



Nine out of ten users think your site is broken

A survey by Harris Interactive for customer experience management (CEM) software firm TeaLeaf has found huge levels of user disappointment with e-commerce websites and the call centres that back them up.

According to the survey of customer intolerance, nearly nine out of ten (86%) British consumers who've conducted transactions online in the past year have experienced problems completing them. In addition, it found that 37% of users abandoned their online transaction after running into difficulties.

Tealeaf split the dissatisfaction into two threads: those dissatisfied with the site and those unhappy with the subsequent customer service. It discovered two waves of abandonment: 37% of visitors who've experienced problems conducting online transactions would abandon the transactions; 40% would cease doing business with the company after receiving poor customer service from its call centre.

Rebecca Ward, CEO of Tealeaf, said: "After a decade of e-commerce, British consumers have very high expectations of their online experiences, yet many companies are still failing to deliver an acceptable level of customer experience and service to internet customers."

She added: "Customers must feel as though they're valued and that their issues are understood, processed and, ultimately, solved. Businesses need to pay the same consideration to the experience of each and every online customer, just as they would in a physical shop or via a call centre; to achieve this they require a clear picture of where their websites work and where they fall short. Only then will they be able to take steps to improve the service they deliver to their online customers."