

Customer Experience Survey

Prepared by Lauren Freedman

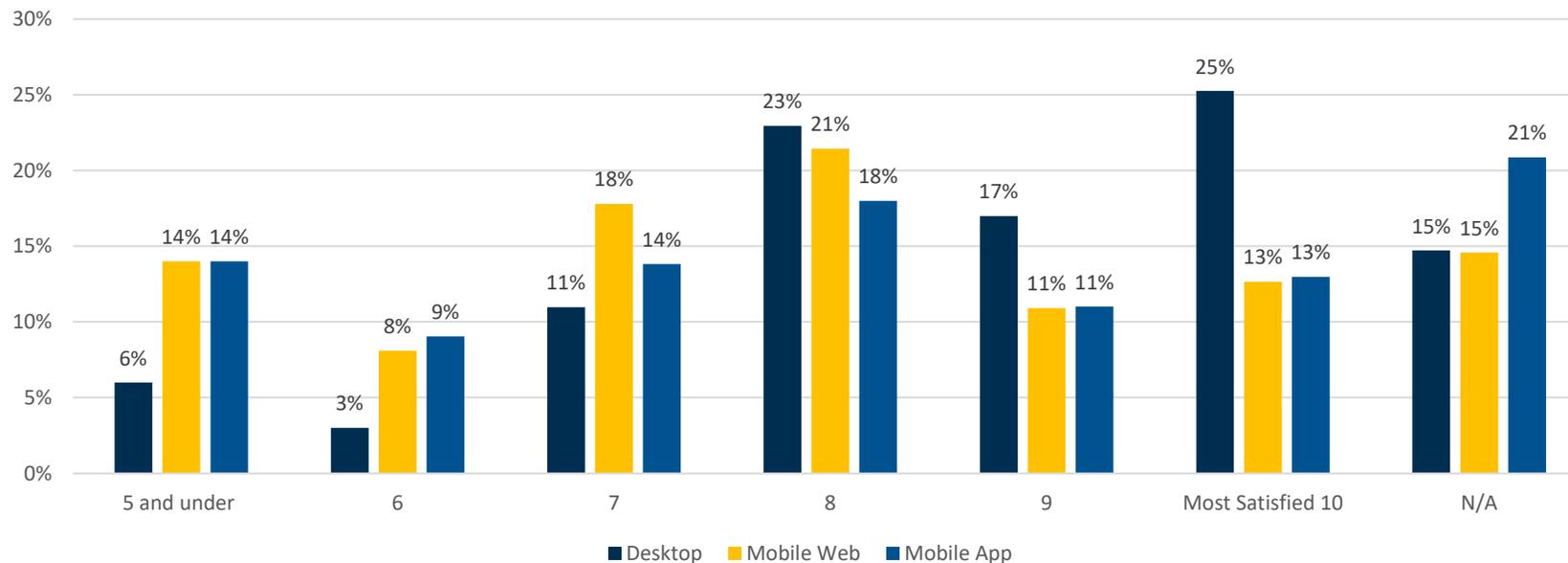
Digital Commerce 360/Bizrate Insights

Based on 1000 respondents

September 2021

While satisfaction is strong across the board, mobile web and apps deliver a less satisfactory experience for online shoppers

Thinking about the retail websites where you've shopped in the past six months (March-August 2021), how would you rate your satisfaction with the overall experience, including design and site



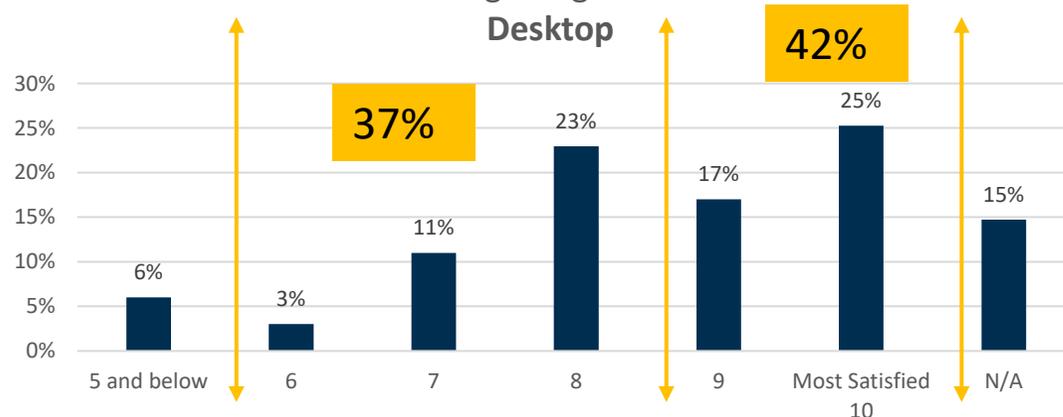
	Desktop	Mobile Website	Mobile App
5 and under	6%	14%	14%
6-8	37%	47%	41%
9-10	42%	24%	24%
N/A	15%	15%	21%

WHY IT MATTERS

- The longevity of desktop means the UX has been honed over time
- Shopper familiarity makes desktop shopping a natural for most online buyers
- Mobile mandates more work as it is still an evolving medium though strong inroads have underpinned channel penetration

Overall desktop experience sees highest satisfaction rates

Thinking about the retail websites where you've shopped in the past six months (March-August 2021), how would you rate your satisfaction with the overall experience, including design and site



JUST THE FACTS

- 5 and under: 6%
- 6-8: 37%
- 9-10: 42%
- N/A: 15%

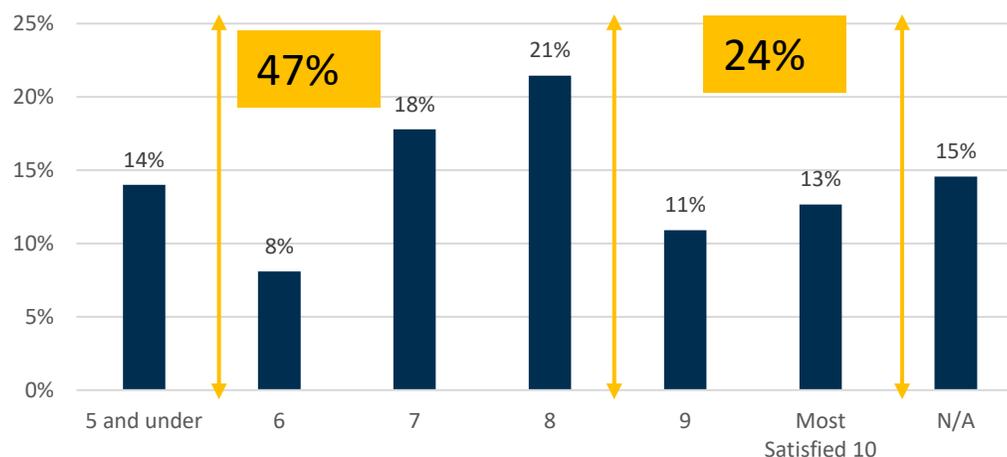
WHY IT MATTERS

- Shopper comfort with desktop purchasing yields high satisfaction rates

Mobile website satisfaction leaves some room for improvement

Thinking about the retail websites where you've shopped in the past six months (March-August 2021), how would you rate your satisfaction with the overall experience, including design and site

Mobile website



JUST THE FACTS

- 5 and under: 14%
- 6-8: 47%
- 9-10: 24%
- N/A: 15%

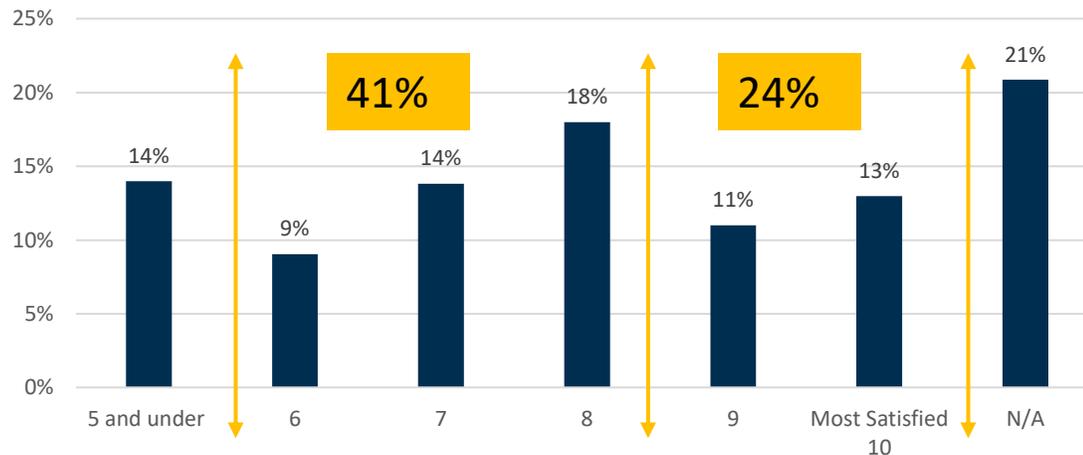
WHY IT MATTERS

- Mobile website shopping sees rising satisfaction numbers though execution complexity on small screens still requires finessing

For app users, satisfaction is seen though opportunities remain to evolve the experience

Thinking about the retail websites where you've shopped in the past six months (March-August 2021), how would you rate your satisfaction with the overall experience, including design and site features and functionality

Mobile application



JUST THE FACTS

- 5 and under: 14%
- 6-8: 41%
- 9-10: 24%
- N/A: 21%

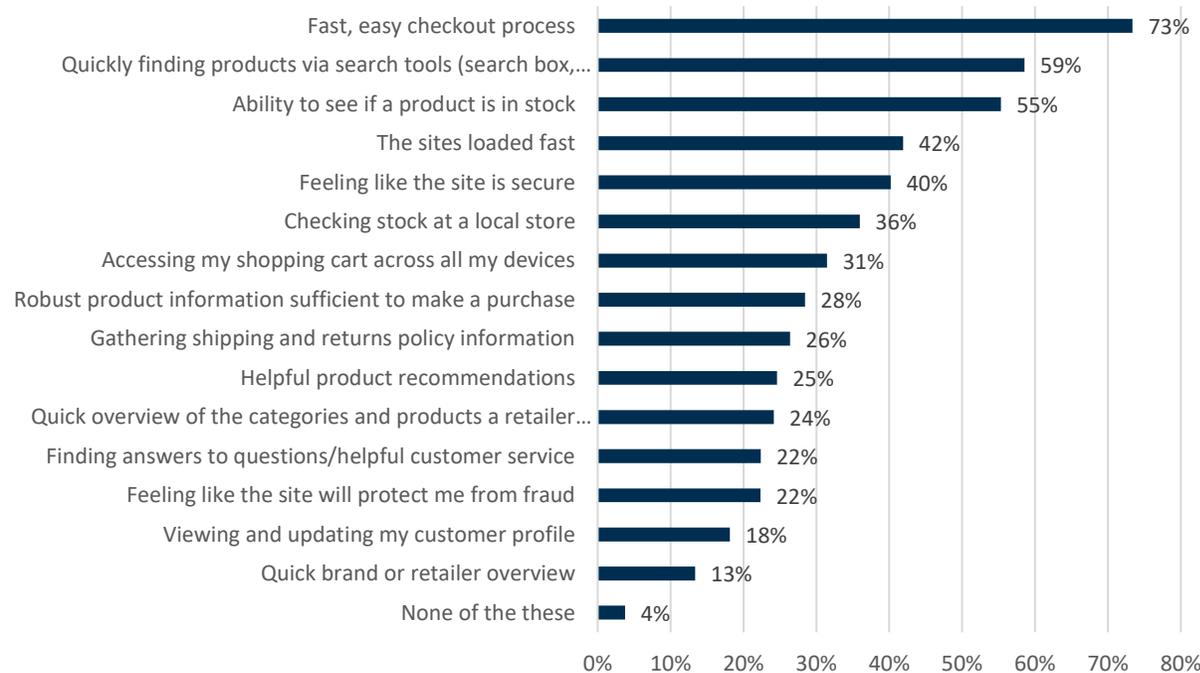
WHY IT MATTERS

- Mobile apps are newer for shoppers as retailers continue to make efforts to improve where higher satisfaction rates will likely be forthcoming

Shopper expectations have been met relative to efficiency (finding products and ultimately checking out)

Thinking about all the sites where you have shopped this year, which of the following aspects have met or exceeded your expectations?

Please select all that apply.



JUST THE FACTS

Efficiency

- Fast checkout: 73%
- Quickly finding products: 59%
- Fast loading sites: 42%
- Access cart across devices: 31%
- Quick category overview category: 24%
- Quick brand or retailer overview: 13%

Inventory

- Ability to see if product is in stock: 55%
- Checking stock at local store: 36%

Security

- Site secure: 40%
- Site will protect from fraud: 22%

Information

- Robust product information: 28%
- Shipping and returns policy information: 26%
- Helpful product recommendations: 25%

Customer profile/customer service

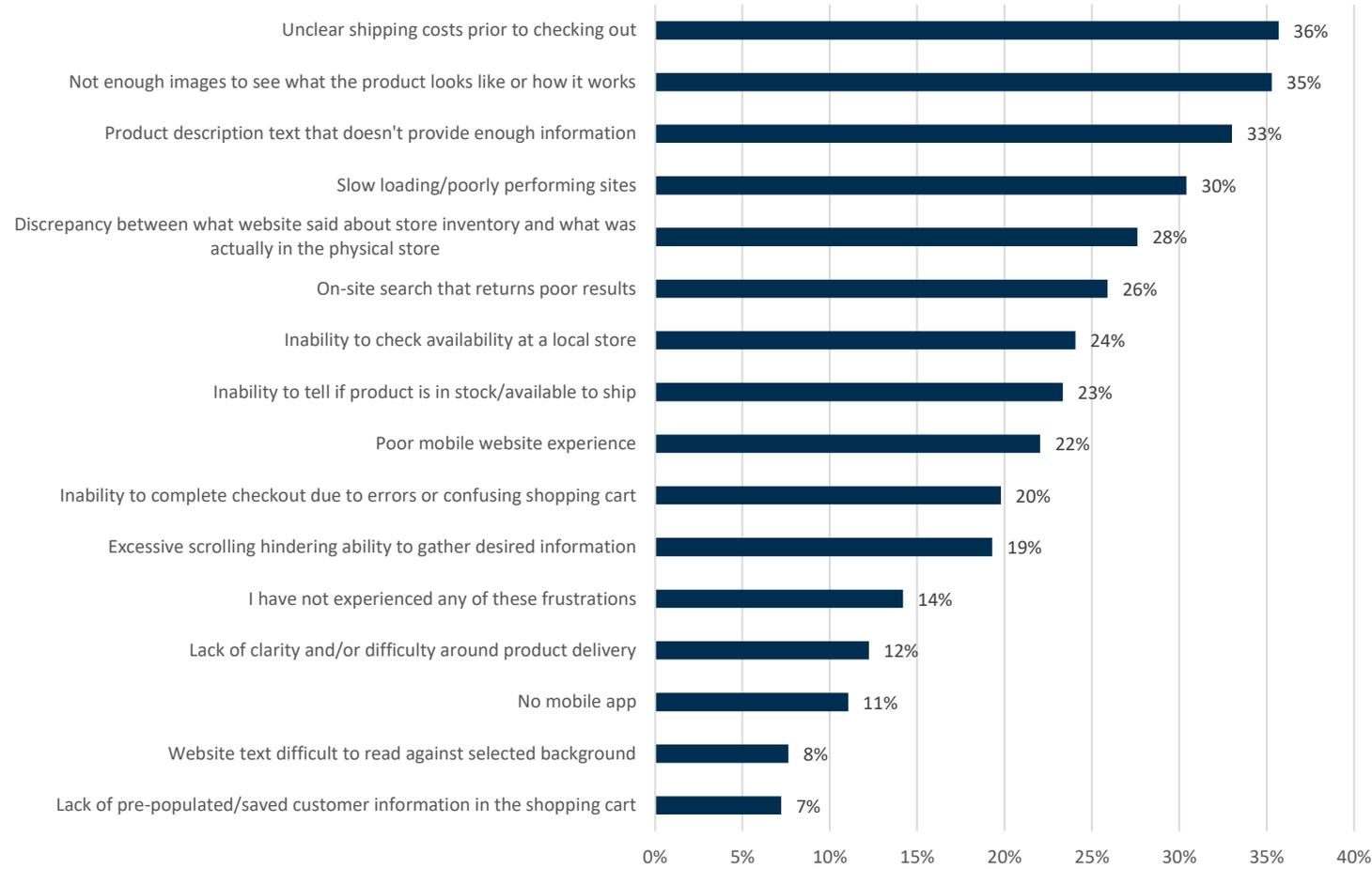
- Finding answers to questions: 22%
- Viewing/updating customer profile: 18%

WHY IT MATTERS

- Retailers need to be vigilant about ensuring site efficiencies are in place
- Inventory transparency should be in place onsite and across channels
- More efforts can be made in information from products to customer service including the ability to update one's profile
- Ensuring sites are secure and avoid fraud issues is a continuous challenge and warrants retailer attention

6 of 7 shoppers have some frustrations with retail sites, but no single aspect frustrates more than 36% of consumers

Turning to your frustrations, which of the following, if any, have you experienced when shopping on retail websites in the past six months (March-August, 2021)?
Please select all that apply.



JUST THE FACTS

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- Unclear shipping costs: 36%

Information

- Not enough images: 35%
- Product description text lacking: 33%

Speed

- Slow loading sites: 30%
- Onsite search returns poor results: 26%
- Inability to complete checkout: 20%
- Excessive scrolling: 19%

Inventory/Logistics

- Discrepancies with omnichannel inventory: 28%
- Inability to check inventory at local store: 24%
- Inability to tell stock status for delivery: 23%
- Lack of clarity around delivery: 12%

Mobile

- Poor mobile web experience: 22%
- No mobile app: 11%

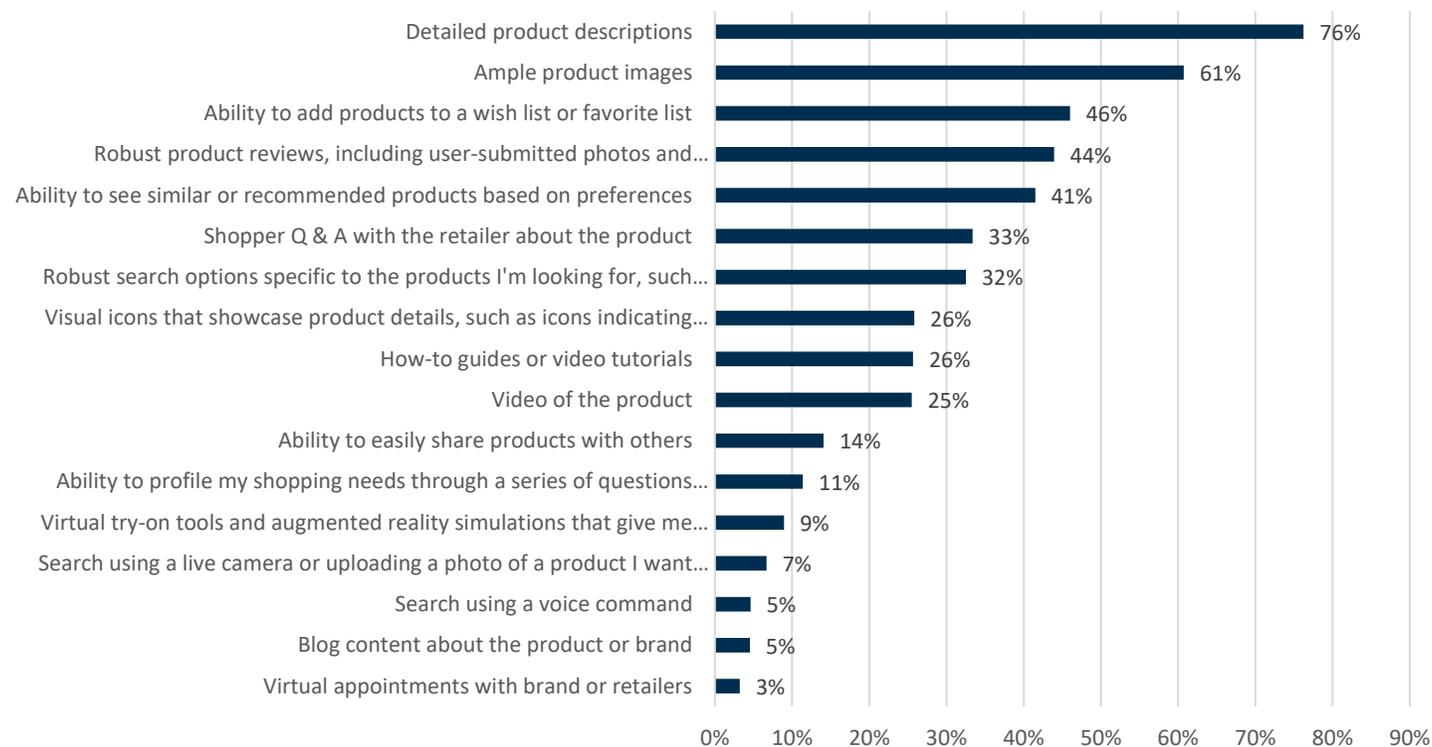
WHY IT MATTERS

- Product information must be robust as it drives customer decision-making
- Site must be fast from researching capabilities to checkout as shoppers are time-sensitive
- Inventory access across channels is a requirement and is heightened under current supply chain constraints
- Mobile frustrations remain and should be continuously addressed and improved

Product information and imagery is crucial to a functional site

Which of the following features are important to you when it comes to delivering a well-designed and functional online shopping experience?

Please select all that apply.



JUST THE FACTS

Information

- Detailed product descriptions: 76%
- Ample product images: 61%
- Robust product reviews: 44%
- Product recommendations: 41%
- Shopper Q&A: 33%
- Visual icons: 26%
- How-to guides or video tutorials: 26%
- Product videos: 25%
- Blog content about the product or brand: 5%

Tools

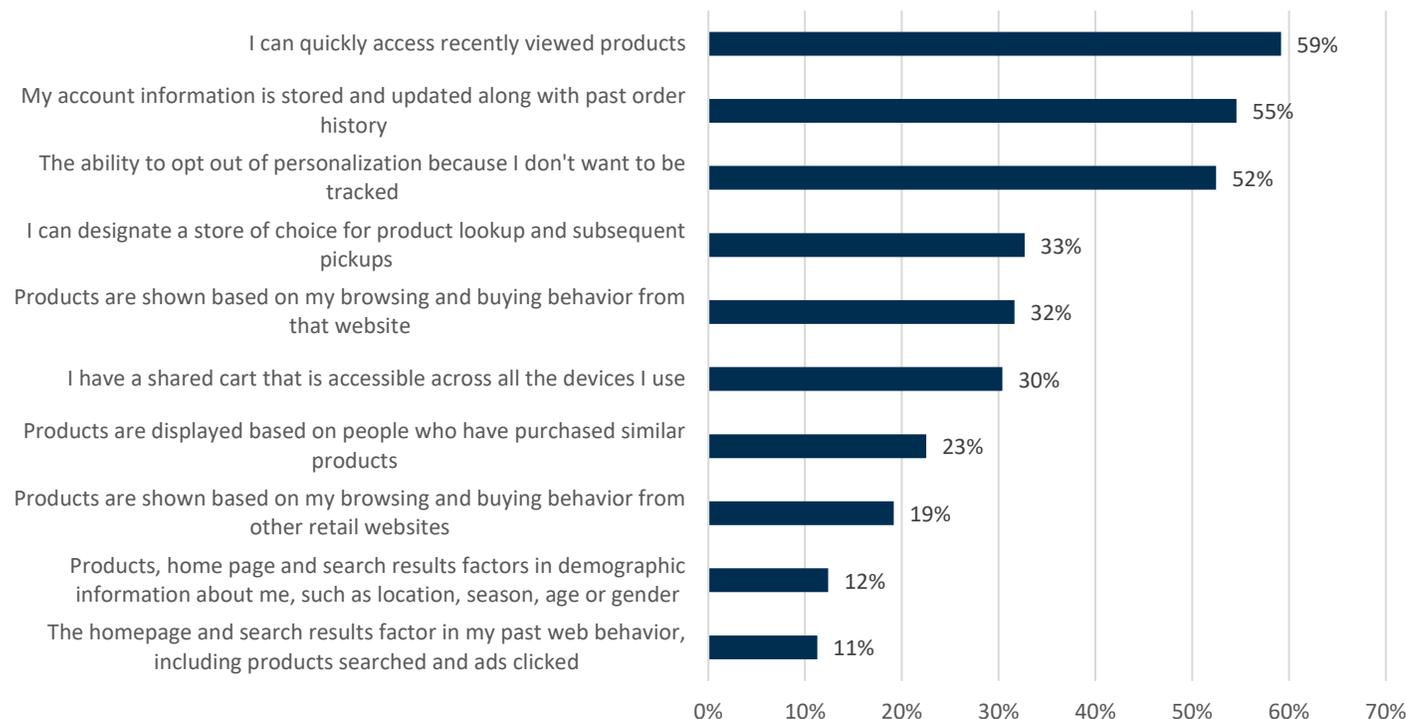
- Wishlist/Favorites: 46%
- Robust search: 32%
- Product sharing: 14%
- Shopping profilers: 11%
- Try-on tools: 9%
- Live camera searches: 7%
- Search using voice command: 5%

WHY IT MATTERS

- Comprehensive information should be provided to convert shoppers especially copy and images
- Reviews are always a desirable add-on
- Visual icons may assume greater role given sustainability efforts
- Online shoppers perceive tools as nice to have though favorites and search are deemed important to the shopping experience

Personalization efficiencies from recently viewed products to account access are important to the majority of shoppers

Personalizing websites has many meanings around preferences about how sites should tailor content. Which of the following personalization options do you expect or want from online retailers?



JUST THE FACTS

Efficiencies

- Quickly access recently viewed products: 59%
- Account information stored & updated: 55%
- Designate store channel when shopping: 33%
- Shared cart accessible across devices: 30%

Personalization Opt-Out: 52%

Algorithm models

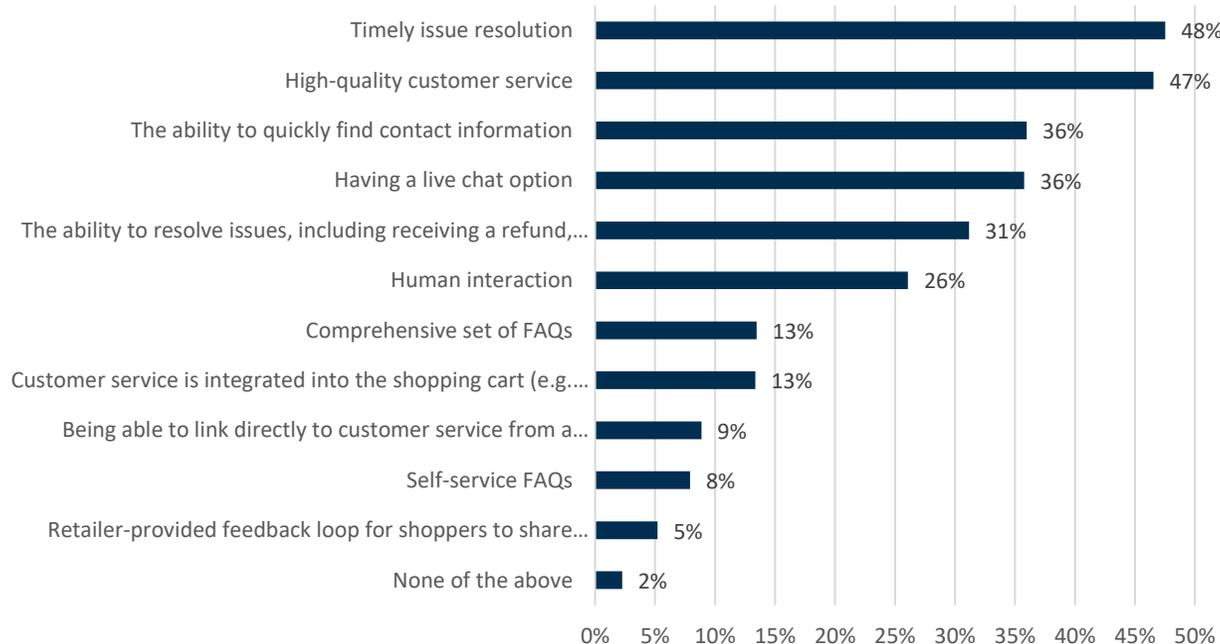
- Products shown based on browse & buy behavior on website: 32%
- Products shown based on others who purchase similar products: 23%
- Products shown based on browse & buy behavior on other retail websites: 19%
- Products shown factor in personal demographics: 12%
- Products shown factor in past web behavior (products, ads clicked): 11%

WHY IT MATTERS

- Not all customers want to be tracked so opt-out capability crucial
- Online shoppers especially appreciate a personalized experience that saves them time
- The use of algorithm models sees some value, particularly when it relates to the shopper's own behavior

A timely, high quality customer service experience is most important to online shoppers

When it comes to customer service, which of the following are most important to your online buying experience?
Please select your top 3.



JUST THE FACTS

Issue Resolution

- Timely resolution: 48%
- Ability to resolve issues including refunds: 31%

People

- High quality customer service: 47%
- Human interaction: 26%

Live chat

- Live chat option: 36%

Information/Access

- Can find contact information: 36%
- Link to customer service from mobile device: 9%
- Retailer-provided feedback loop: 5%

Self service

- Comprehensive FAQs: 13%
- Customer service integrated into shopping cart: 13%
- Self-service FAQ's: 8%

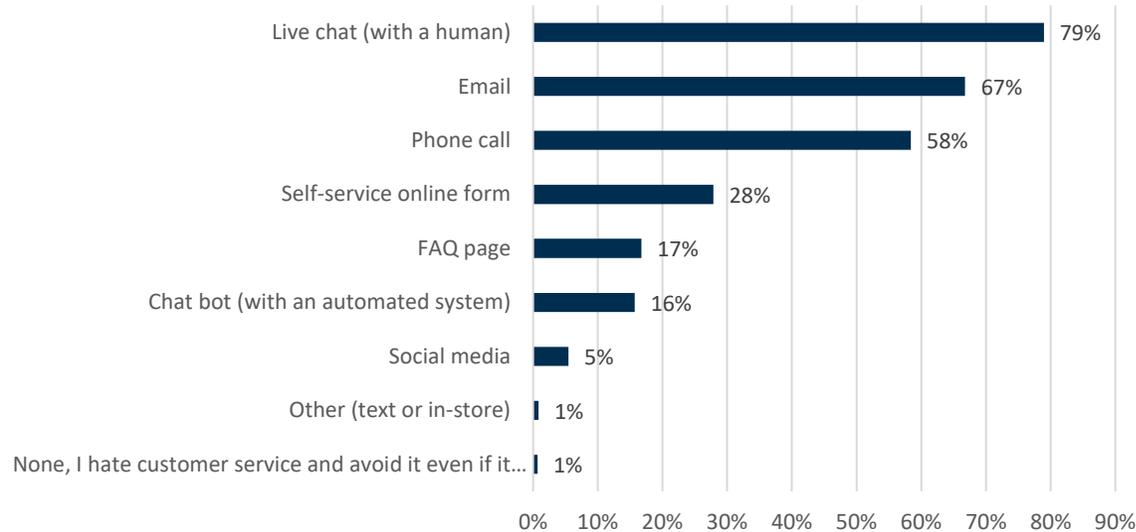
WHY IT MATTERS

- First and foremost customers want their issues addressed quickly
- The quality of human interaction is critical to online shoppers
- The ability to access contact information remains top-of-mind
- Live chat has become a preferred method of contact
- Sites must provide a mix of human and self-serve tools

Shoppers still like communicating with humans though email manages to garner a top-2 spot

What are the top three ways you prefer to communicate with online retailers when resolving an issue about an order?

Please select your top 3.



JUST THE FACTS

Human

- Live chat: 79%
- Phone call: 58%

Email: 67%

Automated

- Chat bot: 16%

Self-Service

- Online form: 28%
- FAQ page: 17%

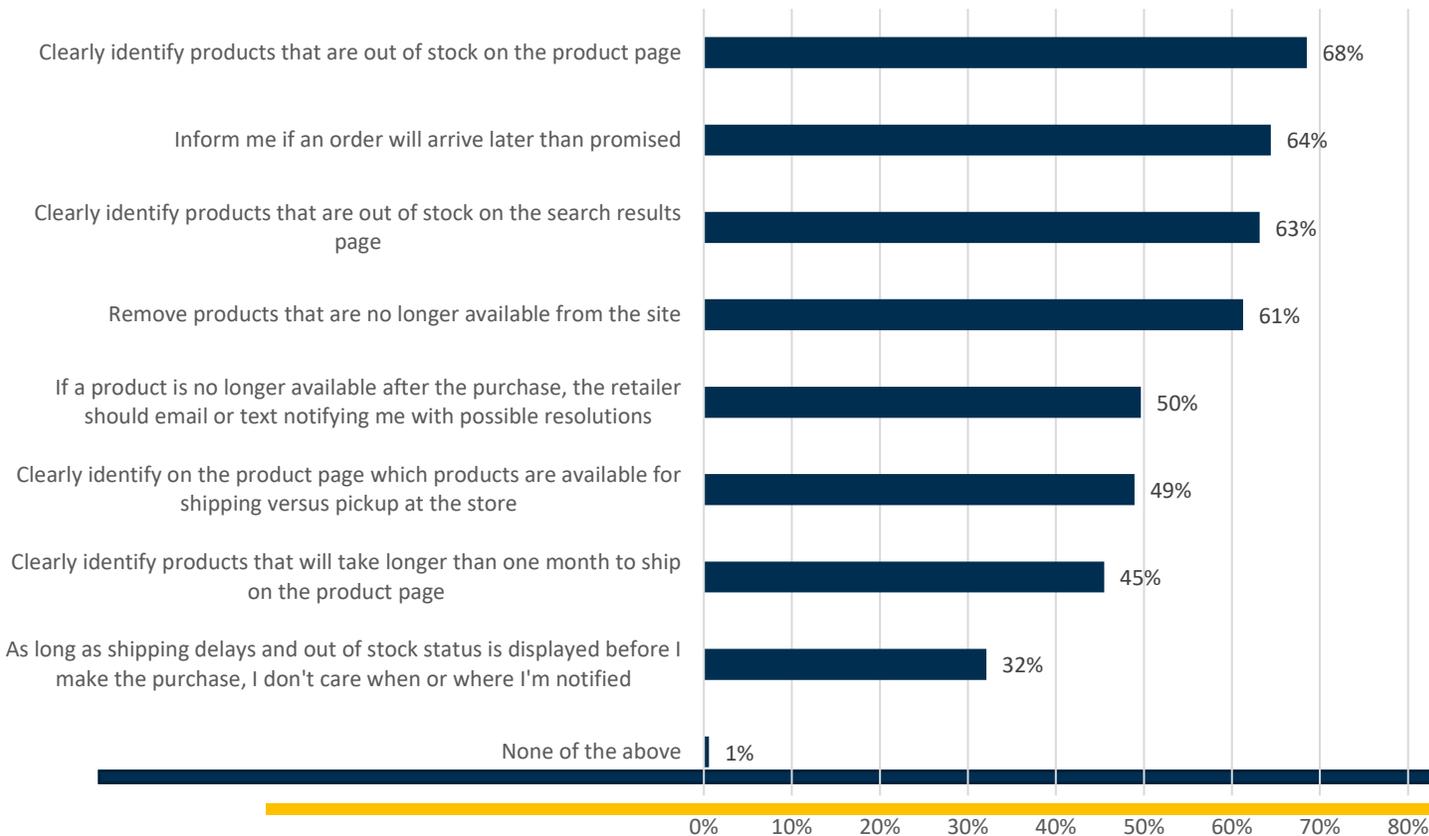
Social Media: 5%

WHY IT MATTERS

- Online shoppers embrace customer service preferring a human touch
- Email's ability to quickly request needs including a paper trial have stood the test of time
- Self service tools have some appeal but pale in comparison to their human counterparts

Clearly identified out-of-stocks and communication of potential issues best serves online shoppers

As more and more retailers face challenges with inventory and out-of-stock issues, how should retailers communicate this to their customers? Please select all that apply.



JUST THE FACTS

Onsite Identification/Removal

- Product page: 68%
- Search results: 63%
- Remove out-of-stock products: 61%
- Clear omnichannel options: 49%
- Products with 1-month lead time: 45%

Communication

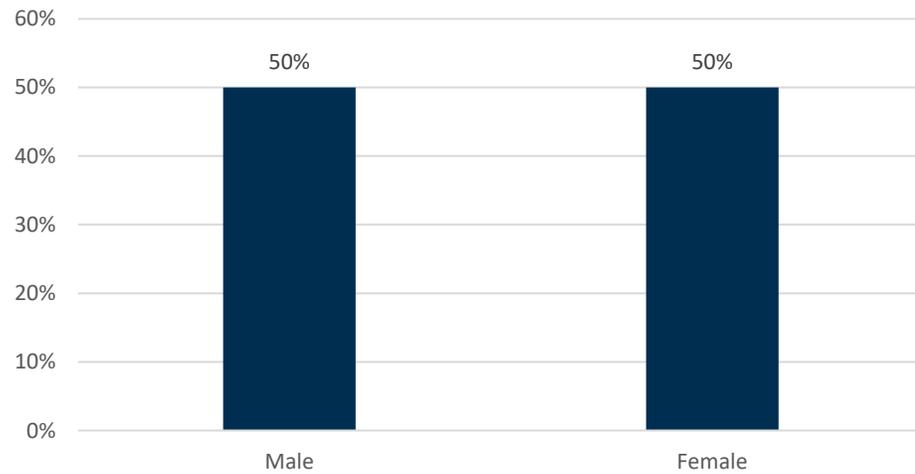
- Inform regarding late orders: 64%
- Email/text regarding out-of-stocks including potential resolutions: 50%
- If onsite display clear, lack of interest in being notified: 32%

WHY IT MATTERS

- Shoppers want retailers to provide stock status in key onsite locations
- Removal of out-of-stocks on the site is highly preferred as well
- Online shoppers expect timely communication of late orders and/or, out-of-stocks along with proposed solutions

Demographics

Gender



Age

