

Australian eCommerce Sites Learn From Their UK Counterparts...

Contributed by eDigital Research
Friday, 09 December 2011

As The eDigitalResearch eRetail Benchmark Launches In Australia

Australian eRetail sites need to implement tried and tested best practice by their established UK counterparts as eDigitalResearch and Wallis Consulting Group find that satisfaction with the online shopping experience is significantly higher with UK websites following the inaugural Australian eRetail Customer Experience Benchmark.

The results show that some of Australia's best known retail websites have an average customer satisfaction score 4.3 points below the UK average. Key areas for Australian eRetailers to focus on improving are website navigation and the checkout process. The e-mail customer contact experience was also found to be an aspect requiring improvement, an area that has also plagued many of the UK's top performing websites for some time.

International retailers have reported a rise in profits this year following a big leap in global online shopping growth, including pure-play retailer ASOS following the launch of their Australian site. As the eCommerce market continues to expand, it is important that both international and Australian eRetailers develop their sites in line with what shoppers across the globe have come to expect.

eDigitalResearch have been running end-to-end eMysteryShopper surveys on eRetail sites in the UK for over ten years. With the launch of the Australian eRetail Benchmark, eDigitalResearch and Wallis Consulting Group are now providing Australian online retailers with the opportunity to measure and benchmark their performance against global counterparts, as well as their direct competitors in Australia.

Derek Eccelston, Research Director at eDigitalResearch, comments, "This is currently a very exciting time for retailers around the globe. As consumers look more and more to online for their shopping, it is important that retailers provide a good experience throughout the customer journey. With the launch of the first Australian Benchmark, we are now able to share our ten years of knowledge, experience and understanding with retailers and research partners all over the globe and help to improve the online experience for consumers everywhere".

Anne-Marie Gut, an online research specialist at Wallis Consulting Group, agrees; "Research has shown that a positive customer experience can be the most important competitive differentiator. Emerging Australian eRetailers are competing with established global eRetailers who have been working on improving their online customer experience for years. The Australian eRetail Customer Experience Benchmark provides a comprehensive and clear-cut tool enabling Australian eRetailers to look to the mature UK market for insight, and compare their results with tangible best practice benchmarks."

The Australian eRetail Benchmark uses the eDigitalResearch eMysteryShopper tool to evaluate and assess all aspects of the online customer journey. Using the views and opinions of real online shoppers, retailers are able to change and adapt their website to ensure they are providing customers with what they expect from an eCommerce site, including everything from first impressions all the way through to product delivery and customer contact.

For a copy of the Inaugural Australian eRetail Benchmark report, including topline results and UK comparisons, please complete the short registration survey below: <https://ecustomeropinions.com/survey/survey.php?sid=847088277>

Methodology:

An eMysteryShopper survey was conducted to compare the customer journey of five Australian retail websites. The fieldwork was carried out during July and August 2011, using a panel of Australian internet users. The evaluation surveys were completed online, and the benchmark measures included:

- o First Impressions / the homepage
- o Search " Navigation and Keyword
- o Product Pages / information
- o Shopping Basket
- o Purchase
- o Delivery

oÂ Â Â Returns / Refunds

oÂ Â Â Customer contact - Telephone

oÂ Â Â Customer contact - Email

About eDigitalResearch

Please visit www.edigitalresearch.com for more information

About Wallis Consulting Group

Please visit <http://www.wallisgroup.com.au/> for more information

8 December 2011