



Improving the Digital Brand Experience

gSightSM
*Digital Experience Survey
and Expert Insights*

For a hospital or health system, a website is the organization's digital front door. How do you ensure that users have a positive experience? One that enhances your customers' experiences, builds competitive differentiation and improves overall brand strength.

Website (re)design is like remodeling a home...

...sometimes all you need is paint or some new windows

...sometimes one or two rooms need a major make-over

...sometimes you have to tear the entire thing down and start over.



gSightSM, a digital brand experience improvement tool from healthcare industry experts Greystone.Net and Klein & Partners, can help. Our passion is to challenge the status quo and help our clients identify customer experience improvement areas that can better support business objectives. gSight delivers on this promise by:

- Providing focus on “where” to prioritize website improvement efforts
- Determining whether or not your redesign efforts have been successful
- Measuring how your website experience is impacting your brand overall.

gSight is **NOT** a traditional satisfaction survey; rather it is a tool to “go on the hunt” for improvements with real-time data specifically for hospitals and health systems only.

gSightSM:

Saves budget dollars – one price survey that work on PCs, smartphones and tablets

Is mobile friendly

Provides for unlimited survey completes

Puts survey respondents in charge of what aspects of the website experience need improvement – not how satisfied they are

Requires little hospital resources – can be up and running in less than 1 day

Delivers detailed reports with recommendations from industry experts

Determines benchmarks and statistically derived ‘Leaderboard’ metrics to show how you compare

Provides for customer segmentation data to drill down into improvement areas

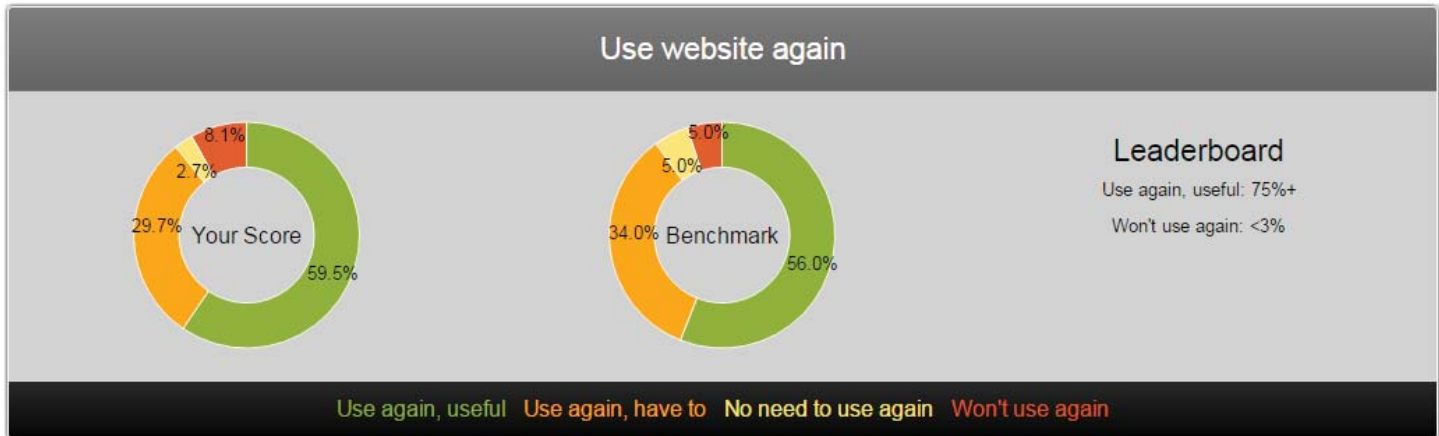
Allows for continuous measurement over the year so you can see where and how improvements are taking place.

Offers an online real-time reporting dashboard that puts you in control of when to see your results, benchmark and leaderboard scores.

View your data in an online interactive, real-time dashboard which includes a high level analysis as well as ability to drill down.

Example Dashboard

Loyalty



PLEASE NOTE: Percentages may not add to 100% due to rounding.



7. Which one statement below best describes your intent to **use this website again**?

Just one sample report page from the detailed PowerPoint® report you receive twice a year



How Many Stars Did We Get?

Q10: When you think of your overall experience, how many stars would you give this Website?

	Overall number of stars awarded to Website	Mean score
Your score	★★★★☆	3.98
Benchmark	★★★★☆	3.72
Leaderboard	★★★★☆	4.20+

'captive customers' →

How loyalty impacts stars given
 (60%) Want to visit again: 4.52
 (33%) Have to visit again: 3.24
 (3%) No need to visit again: 3.83
 (4%) Won't visit again, not useful: 1.71

5 Stars: 44%
 4 Stars: 29%
 3 Stars: 15%
 2 Stars: 5%
 1 Star: 7%

12% of site users would give you 1 or 2 stars (i.e., fail). That equates to more than 25,000 user sessions per month.

To schedule a free demo and see how gSight can help to eliminate customer pain points and elevate the customer experience, please contact us at: www.greystone.net/g sight or at 770-407-7670.

In the meantime, download our “Improving the Digital Brand Dialogue” White Paper series at: www.greystone.net/whitepapers.

The only true digital brand experience improvement tool for your website developed for healthcare by healthcare experts.

FOR MORE INFORMATION



www.kleinandpartners.com
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