

2009 CA Web Stress Index

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Introduction

It's well-established that companies are increasingly reliant on web applications. Not only are they being deployed in increasing volumes. They are increasingly complex.

At the same time, our online expectations as consumers and as employees continue to soar - today, everyone expects websites and web applications to be always available and instantly responsive. When expectations aren't met, the gap between the anticipated user experience and the reality results in 'Web Stress'.

Badly performing web applications reduce customer acquisition and retention – a poor online experience will cause a customer to click away, resulting in lost opportunities and lost business. Under-performing web applications in the workplace cause employee frustration and stress, which in turn reduces productivity and morale.

Companies face this challenge against the backdrop of today's tough economic climate. Customers are scarce and employees are shouldering the burden from departed colleagues. As a result, businesses cannot afford to ignore the impact of 'Web Stress'.

It is therefore essential that IT and business managers provide a reliable and high performance web application services environment. They need to ensure they can provide a superior online experience for both their employees and for their customers. With tools like the CA Wily APM solution, companies can achieve desired levels of online customer satisfaction and maintain service level agreements (SLAs). This means better customer service, more stable revenue streams and higher IT productivity.

To gain some further insight into the experiences of consumers and knowledge workers when online, we commissioned an independent survey to explore the stress and frustration associated with underperforming web applications, and the subsequent impact. We plan to repeat this survey annually, providing the opportunity to track changes in stress levels, behaviours and attitudes.

The results of the survey are presented in this report. I hope you find them interesting.



Kobi Korsah

Director, EMEA Marketing, CA

Methodology

The 2009 CA Web Stress Index was conducted in May 2009 by independent survey company Redshift Research. Both consumers and knowledge workers were surveyed via online questionnaires. The consumer sample was made up of 2,500 consumers who had purchased goods online in the last two months - 500 each from the UK, France, Germany, Italy and Spain. The knowledge worker sample comprised 1,000 business professionals who use a PC for more than four hours a day at work - 200 each from the UK, France, Germany, Italy and Spain.

Further Information

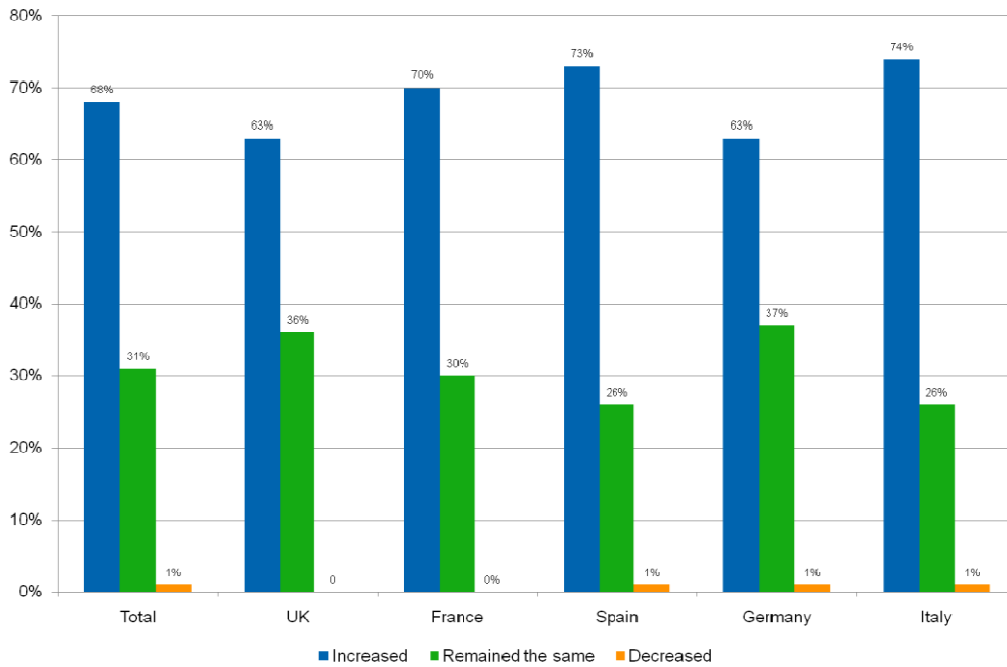
For further information about the 2009 CA Web Stress Index, please go to www.ca.com/gb/mediaresourcecentre

For further information on CA Wily APM solutions, please go to www.ca.com/apm

Survey Results – Knowledge workers

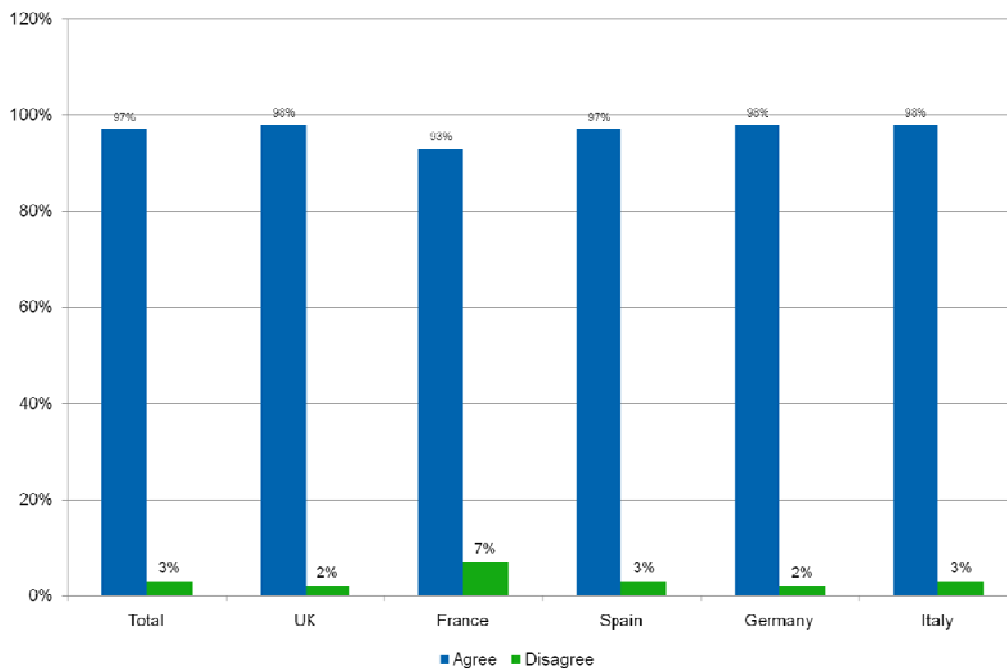
Importance of web applications in the workplace

Figure 1: Over the last two years, has your use of applications in the workplace:



- More than two thirds (68%) of respondents report their use of applications in the workplace has increased
- Only 1% say usage has decreased

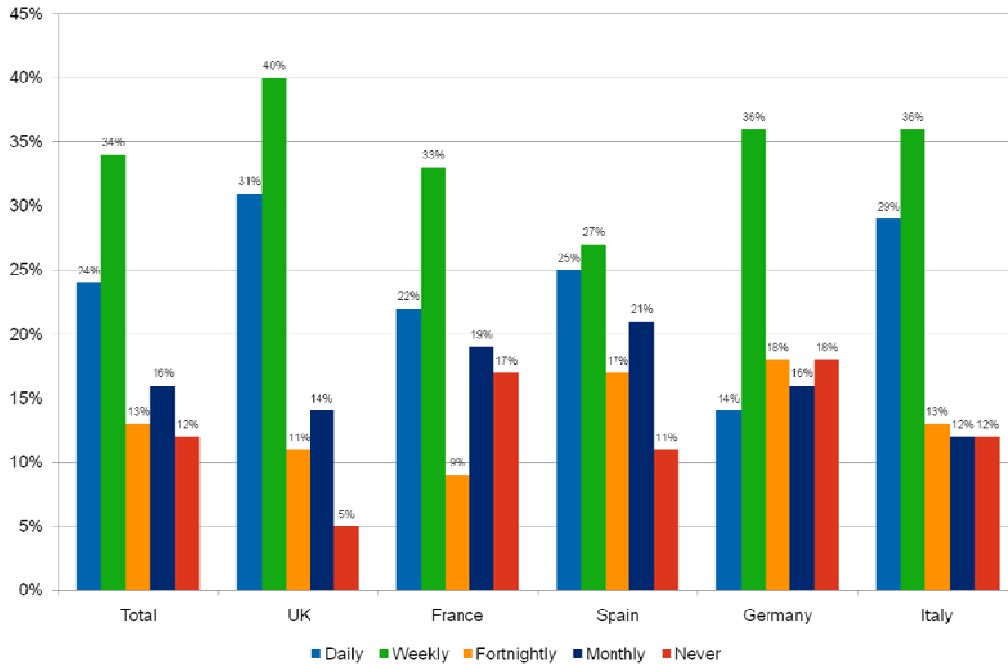
Figure 2: The use of applications at work is critical for me to fulfill my responsibilities:



- Across Europe, nearly all respondents (97%) report that applications are critical for them to fulfill their job responsibilities

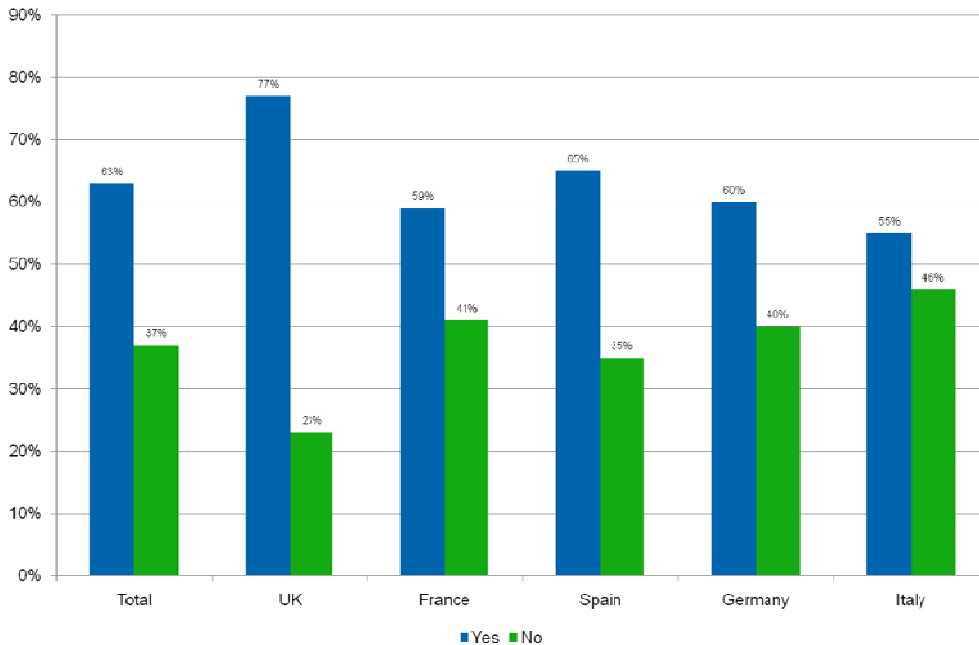
Performance levels of web applications

Figure 3: How often do you get frustrated with badly performing web applications at work?



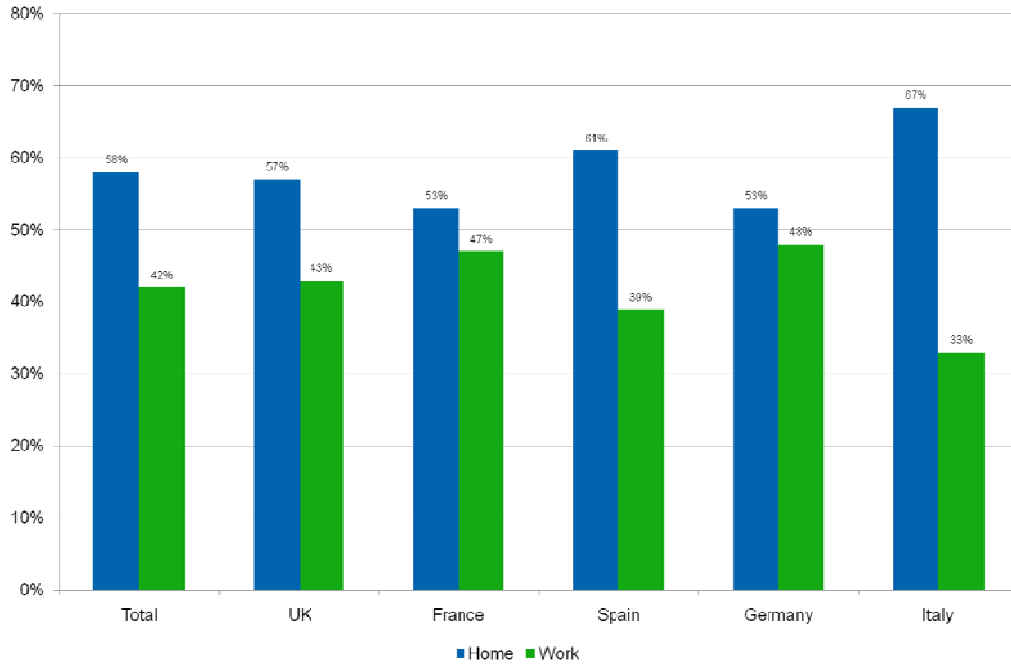
- A quarter (24%) of European knowledge workers get frustrated by badly performing web applications every day. An additional third (34%) say this happens every week. So 58% of respondents are feeling frustration at least once a week
- Brits seem to be suffering the most – 31% get stressed from under-performing web applications daily and an additional 40% each week (so 71% on a weekly basis or more)

Figure 4: Have you become resigned to the fact that some work applications that you regularly use perform badly?



- 63% say they've become resigned to the fact that some work applications that they use regularly under-perform
- Brits seem to suffer most with a high 77%
- Italians are the least negative. 55% have become resigned to bad applications versus 45% that haven't

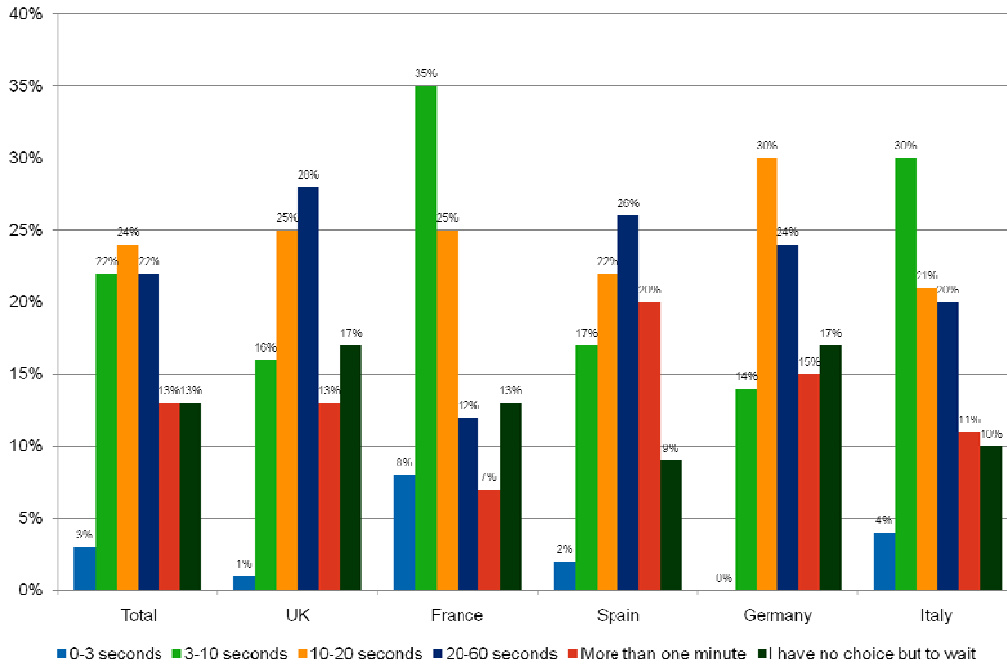
Figure 6: Are you more tolerant and patient with badly performing web applications at work or at home?



- 58% of European knowledge workers are more tolerant of under-performing web applications at home than at work
- In Italy, a high 67% are more tolerant at home than at work

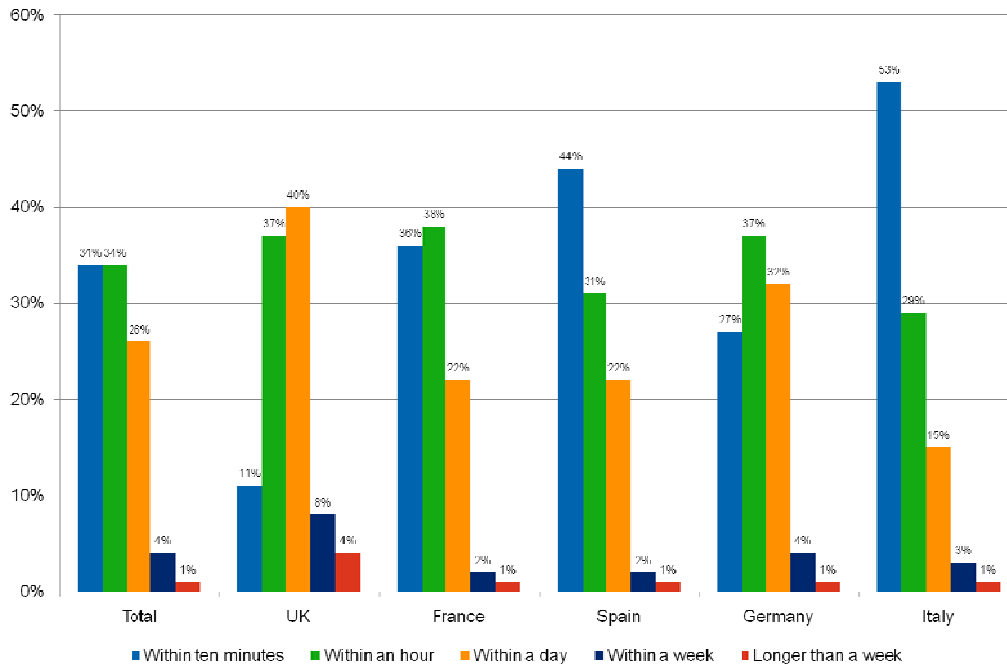
High expectations

Figure 7: How long will you give a work application to respond before you click away?



- 25% of European knowledge workers will only give a work application 10 seconds to respond before they click away. This increases to 49% within 20 seconds and to 71% within a minute
- 13% don't click away as they say they have no choice but to wait
- French & Italians are the most impatient and click away fastest

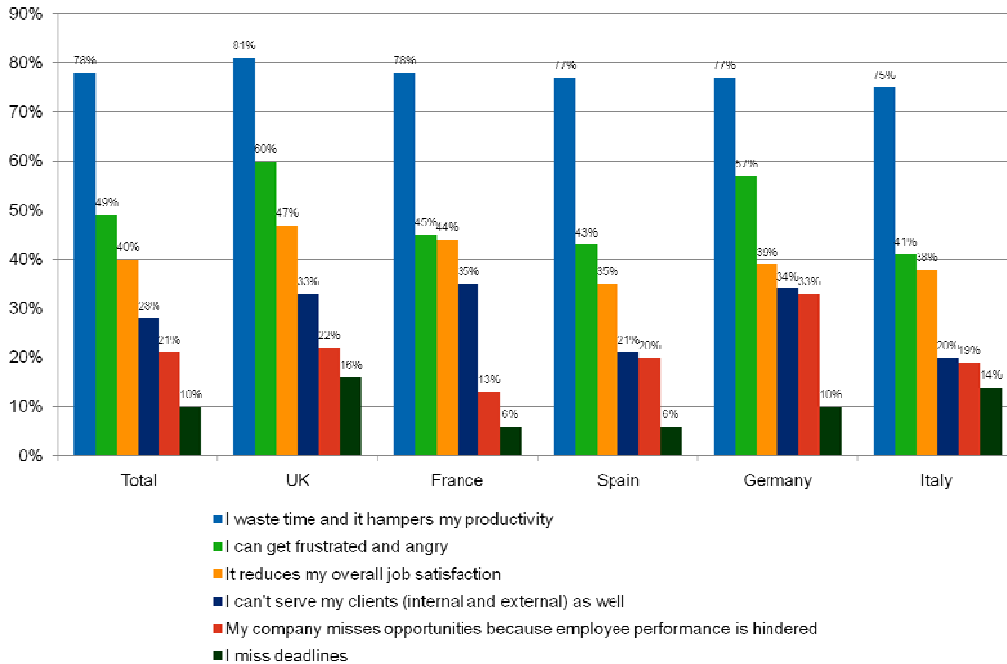
Figure 8: If you experience a problem or error, would you expect the problem to be fixed:



- If they experience a problem, 34% of knowledge workers expect it to be solved in just 10 mins. This increases to 68% within an hour and 94% within a day
- Only 11% of Brits expect resolution within 10 mins versus 53% of Italians

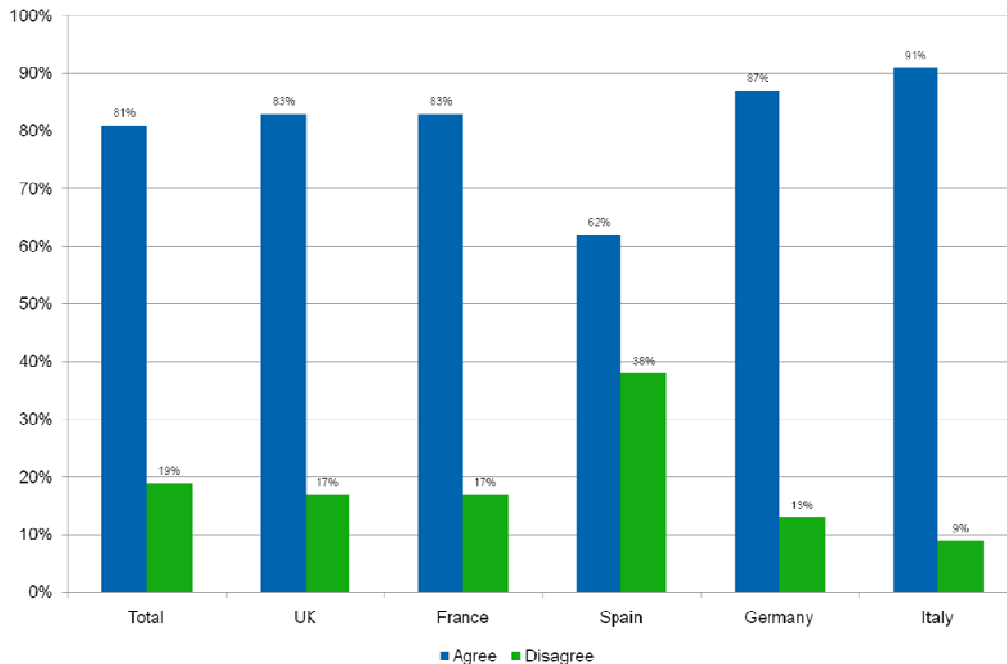
Impact of 'Web Stress'

Figure 9: What is the impact of badly/slowly performing work applications?



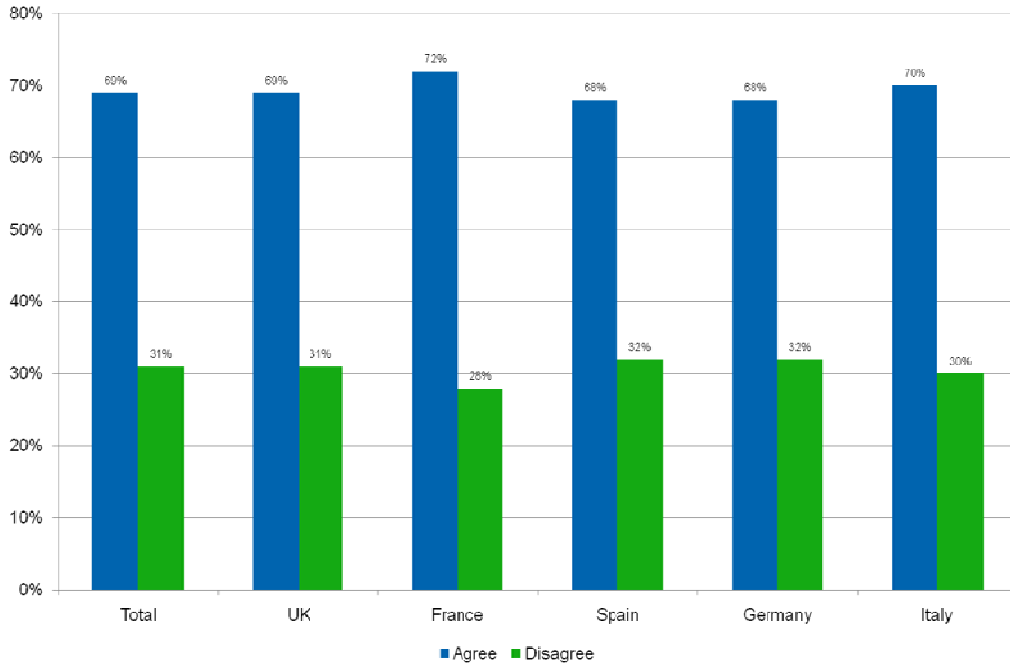
- The main impact of 'Web Stress' is lost productivity (78%), followed by frustration and anger (49%), followed by reduced job satisfaction (40%)

Figure 10: It frustrates me that I have to use applications at work even when they aren't working properly



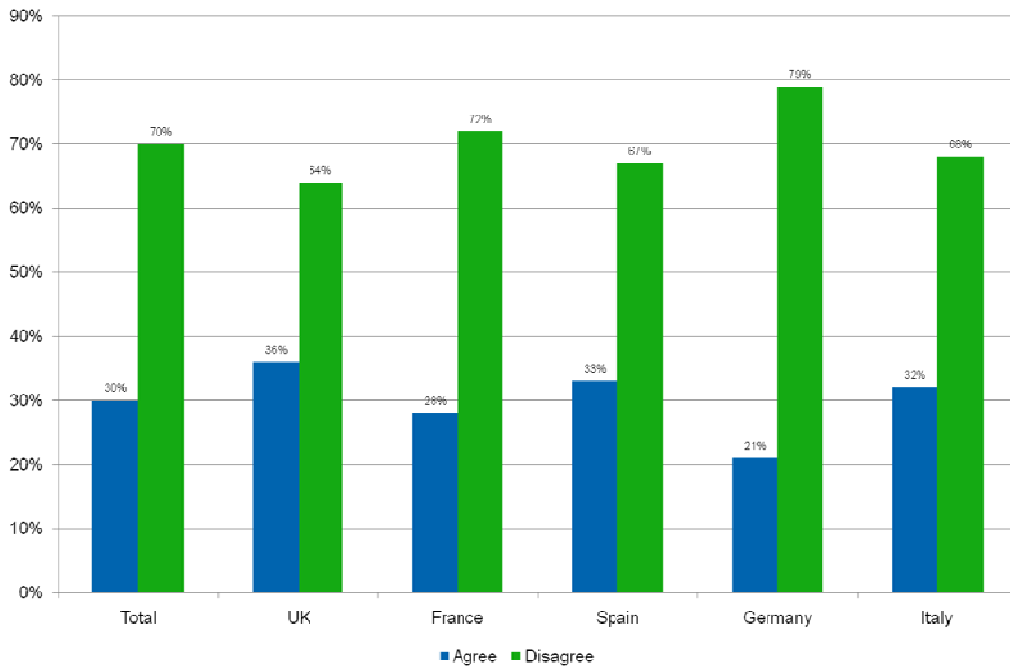
- 81% of European knowledge workers get frustrated because they are forced to use applications even when they're not working properly
- This is particularly high in Italy with 91% and low in Spain with just 62%

Figure 11: Poor internal IT negatively affects the view I have of my employer



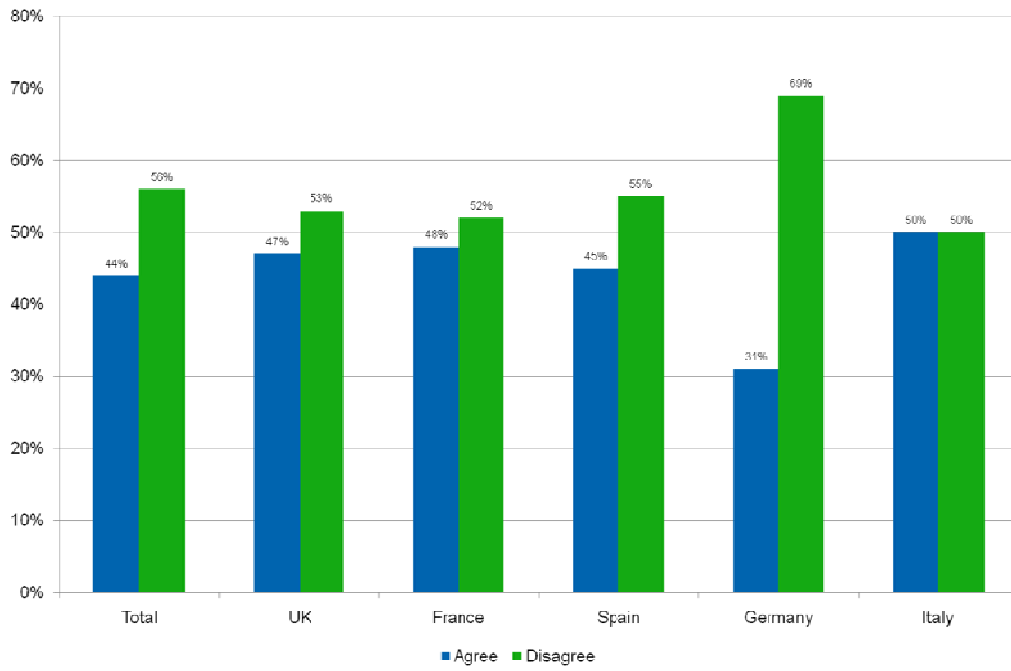
- Over two thirds (69%) of knowledge workers say bad IT negatively affects how they view their employer

Figure 12: If the IT systems at my workplace were inadequate, I would consider leaving



- 30% would considering leaving their job if the IT systems are inadequate

Figure 13: If the IT systems at my workplace were inadequate, I wouldn't recommend the company to others

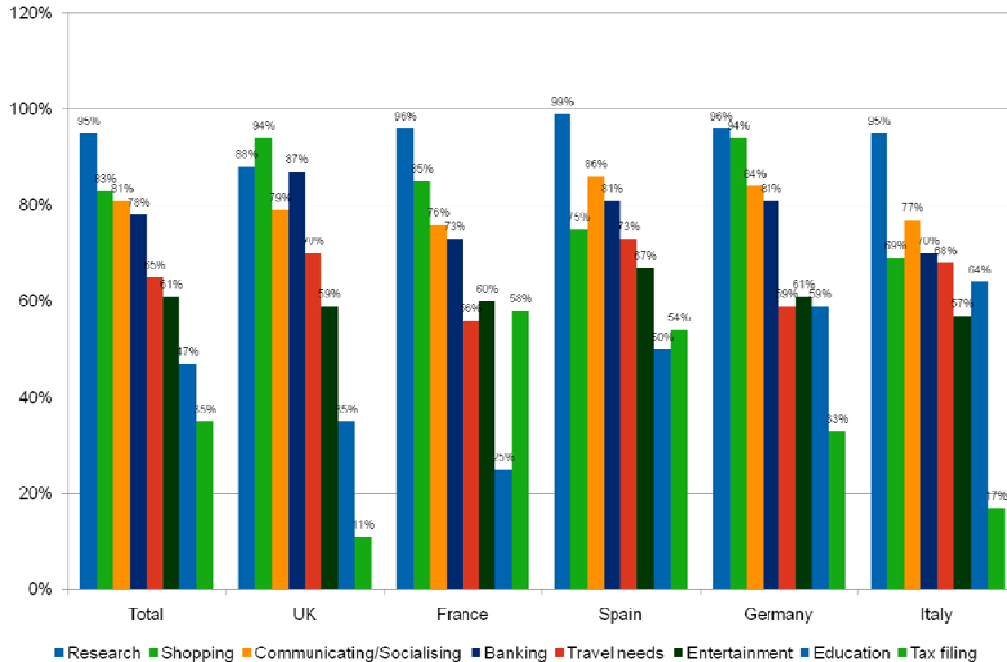


- 44% of European knowledge workers wouldn't recommend their company to others if the IT systems were inadequate

Survey Results – Consumers

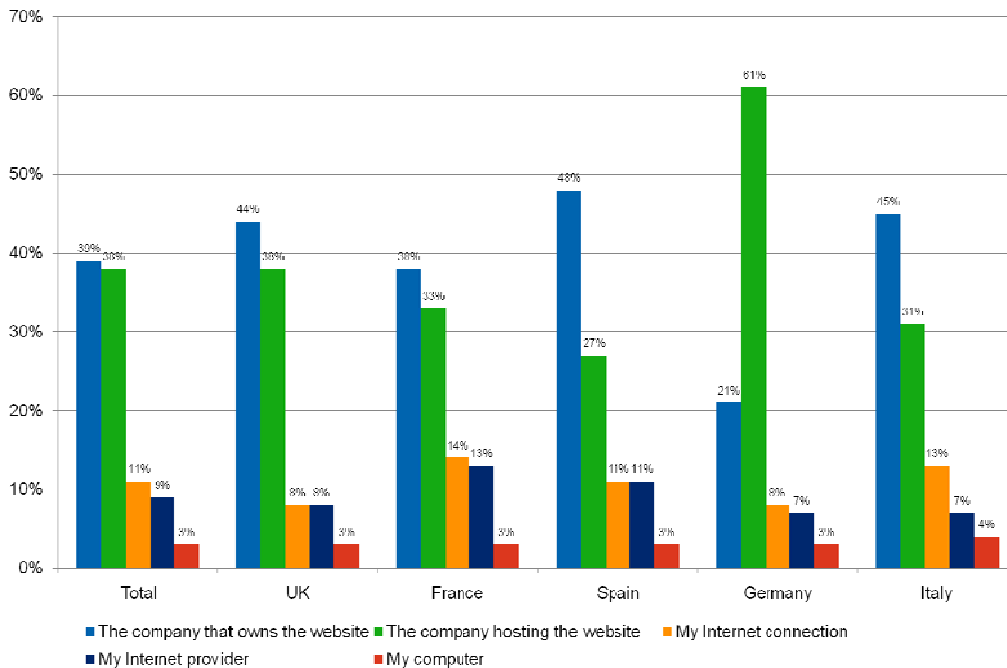
Importance of web applications on buying behaviour

Figure 14: Do you use the Internet for any of the following activities?



- Almost all European consumers surveyed use the Internet for research (95%). Other popular activities are shopping (83%), socialising (81%) and banking (78%)

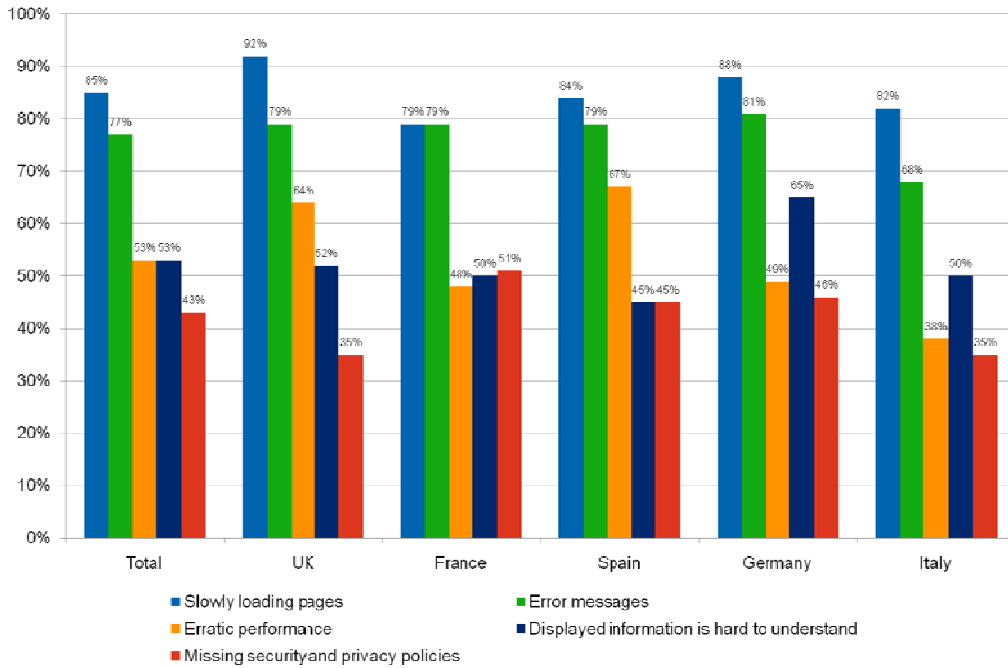
Figure 15: Who do you blame if a web application (e.g. online banking) fails?



- People tend to blame either the company that owns the website (39%) or the company hosting the website (38%) if an application fails. Only 11% blame their Internet connection, 9% their Internet provider and just 3% their PC
- In Germany, 61% blame the website hosting company while 21% blame the company that owns the website

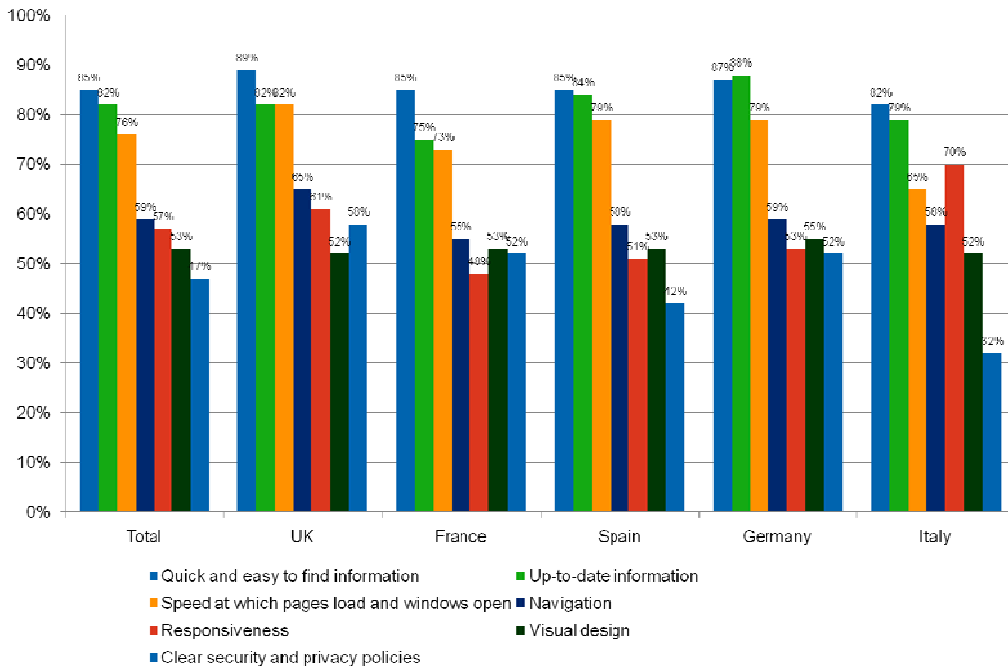
Factors influencing the web experience

Figure 16: Which of the following do you find frustrating when on a website?



- 85% of European consumers find slowly loading pages frustrating
- 77% point to error messages and 53% to erratic performance as sources of frustration

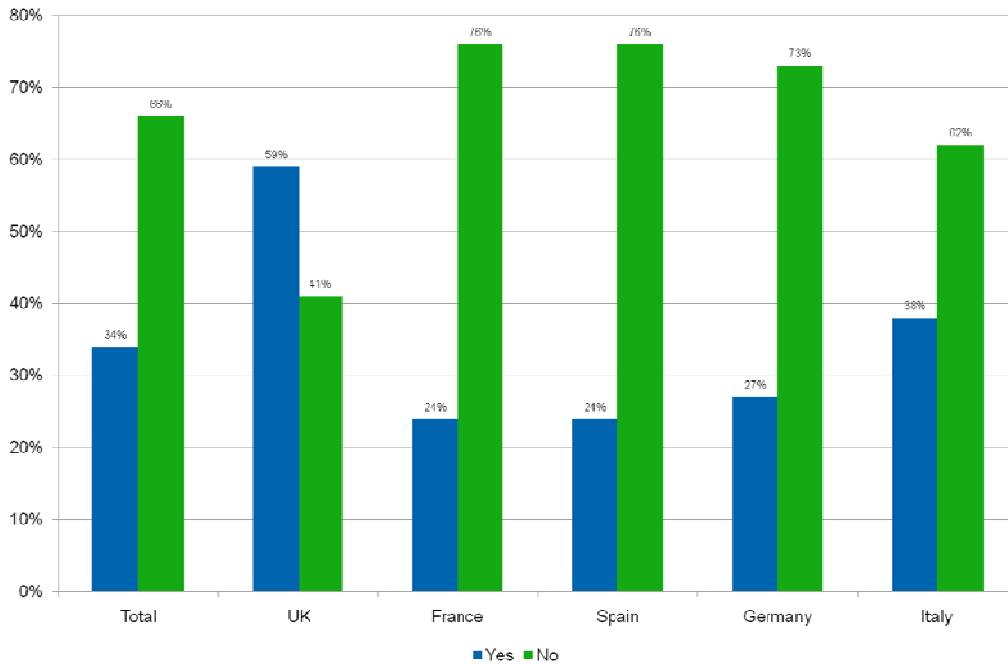
Figure 17: Which of the following factors affect your satisfaction level from an online engagement?



- 85% of respondents say that quick and easy-to-find information affects their satisfaction levels from an online engagement. 82% pointed to up-to-date information and 76% to the speed at which pages load and windows open

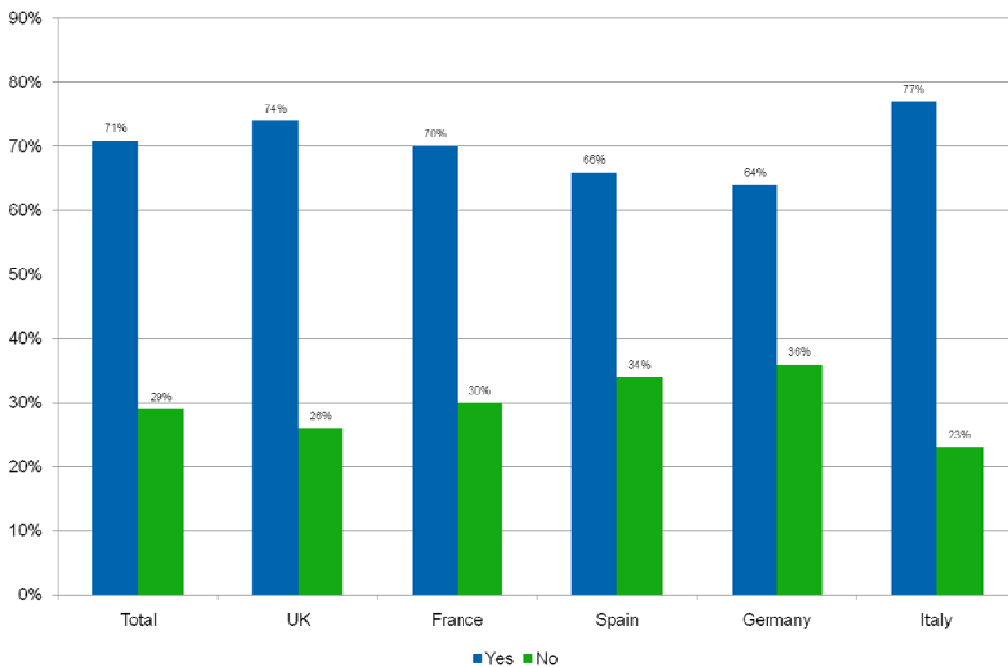
Performance levels of web applications

Figure 18: Have you experienced problems when conducting online transactions?



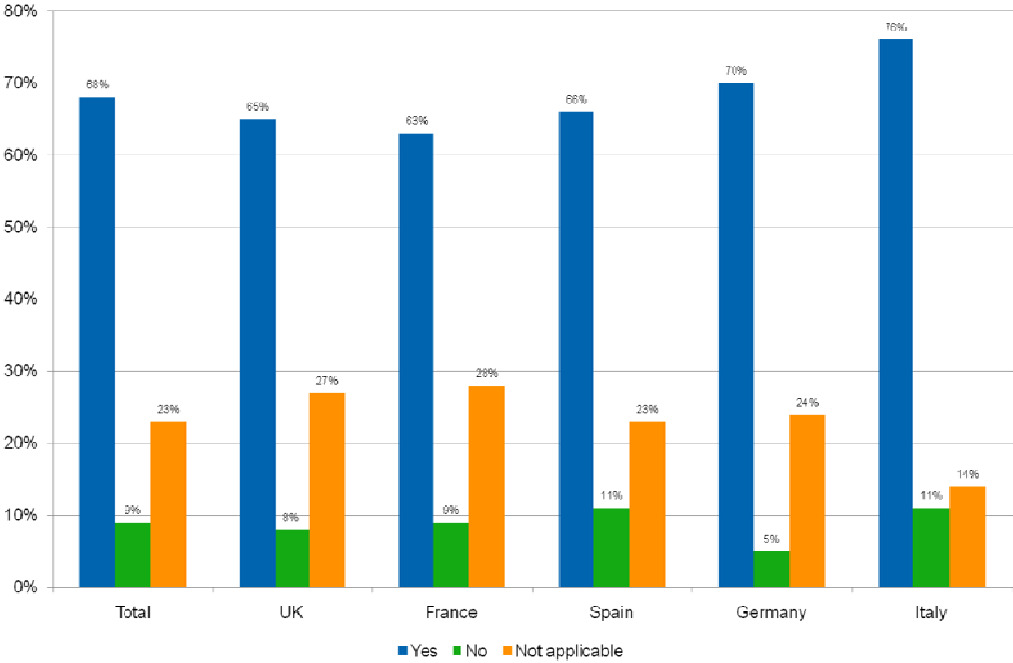
- Just over a third (34%) of European consumers have experienced problems when conducting online transactions (financial)
- This was highest in UK with 59% having problems versus a low 24% in France and Germany

Figure 19: If you are a regular user of social network sites, have you experienced performance issues?



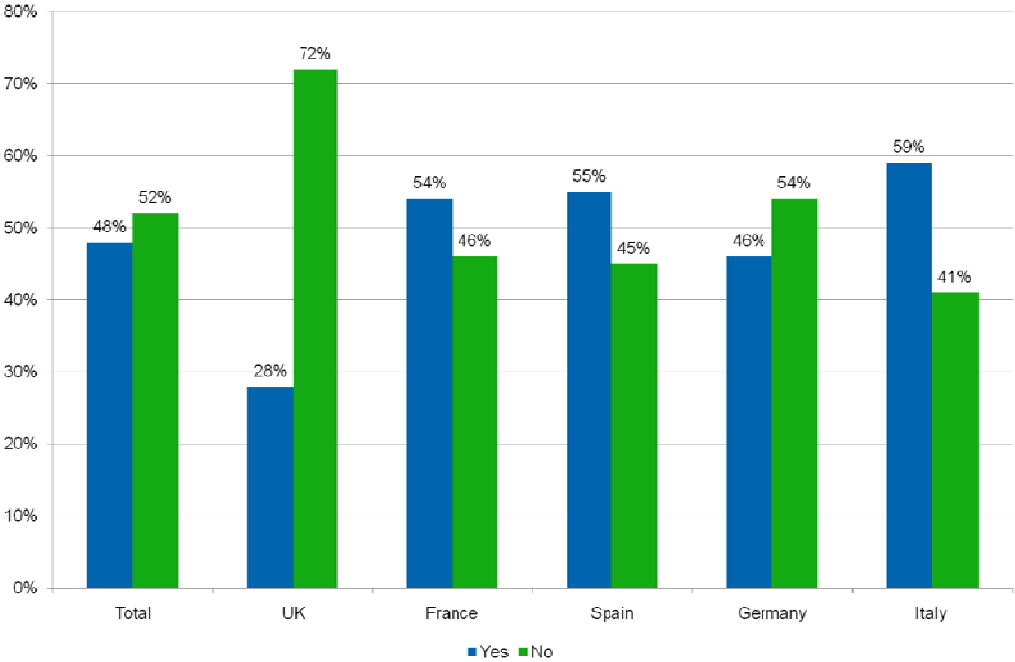
- 71% of regular social networking site users reported experiencing performance issues

Figure 20: In general, are you satisfied with the overall performance of web applications in use at your company?



- 68% of European consumers say they are generally satisfied with the performance of web applications in the workplace

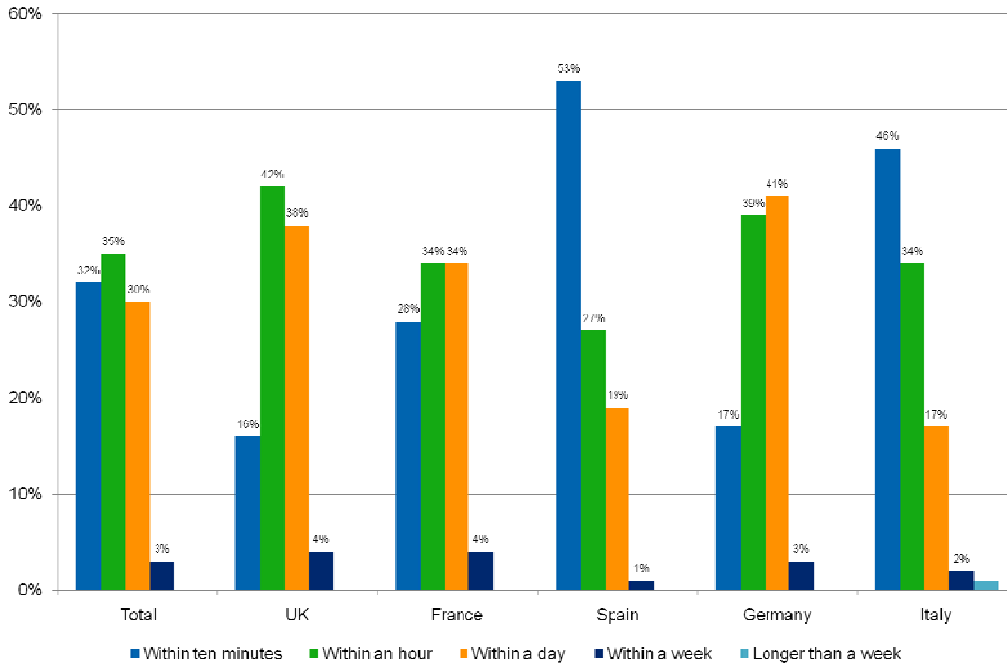
Figure 21: Do you think the website administrator is aware of the problem you're facing?



- 48% of consumers think that the website administrator is aware of their online problems
- In UK, just 28% would expect the website administrator to be aware of problem

High expectations

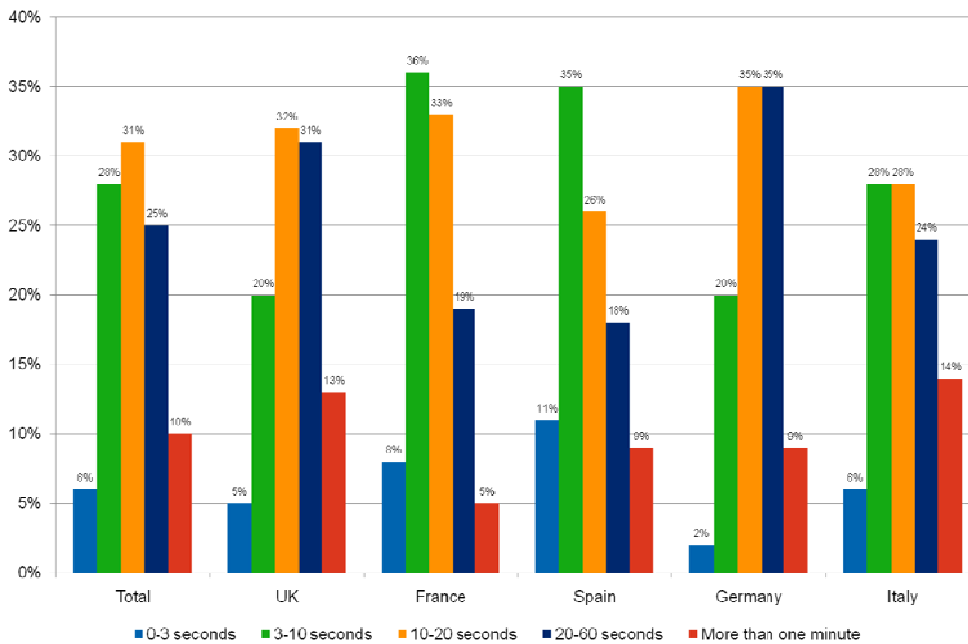
Figure 22: If you experience a problem or error, how quickly do you expect the problem to be fixed?



- 32% of consumers would expect a problem to be fixed within 10 minutes, 67% within an hour and 97% within a day
- Just 16% of Brits expect a resolution within 10 minutes, compared to a high 53% of Spaniards

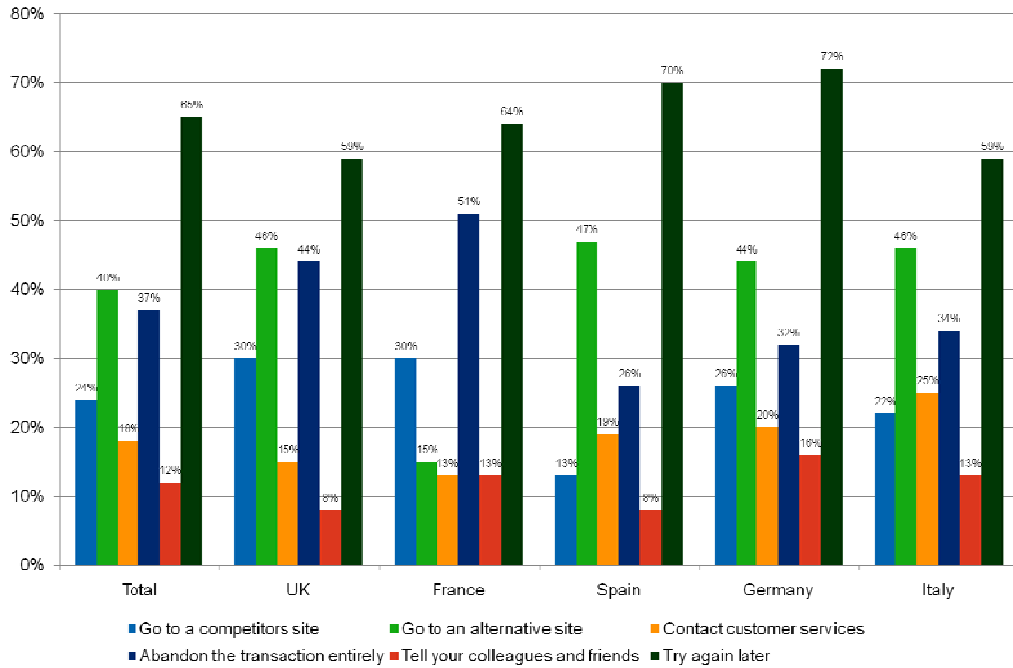
Impact of 'Web Stress' is lost business

Figure 23: How long will you give a website to respond before you click away?



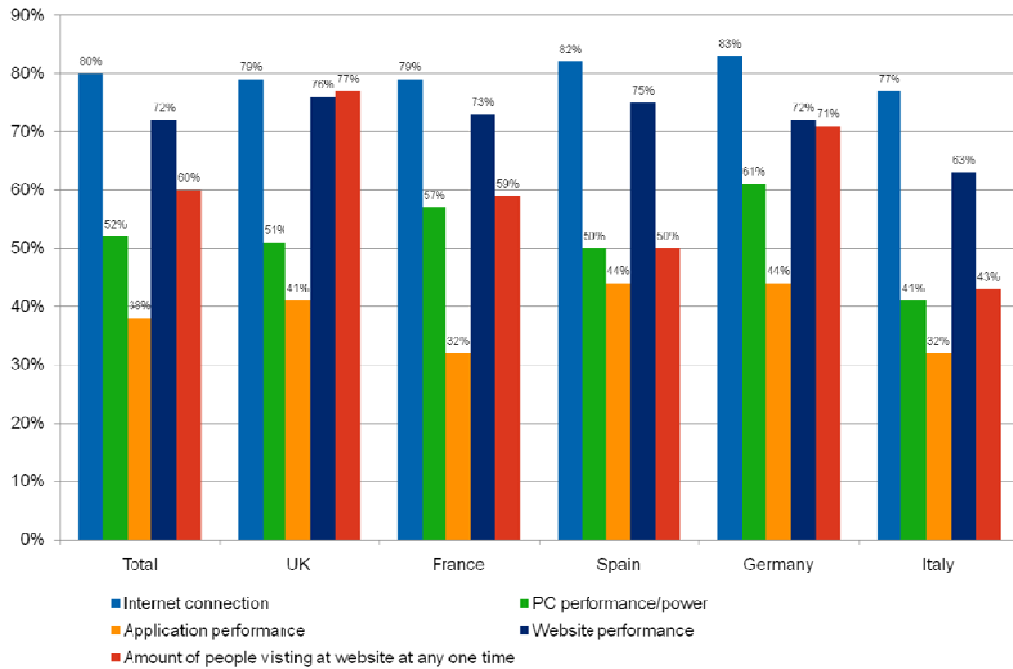
- 34% of respondents click away from a website if it hasn't responded within 10 seconds and 65% within 20 seconds. If there is no response within a minute, 90% click away

Figure 24: If you experience a problem while online and cannot complete what you are doing, what do you do?



- If they experience a problem on line, two thirds of European consumers (65%) will try again later
- However, 40% will also try an alternative site and 37% will abandon the transaction completely (51% in France)
- Just 18% will report the problem

Figure 25: Which of the following do you think affects the responsiveness of a website?



- 80% think that Internet connection affects responsiveness and 72% that website performance does
- Only 38% point to application performance

About CA Wily Application Performance Management Solutions

With more than 1200 customers worldwide, CA Wily is the market-leading provider of Application Performance Management solutions. The CA Wily APM solution manages the performance and availability of critical Web applications and the end user experience.

This enables organisations to measure the business value of each user's online experience, proactively identify and prioritise problems based on business impact, and triage and resolve problems across complex and heterogeneous application environments before they affect users, customers and business. This means better customer service, more stable revenue streams and higher IT productivity.

Further Information

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