

# THE ONLINE CUSTOMER

WHY SUPPORT SHOULD MATTER TO ONLINE RETAILERS

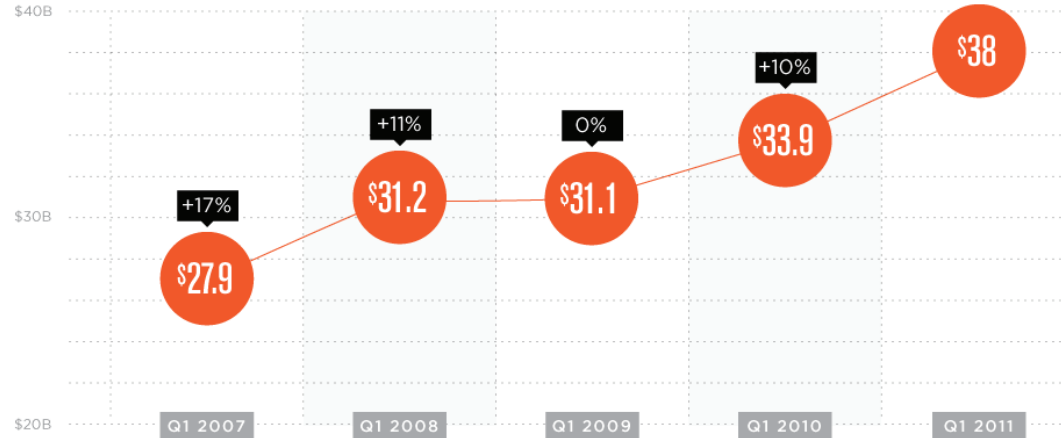
Online retail is now taking an increasing amount of business from brick-and-mortar retail stores. But what happens when those customers have questions? As it turns out, online retailers have a lot to lose from not beefing up their customer support. We take a closer look below.

## RETAIL THERAPY

### ONLINE RETAIL DOMINANCE

With the steady growth of online retail sales in the past few years, it's no surprise that companies are calling more attention to better customer service.

ONLINE RETAIL SALES GROWTH\* ● Spending in billions ■ YOY % change



\*Excluding auctions, auto, travel

### WHY SUPPORT MATTERS

Studies have shown that if online retailers put a little more effort into customer service, it could offer them a bump in sales.



## THE NEED FOR BETTER SERVICE

### DROP IN CUSTOMER SERVICE FOR ONLINE RETAIL

Although it seems that the online retail industry is doing well, the customers are not as happy as they can be.

INTERNET RETAIL CUSTOMER SATISFACTION ■ 2009 ■ 2010



### HOW IMPORTANT IS GOOD SERVICE?

It seems that the more you shop, the more you will care about customer service.

CUSTOMERS WHO DEEM CUSTOMER SERVICE EXTREMELY OR VERY IMPORTANT



## WHAT YOUR CUSTOMERS LOOK FOR

### A CUSTOMER'S SUPPORT WISH LIST

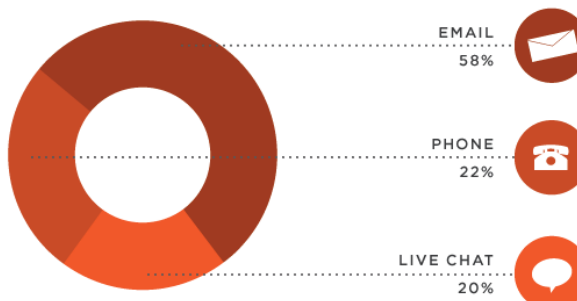
Customer service can cover a broad range of media, but online shoppers have specific wants when it comes to support.

- The ability to track shipments with a computer or mobile device
- Online customer service chat or instant messaging
- Videos that explain installation or assembly

### BREAKING DOWN THE MEDIUMS OF COMMUNICATION

Because customers are already online, it comes as no surprise that email is the preferred method of customer support for online retail.

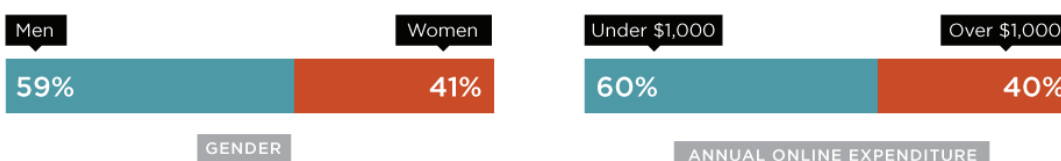
PREFERRED ONLINE RETAIL CUSTOMER SUPPORT METHODS



### SPOTLIGHT ON LIVE CHAT

Live "click-to-chat" options are a popular offering for many online retailers. We take a closer look at who prefers this option.

THOSE WHO PREFER LIVE CHAT FOR ONLINE RETAIL SUPPORT:



SOURCES: FORRESTER, COMSCORE, ATG, THE E-TAILING GROUP, INTERNETRETAILER.COM, AMERICAN CUSTOMER SATISFACTION INDEX, LIMELIGHT NETWORKS, DATAMONITOR, HARRIS INTERACTIVE

