

Home

Online
Customer
Experience

Omnichannel

Mobile

Social

Check Out
& Delivery

Returns

Study
Methodology

2013 UPS Pulse of the Online Shopper™

A Customer Experience Study conducted by comScore

This year's study explores what customers expect during their online shopping experience, how mobile and social are changing buying trends and how retailers can benefit by offering an integrated sales experience. For a second year, UPS has worked with comScore to identify what options consumers want before they buy, during check-out and delivery and, if needed, returns.



Share on:



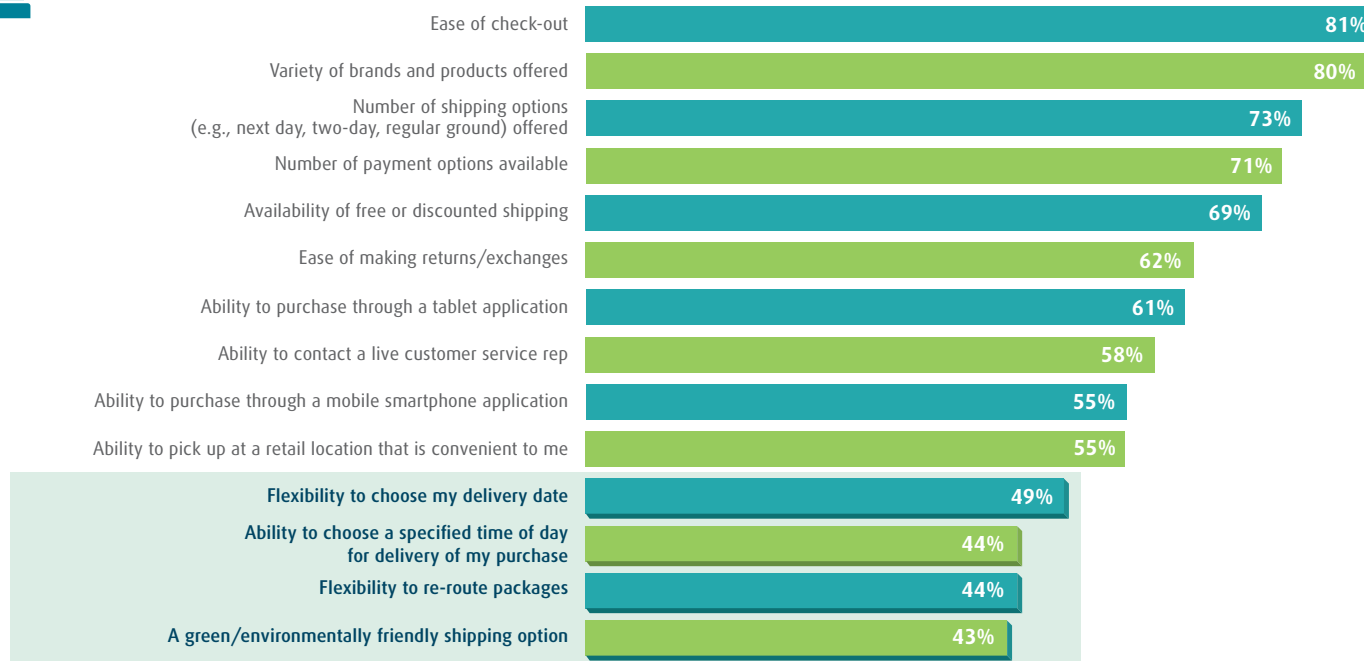


Shoppers Share... What Drives a Positive Online Customer Experience

Overall, satisfaction with online shopping is high at 83%. However, it drops below 50% when shoppers are asked about: flexibility to choose delivery date; ability to choose a specified time of day for delivery of purchase; flexibility to re-route packages; and a green shipping option.



Satisfaction With Aspects of Online Shopping – 7-point scale, Top 2 Box



Questions: Overall, how satisfied are you with your previous online purchasing experiences in the past three months?
Based upon your previous experience, how satisfied are you with each of the following aspects of online purchasing?



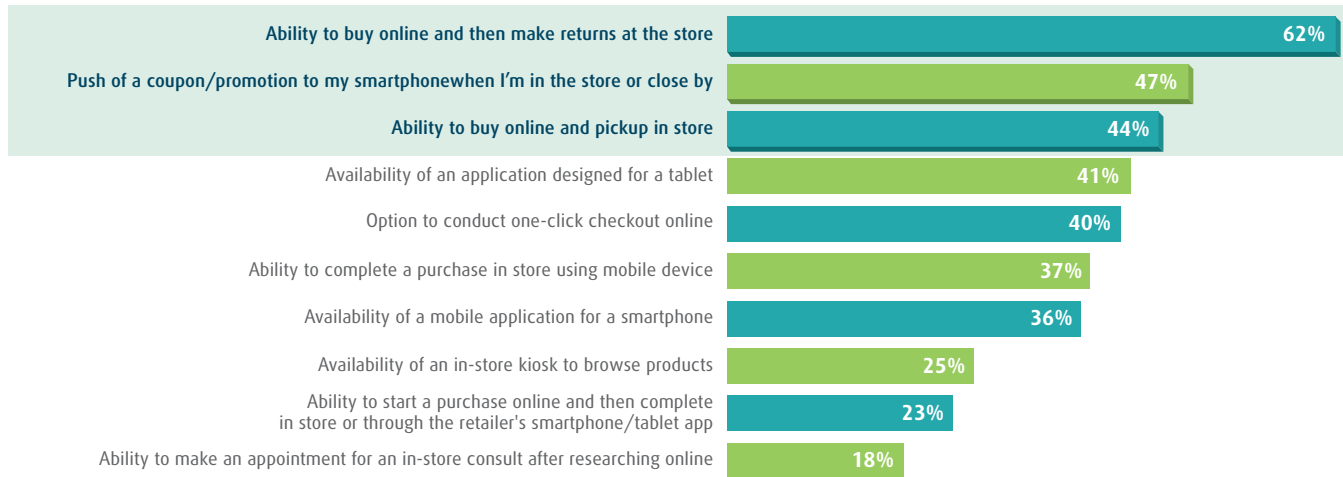


Consumers Expect... Omnichannel Options

Today's online shoppers are looking for a variety of flexible options from retailers – 62% want to buy items online and make returns in-store, and 44% want the ability to buy online and pick up their purchases in a store.



Factors Driving Likelihood to Shop with a Retailer – 7-point scale



Question: On a scale of 1 to 7, how likely would you be to shop with a retailer if the following were made available to you?



Share on:



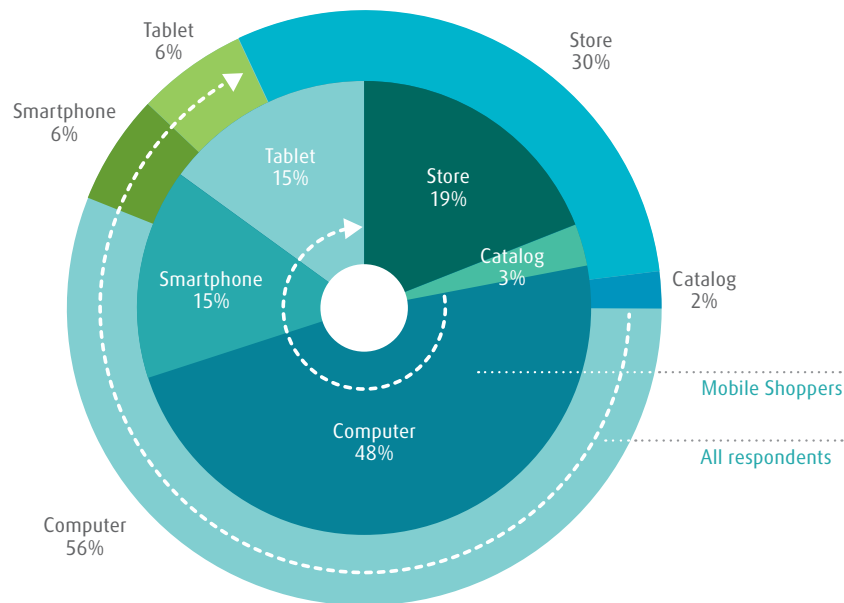


Retailers Must Prepare for... The Mobile Movement

Mobile is quickly becoming the preferred e-commerce channel as 7 out of 10 online consumers access multi-channel retailers through a digital channel. Of those mobile shoppers, 30% prefer to use a smartphone or tablet. Also, 50% of online shoppers who own a smartphone and nearly 60% who own a tablet make purchases on these devices. Consumers are also open to communications from retailers on their mobile devices – 47% want a coupon/promotion sent to them because a retailer knows they are in-store or nearby.



Preferred Method of Access to Retailers



Question: Thinking of your favorite retailer that has physical stores and an online presence (website/app), how do you prefer to access them? Please select your preferred method.



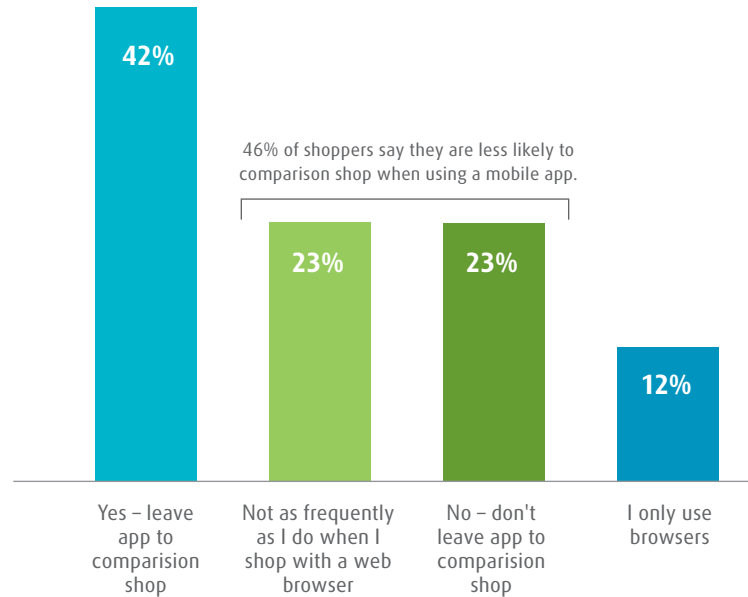


A Role for Both... Mobile Websites and Apps

The study revealed consumers want user-friendly apps and 46% said they are less likely to comparison shop when using a mobile app.



App-Based Mobile Comparison Shopping



Question: When you shop within a retailer's mobile app, do you leave that app to comparison shop across other retailers?



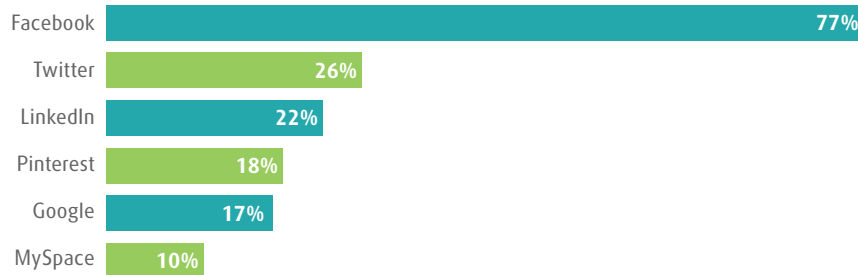


Shoppers Want... Social Channel Engagement

Not surprisingly, 84% of online shoppers use at least one social media site. Among Facebook users, 66% “like” a brand, with most having done so to receive a promo or incentive. Online shoppers also are starting to take advantage of location-based social/deal services.

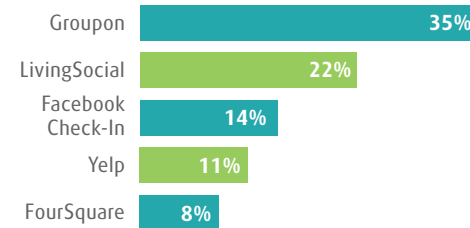


Use of Social Media Sites



Question: Do you use any of the following social networking sites?
Please select all that apply.

Use of Location-Based Social/Deal Services



Question: Do you use any of the following location-based social/deal services?
Please select all that apply.



Share on:



- Home
- Online Customer Experience
- Omnichannel
- Mobile
- Social**
- Check Out & Delivery
- Returns
- Study Methodology



Shoppers Share... Opportunities for Improvement

Online shoppers want to see the most improvement in the check-out, delivery and post-purchase phases. While free or discounted shipping is highly valued by consumers, easy returns and exchanges and the flexibility to choose delivery dates also play a key role.



Areas of Online Shopping for Improvement



Question: Thinking about these aspects of the online shopping experience, which of the following would you like to see improved by your favorite retailer?



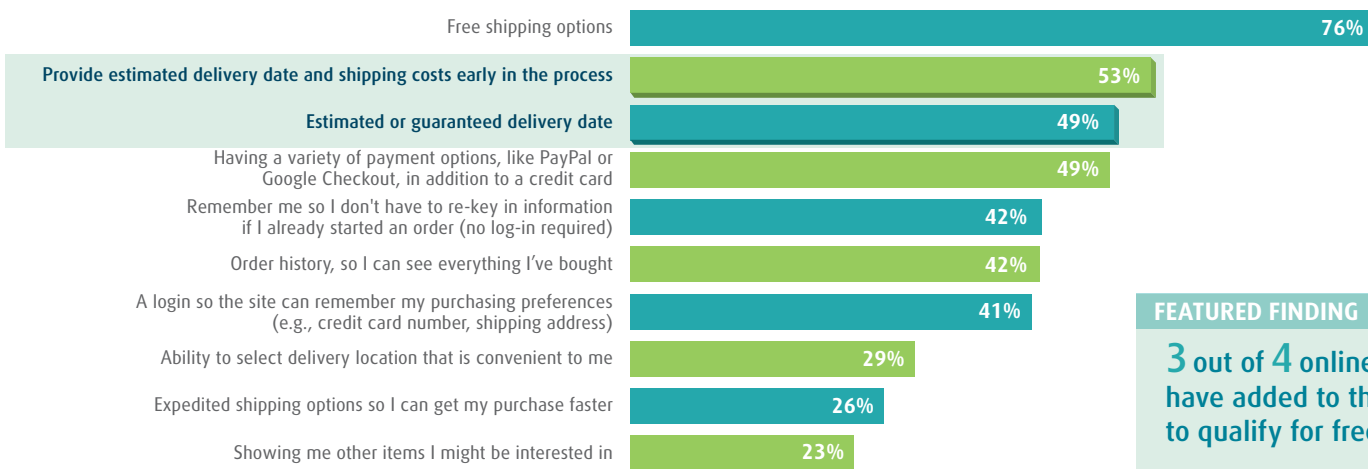


Keeping Shoppers... Checked In at Check-Out

While free shipping remains an important option during check-out, retailers that provide information up-front on shipping costs and delivery timing can keep customers happy.



Options Considered Important in Check-Out Process



FEATURED FINDING

3 out of 4 online shoppers have added to their carts to qualify for free shipping

Question: What information or options are most important to you when going through an online check-out process?



Share on:



- Home
- Online Customer Experience
- Omnichannel
- Mobile
- Social
- Check Out & Delivery (4)
- Returns
- Study Methodology

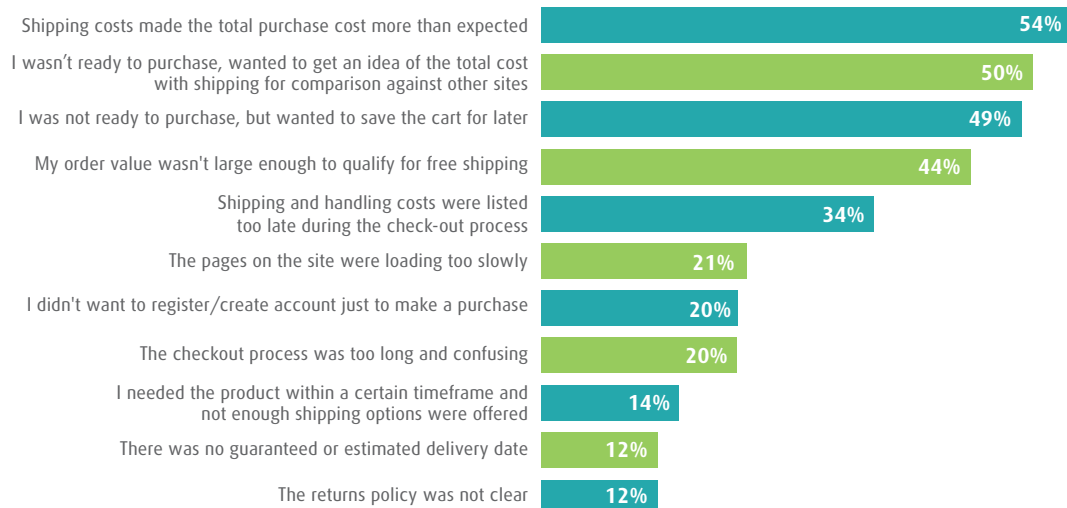


Shoppers Share... Why They Abandon Online Carts

Consumers said there are several factors that influence their purchase decisions – 88% indicated they have placed items in a shopping cart and left the site without making a purchase compared to 81% in 2012. The data also revealed many consumers added items to their shopping cart to qualify for free shipping.



Factors Driving Cart Abandonment



Question: What are some of the reasons that you have abandoned a shopping cart?



Share on:



- Home
- Online Customer Experience
- Omnichannel
- Mobile
- Social
- Check Out & Delivery (4)
- Returns
- Study Methodology

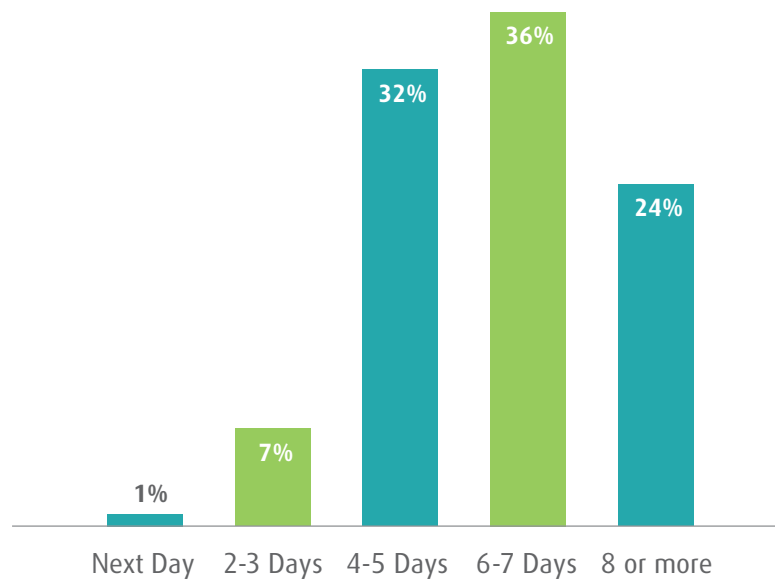


Retailers Must Deliver... Choices and Clear Expectations on Delivery Times

Online shoppers expect to have a variety of shipping choices, even though they most often choose the most inexpensive option. They also want to know how long it will take before their purchases arrive. Surprisingly, consumers are patient and willing to wait 7 days to receive their online purchases.



Days Willing to Wait for Purchases



FEATURED FINDING

97% say tracking services are "essential" or "nice to have"

Question: What is the number of days that you are usually willing to wait for most of your online purchases to be delivered?
Please give your best estimate.



- Home
- Online Customer Experience
- Omnichannel
- Mobile
- Social
- Check Out & Delivery (4)
- Returns
- Study Methodology

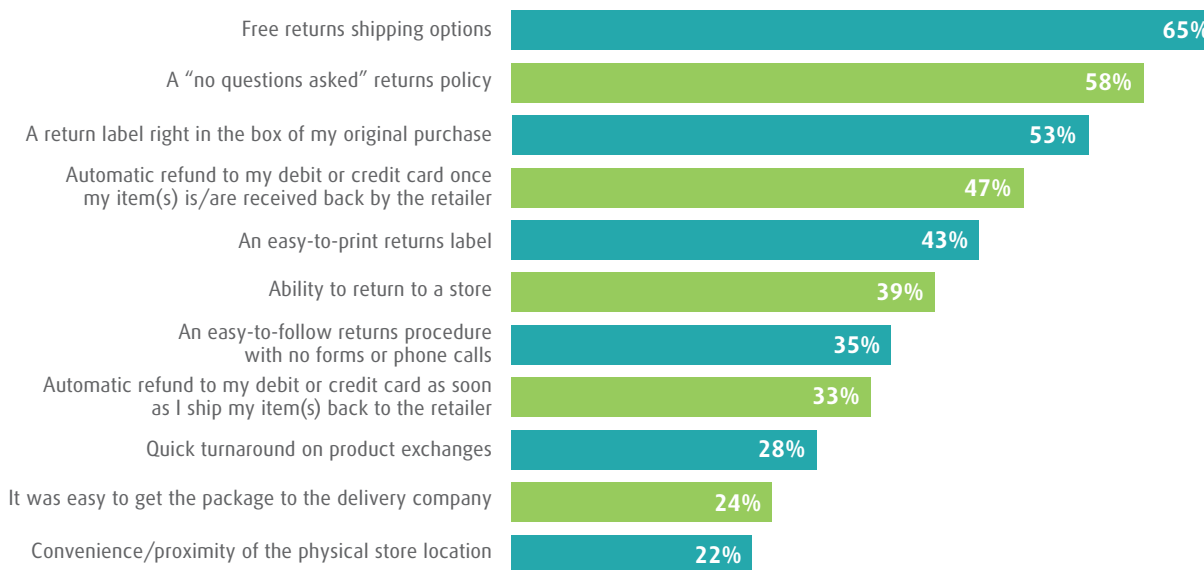


The Customer Experience... No Longer Ends at Check-Out

Returns volumes are growing with 62% of consumers stating they had returned or exchanged an item in 2013, versus 51% in 2012. When consumers have a positive returns experience, it can drive sales as 81% of the online shoppers said they would complete the purchase if they could return the item to a store, or have return shipping.



Elements Included as Part of Best Returns Experience



Question: Thinking of the best returns experience you have had, what elements were included as a part of this experience?
Select all that apply.



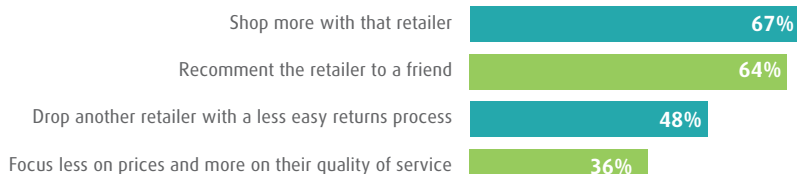


Positive Returns Experiences... Mean Return Customers

In the survey, returns were rated among the lowest areas of satisfaction with 66% reporting they review a retailer's return policy before making a purchase versus 63% in 2012. For retailers, it's an opportunity to offer a hassle-free returns policy, as 67% said they would shop more with that retailer and 64% would recommend the retailer to a friend.

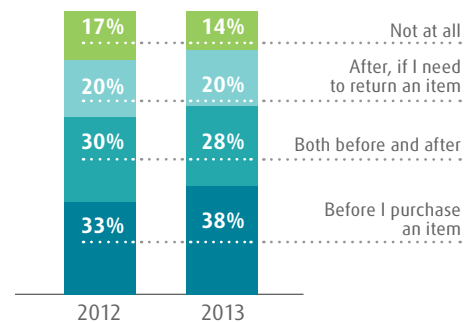


If an online retailer offers a hassle-free returns policy, I will...



Question: How much do you agree with the following statements?
If an online retailer offers a hassle-free returns policy, I will...

Review of retailers' return policies...



Question: Do you look for an online retailer's return policy before or after purchasing an item?



Share on:





Study Methodology

comScore conducted the 2013 UPS Pulse of the Online Shopper study in February 2013. More than 3,000 U.S. consumers provided data about their online shopping habits. All shoppers make at least 2 online purchases in a typical 3-month period.



Share on:



- Home
- Online Customer Experience
- Omnichannel
- Mobile
- Social
- Check Out & Delivery
- Returns
- Study Methodology**