

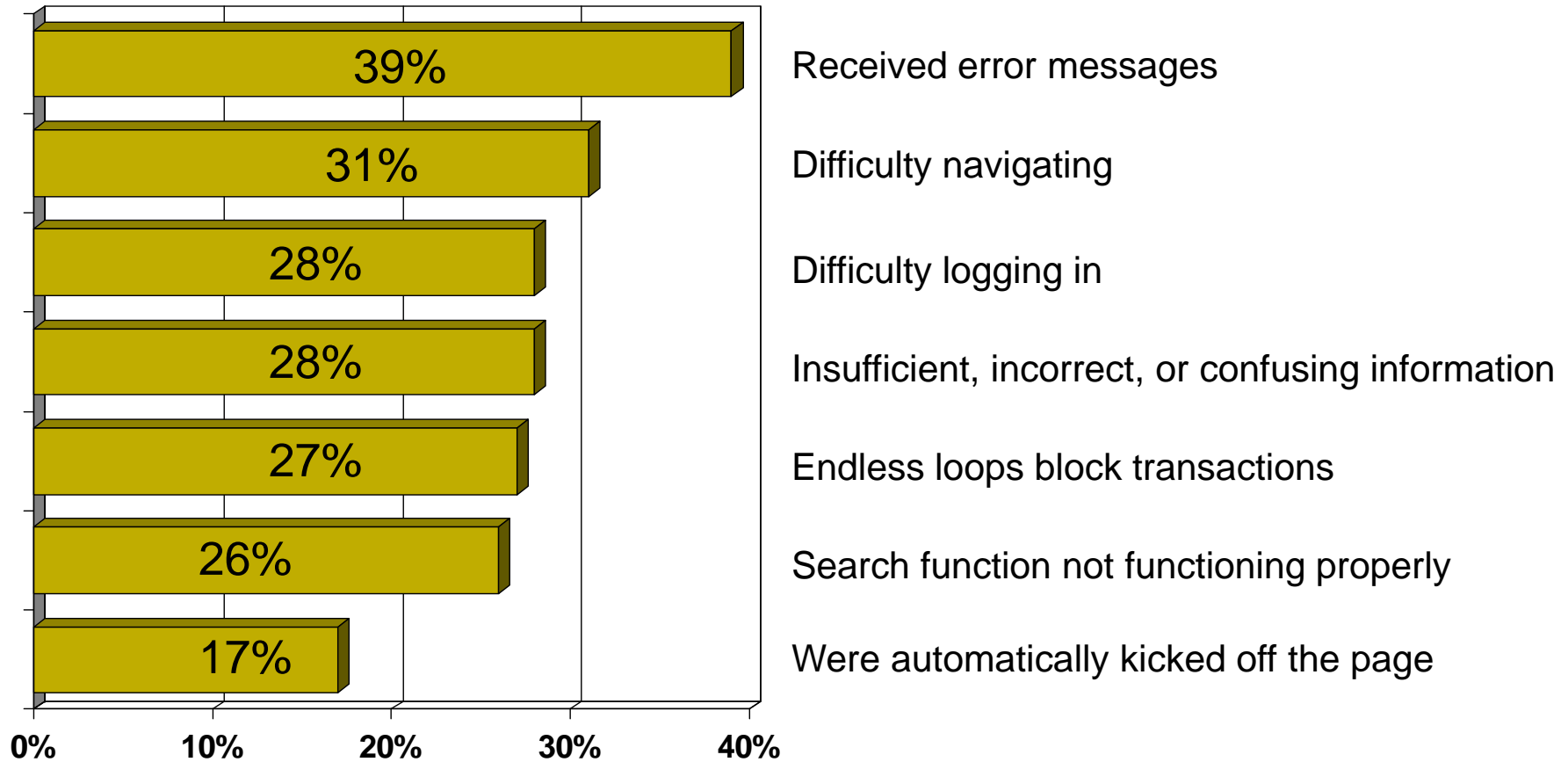
www.tealeaf.com

via



Top Online Transaction Issues: Overall and Vertical Breakdowns

Top Problems Experienced by Consumers Across Shopping, Banking, Travel, Insurance



Source: 2009 UK Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive

Key Problems Encountered

43% Received error messages.

34% The website was difficult to navigate.

30% Difficulty checking in/ logging on to the website.

31% Insufficient, incorrect, or confusing information on the website.

29% Unable to complete an action or transaction due to an endless loop.

29% Search function on the website was not functioning properly.

20% Were automatically kicked off the page.

Top Online Problems for those Who Conducted Online Insurance Transactions



Key Problems Encountered

44% Received error messages.

35% The website was difficult to navigate.

31% Difficulty checking in/ logging on to the website.

31% Insufficient, incorrect, or confusing information on the website.

30% Unable to complete an action or transaction due to an endless loop.

29% Search function on the website was not functioning properly.

20% Were automatically kicked off the page.

Source: 2009 UK Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive

Key Problems Encountered

40% Received error messages.

32% The website was difficult to navigate.

28% Difficulty checking in/ logging on to the website.

24% Insufficient, incorrect, or confusing information on the website.

23% Search function on the website was not functioning properly.

23% Unable to complete an action or transaction due to an endless loop.

17% Were automatically kicked off the page

Top Online Problems for those Who Conducted Online Banking Transactions



Key Problems Encountered

43% Received error messages.

34% The website was difficult to navigate.

31% Difficulty checking in/ logging on to the website.

29% Insufficient, incorrect, or confusing information on the website.

28% Unable to complete an action or transaction due to an endless loop.

26% Search function on the website was not functioning properly.

19% Were automatically kicked off the page.

Source: 2009 US Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive