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**2009 US Survey of Online Consumer Experiences
Conducted by Harris Interactive, Sponsored by Tealeaf**

Visibility | Insight | Answers

- **Projected US Ecommerce Growth Rate:**
 - 11% for 2009*
 - Far outpaces overall worldwide business growth rate of .03%
- **Online is a rising consumer preference**
 - 19% of consumers expect to spend more online this year than last*
 - 48% of all online adults said they are transacting more online than in the past given the current economic climate (Harris Survey)
 - 72% due to ability to compare products & prices
- **Ebusiness Channel is “Bellwether” for companies**
 - Example: US Retailer Best Buy
 - Online growth rate = 34%, in-store growth rate = 4% (Forrester Research)
 - Example: US Retailer American Eagle Outfitters
 - Online growth rate = 26%, in-store growth rate = -2% (Forrester Research)

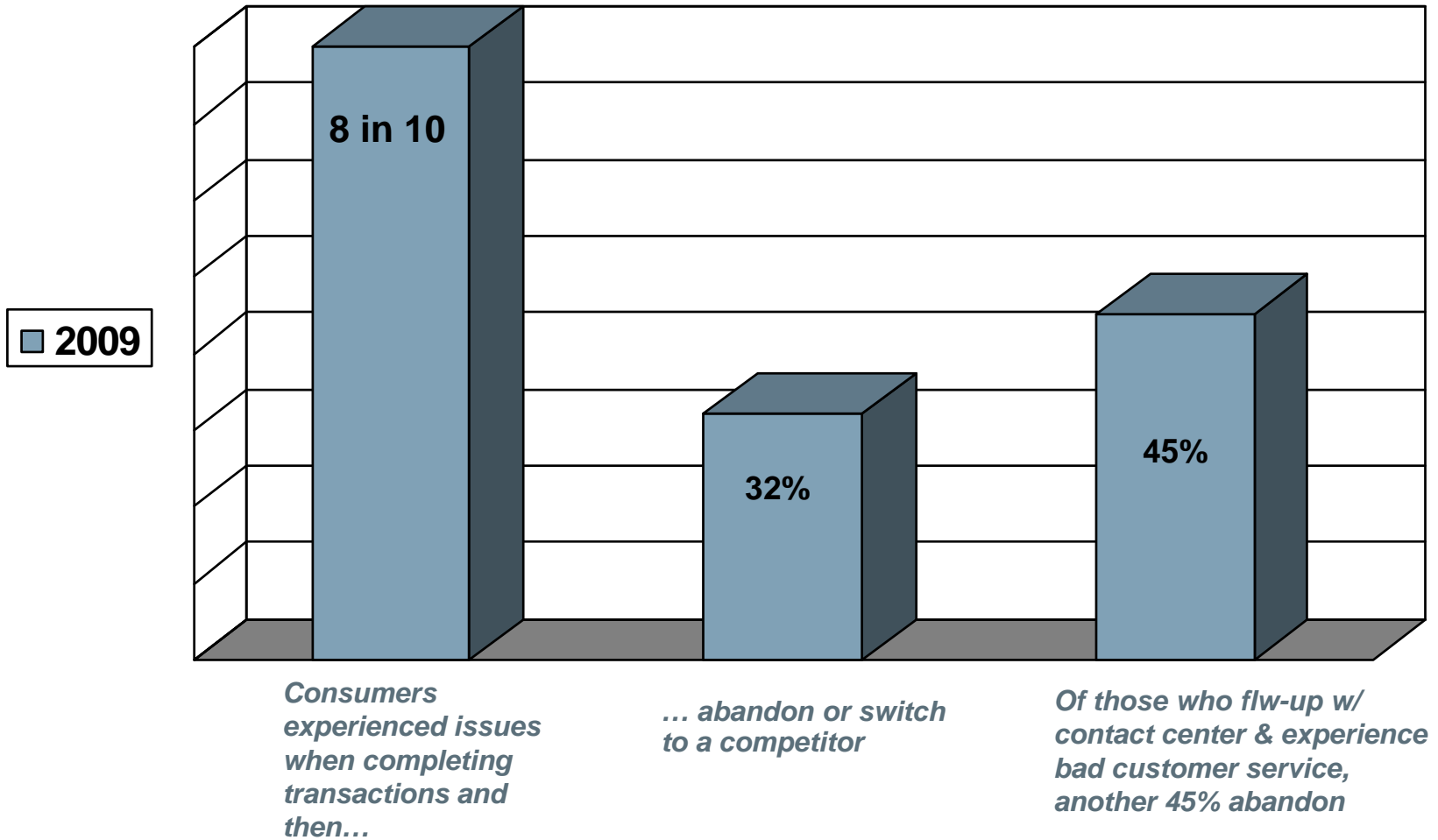
*Sources: “US eCommerce Forecast, 2008 To 2013”, Feb. 2, 2009“; Trends 2009: US Online Retail,” Forrester Research, Inc. April 29, 2009.



But when consumers go
online...

... things go wrong

2009 Harris Interactive Survey Reveals... Online Problems Persist, Forcing Abandonment



Source: 2009 Harris Interactive Survey



\$47.6 Billion
**estimated annual
business impact of
transaction issues**
*(Endless loops, Error messages,
Search doesn't function, etc.)*

This is on retail/shopping sites alone, not even including other types of transactions (such as insurance, financial, travel, etc.)



And now, when things go wrong...

*Customer behavior has evolved, with consumers more likely to share their experiences and opinions **about** companies, rather than **with** them...*

Consumers who contact a company directly in response to online issues declined:

- 26% posted complaints on a company's website, vs 32% in '08.
- 38% contacted a company's call center after encountering Website problems, vs 47% in '08.

Meanwhile, twice as many who encountered site issues said they shared those experiences via blogs/social networking sites:

- 12% of online adults in '09 vs 6% in '08



And we TRUST our peers

especially on social networks

**54% said social media has influenced
how they conduct online transactions**





and 64% avoided a particular vendor after reading bad reviews

BUT

it's not all bad news....



59% used a vendor after
reading good reviews 😊

Social media sharing is likely to continue its upward trajectory, making the ability to understand experiences behind its comments and take action on them all the more critical in the coming year