DIGITAL COMMERCE 360 RETAIL

HOW TOP MERCHANTS CREATE THE BEST CUSTOMER EXPERIENCE

Learn how online retailers provide a superior shopping experience with:

- Robust website content
- Data-driven personalization
- Above-and-beyond customer service
- Plus, exclusive data on the shopping tools the top online retailers provide
- Survey data on what shoppers say makes the best online shopping experience

COMPLIMENTS OF ⚡Bolt

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RETAILERS INVEST IN ROBUST SITE CONTENT TO CONVERT SHOPPERS

For some shoppers, extensive details about a brand's sustainability policy or a video on how a product is made can be the tipping point to make a purchase. Retailers share how they invest in this type of content and measure the return on these investments.

INFOGRAPHIC
WHAT TOP ONLINE RETAILERS OFFER FOR THE SHOPPING EXPERIENCE

When it comes to the online customer shopping experience, the Top 100 online retailers offer more customer service options and offer more overall customer-friendly perks than the overall Top 1000. While the Top 100 still leads in offering site feature tools and product detail page enhancements, the Top 1000 holds their own in offering these tools to shoppers.

INFOGRAPHIC
HOW SHOPPERS SAY THE ONLINE SHOPPING EXPERIENCE STACKS UP

Most shoppers, at 73%, find online retailers provide a fast and easy way to purchase, but retailers lack in meeting other expectations, such as with providing helpful production recommendations, according to a new survey from Digital Commerce 360 and Bizrate Insights. Plus, results from how online shoppers feel about personalization and customer service.

SPONSORED CONTENT

RETAILERS INVEST IN ROBUST SITE CONTENT TO CONVERT SHOPPERS

For some shoppers, extensive details about a brand's sustainability policy or a video on how a product is made can be the tipping point to make a purchase. Retailers share how they invest in this type of content and measure the return on these investments.

By April Berthene

If a shopper visits the bottled water brand's website HawaiiVolcanic.com, she is likely not just browsing for water like she would be browsing for jeans on an apparel site. She is either a previous customer reordering or looking for more information about the brand.

In fact, one in three customers who buy from HawaiiVolcanic.com purchase directly from the homepage, as it has a "buy now" button on its hero image that features its product, says Daniel Kim, ecommerce director at Hawaii Volcanic. But many site visitors have seen the brand in stores
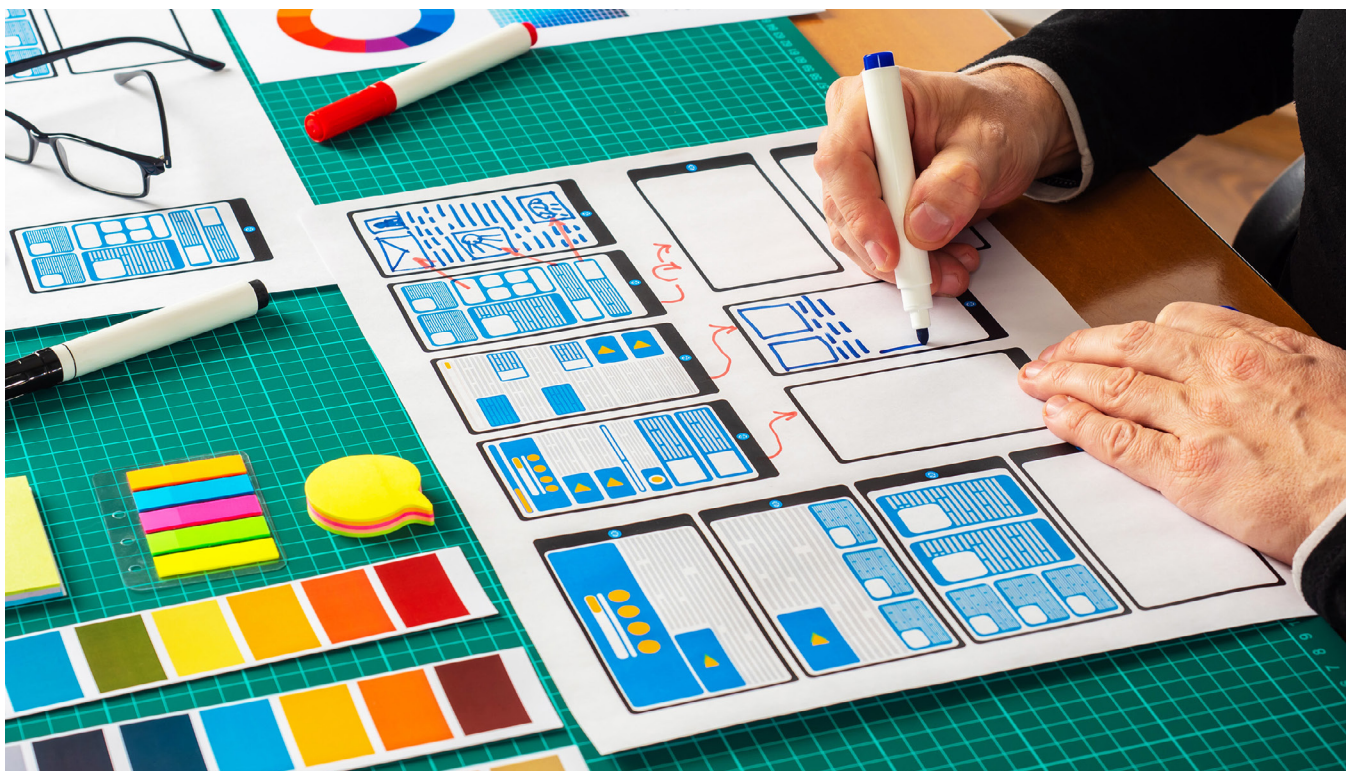
'11% of our visitors that are on the Learn More or About Us pages will follow through and make a purchase.'

— Daniel Kim, ecommerce director, Hawaii Volcanic

or are searching about volcanic water and want to know more about the brand.

"The website is one channel of how we educate customers," Kim says. "There is a segment [of shoppers] that really wants to know who they are giving their dollars to."

And for those shoppers, HawaiiVolcanic.com has enhanced educational content. Hawaii Volcanic markets itself as a sustainably sourced and responsibly packaged natural alkaline water brand. The homepage gives shoppers snippets about its brand positioning and funnels shoppers to more details by clicking on "Learn More" or "About Us" navigation pages.

20% of its web traffic clicks on these buttons, and, on average, a visitor spends 2 to 2.5 minutes reading these pages, Kim says. That's much more time than average for the grocery industry. Online grocery shoppers usually spend 45 seconds or less per page, according to a recent report from digital experience vendor

ContentSquare that looked at 20 billion web visits on 900 global websites across 10 industries.

But rather than time spent reading content or clicking on a button, the real barometer of whether Hawaii Volcanic's content is engaging shoppers is the conversion rate from those pages, Kim says.

"11% of our visitors that are on the Learn More or About Us pages will follow through and make a purchase," he says. That rate is much higher than the site's average conversion rate, which is about 3.26%— and that proves the content is working, he says.

While Hawaii Volcanic has metrics it uses to ensure that its content efforts are paying off, not all retailers can be so sure. ContentSquare's report finds that 95% of pageviews in 2020 occurred on 55% of website pages. Put another way: 45% of website pages are unseen by 95% or more of web traffic. Industries in that report include the apparel, automotive, beauty,

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consumer electronics, grocery and luxury retail sectors. What's more, only 5% of consumers said blog content about a product or brand was an important feature to delivering a well-designed and functional online experience, according to a Digital Commerce 360/Bizrate Insights Customer Experience survey of 1,000 shoppers in September 2021.

But that doesn't mean retailers shouldn't invest in blogs or other types of brand-enhancing content, as retailers and experts say robust brand and product content is excellent for search engine optimization value and pushes certain shopper segments over the edge to buy. In fact, many online retailers are not meeting shoppers' expectations in this area. Only 28% of consumers said retailers met their expectations for providing detailed product information sufficient to make a purchase. An even fewer 13% of consumers said retailers met their expectations for providing a quick brand overview, according to the Digital Commerce 360 survey.

Online shoppers need information to make purchases. But it is not always clear to brands what types of content and how much

45%
Percent of website content that goes unseen by 95% of web traffic.

Source: ContentSquare

consumers need. While product photos and reviews are standard across ecommerce, retailers should determine what other types of enhanced content shoppers need to make a purchase and what would be worth investing in, such as blogs, videos, robust search tools or ample information about the brand. Besides new website content, retailers can also try to squeeze more out of their current assets to ensure that all their current features are pulling their weight to convert shoppers.

Why and how to invest in robust web content

Retailers always worry if shoppers see all of a brand's robust web content, says Jessica Eisemann, associate director of online retail and web at brand manufacturer Tweezerman Inc. But that's why the product tools marketing team invests in advertising to drive shoppers to these pages, she says. And data tells Tweezerman that its content strategy is working.

For example, over the summer, several Tweezerman staff members created short blogs highlighting their favorite Tweezerman products. During this time, those pages were among the top 10 pages that generated traffic to its site from Google, Eisemann says. Plus, when its marketing team sent email blasts that featured those stories, revenue increased for the products featured in those stories, Eisemann says, without sharing details from the campaign.

Q&A

Retailers can create great social media experiences with one-click checkout

An executive conversation with **Bob Buch,** chief business officer, Bolt

According to Statista, there are now more than 3.78 billion social media users worldwide. And 84% of Americans 18 to 29 are active on social media. There's no question it's a great place to meet customers where they are. But the biggest challenge retailers face is extending their storefronts into social media channels and then providing customers with amazing shopping experiences. To discuss how remote checkout technology helps retailers turn social media feeds into delightful one-click checkout experiences, Digital Commerce 360 spoke with Bob Buch, chief business officer at Bolt.

How can retailers meet customers where they are without sacrificing great experiences?

Your storefront is anywhere your customers want to be—on social media, on product review sites, in digital publications and more. Retailers need technology that makes it easy to turn any digital surface into a storefront with an amazing shopping experience. The checkout process is a big part of that customer experience.

We've all seen something cool on social media, tried to buy it on our phone and gave up because it was too difficult to put in all our credit card and billing information. Having a one-click checkout capability on social media goes a long way.

And it's important to remember that customer experience doesn't end with a conversion and purchase. The post-purchase experience is key to creating customers for life. That's why you should partner with companies that help you create better buying experiences on social. At the same time, that partner must work seamlessly with your backend systems—giving your customers easy order tracking, returns and other options that contribute to great post-purchase experiences.

What can retailers do to continue to build direct relationships with shoppers, even on social media channels?

Social media is great, but sometimes it might feel like you're building on rented land because the social media platforms seemingly own the relationship with the shopper. Turning social media feeds into one-click buying options with great post-

purchase customer experiences will help you build that direct relationship with the shopper.

But that relationship must be nourished. Joining a shopping network can help. This gives retailers access to millions of shoppers who can get a one-click checkout on your site, even if they've never been to your site before. Additionally, it can seamlessly integrate with your store accounts, giving you valuable first-party data to use in your personalized omnichannel strategies.

What are the biggest social commerce opportunities for retailers?

Social media will increasingly become the place where shoppers discover and engage with products and brands. The ability to create a seamless purchase experience is tremendous because you're putting a one-click checkout option in front of people who are ready to buy. Combine that with solutions that empower you to build a long-term relationship with customers and it's clear that social commerce represents a tremendous opportunity for retailers of all sizes.

How does remote checkout technology help retailers' social commerce strategies?

Remote checkout lets you turn social media feeds into an easy one-click checkout experience. The orders flow into a merchant's backend streams as if the order took place natively on your site.

From a shopper's point of view, they can see a great product review on social media, then buy it with a single click. For brands, putting that hassle-free purchase option at the point of inspiration will increase conversion rates.

Ultimately, social commerce is part of a larger goal: turning nearly any digital surface into a storefront and increasing conversions by delivering an amazing customer experience.

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Sofia

⚡ Checks out with Bolt

Power Shopper

Expand Your Storefront To Any Digital Surface

Meet your shoppers everywhere with a fast, one-click checkout experience on any device and any channel

Wow new and existing shoppers by letting them buy your product with just one click, no matter what device or channel they're on.

The Bolt Network already has millions of shoppers who can check out with just one click on any digital surface, and is projected to power 82% of all US transactions by 2025.

Join the network and enjoy the benefits:

- ⊘ **Turn any digital surface into your store front** and meet shoppers where they are

- ⊘ **Drive 50% higher conversion rates** than guest checkout

- ⊘ **Offer one-click store account creation** without lengthy registration forms

- ⊘ **Keep your own brand experience** all the way through checkout and post-purchase order tracking

Learn more at bolt.com

Tweezerman.com has invested in rich web content in a big way, including hiring an in-house content team of five full-time employees about five years ago, she says. With its content team in house, Tweezerman can quickly produce content and react quicker to trends than if the brand used an outside content agency, Eisemann says.

Like Hawaii Volcanic, Tweezerman knows that if a shopper is on its site, they are looking for information about their products. "Knowing that the customer isn't just walking into the store looking for tweezers. They are taking an omnichannel approach, looking online to conduct research about the brand they are buying," Eisemann says.

Dealing with shoppers who crave information is not specific to any particular industry, Eisemann says. "I don't even think it's a beauty tool thing; it's an everything thing. [Consumers] want to research their food, their beauty tools—they want to research the best sunglasses for them," she says.

Chelsea Mueller, a senior consultant at ecommerce consulting firm FitForCommerce, agrees. Retailers providing strong brand and product information is not necessarily a best practice for a specific product category but rather helps to cater to certain customer demographics, she says.

TWEEZERMAN.

SHOP   TOP SELLERS   GIFTS   MEN   PERSONALIZE YOUR TOOLS   TWEEZERMAN LOYALTY

How to Cut Face Framing Layers at Home

Cutting your own face-framing layers at home is no easy feat, but with the proper tools and techniques, it can be done. We've enlisted the help of celebrity hair stylist, Jacob Rozenberg, to give us simple step by step tips using the Stainless 2000 Hair Shears.

Read more

Men's Brow Grooming Made Simple

Simplify your brow grooming routine with essential tools and tips from celebrity hair stylist, Jacob Rozenberg.

Read more

Tweezerman.com has a how-to section on its site to show consumers tips on using its tools.

"There is absolutely value in enriched content for the right personas," Mueller says. "There are customers who need that strong connection to a brand—to know who the brand is and how that aligns with their needs."

While Tweezerman—a 40-year-old brand manufacturer that started selling online in 2011—has the resources to invest in its content strategy, smaller merchants like Hawaii Volcanic, which launched its direct-to-consumer site in November 2020, must resort to other means.

Kim, the only in-house employee on the ecommerce team, relies on three to four part-time workers for its website content. For example, it hires a few social media influencers who go on trips—to places like Hawaii—to create content, such as photos of its products by waterfalls. Then, another employee on its content team works to ensure that images look "on brand."

76%

Percent of online shoppers that said detailed product description was a feature that retailers could provide for a well-designed and functional online shopping experience.

Source: Survey of 1,000 online shoppers, September 2021, Digital Commerce 360/ Bizrate Insights

Hawaii Volcanic also relies on UGC—or user-generated content—for some of its web images. Kim says this helps give shoppers confidence that "the product is great." Retailers could tap into using consumer-generated content more. Only 16.1% of Top 1000 retailers use customer-generated content, yet 44% of consumers cited "robust product reviews, including user-submitted photos and keyword-searchable review content," as a top feature a merchant could provide for a good shopping experience.

Video and robust product detail page information

Tweezerman uses its content team to provide as much educational content as possible to the shopper. When a shopper browses Tweezerman.com, the consumer brand manufacturer's job is to communicate why its products are different from anything else on the market, why its products are a higher price point and to give the shopper everything they need to know to get the best value out of using the product, Eisemann says.

That educational approach is evident throughout Tweezerman.com. Its product detail pages include numerous benefits of its tools, tips on using them, multiple images including a model using the product and product care instructions. Plus, many products feature before-and-after pictures of how the product works, an FAQ section, filterable customer reviews and

product videos. This type of content is key for shoppers, as 76% of online shoppers said a detailed product description (the top response) was something retailers could provide for a well-designed and functional online shopping experience.

"[The site is] not just for product pick up and ordering direct-to-consumer but also for education, how to use everything and make it YouTube-esque type of content," Eisemann says.

And YouTube-esque means video. Each time Tweezerman launches a product, its full-time videographer creates a video that speaks to the craftsmanship of the products and how to use them. Overall, Tweezerman produces more than 100 videos per year, she says.

Within the Digital Commerce 360 Top 1000, 41% of merchants provide video somewhere on their site. In the consumer survey, 25% of consumers said retailers providing video of the product

Many of Tweezerman's product detail pages include before-and-after images and an FAQ question.

Shoppers say more details and more images make a great shopping experience

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.

Feature	Percent
Detailed product descriptions	76%
Ample product images	61%
Add products to a wish list or favorite list	46%
Robust product reviews, including user-submitted photos and keyword-searchable review…	44%
Similar or recommended products based on preferences	41%
Shopper Q & A with the retailer about the product	33%
Robust search filters	32%
Visual icons that showcase product details, such as icons indicating machine-washable, water-resistant, sustainable,…	26%
How-to guides or video tutorials	26%
Video of the product	25%
Share products with others	14%
Interactive quizzes	11%
Virtual try-on tools and augmented reality	9%
Search using a photo or camera	7%
Blog content about the product or brand	5%

Source: Digital Commerce 360/Bizrate Insights, September 2021 Customer Experience Survey, 1,000 online shoppers

is essential to delivering a well-designed and functional online shopping experience and 26% said how-to guides or video tutorials.

Tweezerman evaluates if its videos are working based on how many shoppers click on a video to watch it and the video completion rate, which is the percent of consumers who click and finish watching the entire video, Eisemann says. About 7% of its website visitors click on a video, and she strives to have each video be at a 90% completion rate. But that goal is only sometimes met, she says without revealing the completion rate. The conversion rate of shoppers who watch a video is "slightly higher" than its average site conversion rate, but Eisemann declined to disclose the exact percent increase.

Besides these metrics, investing in video is worthwhile for Tweezerman because several wholesalers Tweezerman works with—such as Ulta, Sephora and Target—require product videos for their product detail pages, she says.

Get more out of product images

Good product images are also critical to a good site experience. The Digital Commerce 360/

98%

Percent increase in conversion rate for Serial 1 after it updated its homepage images with a data focus.

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'[The site is] not just for product pick up and ordering direct-to-consumer but also for education.'

— Jessica Eisemann, associate director of online retail and web, Tweezerman

Bizrate Insights Customer Experience Survey found that shoppers ranked ample product images as the second most important feature for retailers to offer for a well-designed and functional online shopping experience.

Both Tweezerman and e-bicycle retailer Serial 1 have focused on providing images and ensuring that their images resonate with shoppers.

For every product, Tweezerman shows a model using the tool to help shoppers envision themselves using it.

At Tweezerman, for example, each of its product detail pages shows an image of a model using its product, which helps shoppers envision what the product is going to do for them and envision themselves using the product, Eisemann says.

In a recent campaign to build its email subscriber list, Tweezerman showed a pop-up to first-time web visitors on its site. One of the pop-ups featured a standard image and the other image featured a model using the product. The model using the product generated an 18% higher email capture rate than the other image, Eisemann says.

At Serial 1, images dominate its ecommerce site, so the stakes are high to show shoppers an image that strongly resonates, says Rex Hamilton, vice president, finance and corporate operations for the e-bicycle retailer.

Serial 1 decided to hire image technology vendor Vizit that uses data to help the merchant select its homepage images. Previously, the retailer's leaders would vote on which image they thought should lead the homepage.

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"Everyone has a gut feeling of, 'This image looks good. We think this one is going to resonate,'" Hamilton says. "You have a bunch of folks who are leading that say, 'This is the image for sure.' And with five different people, there are seven opinions about which one is really the most important picture that spoke to our customers."

Serial 1 provided Vizit with hundreds of images from a recent photoshoot in Q4 2020, as well as information on five of its target customer demographics, Hamilton says. It segments consumers primarily by age ranges and income levels, Hamilton says.

Vizit built its artificial intelligence algorithm based on its clients' data and data from crawling and analyzing images from 200,000 public

Rex Hamilton, vice president, finance and corporate operations, Serial 1

websites. Vizit examines and records 15,000 unique attributes about an image, such as the subject matter, colors, composition, angles, shadows and age of models.

Then, Vizit provides its clients with a report with a score for each image. The report ranks pictures from 0% to 100%, based on how likely they are to lead a consumer in a particular demographic to purchase. Hamilton declined to disclose costs for using Vizit.

Some of Vizit's key findings of Serial 1's images were surprising, Hamilton says. For example, Serial 1 always leaned toward commuter images to appeal to younger consumers, as it didn't think that group would be interested in looking at an image of people on a leisurely bike ride, Hamilton says. But to some degree, that stereotype did not hold, he says.

Vizit ranked this Serial 1 photo of a couple taking a leisurely bike ride on a nice fall day as a photo that would convert multiple customer demographics.

The retailer was also surprised how sometimes "postcard-worthy" photos of its products didn't help convert an audience, Hamilton says. Even

though the photo was attractive, perhaps shoppers couldn't visualize themselves with the product anymore, Hamilton says.

In fact, Serial 1 was surprised at how many times Vizit flagged the same images as ones that would convert shoppers across all its shopper demographics.

"There were five or six customer demographics, and it was not uncommon for one image to be in the top five for all demographics," Hamilton says. For example, a couple taking a leisurely bike ride on a nice fall day in Chicago was a top performer across multiple demographics.

Vizit's report ranks pictures from 0% to 100%, based on how likely they are to lead a consumer in a particular demographic to purchase.
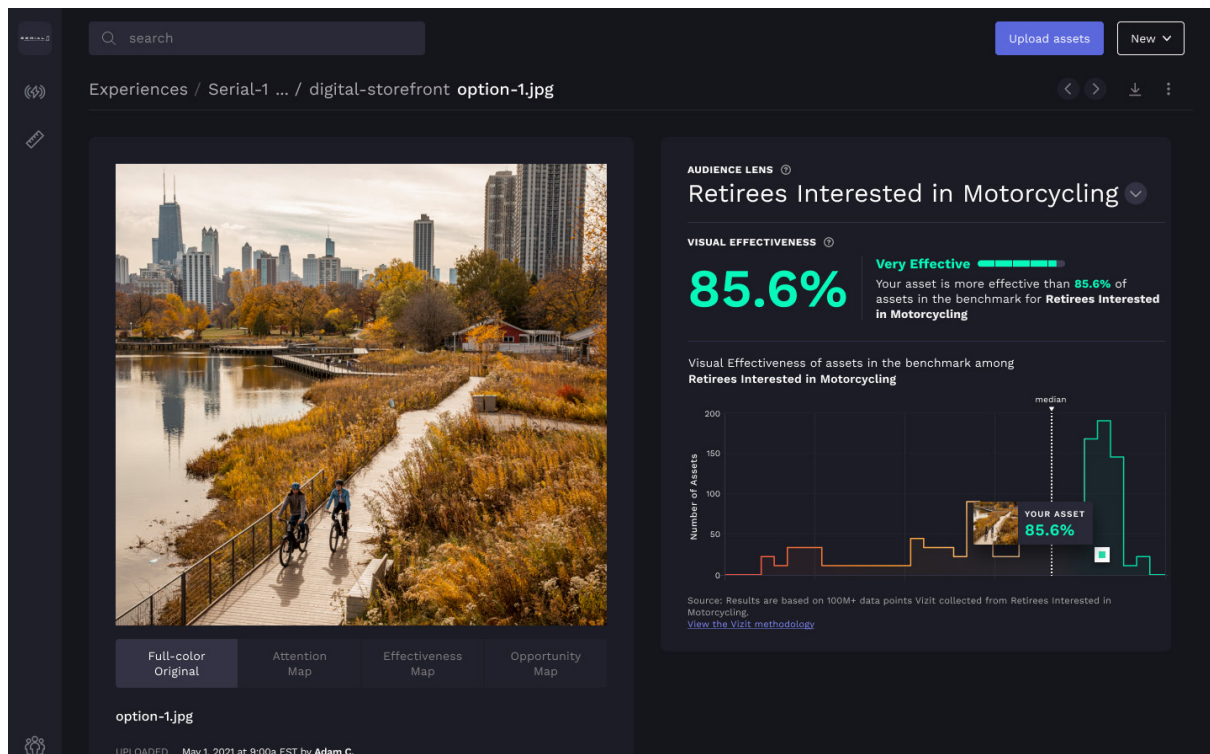
Serial 1 runs its images through Vizit's platform to determine which will be best at converting shoppers.

This was a good scenario, as Serial 1 could choose an image for its homepage that converted well for all its shoppers and not just an image for a certain group.

The results were almost immediate when Serial 1 updated all five images on its homepage in April 2021. Conversion rates increased 98% after it showcased the suggested options, and shoppers now spend 25% more time on its website.

For many shoppers, a few good images and a 4.3-star review rating is enough information to make a purchase. But for certain shoppers, those extensive details about a retailer's brand policy or about the craftsmanship of the product can help tip them over the edge. If merchants don't have the resources to invest in strong content, they can look to squeeze more out of the assets they already have.

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WHAT TOP ONLINE RETAILERS OFFER FOR THE SHOPPING EXPERIENCE

When it comes to the online customer shopping experience, the Top 100 online retailers offer more customer service options and offer more overall customer-friendly perks than the overall Top 1000.

Shopping tools top online retailers offer

A snapshot of the website features, product detail page enhancements, customer service methods and overall retailer tools that Digital Commerce 360's Top 1000 and Top 100 retailers offer to online shoppers for the best customer experience.

Top 1000 vs. Top 100

When it comes to the online customer shopping experience, the Top 100 retailers offer more customer service options and offer more overall customer-friendly tools than the Top 1000. While the Top 100 still leads in offering site features tools and product detail page enhancements, the Top 1000 holds their own in offering these tools to shoppers.

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WEBSITE FEATURES

71% of Top 100 retailers allow shoppers to favorite or save products to a wish list, compared with only 51% of the Top 1000.

Website features the Top 1000 and Top 100 offer to online shoppers

Predictive type
- Top 100: 93.0%
- Top 1000: 73.3%

Wish list/favorites
- Top 100: 71.0%
- Top 1000: 51.3%

Video
- Top 100: 56.0%
- Top 1000: 41.3%

Preview search
- Top 100: 51.0%
- Top 1000: 53.3%

Quick view
- Top 100: 30.0%
- Top 1000: 22.9%

Interactive product match tools
- Top 100: 12.7%
- Top 1000: 12.0%

Legend: ● Top 100　● Top 1000
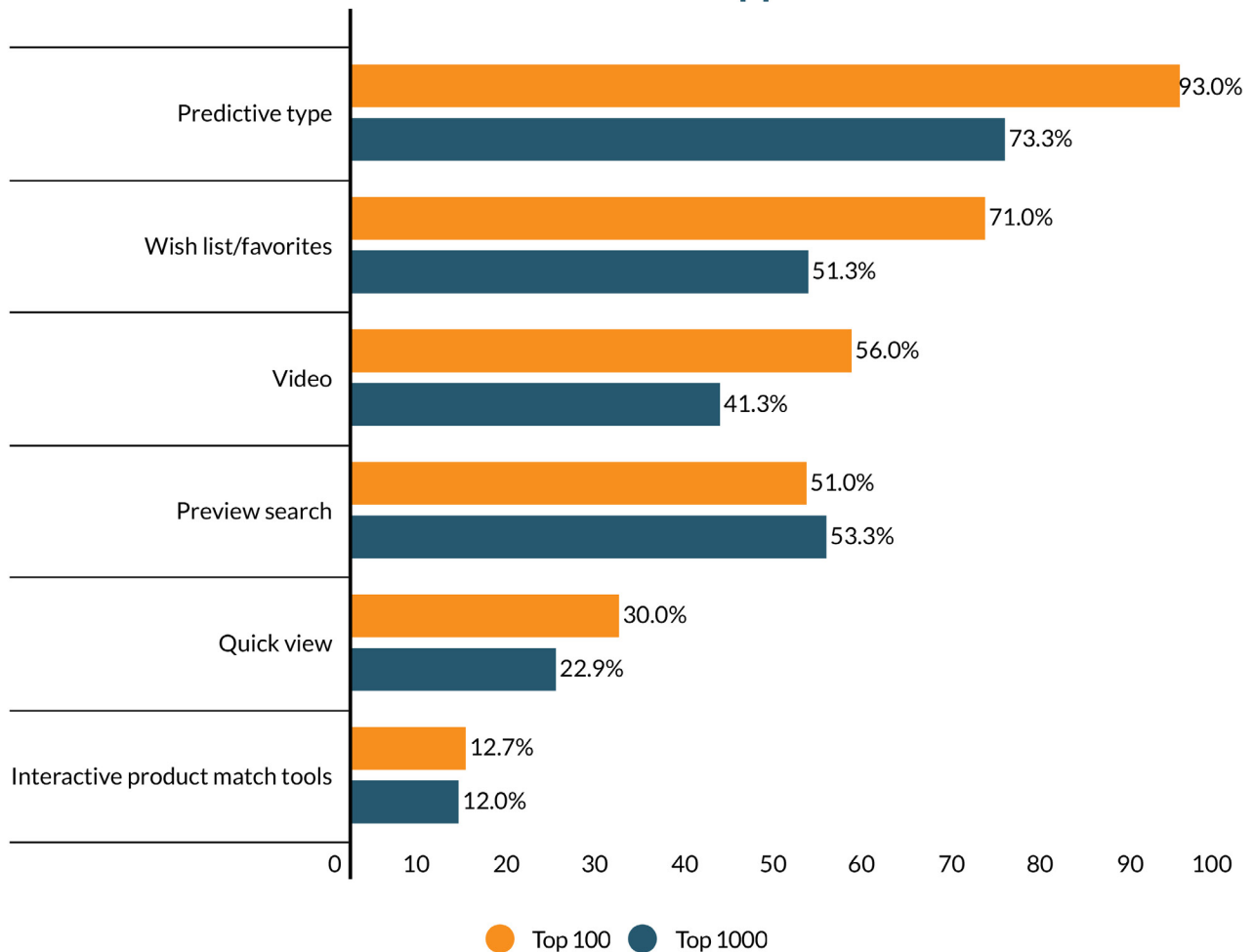
PRODUCT DETAIL PAGE

81%

of Top 100 retailers offer customer reviews, and 76% of the Top 1000 do. Beyond reviews, most retailers lack other product detail page enhancements.
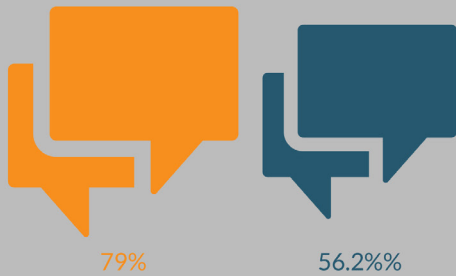
Category	Top 100	Top 1000
Product-sharing tools	36.0%	40.6%
Product Q&A	29.0%	29.4%
Product comparisons	23.0%	15.3%
Customer-generated content	12.0%	16.1%

● Top 100 ● Top 1000

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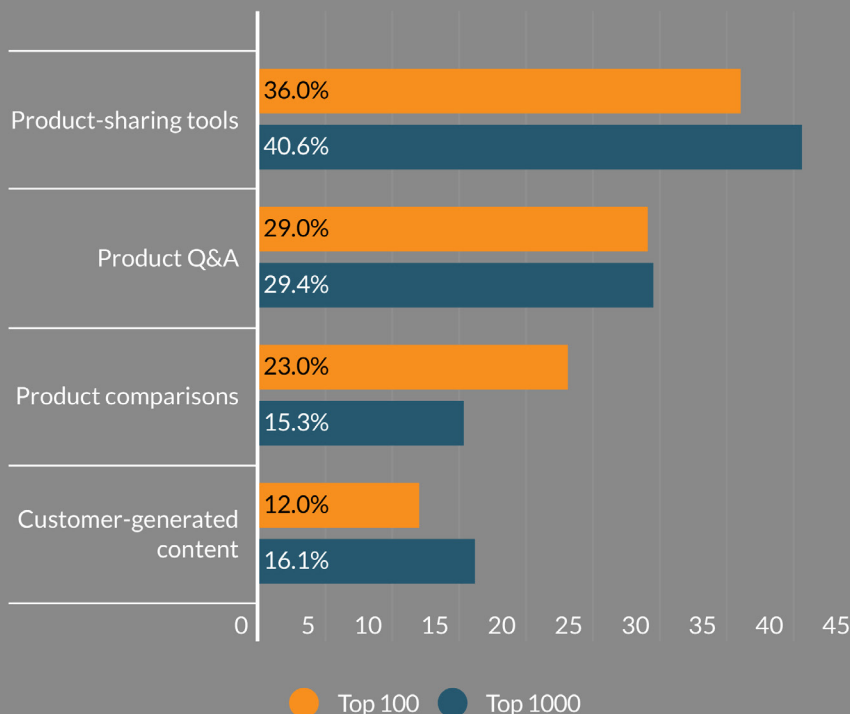
CUSTOMER SERVICE

79%

of the Top 100 retailers offer live chat for shoppers, while only 56% of Top 1000 retailers do.

79%   56.2%%

● Top 100   ● Top 1000

Other customer service tools like a currency converter, virtual appointments and home services lag in wide adoption

	Currency converter	Virtual appointments and consultations	Home services
Top 100	48.0%	25.0%	12.0%
Top 1000	21.6%	8.2%	5.7%

● Top 100   ● Top 1000
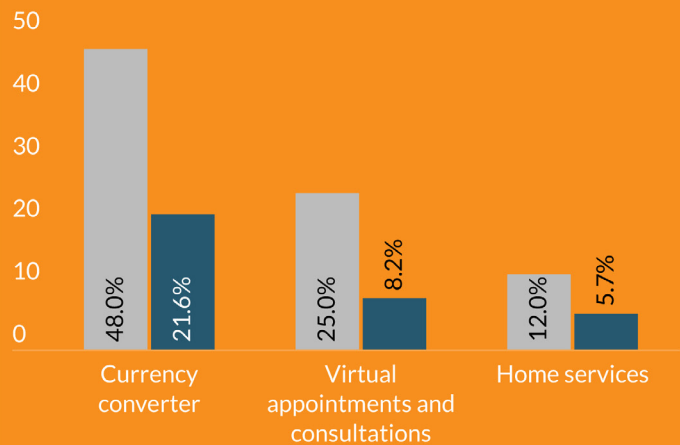
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OVERALL SHOPPING EXPERIENCE

78%

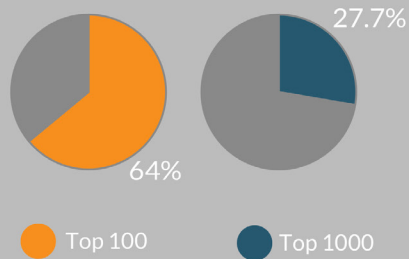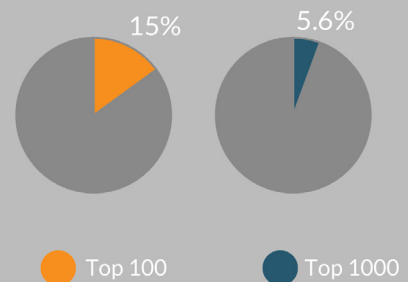of Top 100 retailers offer a mobile app, compared with a quarter of Top 1000.

The Top 100 is more likely to offer a loyalty program or a paid membership program than the Top 1000

Loyalty program

64%
27.7%

● Top 100   ● Top 1000

Paid membership

15%
5.6%

● Top 100   ● Top 1000

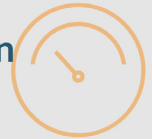**Median page load time is 4.095 seconds for the Top 100, slower than the Top 1000 at a 3.330 seconds median load time.**

87%

of Top 100 retailers allow shoppers to begin a return online, a key customer shopping feature, whereas only 45.9% of Top 1000 retailers offer this service.

87%
45.9%

● Top 100   ● Top 1000

Source: 2021 Digital Commerce 360 Top 1000

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HOW SHOPPERS SAY THE ONLINE SHOPPING EXPERIENCE STACKS UP

Most shoppers, at 73%, find online retailers provide a fast and easy way to purchase, but retailers lack in meeting other expectations, such as with providing helpful production recommendations, according to a new survey from Digital Commerce 360 and Bizrate Insights. Plus, results from how online shoppers feel about personalization and customer service.

Digital Commerce 360 and Bizrate Insights surveyed 1,000 online shoppers in September 2021 about their online customer experience.

Most shoppers, at **73%**, find online retailers provide a fast and easy way to purchase, but retailers lack in meeting other expectations, such as with providing helpful product recommendations, only **25%** are satisfied, or making shoppers feel like the site will protect them from fraud, only **22%** are satisfied.

MAJOR FINDINGS

The biggest winner of the site experience is

desktop.

42% of shoppers rank their desktop shopping experience at a 9 or 10, compared with only 24% ranking the mobile shopping experience this high.

79%

of consumers say live chat, with a human is the top way they prefer to communicate with an online retailer when resolving an issue about an order, the top response.

WEBSITE EXPERIENCE

Consumers rank desktop as best overall shopping 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, with the following:

Percent of consumers

Satisfaction Rating	Desktop	Tablet	Mobile
5 and under	6%	14%	14%
6	3%	8%	9%
7	11%	18%	14%
8	23%	21%	18%
9	17%	11%	11%
Most Satisfied 10	25%	13%	13%

Legend: ● Desktop ● Tablet ● Mobile
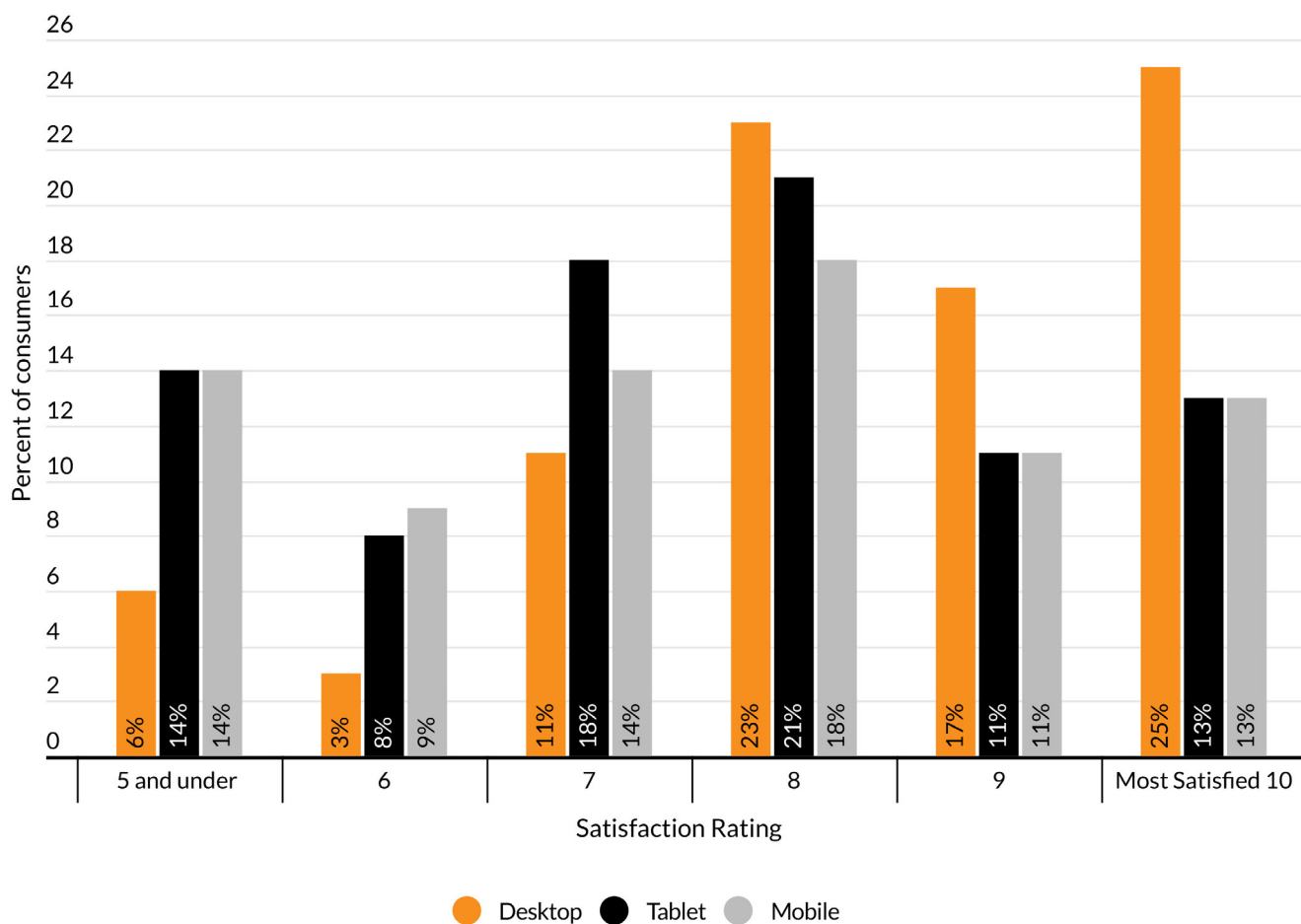
Shoppers most satisfied with ecommerce efficiency

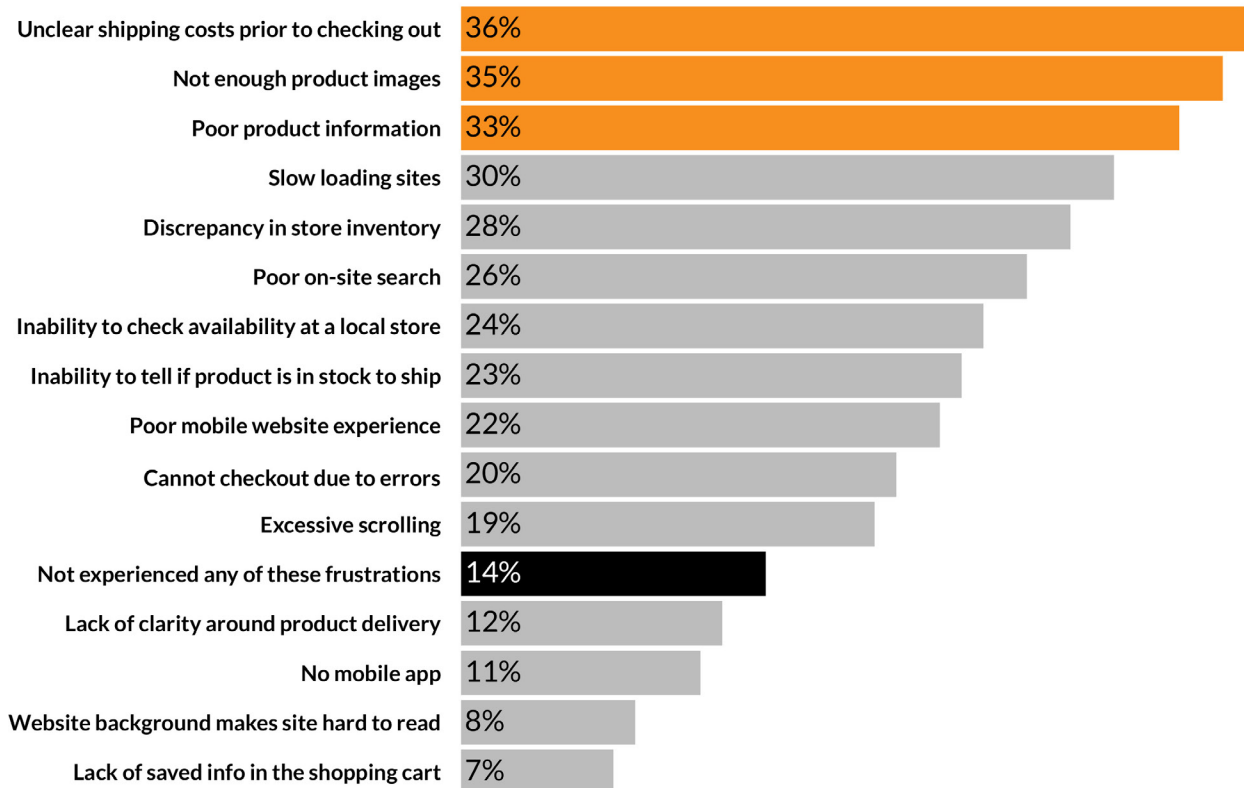Thinking about all the sites where you have shopped this year, which of the following aspects have met or exceeded your expectations? Please select all that apply.

Fast, easy checkout process

Quickly finding products via search tools (search box, search filters)

Ability to see if a product is in stock

The sites loaded fast

Feeling like the site is secure

Checking stock at a local store

Accessing my shopping cart across all my devices

Robust product information sufficient to make a purchase

Gathering shipping and returns policy information

Helpful product recommendations

Quick overview of the categories and products a retailer offers

Finding answers to questions/helpful customer service

Feeling like the site will protect me from fraud

Viewing and updating my customer profile

Quick brand or retailer overview

None of the these

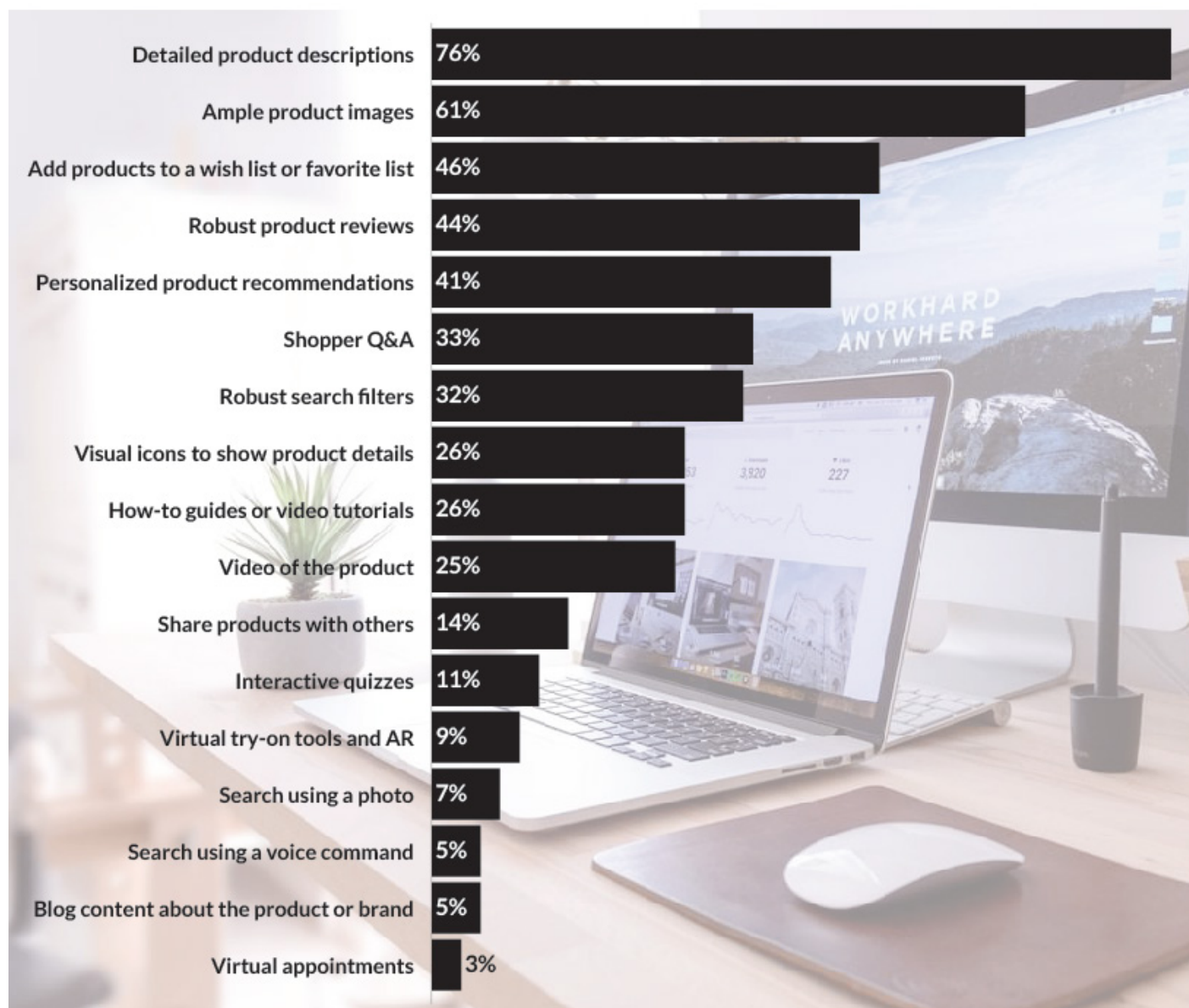## Only 14% of shoppers have zero online shopping frustrations

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.

Frustration	Percentage
Unclear shipping costs prior to checking out	36%
Not enough product images	35%
Poor product information	33%
Slow loading sites	30%
Discrepancy in store inventory	28%
Poor on-site search	26%
Inability to check availability at a local store	24%
Inability to tell if product is in stock to ship	23%
Poor mobile website experience	22%
Cannot checkout due to errors	20%
Excessive scrolling	19%
Not experienced any of these frustrations	14%
Lack of clarity around product delivery	12%
No mobile app	11%
Website background makes site hard to read	8%
Lack of saved info in the shopping cart	7%

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WEBSITE DESIGN

Shoppers rank product information and imagery as most important
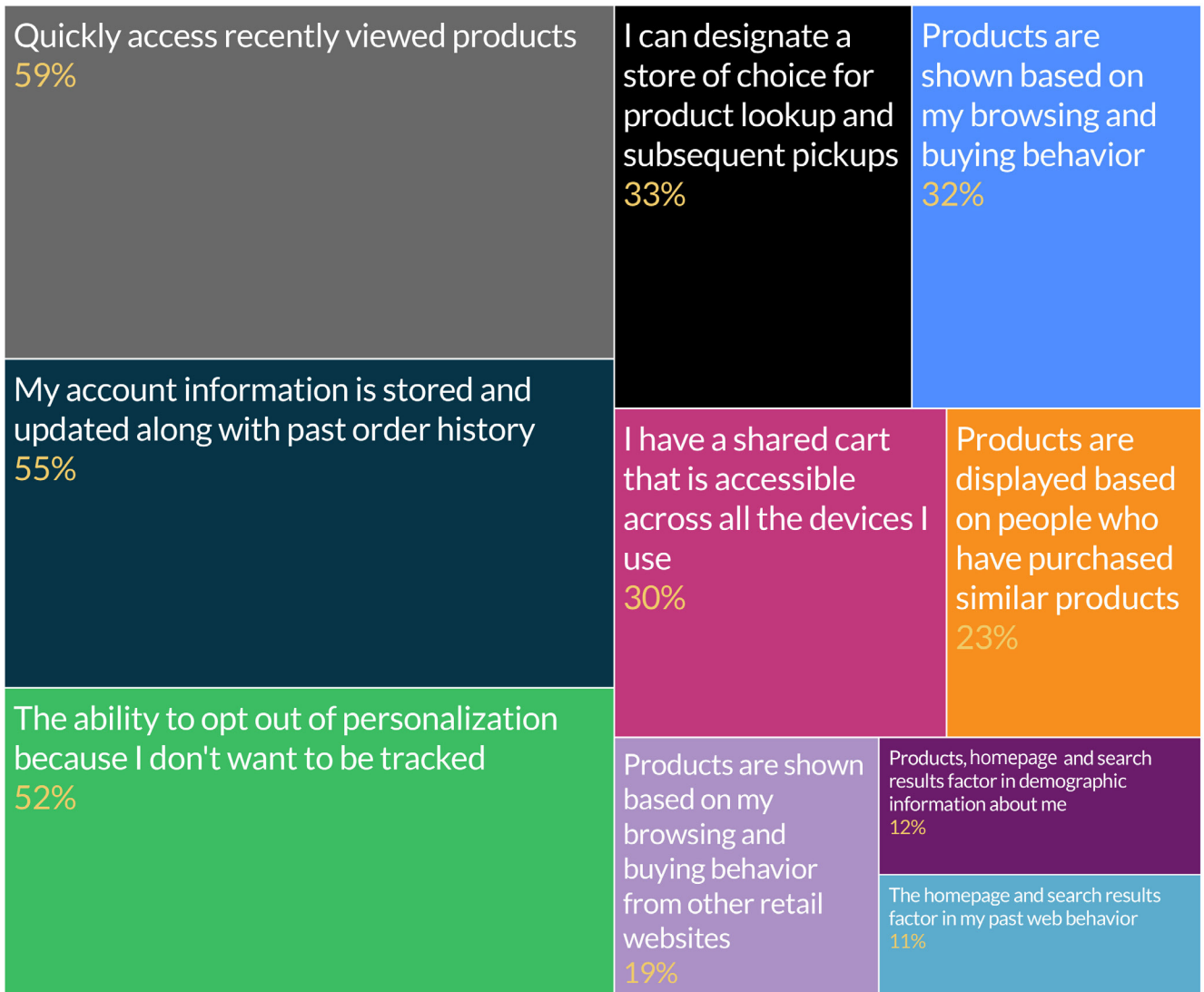
Which of the following features are important to you when it comes to delivering a well-designed and functional online shopping experience? Please select all that apply.

Feature	%
Detailed product descriptions	76%
Ample product images	61%
Add products to a wish list or favorite list	46%
Robust product reviews	44%
Personalized product recommendations	41%
Shopper Q&A	33%
Robust search filters	32%
Visual icons to show product details	26%
How-to guides or video tutorials	26%
Video of the product	25%
Share products with others	14%
Interactive quizzes	11%
Virtual try-on tools and AR	9%
Search using a photo	7%
Search using a voice command	5%
Blog content about the product or brand	5%
Virtual appointments	3%

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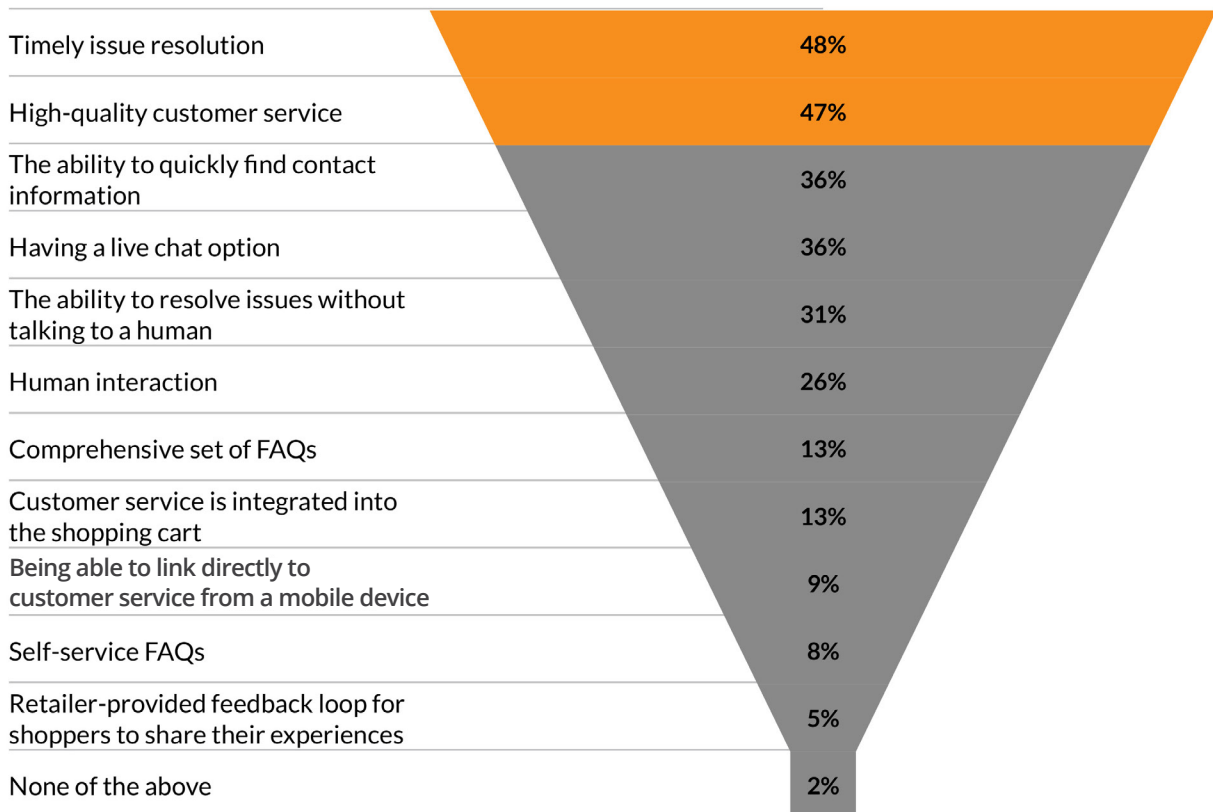## Shoppers mixed on what personalization features they expect

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?

Quickly access recently viewed products
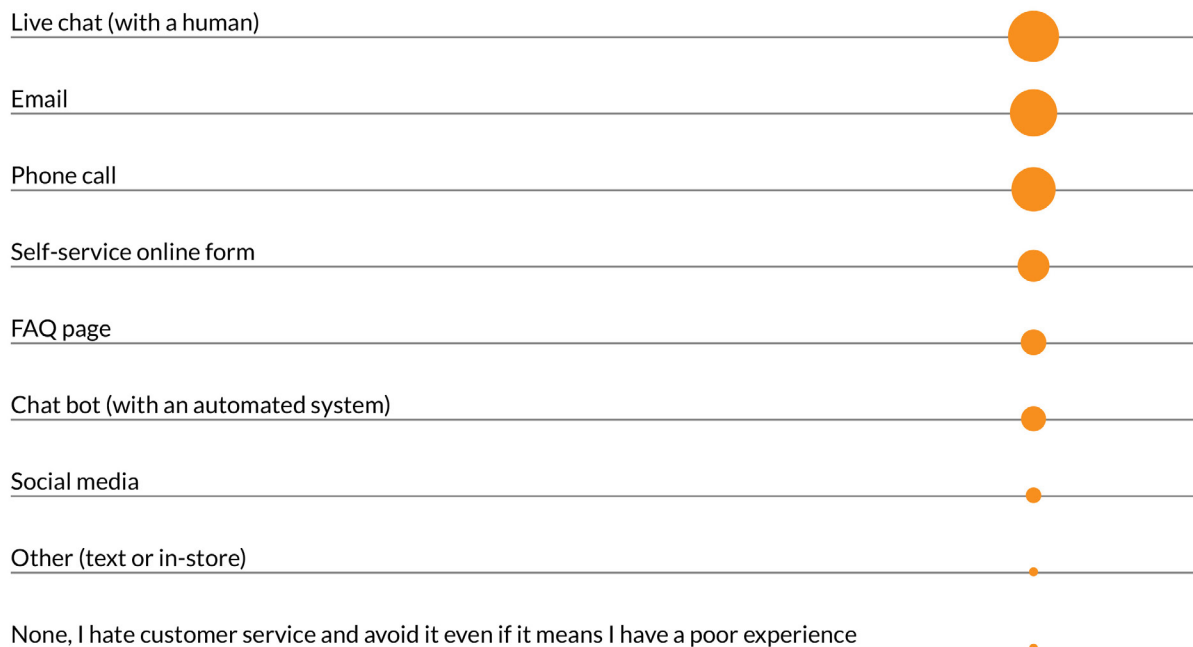**59%**

I can designate a store of choice for product lookup and subsequent pickups
33%

Products are shown based on my browsing and buying behavior
32%

My account information is stored and updated along with past order history
55%

I have a shared cart that is accessible across all the devices I use
30%

Products are displayed based on people who have purchased similar products
23%

The ability to opt out of personalization because I don't want to be tracked
52%

Products are shown based on my browsing and buying behavior from other retail websites
19%

Products, homepage and search results factor in demographic information about me
12%

The homepage and search results factor in my past web behavior
11%

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CUSTOMER SERVICE

Shoppers rank fast, quality customer service as most important

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

Timely issue resolution	48%
High-quality customer service	47%
The ability to quickly find contact information	36%
Having a live chat option	36%
The ability to resolve issues without talking to a human	31%
Human interaction	26%
Comprehensive set of FAQs	13%
Customer service is integrated into the shopping cart	13%
Being able to link directly to customer service from a mobile device	9%
Self-service FAQs	8%
Retailer-provided feedback loop for shoppers to share their experiences	5%
None of the above	2%

Live chat top customer choice

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.

Live chat (with a human)

Email

Phone call

Self-service online form

FAQ page

Chat bot (with an automated system)

Social media

Other (text or in-store)

None, I hate customer service and avoid it even if it means I have a poor experience

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ABOUT US

Digital Commerce 360 Retail

Digital Commerce 360 Retail provides business intelligence and editorial content on the global online retail market through our research and topic focused reports on recent retail trends, technologies, industry best practices and more. Distribution: 34,000 + opt-in subscribers, retail newsletters and on the website. Sponsorships include thought leadership articles, promotion and guaranteed leads. These exclusive reports are available only via registration download, providing qualified leads to sponsors.

Digital Commerce 360 Digital Commerce 360 is a leading media and research organization that delivers daily news and competitive data across e-retailing, B2B ecommerce, and digital healthcare. Building on the reputation of Internet Retailer® which we introduced in 1999, Digital Commerce 360 is an expert in digital strategies and publishes a wide range of products including reports and newsletters, Internet Retailer® magazine, webinars, and data on thousands of global ecommerce companies through its Digital Commerce 360 Research brand. In 2018, we also co-founded B2B Next, the premier conference for B2B executives embracing ecommerce.

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