



Shoppers ditch sluggish web sites

Eighty-nine per cent of 250 people surveyed for a SciVisum ecommerce study claimed they were planning to shop online this Christmas – but retailers with poor performing web sites are likely to miss out.

Consumers are keen to avoid the High Street crowds and get an Internet bargain, with 70 per cent citing Amazon as their first port of call.

“Bargain hunters will be flocking to the web in droves this Christmas,” says Deri Jones, SciVisum CEO. “But our study shows that UK consumers are not willing to tolerate poor performance, or give sites a second chance. Online retailers can expect a season of bad will from consumers if they don’t take action.”

Despite warnings, last year the majority of online retailers failed to prepare their infrastructure for Christmas. A similar situation could result in millions of pounds in lost sales.

Ninety-five per cent of consumers surveyed say they would abandon a site if performance

was not up to scratch, with 55 per cent saying they would turn to online competitors in future rather than use a sluggish web site again.

Only four per cent said they generally had a good experience while shopping online.

The top three complaints were; complicated registration forms, general web site crashes and online shopping baskets crashing. Half of all respondents also felt frustrated by an inability to phone if necessary or amend their order once it had been placed.

Only 11 per cent of respondents had been contacted after abandoning a purchase at the till. “I was shocked by the frequency of shopping basket complaints. Turning customers away once they have made the decision to buy is commercial suicide,” says Jones. “Online retailers are missing a trick by not getting back in touch with customers. Our research shows that for many customers, this will be the end of the relationship.”