



# UK e-shoppers growing less tolerant of complicated sites

**BY LUAN GOLDIE**

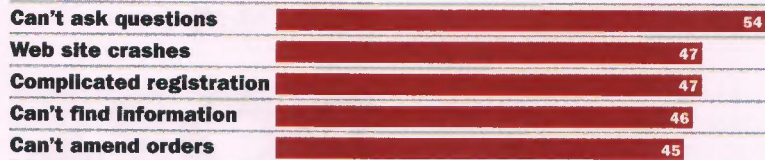
Three-quarters of Britons now shop online despite 78% of them complaining of bad service.

Research by site testing specialist SciVisum found that less than half of online shoppers would give their favourite Web sites more than two chances before trying the competition or returning to the high street.

Topping the reasons for discontent was the inability to ask questions over the phone. Complicated registration processes, poor technical performance and an inability to amend orders and find information were also cited as major irritants to online shoppers.

SciVisum CEO Deri Jones said the message toetailers is clear. "Online shoppers are showing zero tolerance

**TOP REASONS FOR WEB SITE DISCONTENT (% of shoppers)**



Source: SciVisum

of poor performance andetailers must respond if they're to avoid losing their customers to competitors," he said.

The research, which surveyed 1,000 people aged between 18 and 60 across the UK, revealed tolerance levels of bad service differed significantly between regions. A quarter of north-

erners said they'd never return to a site after bad service whereas those in the South East would give a site more than five chances to perform better.

Surprisingly, London was found to have the lowest number of online shoppers, with 49% saying they never had.

**sclvisum.co.uk**