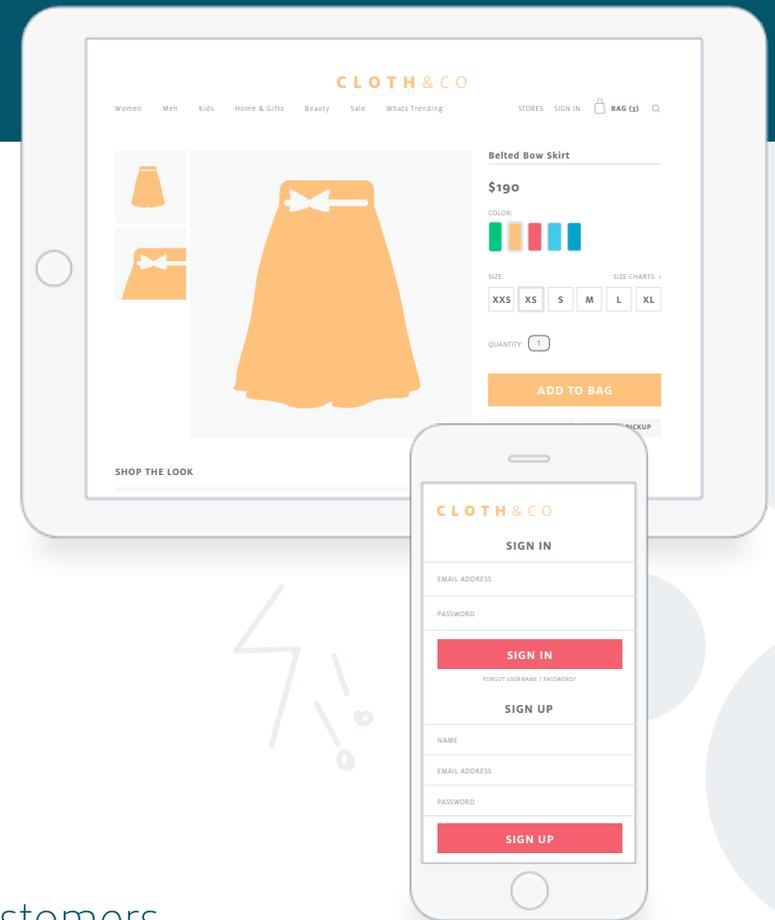




USABILLA REPORT:

# Retail Nightmares

Learn more about the nightmare scenarios driving customers away from your brand — and how you can prevent them.



# Introduction

It's time to put yourself in your shoppers' shoes. Think of which shopping experiences you've had that are memorable for all the right reasons — and then all the wrong ones. Any dream retail experiences come to mind? Any nightmares?

As it turns out, customers are dealing with way too many retail nightmares. Clearly, brands have room to improve their understanding of the user experience and how it informs the overall customer journey — especially given higher expectations of a seamless, convenient and engaging omnichannel experience.

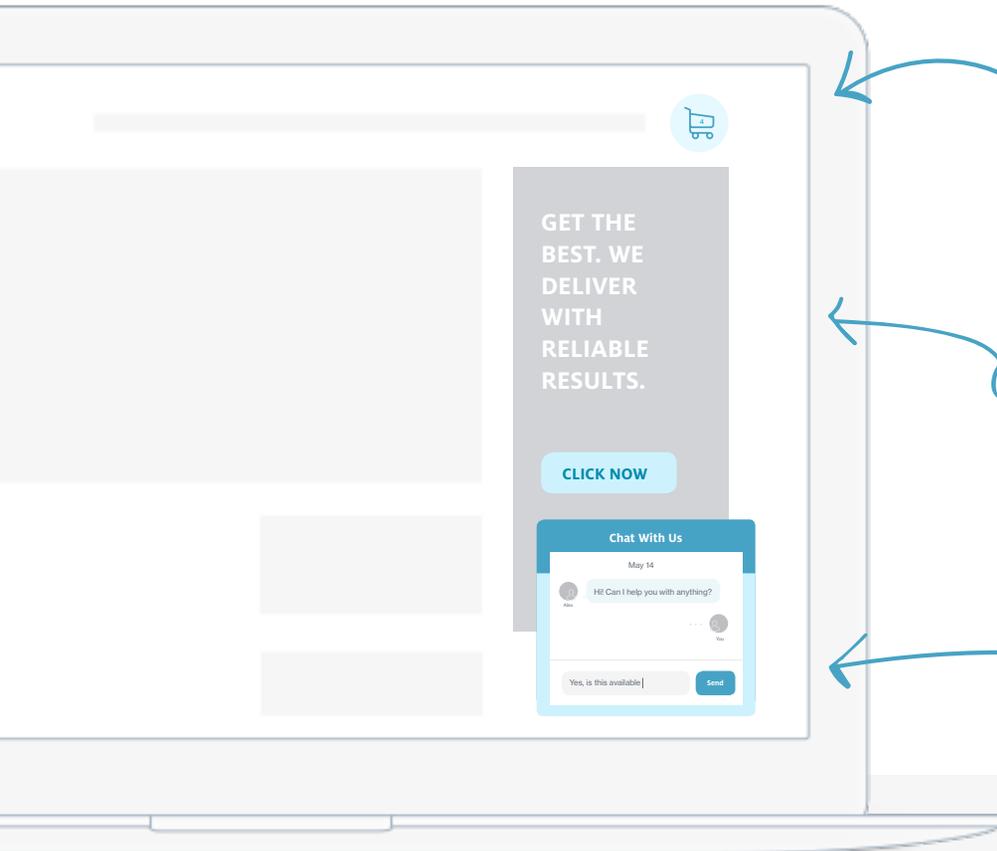
In this report, we've laid out the most frequent retail nightmares based on our survey of 2,000 U.S. shoppers. We learned about the common frustrations that take place while browsing and

ordering products online and in-store — and what you can do to fix them. We'll walk you through scenarios that might feel familiar to you as a shopper yourself, and show you how to turn around these nightmare scenarios.

**“ We learned about the frequent frustrations that take place while browsing and ordering products online and in-store — and what you can do to fix them.”**

# Skimmable Findings

At a glance, here are some stats that reveal your customers' biggest shopping turn-offs:



1

**The number one cause of cart abandonment is high shipping costs (58 percent);** an additional 8 percent report that extended delivery time is the most influential factor when it comes to cart abandonment

2

“Too many ads” is the biggest frustration for both mobile and desktop shoppers when browsing for products; **40 percent report unwanted ads as the biggest frustration on mobile, with 53 percent reporting the same on desktop**

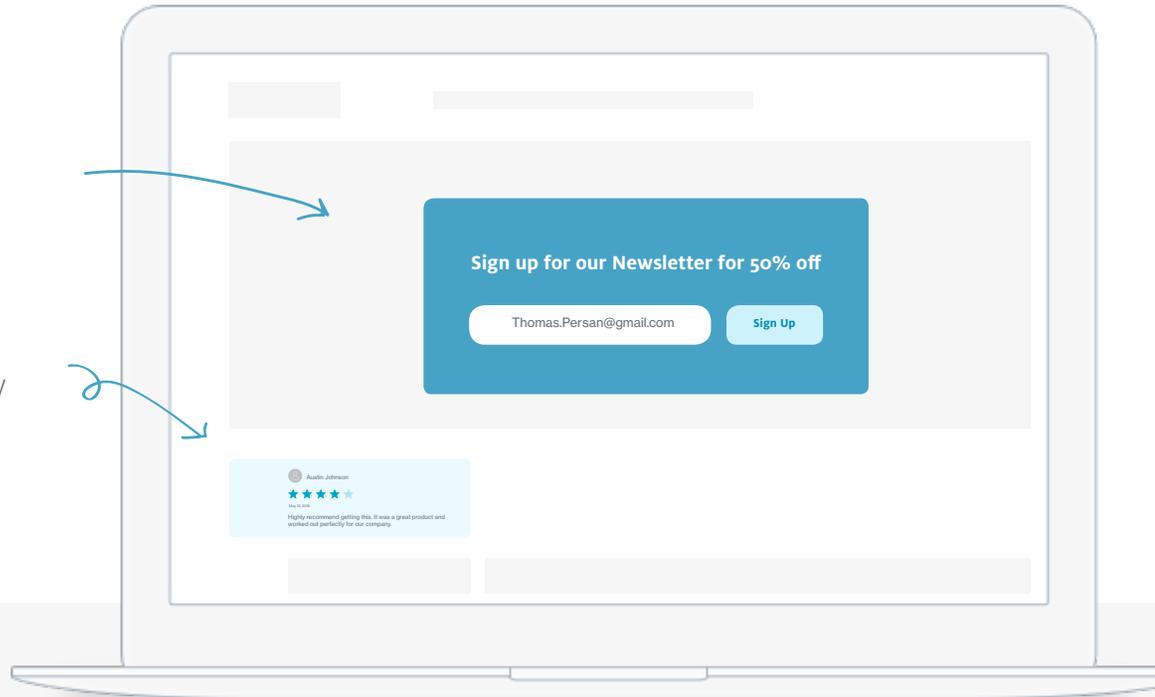
3

**Only 4 percent of customers ranked chatbots as the most helpful** online resource when researching products

## Skimmable Findings

**4** 50 percent of customers will provide an email address for a one-time discount upon entering a site

**5** The most helpful resource for customers by far is customer reviews, with 44 percent reporting they rely on reviews most when researching products



**6** 49 percent of customers have lied to sales staff to get out of a conversation in store; for millennials, this number is even higher (64 percent)

**7** 61 percent of customers will leave an online store if they don't like the website

# Retail Nightmares

Let's say you need a perfect outfit for an upcoming event. Now imagine everything that could go wrong in your shopping journey will go wrong. Given what respondents said about the common retail nightmares they deal with, here are four scenarios that might give you the biggest headache.



**The sales staff will not leave you alone**



**Ordering your product is too time consuming**



**You can't find what you need on the website**



**Shipping is costly and difficult to figure out**



## THE NIGHTMARE

# The sales staff will not leave you alone

Before going online to start your search, you head into one of your favorite retailer's brick-and-mortar locations. You just need some time to browse...but the sales staff is making that impossible.

You didn't ask for help, but they've been on your tail since you walked in. You've given them every indication that you aren't trying to have a conversation and unfortunately they just can't catch the hint. Eventually, after they hand you a pair of shoes you'd never dream of wearing, you hightail it out of the store and decide to look online instead.



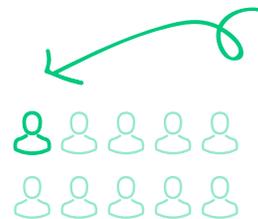
49%

49 percent of customers have lied to sales staff to get out of a conversation in store



64%

Millennials are more averse to pushy sales staff, with 64 percent reporting they have lied to get out of conversations in store



One in 10

Out of the reasons listed, one in 10 customers report that they most frequently leave stores because of pushy and aggressive sales staff



**The most alienating factor for customers in store is a negative experience with sales staff**, with 42 percent reporting this is most likely to cause them never to return



Anecdotally, customers frequently report **interactions with “rude” staff as the worst retail experiences they’ve ever had**



**45 percent of customers prefer sales staff to be available, but not to approach them.**

Forty-seven percent of customers report the same for online customer service associates and chatbots (i.e. pop up unprompted on a home page)

## THE FIX

Sales staff should improve the retail experience, but they shouldn't take center stage. Pushy sales staff can nudge customers to shop online instead, or eventually abandon the retailer entirely (especially if chatbots or online customer service reps are just as pushy). Whether in store or online, make sure your sales staff, online customer service associates and chatbots are helpful and available, but not intrusive. That means investing in better customer service training for employees, and potentially adjusting the goalposts for how you evaluate staff performance. For example, reward staff for positive customer feedback rather than just sales.



## THE DREAM

**You stroll into your favorite clothing retailer. A staff member greets you warmly as you enter, letting you know they're available if you have any questions. You browse independently and find a pair of pants you love. They're not in your size on the floor, but the sales staff finds a pair that fits once you ask.**

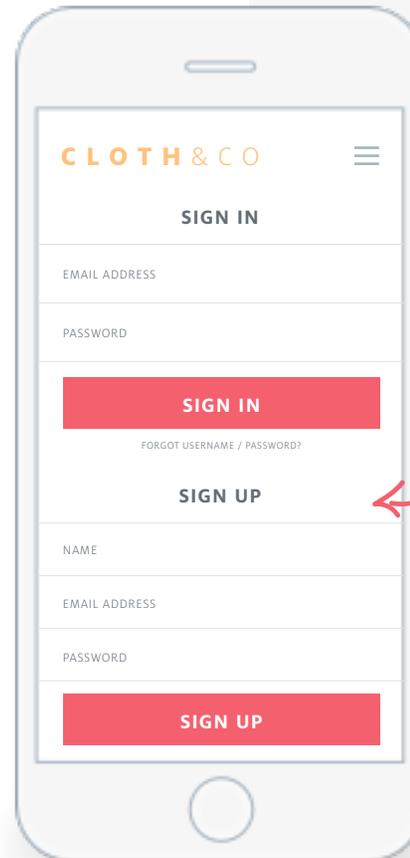


## THE NIGHTMARE

# Ordering your product is too time consuming

Now that you've got the pants, you need a top to match. You're browsing through products on your phone during your commute, thinking you can save some time shopping...but you're getting nowhere fast.

The mobile website doesn't load quickly, and when it finally does, you're forced to watch ads that aren't buffering. You've watched six pages load before you've even landed in the clothing section. When you finally find a top you like, the retailer asks you for payment and shipping information you've entered a dozen times before — and of course, the page won't load. Looks like you'll be finding clothes elsewhere today.



## 34%

When purchasing items, **having to re-enter information that should be saved is the biggest frustration for 34 percent of desktop shoppers and 31 percent of mobile shoppers**

## 37%

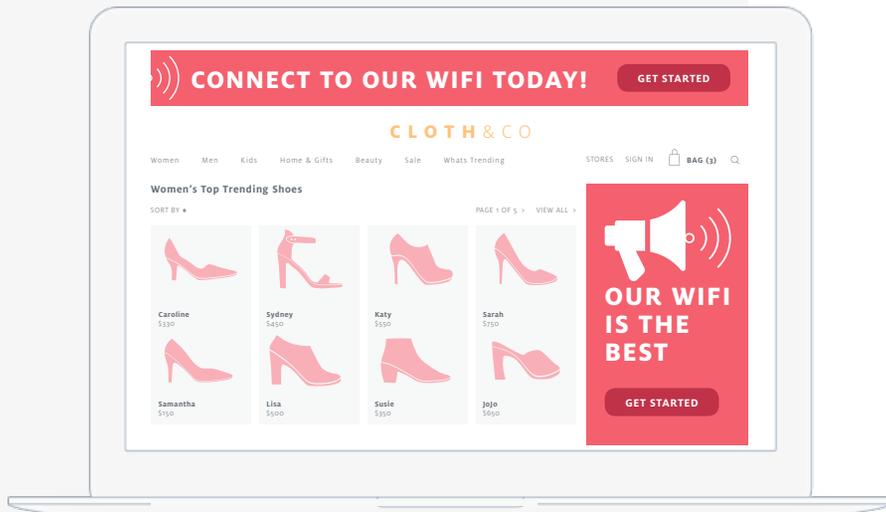
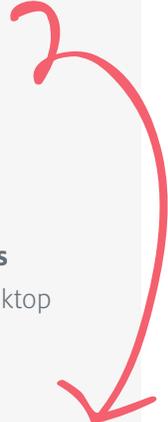
**37 percent of customers report that they create accounts with retailers to save time and avoid re-entering information;** this was significantly higher than those who create accounts for more personalized experiences (13 percent)

**40%** | **53%**  
mobile | desktop

When browsing for products, **“too many ads” remains the biggest culprit** for both mobile and desktop shoppers; **40 percent report the factor as the biggest frustration on mobile, with 53 percent reporting the same on desktop**

**22%** | **19%**  
mobile | desktop

Additionally, **“it takes too long to make a purchase (e.g. too many clicks/swipes)” is the biggest pain point** for 19 percent of desktop shoppers and 22 percent of mobile shoppers



## THE FIX

Your customers have little patience for time-consuming shopping experiences. Customers go online for convenience, so slow-loading websites, intrusive ads and clunky user experiences defeat the purpose — especially for users on mobile phones, where patience runs even thinner. Still, Customer Effort Score (which measures how easy it is for users to accomplish tasks) is often overlooked as a KPI. Brands must prioritize usability, streamline the path to purchase and find ways for online ads to enhance the experience rather than diminish it. Motivate customers to create personal accounts with your brand by promising a faster and better experience once they do so.

## THE DREAM



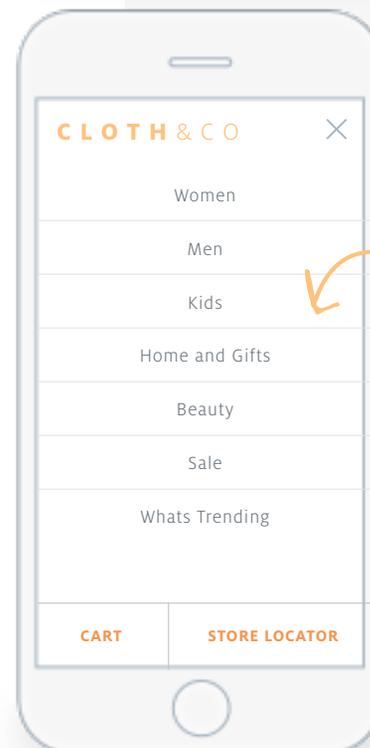
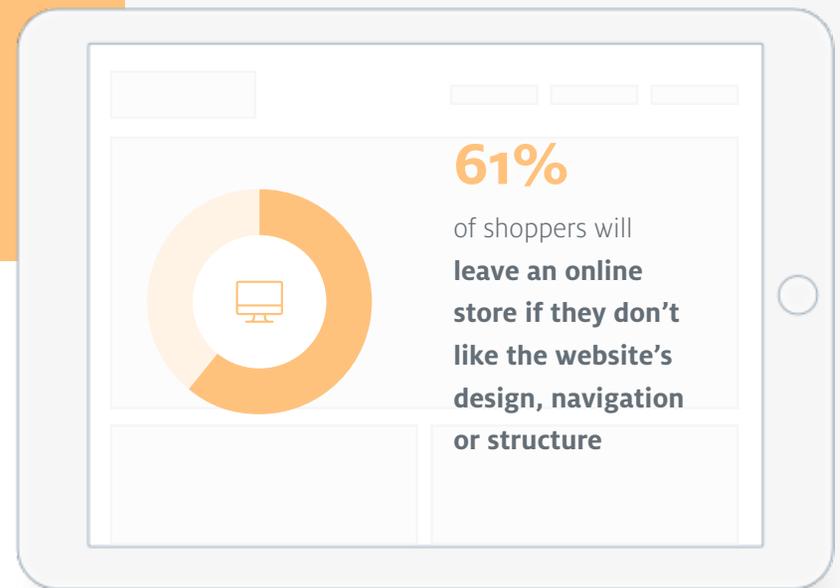
You navigate to your favorite retailer's site on your phone. Two swipes later, you're scrolling through the clothing section. You might see an ad or two, but they're not too annoying. When you find a top you like, the website automatically populates your shipping and billing information during checkout. In one click, the product is headed your way.



## THE NIGHTMARE

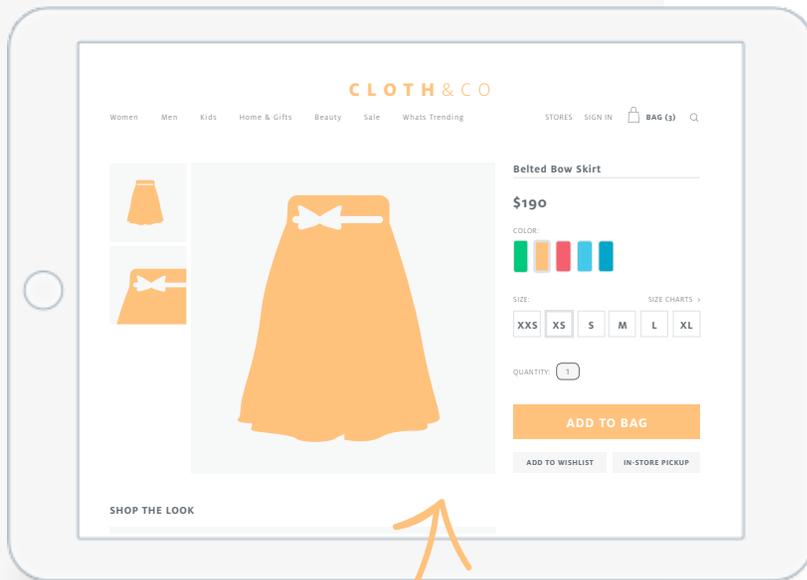
# You can't find what you need on the website

You're looking for a pair of shoes to match your new outfit. The online store of a trendy new boutique is pretty, but it looks more like an art project than a retail website. Initially, you can't even find the products, and when you do, there aren't clear product descriptions. You'd never buy clothing online without reading customer reviews, and as far as you can tell, there aren't any on the site. You quickly close out your browser.



**24%**

Almost a fourth (24 percent) of customers report **“the navigation is confusing/messy”** as the biggest frustration when browsing products on mobile



20%

**Inadequate product content poses a problem when browsing for approximately one in 5 consumers** on both desktop (20 percent) and mobile (18 percent), with websites failing to highlight product information like sizing specifications, color, etc.

18%

18 percent of consumers report that a **difficult-to-use website or app would be the factor most likely to prevent them from ever returning to an online store**

USABILLA REPORT: RETAIL NIGHTMARES

## THE FIX

The usability of your online experience is a competitive advantage. In fact, customers will leave if they don't immediately find your experience satisfying (before they even consider your products). You need to intimately understand the customer journey on your website and mobile app and make it as easy as possible for customers to find exactly what they're looking for. That means clear navigation, comprehensive product specifications and featured customer reviews (since that's what your shoppers are looking for).



## THE DREAM

**You find the shoe section immediately from the navigation menu in one swipe. You've found a pair you like, with the exact measurements shown so you know they will fit. The customer reviews are great, too, so you decide to order the shoes.**



## THE NIGHTMARE

# Shipping is costly and difficult to figure out

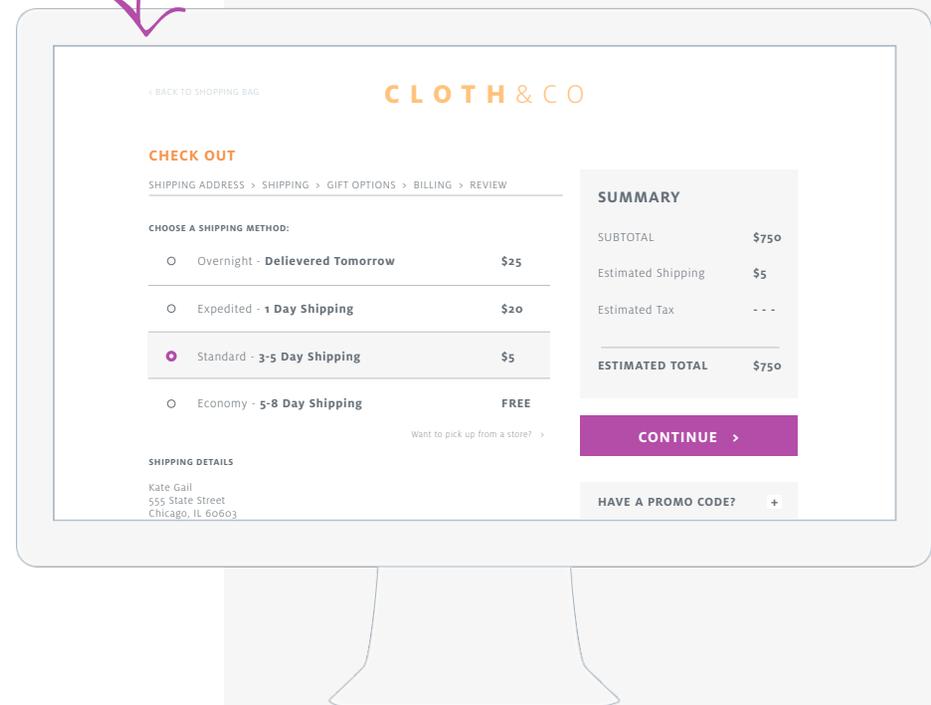
Everything about that pair of shoes is perfect. You're about to take the plunge, until you see how long they'll take to arrive: two weeks. And shipping fees are almost \$10. You start to think maybe these shoes aren't so perfect after all. You bet you can find a similar pair on Amazon and put your Prime subscription to use.

**58%**

The number one cause of **cart abandonment is high shipping costs (58 percent)**

**+8%**

An additional 8 percent report that **increased delivery time also leads to cart abandonment**

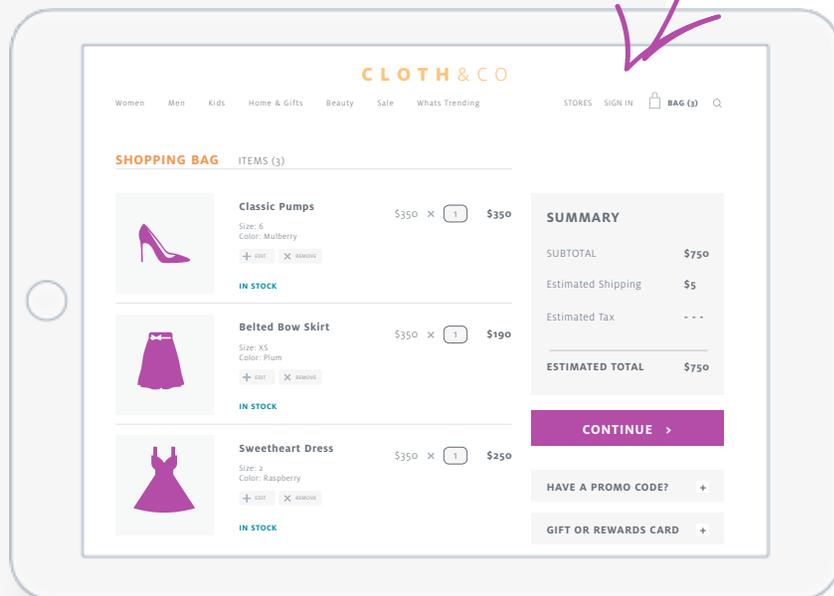


48%

48 percent say discounts will make them return to an abandoned cart, if retailers can't offer free or expedited shipping

17%

17 percent of customers report that a shipping or delivery error that delayed the arrival of a product would cause them to never return to an online store



## THE FIX

The Amazon effect has taken hold, with customers growing increasingly accustomed to near-instant gratification and free shipping. With Prime members now making up more than half of U.S. shoppers, consumers are starting to view added shipping costs as a loss, and longer delivery times as a burden. More than six out of 10 customers report that shipping concerns are the biggest contributor to cart abandonment. If you can't offer free shipping, lure customers back in with discounts or rewards after they've browsed, which can make longer delivery times or high shipping prices worth it. You might solve the problem from the beginning by offering a one-time discount in exchange for a customer email address.



## THE DREAM

As you browse on Amazon for your pair of shoes, you get an email alert from that trendy boutique. The shop is having an exclusive one-day promotion: free shipping for orders over \$50 (just how much that pair of shoes cost). You decide the wait for the shoes is worth it after all.

# The Unheard Voice of the Customer

We've all experienced some version of these retail nightmares. But you can avoid them if you're able to anticipate your customers' needs and understand how they prefer to interact with your brand. The way to do that is to listen.

Fortunately, our survey revealed that customers are eager to provide feedback. Here's what we learned:

- **Customers are receptive to providing feedback after being prompted**, especially for positive experiences (37 percent through email, 19 percent immediately after purchase)
- **Customers are more likely to approach retailers themselves after negative experiences** (23 percent through email and 20 percent by contacting customer service)
- **Customer reviews are by far the most valued information by shoppers**, with 44 percent reporting

peer product reviews as the most helpful resource (followed by online customer service associates at 25 percent)

Customers are more likely to give feedback themselves after a negative, emotionally charged experience. But in general, they are open to retailers asking for feedback! Retailers should feel comfortable soliciting feedback to get a more accurate, holistic picture of their CX.

If you're not actively learning from your customers, you're probably creating more nightmares than you realize. But if you're keyed into what your customers want from you — and how well you're meeting their needs — you'll let them live out their retail dreams through your brand.

# About

Usabilla helps brands like HP, Philips, Booking.com, Lufthansa, KLM, Transavia and The Economist to improve the performance of their websites, apps and emails with live user feedback. Our clients utilize our software to stop guessing what users want, and start listening to what they need.

Headquartered in Amsterdam, Usabilla was founded with the belief that continuous user feedback is the key to any successful website, product or service. Over 20,000 clients worldwide use our Voice of Customer solutions to improve user experience, increase conversions and boost customer satisfaction.

# Methodology

In April 2018, Usabilla surveyed 2,000 U.S. consumers who have shopped online within the past year. Usabilla surveyed customers evenly divided across five age groups: 18-21, 22-37, 38-52, 53-72, and 72+.

