

mCommerce Customer Satisfaction On The Rise...

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as retailers implement learningâ€™s from the online industry

Customer satisfaction for mCommerce sites has started to climb once again, as retailers implement learningâ€™s from the eRetail industry.

According to the latest mCommerce Benchmark study from eDigitalResearch, mobile shoppers are beginning to see more and more website functionalities and features transferred to their smartphone screen, which is boosting satisfaction rates.

Satisfaction across the mobile customer journey is now mirroring that of eRetail sites, performing well on search facilities, including navigation, but wavering nearer the end of the mobile customer journey during the shopping basket and purchase sections.

Marks and Spencer tops the mCommerce benchmark for the second time, offering a fully functioning, yet condensed version of their website with industry best practice product pages. However, close competitor John Lewis has made the most improvements to their mobile site since the summer, leading to big leaps up the overall customer satisfaction leagues to second place.

Subtle changes, such as an increased awareness of security and strengthened brand image have all helped the department store retailer to climb six places since June 2011.

The latest wave of mCommerce results marks a full year since the study started. During this time, an unprecedented number of retailers and shoppers have flocked to mobile platforms, pushing retailers to develop their mobile offerings. As a result, the benchmark has witnessed big changes and developments across the entire end to end customer journey.

The biggest improvements can be found in the shopping basket area as top performing retailers begin to import full functionality from their websites and include all information into their mobile shopping baskets.

Derek Eccleston, Research Director at eDigitalResearch, explains, "Comments indicate that shoppers are less forgiving on bad mobile experiences as they come to expect more and more with the growing possibilities of mobile technology. With the MEcommerce revolution in full swing " where the consumer now holds the power to shop when, where and how they want - it has never been more important to provide a seamless mobile customer experience. Our consumer research shows that more and more consumers will be heading onto their mobiles to browse, however far fewer are confident to make a purchase. Top mobile sites therefore need to provide all the functionality, information and details that a mobile consumer needs and expects to encourage them to shop".

Purchase remains an area where mobile customers are increasingly frustrated. Many shoppers felt annoyed about having to complete a time consuming registration process before they are allowed to continue through to make a purchase. Top performing sites offer customers the chance to sign up at a later date, asking for essential information only when making a purchase.

For a copy of the mCommerce Benchmark, including full league tables and insight, please complete this short survey here: <https://ecustomeropinions.com/survey/survey.php?sid=993629026>. Alternatively, for access to all our benchmarking studies, sign up or log into the benchmarking area of the website: www.edigitalresearch.com/benchmarking

Methodology

An eMysteryShopper survey was conducted to compare the customer journey of 16 UK web enabled mobile retail websites online via a smart device. The fieldwork was carried out using the eMysteryShopper Panel of internet users during July and August 2011. The benchmark measures included:

- First Impressions (Homepage)
- Search " Navigation and Keyword
- Items Found (Product Pages)
- Shopping Basket

- Purchase
- Registration / Login
- Delivery
- Returns / Refunds

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