

# DIGITAL DESERTION

For today's digital businesses, customer experience is king. We surveyed 2,250 internet users in the US, UK and Sweden and the results are clear. Consumers are growing more demanding and less forgiving.

## GREAT EXPECTATIONS



1 in 9

users won't even give a site five seconds before moving onto another website.

## DIGITAL DISAPPOINTMENT



MORE THAN  
36%

of users say long wait times can make them lose patience with a site.



10%

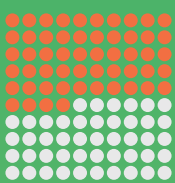
of participants would never return to a brand for goods or services following a poor website/app experience.



73%

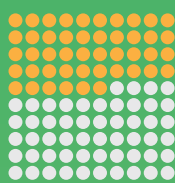
of consumers are likely to turn to competitors following a brand's poor site performance.

## DOWNTIME IS NOT AN OPTION



54%

of users said that several hours of planned downtime was unacceptable—these users were only willing to wait up to one hour.



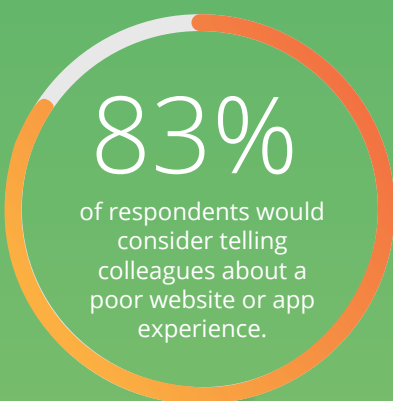
46%

would accept extended downtime only if reasons for the outage were made clear.



MORE THAN  
1 in 10 (13%)  
EXPECT 100% UPTIME

## BRAND BOYCOTT



ALMOST  
4 in 10 (37%)  
WOULD DEFINITELY TELL  
THEIR COLLEAGUES

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