

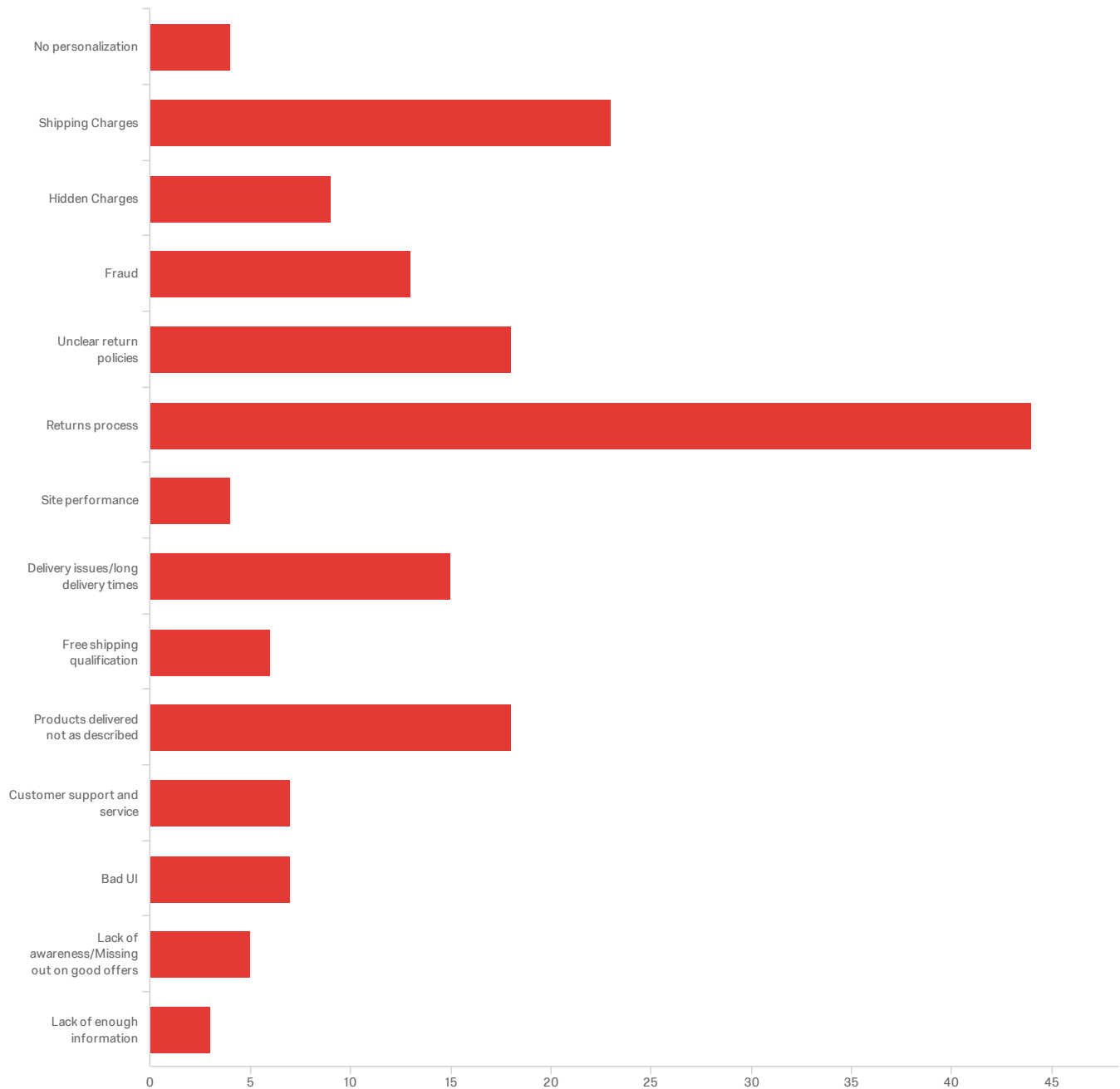
Default Report

E-Commerce Survey

March 13, 2019 6:46 PM MDT

Q1 - What are the top 3 pain points of your online shopping/e-commerce experience?

(Choose 3)



Field

Choice
Count

#	Field	Choice Count
1	No personalization	2.27% 4
2	Shipping Charges	13.07% 23
3	Hidden Charges	5.11% 9
4	Fraud	7.39% 13
5	Unclear return policies	10.23% 18
6	Returns process	25.00% 44
7	Site performance	2.27% 4
8	Delivery issues/long delivery times	8.52% 15
9	Free shipping qualification	3.41% 6
10	Products delivered not as described	10.23% 18
11	Customer support and service	3.98% 7
12	Bad UI	3.98% 7
13	Lack of awareness/Missing out on good offers	2.84% 5
14	Lack of enough information	1.70% 3

176

Showing rows 1 - 15 of 15

Q2 - What is one thing that would improve your customer experience?

What is one thing that would improve your customer experience?

Appropriate product description

Customer service

Clarity of upfront information

No fake reviews

More community reviews. More people around me use it, the more i can trust a site.

Good quality at less price

driving to the returns store

Customer support

More precise delivery estimates

Analysis of feedback

Offers

Better personalization

Lesser shipping

Better access to what I am looking for

Good offers, easier conversion flow, tracking orders

A list of all charges that will be involved before I add an item to the cart

Yabadabadoo

Transparency in pricing.

Better UI, better customer support and service

Clear information on product

Return policies

There has to be a viable return option

What is one thing that would improve your customer experience?

No hidden prices or large added tax prices.

xyz

Easy cancellation/return

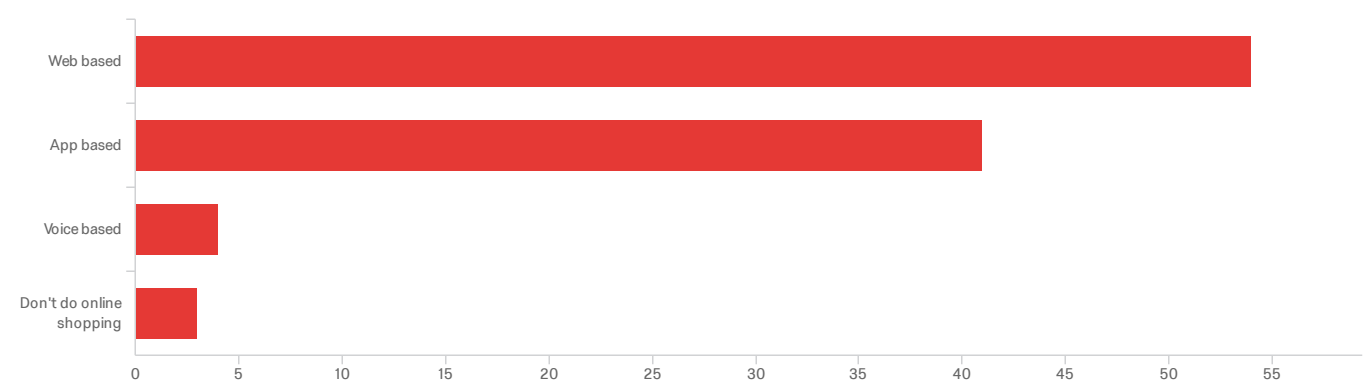
Number or call transfers

Flexible return policy

Easy return/replacement

Free and fast shipping

Q3 - What are your means of online shopping?



#	Field	Choice Count	
1	Web based	52.94%	54
2	App based	40.20%	41
3	Voice based	3.92%	4
4	Don't do online shopping	2.94%	3