.

- "I'm a teller so anything that gives me an edge over other banks services helps greatly."
- "I like the fact that we can see what our competitors are offering so we can talk intelligently with our clients."
- One respondent had a great suggestion: "For each article about a competitor, it would be nice to have a WaMu "response" or "rebuttal" as to what WaMu is doing to compete or counteract the action of the competitor."

LEAST IMPORTANT CONTENT

A separate open-ended question asked, "What is the least important information on the site?" There were 49 responses to the question. Thirteen people said they were not sure and 7 people said that everything was important.

- Three people mentioned that content that did not apply to them was least important, for example, "Competitors not in our market."
- Six people mentioned some facet of News being unimportant: Industry and Product News as well as the Newsletters. This aligns with the graph above.
- Pricing and Market Share Section (3 responses)
- IR Reports (2 responses)

GENERAL COMMENTS

- Four people mentioned they had never been to the site before, however, now that they know about the site, they plan on coming back: "I didn't even know we had a competitive intelligence site on wamu.net. I found it very informative and the fact that we have it will keep me coming back for the time being."
- One person mentioned that the information is not timely: "Some of the industry news articles are not posted timely - I usually have read them online before they are posted."

Overwhelmed by Data

Six people mentioned being overwhelmed by the amount of information on the site. Reducing the total number of links on the main page may help to reduce the effects of information overload.

- "The few times I have visited the site I was so overwhelmed by the amount of information I was confused by the choices."
- "This is my first visit here. However, one thing that I think would DISCOURAGE repeat visitors is the current structure of the site. When we first get to the site, we're bombarded with too many links - and it's overwhelming. Much of the information presented there is important, but there needs to be a better navigational system to drill down - and provide fewer links on the front page."
- Several people mentioned that there was too much text on the page and that it made the site look cluttered

RECOMMENDATIONS

High Priority

- Archive all information over one year old, take it off WaMu.net and place it on an shared drive
- Limit the Announcements and News to show only one rolling month of information but keep the archive so that people can see past news up to one year

Medium Priority

- Present information online (as a web page) instead of in a PDF
- Keep related information together, for example, include the Competitor Monthly Newsletter with the Competitor information and not in a separate Newsletters section
 - Type of information (news, newsletter, tools, etc.) is less important than the category of information (Competitors and products)
- Break up content by Competitors and Products; competitor should be the default view
- Include a page title so that people know they are on the Competitive Intelligence site
- Edit content to be in plain English-no jargon, friendly and easy to understand

Low Priority

- Where possible, target regional competitor information only to regions where it applies
- Don't include the date in the announcement title; there is already a separate column for the date
- When looking for opportunities for new content, consider more comparisons of products across different competitors and show comparisons visually
- Show where WaMu is in comparison to our competitors

BRAND RECOMMENDATIONS

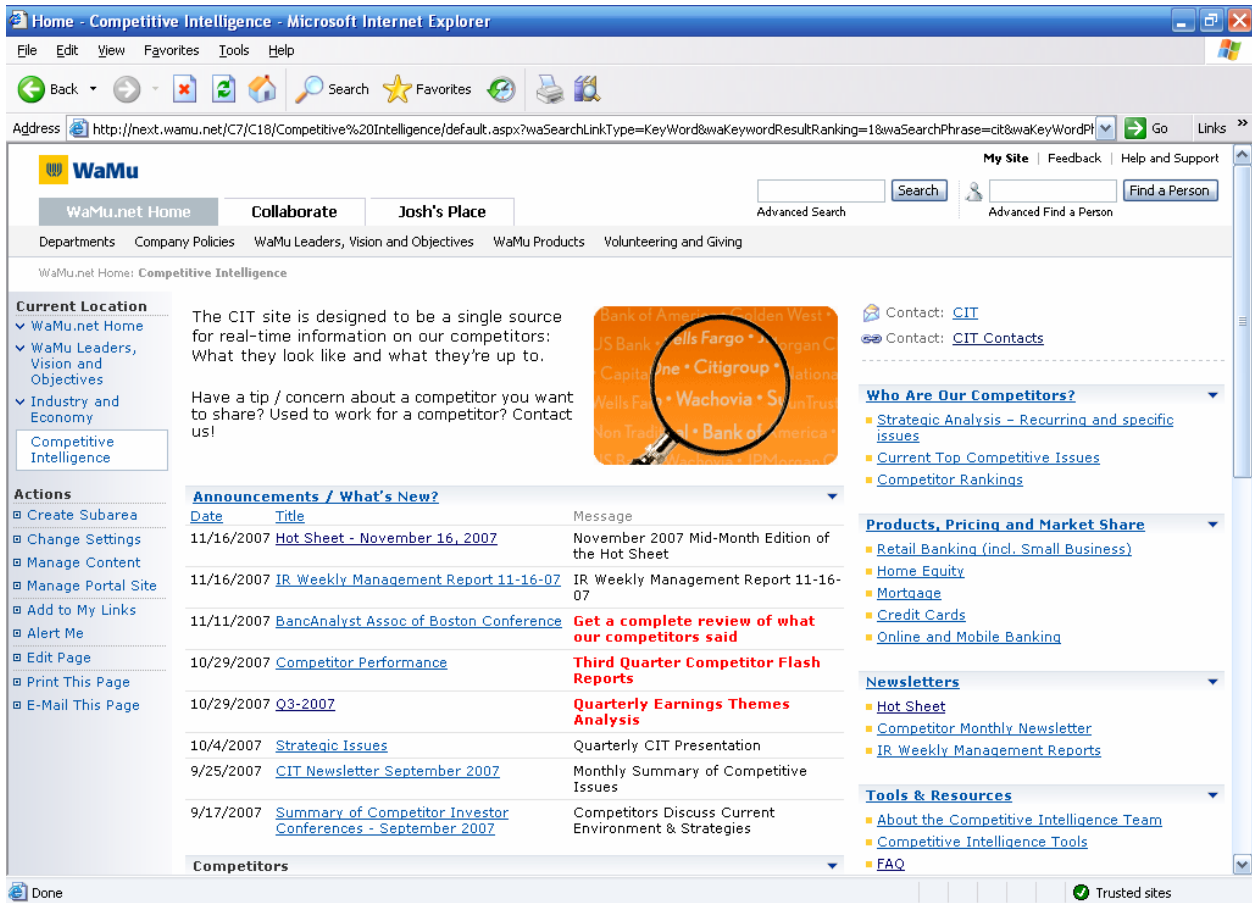
- Don't use bold red text in the Announcements; bold red text should only be used for warnings or alerts
- Select a new graphic to be more on Brand
- The use of highlighted voice (see screenshot below) in the Hot Sheets should adhere to [Brand Guidelines](#)

Date: November 16, 2007

From: Mark Tookey, Market Intelligence
206-500-2616 | mark.tookey@wamu.net

Subject: Market Intelligence Hot Sheet

APPENDIX 1: CURRENT CIT SITE



WaMu My Site | Feedback | Help and Support

WaMu.net Home | Collaborate | Josh's Place

Departments | Company Policies | WaMu Leaders, Vision and Objectives | WaMu Products | Volunteering and Giving

WaMu.net Home: Competitive Intelligence

Current Location

- WaMu.net Home
- WaMu Leaders, Vision and Objectives
- Industry and Economy
- Competitive Intelligence**

Actions

- Create Subarea
- Change Settings
- Manage Content
- Manage Portal Site
- Add to My Links
- Alert Me
- Edit Page
- Print This Page
- E-Mail This Page

The CIT site is designed to be a single source for real-time information on our competitors: What they look like and what they're up to.

Have a tip / concern about a competitor you want to share? Used to work for a competitor? Contact us!

Announcements / What's New?

Date	Title	Message
11/16/2007	Hot Sheet - November 16, 2007	November 2007 Mid-Month Edition of the Hot Sheet
11/16/2007	IR Weekly Management Report 11-16-07	IR Weekly Management Report 11-16-07
11/11/2007	BancAnalyst Assoc of Boston Conference	Get a complete review of what our competitors said
10/29/2007	Competitor Performance	Third Quarter Competitor Flash Reports
10/29/2007	Q3-2007	Quarterly Earnings Themes Analysis
10/4/2007	Strategic Issues	Quarterly CIT Presentation
9/25/2007	CIT Newsletter September 2007	Monthly Summary of Competitive Issues
9/17/2007	Summary of Competitor Investor Conferences - September 2007	Competitors Discuss Current Environment & Strategies

Who Are Our Competitors?

- Strategic Analysis - Recurring and specific issues
- Current Top Competitive Issues
- Competitor Rankings

Products, Pricing and Market Share

- Retail Banking (incl. Small Business)
- Home Equity
- Mortgage
- Credit Cards
- Online and Mobile Banking

Newsletters

- Hot Sheet
- Competitor Monthly Newsletter
- IR Weekly Management Reports

Tools & Resources

- About the Competitive Intelligence Team
- Competitive Intelligence Tools
- FAQ