

Brands beware: the social media backlash

How empowered consumers are using social media to amplify the effects of website issues



The 2009 results of an annual survey into online consumer behaviour conducted by Harris Interactive® and commissioned by Tealeaf®





We are transacting
online more than ever

53% of online adults said that given the current economic climate, they are now (in 2009) conducting more online transactions than they did in the past year*

*Among all online adults ages 16+ (n=2,223) - Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive

But when we go online...

... things go wrong



77% have experienced an issue while conducting transactions on the web in the last year*

83% felt frustrated or angry when they experienced a problem transacting online**


*Among online adults who have conducted any type of transaction online in the past year (n=2,113) - Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive

**Among online adults who experience problems conducting online transactions (n=1,651) - Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive



And when things go wrong...

WE SHOUT ABOUT IT



When they experience problems attempting to conduct an online transaction, 78% share their experience with others*

*Among online adults who experience problems conducting online transactions (n=1,651) - Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive



And we TRUST our peers

especially on social networks

A grayscale photograph of a hand with the index finger pointing downwards. The hand is positioned vertically in the center of the frame, with the wrist at the top and the finger pointing towards the bottom. The background is a dark, textured gray.

51% said social media has influenced their online transactions*

74% said when they read a negative comment online, it influences their likelihood to do business with the company*

*Among online adults who experience problems conducting online transactions (n=1,651) - Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive



and 56% avoided a particular vendor after reading bad reviews*

*Among online adults who experience problems conducting online transactions (n=1,651) - Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive

BUT

it's not all bad news....



52% used a particular
vendor after reading
good reviews* 😊

*Among online adults who experience problems conducting online transactions (n=1,651) -
Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive

So...what's the answer?

To improve your customers' experience online...



Monitor HOW your customers are using your website and WHY they have issues

**Listen to your customers and let
them tell you what they WANT
from your website**





and REACT to any website problems quickly to solve the issue before causing trouble for even more customers

**When sharing experiences on social networks and blogs, 33%
would like to get a vendor response***



SORRY

*Among online adults who experience problems conducting online transactions (n=1,651) -
Tealeaf Annual Survey of Online Customer Behaviour, conducted by Harris Interactive

Above all...

MONITOR. REACT. RESPOND.

www.tealeaf.com/harris2009

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Image sources

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