

Online Ready to Wear: when customers talk about their favorite retailers, Experience feedback, Image and Loyalty of more than 5,900 cyber-buyers

Submitted by: Yuseo

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London, 17th May 2012 – With a 15% growth in March 2012 (in comparison to March 2011 - IMRG retailers index) and a 1% increase of the average basket value – reaching £57 - the online clothing field of business shows signs of maturity. Therefore, especially in a challenging economical environment, customer experience turns out to be even more central to secure loyalty.

YUSEO focused its latest online customer experience benchmark – the Observatory – on this major e-commerce activity. The results of the 2012 Ready to Wear benchmark will be released on the 24th of May 2012. For the purpose of this survey, more than 5,900 online female RtoW buyers have delivered their online experience feedback, image and loyalty levers on the major clothing retailers they favor. Therefore, Asos, Boohoo, H&M, John Lewis, Mark & Spencer, New look, Next, River Island, Top shop, Very and Zara are reviewed by their own clients who expressed the most significant topics that matter from their point of view... with some surprises.

Most impacting topics on the online clothing purchase experience

The 5,900 female respondents had to specify the 4 main items impacting their experience online when purchasing clothing. At the top of the pole, and consistent with last year's results, with a 54% score, << pictures and images of good quality >> is the most significant component specific to ease product selection.

With little surprise, << delivery quality and reliability >> gathers 49% of the votes. In its March 2012 report << IMRG UK Consumer Home Delivery Review 2012 >>, 77% of respondents confirmed that the delivery quality had a direct impact on their future purchase with the same retailer.

The << breadth of the range on offer >> is a close third with a 48% score to secure a wide enough choice to meet consumers' different needs and expectations. Finally, with 45% , “a clear and detailed product information” is a logical fourth topic.

Retailers' focus

Boohoo, Rivers Island and Topshop are acknowledged by their customers for the “quality of their pictures and images” with scores of 62%. However, Boohoo's clients feel that the online merchandising could be improved with only 28% appreciating the product presentation.

Regarding the quality of the delivery, the reliability of Next (69%) and Very (61%) service is pinpointed by their clients. On this specific topic, Zara shows poor result with only 35% of its clients acknowledging it.

John Lewis is clearly on top when it comes to the “quality of the customer service” appreciated by 45% of its clients. Such a result is to be compared to the average score of 24%, with TopShop, Asos and H&M displaying only a 20% score.

Zara and H&M are both recognised for the “clarity and precision of their product information” with a 52% score. Zara’s clients (51% of them) stressed the “pleasant layout and product presentation” where H&M clients favor their “exclusive web promotions”.

Image : what really matters from a client perspective?

Brand attractiveness is another core component of the survey: John Lewis (52%) and Next (42%) are strongly pinpointed for their “trustworthiness and seriousness” where the average score shows 28% on this topic.

41 % of H&M and Boohoo’s clients favor their << good value for money >>, which could be a strong ground for growth in a tighter economical climate.

An interesting finding relates to the << customer relation >> topic : with an average score of only 11%, clients don’t feel exactly close to their brand / retailers and also feel that their opinion is not really taken into consideration.

Where does the customer loyalty lay?

Without too much of a surprise, << price attractiveness and promotion >> alongside << brand reputation >> - both with a 58% score – are on top of the list of the loyalty levers from a client perspective. “Confidence to easily find what one is looking for” is close third with a 57% score. Finally, with 53%, << a site I know well with little surprises >> and “a trustworthy delivery service” are the 2 other key components.

64% of H&M and Rivers Island clients keenly visit the sites regularly thanks to their confidence of finding what they want, closely followed by Top Shop (62%) and Zara (61%). John Lewis is only registering a mere 42% score on this topic from its clients.

However, 74% of John Lewis clients pinpoint the brand reputation as a strong incentive to shop with them closely followed by the quality of their customer service with 64% (the average score on the customer service being only 34%). Zara and Top shop do pretty well regarding the brand reputation respectively with 73% and 70% of their clients considering this as a key component of their loyalty.

The quality of Next delivery service is for 69% of its clients a major strength where for Zara and H&M it only matters for 41% of their clients. Next shows also a strong feature with the flexibility of its exchange and return policy accounting for 62% of its clients, in comparison to a 46% average.

For Boohoo and Very the brand reputation is not as of today a major source of loyalty with 32% and 29% of their clients mentioning this topic. However, alongside H&M (86%) and Asos (73%), Boohoo (86%) is clearly acknowledged by its clients for its price attractiveness and promotions. Very with 68% is slightly behind, while John Lewis and Next only gather 35% and 37% of votes on this topic.

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Yuseo (<http://www.yuseo.com/>) – specialised in digital omnichannel customer experience – Where Usability and Utility meet Marketing

Leader in France in the digital User Experience surveys, Yuseo has dedicated itself for 11 years in managing customer behavioural studies to deliver hands-on recommendations on different interfaces (Internet, Tablets, Software, Cell Phones ...) in projects with significant international exposure (Europe, USA, Japan, China). Awarded in the DELOITTE EMEA «Technology Fast 500», Yuseo offers a unique positioning based on its proprietary online behavioural analysis tools (WebBehave and Yuscard) developed by its in house R&D team to deliver a relevant and actionable measure of the customer experience. Introduced in 2005, such qualified and quantitative measure of the online customer journeys enables to prioritise the drawbacks directly impacting the satisfaction, image and attractiveness of the site.

About IMRG (<http://www.imrg.org/IMRGWebSite/user/pages/homepage.aspx>)

IMRG (Interactive Media in Retail Group) is the UK's industry association for e-retail. Formed in 1990, IMRG is setting and maintaining pragmatic and robust e-retail standards to enable fast-track industry growth, and facilitates its community of members with practical help, information, tools, guidance and networking. Consumers can be confident when dealing with IMRG Members because all interact in an environment where they are encouraged to operate using methods that are Honest, Decent, Legal, Truthful and Fair, and have undertaken to not bring the industry into disrepute. The strength of IMRG is the collective and cooperative power of its members. For more information please visit <http://www.imrg.org/> or email membership@imrg.org