



Supercharge Your Online Retail Strategy with
Real Customer Feedback

Listen. Engage. Convert.

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1 - Introduction

Exceeding customer expectations

Throughout the year, but especially during the holiday and other seasonal sales periods, online retailers, marketers and web strategists are challenged with meeting customer expectations. Performance in this area is more than just earning bonus points with customers - it's about sales and online conversions.

Internet buyers are not only looking for the perfect present or the best deal, but the best service and user experience as well. While this experience is the sum of all customer touch points - from the way the customer reached an online shop to the delivery and quality of the purchased goods - the most influential element in this chain of interactions remains the online retailer's website. To maximize profit and conversions, it takes an internet presence that meets and exceeds customer expectations.

How to discover authentic customer expectations

There are different methods to determine what your customers expect – some more reliable than others. You should avoid running the risk that the final reality-check, the holiday season or some other sale period, will either prove your web strategy right or wrong. Even if you take all the necessary precautions, from A/B testing to web analytics, and pair them with your knowledge and businesses experience, you will have to face the reality that much of your strategy is still built on assumptions.



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A more reliable way to learn about retail user experience and expectations is to listen to the real usability experts – the online shoppers themselves. They know what they want and need, and if given the opportunity, they will share this valuable information with you.

Embrace feedback (especially the negative stuff)

Compliments from your customers inform you about what you are doing right and are also great for your ego. However, negative comments are a goldmine in revealing the flaws of your website. These weaknesses, which you might not have even been aware of, are preventing increased sales and conversions.

Our research has shown that negative feedback provided by online visitors is much more detailed and precise than complimentary feedback. This offers a rich resource to retailers looking to optimize and enhance their website user experience.

- **73.43% of negative feedback is categorized, detailed and specific.**
- **56.63% of positive feedback is categorized.**

Kampyle Research, 2011

What you will find in this e-book

In this e-book we offer you an aggregated view of the rich data Kampyle has collected. Between 2008 and 2011 Kampyle processed 15,000,000 feedback submissions for over 50,000 clients in a wide range of verticals. Our research for this e-book exclusively focused on the online retail subset of the Kampyle client base.

The concerns of real online customers shared below are either statistically the most frequently mentioned in feedback or represent issues that we found to significantly impact your success as an online retailer.

Although the customer pain-points discussed, like web site navigation and product information are familiar territory for web strategists, the customer quotes (with identifying details changed) provide a unique and often overlooked “consumer centric” perspective – invaluable for future optimizations and enhancements.



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Pricing – by far NOT the hottest issue!

Competitive pricing certainly is an important ingredient in online retail however it is among the least mentioned feedback issue. Once a shopper is on your website, it is likely that he/she already has done their pricing research and won't be so influenced by minor differences in cost.

While our e-book highlights areas more directly related to website optimization, we found this particular statistic worth mentioning.

- An average of just 8.5% of customer feedback relates to pricing.
- 9.7% of satisfied customers address pricing.
- 7.3 % of disappointed customers address pricing issues.

Kampyle Research, 2011

Read on and see what retail customers have to say about their online shopping experience!



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2 - Website Navigation & Search

“Why can’t I search by designer? I don’t want to search thru items from brands I don’t buy!”

Online Customer on High-End Clothing Site

Online shoppers are increasingly sophisticated and can recognize poor website design, layout and navigation. Coupled with a seemingly endless proliferation of competing sites, online retailers need to go the extra mile to keep their customers happy.

While some customers might know exactly what they want and others are just beginning their search, all customers want a user-friendly and intuitive experience. When designing site layout and navigation, an emphasis must be placed on enabling the (often impatient) shopper to search for and find what they want, quickly and easily.

Up to 15% of disappointed feedback providers are not satisfied with the search and navigation possibilities offered, making this the busiest feedback issue.

(Note: Taking only online retailers with a large inventory into consideration)

Kampyle Research, 2011



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This is especially true with customers who are more advanced in their shopping process and already know what they are looking for. The larger your inventory and the more diverse your audience, the greater the importance of a search feature with rich filtering capabilities and options. A well-structured navigation bar alone will be insufficient in serving this group of shoppers.

We have found that allowing your customers to filter according to their preferences will give you a clear competitive advantage.

"I'm looking for a lens hood compatible with an XYZ 18-200 mm lens. Apparently it is not possible to search according to compatibility. Do I have to look at each lens hood individually to find one that's compatible?"

Online Customer on Camera and Electronics Site

A cookie-cutter approach will not work when creating an optimal search and navigation experience for your site. Even if a particular navigation structure worked well, say for a clothing retailer, it might be disastrous for electronics retailers who are selling complex products with multiple options for accessories and add-ons. We recommend that online retailers closely monitor how shoppers search in specific product categories, and customize their site navigation and search algorithms accordingly.

"It is not helpful to filter by price when the only option is \$0-\$100. You should have a \$0-50 and \$50-100 option too. You should also be able to 'View All Products'. Additionally, you should have an option to display items based on lowest to highest price or vice versa."

Online Customer on Apparel Site

Although these features seem quite basic, our findings shows that retailers sometimes fall into the trap of using inexpensive, rigid e-commerce suites that don't allow for much customization. While the low startup cost might be tempting, as an online retailer you should consider which systems or internet design solutions offer the most flexibility and scalability for all aspects of your website.



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3 - Product Information

“The website might also benefit from 360 degree views of the clothes as well as wash and wear instructions.”

Online Customer on Apparel Site

Customers seek out and expect full access to rich product information and content. In addition to extensive product specifications, our data showed that online shoppers also expect (where relevant) images, video or applications that offer a virtual “try-it-on” feature. Assisting customers with their comparative shopping and offering a high-quality user experience is a powerful method of differentiation, engagement and establishing customer loyalty.

- **Disappointed visitors on online retail sites are 3 times more likely to raise the issues related to product information and website content than happy customers.**
- **An average of 12% out of negative feedback is dedicated to wrong or missing product details, content and images.**

Kampyle Research, 2011



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“Most shoes do not have heel height information and boots don’t have shaft height, which for me, determines a purchase or not. Please add this info.”

Online Customer on Footwear Site

Online consumers are informed consumers and want to make educated buying decisions. If left without the desired details about a product, frustration rises immediately. Not knowing if the product is exactly what they want will greatly diminish the likelihood of them making the purchase.

“I’m in my 40’s and while shopping for underwear and swimwear I was annoyed that the brand uses this 19 year old model. Why not also use older models. Like this I could see how they would look like on me instead of a teenager.”

Online Customer on Apparel Site

With the internet providing retailers the ability to focus on specific demographics and target markets, it’s important that the opportunity is not wasted. By gathering feedback – good and bad – online retailers can discover whether or not their ads, contents and other features are performing well in targeting a specific customer segment.

“Your product information isn’t very informative. For instance toothbrushes don’t say whether the product is medium or soft.”

Online Customer on Consumer Products Site

Consumer sites need to provide comprehensive product information to satisfy their customers. No detail is too small. Of course, discretion is required to determine what constitutes essential information and what would be considered data overload. In our experience a smart web design that enables customers to easily access the information they need, significantly increases the probability of a purchase.



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4 - Check Out Process

"I live in Madrid but visit the UK frequently. I spent a long time completing all the order information, billing address and delivery address – and your billing address drop-down has an option for Spain. When I got to the end and submitted my order it said that you only accept cards registered to a UK address. 20 minutes wasted."

Online Customer on Consumer Products Site

A long and complicated check-out-process, incorrect prices, disclosure of terms-of-purchase late in the process, missing shipping information and hidden costs are the most reported pain-points reported during the check-out process. At no other part of your website is it so evident that what hurts your customers hurts your business.

An average of 11% of disappointed feedback providers left comments on the checkout process - leaving online retailers behind with abandoned shopping carts.

Kampyle Research, 2011



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"It's a little bit suspicious that your polka dot tie top (previously \$159) goes up to \$199 just in time for your VIP customer "special" of \$50 off every purchase over \$100"

Online Customer on Designer Clothing Site

It's important to treat clients and their intelligence, with respect. This is all part of creating authenticity in any customer engagement efforts. As an online retailer you should consider how best to convey the message that you care about your customers and don't just view them as a means to an improved ROI.



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5 - Bugs, Errors and Operational Issues

"hey umm...great website, easy to navigate but umm....why do you need to take a glass of water whilst taking a suppository, lol obvious cut and paste mistake"

Online Customer on Consumer Products Site

Frequent product, content and feature updates are part and parcel of normal website maintenance. Particularly during the holiday season and other sales, the rush to get updates online in time for the masses of shoppers makes it easy for mistakes to creep in. While some errors and omissions might be humorous, most can damage a hard-earned reputation for providing accurate and up-to-date buying information.

An average of 7% of disappointed website visitors provide feedback pointing out technical issues, such as failed logins, low site speed, check boxes not working, error messages, browser problems, missing pages, etc.

Kampyle Research, 2011



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“Web pages not loading or incredibly slow to load. THIS IS NOT TO DO WITH MY BANDWIDTH - other sites load quickly. I OFTEN have problems with your site.”

Online Customer on Electronics Site

Additionally, operational issues might also be magnified during the high-traffic periods with limited bandwidth and server performance causing unexpected download and upload issues. These issues, difficult to spot with traditional monitoring tools, cause lost sales, unless immediately identified and fixed.

“There is no scroll bar. Unable to scroll up and down page. Can’t view all items on the page.”

Online Customer on Electronics Site

With retail sites having thousands and even hundreds of thousands of pages, it’s quite possible for website quirks and bugs to significantly harm your customers’ experience. Leveraging your customer feedback is an effective and efficient way to crowd-source QA for your entire website.



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6 - Multi-Channel Integration

“It would be helpful if the website can state which store branches stock a selected {item}. I need this urgently and would have travelled to any branch that had this style and size selection in stock.”

Online Customer on Apparel Site

With many retail brands and businesses selling online as well as via traditional brick and mortar stores, the issue of multi-channel integration has become a major focal point in customer engagement efforts.

The customer feedback above highlights the expectation that online and offline offerings will complement each other and function as a single, harmonious entity. Meeting this customer expectation doesn't come easy as long as online and offline assets are treated as different operations. Website optimization with referrals to the brick-and-mortar stores alone will not bring the desired results – a seamless and holistic customer experience.



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These are frequently mentioned customer concerns as found in feedback processed by Kampyle:

- **Store locator** – make it easy to find the nearest physical location.
- **Buy online, pickup in-store** - if home delivery takes too long, the shopper will want to know if and where they can pick the item up themselves.
- **Real-time information about availability** - if something is out-of-stock either online or offline, the consumer expects to receive information whether and where it is available.
- **Buy online, return in store** - customers expect an in-store return option, even for products purchased online.

“On many occasions I have seen a cheap component on the website which isn't available at the same price in the shop and I need to spend more there.”

Online Customer on Electronics Site

Our research shows that today’s shoppers view a brand’s online and offline offerings as one unit, whether or not this is true in practice. This means that there is frequent frustration over discrepancies in online/offline product pricing and availability. If an item is available at a reduced price online, customers expect to see the same pricing when they shop in a physical location.

We have found that an effective way to avoid this issue is by clearly letting them know that there are differences in online/offline pricing and availability. Most customers understand that a store, limited by space and overhead costs, can’t provide the same variety or pricing as an online shop. Your customers will greatly appreciate the additional information.



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6 - Multi-Channel Integration

“Good information, however frustrating. I've seen some of the new clothing lines on your Facebook page, yet they aren't currently available in your store. I want to know instantly when they are advertised, how much things are and if I can order them, not have to keep coming back to the website to check - that just makes me annoyed!”

Online Customer on Designer Clothing Site

The internet has changed drastically, and so has the behavior of online consumers. Social media accelerated the pace of information sharing with which online retailers and marketers must keep up. For example, below is how 20 minutes of activity on Facebook looks like¹:

- Shared links: 1,000,000
- Tagged photos: 1,323,000
- Event invites sent out: 1,484,000
- Wall Posts: 1,587,000
- Status updates: 1,851,000
- Friend requests accepted: 1,972,000
- Photos uploaded: 2,716,000
- Comments: 10,208,000
- Message: 4,632,000

Social media is rapidly developing into a new source for consumers to gain product information and guidance for a purchase. “According to October conversion rates, 9.2 percent of consumers that visited a retail site from a social media site made a purchase. This compares to 5.5 percent of all direct online shopping last year.”²

Being part of the social networks with dedicated, customer facing Facebook pages and Twitter accounts is one part of the challenge. The other part is to integrate the social networks into your website optimization strategy, to enable your customers to easily discover and share your website content, such as product information.

¹ [A Snapshot of Facebook in 2010, Democracy UK](#)

² [Mobile Device Retail Traffic to More Than Double This November Holiday Season, Reports IBM](#)

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To unleash the exceptional power of customer engagement via multi-channels, we encourage online marketers and web strategists to develop a comprehensive strategy for all their digital assets.

Providing a harmonious shopping experience, where all customer touch-points – whether they be online ads, social media or e-stores – combine as one, is increasingly important in maintaining consistent branding.



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7 - Mobile Shopping

IBM recently reported that traffic from mobile devices to online retailer websites is expected to more than double this holiday season, reaching an unprecedented 15%. Additionally, mobile sales continue to increase, reaching a high of 9.6 % in October 2011, up from 3.4 % in October 2010³.

According to [StatCounter](#), mobile browsing tripled its share during 2010 and accounted for 3% of all browsing. A comparison done this November 2011 showed a 6.77% share. Kampyle's customers are experiencing a correlating increase of mobile feedback submission.

- Close to 1% of all feedback received by Kampyle clients is provided via mobile devices.
- Kampyle retail clients with websites optimized for mobile browsing receive up to 8% of their feedback via mobile devices.

Kampyle Research, 2011

³ [Mobile Device Retail Traffic to More Than Double This November Holiday Season, Reports IBM](#)



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“It would be great if u had a mobile app - making it easier to see and do stuff with!!! Think u would find an increase in sales - we like to buy our stuff on impulses and with ease!! Just a thought.”

Mobile Customer on Sporting Goods and Clothing Site (via iPhone)

Increasing numbers of consumers are making their online purchases via mobile devices. And often those purchases are either time-sensitive – like eBay auctions – or impulse buys which if not consummated in the moment, probably won’t happen later on via a desktop or laptop computer.

“Often when I download music from you, the quality is ridiculously bad, so bad that the song cannot be listened to. I could go to iTunes and purchase the same song for half the price and get perfect quality every time, why would I use your service?!”

Mobile Customer on Music Site (via HTC A6380/Aria/Android)

The majority of mobile purchases are for downloadable games, apps, music, and ringtones⁴ – all for the express purpose of being used on the mobile device. Retailers offering these downloads, must take steps to ensure consistent and quality downloads for different devices, connectivity speeds and networks such as 3G, Wifi or HSDPA.

Creating a brand or e-store that is equally accessible via all mediums and channels is important both in building customer loyalty and driving sales. While mobile sales might still a of minor revenue source for your business, it is never too early to start offering an optimized version for mobile browsing.

“I want to choose direct transfer for the payment method, but your chat icon is covering up that button.”

Mobile Customer at Gourmet Food and Beverage Site (via BlackBerry 9300/Curve 3G)

Even with custom mobile interfaces, issues can come up and need to be attended to for smooth business transactions and customer experience.

⁴ [The Mobile Shopping Revolution](#)



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8 - Putting Customer Feedback into Action

Providing your customers with the opportunity to easily share their opinion on all the topics covered in this e-book (and more) is a sure-win method for discovering which aspects of your website are performing well, and which less so. Your visitor's feedback is the best source to detect trends and expectations you otherwise wouldn't be aware of.

Analyzing feedback and sharing it with the appropriate parties who can make the necessary changes is essential in increasing your online customer satisfaction, loyalty and conversions. It is all about putting feedback into action.

With Kampyle, all of that is simple to do. Our feedback solution can be quickly and seamlessly deployed on your entire site and immediately starts collecting actionable data for site optimization and increased conversion.

For more information or to schedule a demo, please [contact our sales team](#) today!

About Kampyle

Kampyle enables online retailers to optimize their website, generate leads and significantly increase their sales. Kampyle's software-as-a-service (SaaS) solution collects visitor feedback, captures real contact details and delivers that data to sales and marketing teams.

Since 2008, Kampyle has powered more than 50,000 companies who use feedback to gain insight into user behavior, enhance product and service offerings, generate leads and convert up to 45% of the visitors who leave contact information.

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