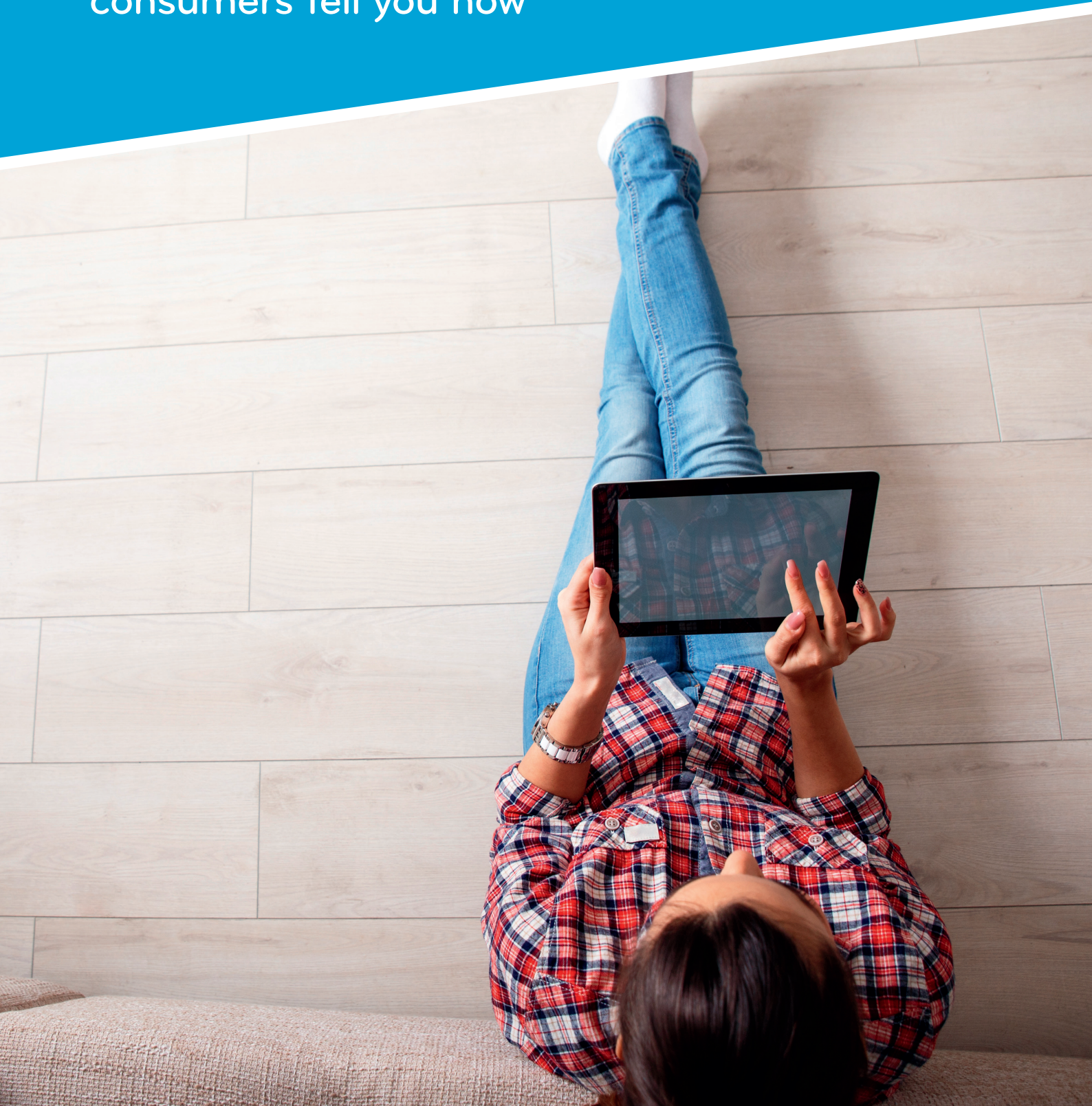


Delivering excellent customer experiences in a multichannel world: consumers tell you how



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As the number of channels available to consumers has grown to include mobile and internet shopping, the demands on retailers to adjust to their customers' changing habits and expectations have also increased. A recent report in the Sunday Times* identified five steps in this new 'retail purchasing pathway'.

By combining this with the insights we've gained from our own detailed research conducted with over 4,000 online shoppers across the UK, France

and Germany, we've been able to build a comprehensive picture of today's consumer and what they expect from the retailer who wins their business.

In this report we'll look at specific improvements consumers have recommended throughout the purchasing pathway - from discovering your brand through to ensuring you maintain their loyalty once they have placed their first order.



Discovery

The discovery stage involves consumers finding inspiration and gathering ideas for a purchase. Shoppers assemble an initial set of brands and retailers to consider, usually via a variety of digital channels and in-store browsing.

During this initial stage, consumers told us that they wanted "more photos of the product from different angles and the use

of an everyday object to judge sizes" as well as "better product descriptions" and "higher definition photos that always allow zoom." Photoshopping shouldn't be allowed as products look so drastically different in real life." Ease of use was also important with one person claiming: "I've had pages from big name retailers take so long to load that I've just given up and abandoned my basket."

225
minutes

On average, UK consumers spend 225 minutes a week browsing items online.

74%

of online shoppers find new products through reviews and recommendations on websites and social media.



Evaluation

A shortlist emerges as shoppers gather information from a variety of online and offline sources. Evaluation is a technical rather than emotional process and involves looking at details such as size, specification and availability, as well as comparing prices on things like delivery charges. In fact, 46% of consumers surveyed** confirmed that they have abandoned an online basket due to concerns about delivery service

or cost. The people we spoke to listed a variety of factors that could sway their choice of retailer at this point, including: "am or pm delivery slots", "guaranteed Saturday or evening deliveries", "no charge for returns" and "Sunday delivery options." Hermes responded to this last point before anyone else when they became the first UK carrier to introduce a national seven-day delivery service in February 2014.

56%

of UK shoppers use their smartphone to compare prices online while shopping in-store.

18%

of customers leave a store after consulting their mobile and finding a product cheaper elsewhere.

3



Purchase

The shopper selects what to buy, where to buy it and how to take delivery. Although e-commerce is growing year-on-year, in-store purchase remains the most common way to shop.

Our interviewees told us they wanted the process of checking out to be “easier” but also flagged up the importance of “always having online help chat available” and “better updates on stock”.

28% of e-commerce orders were made by mobile phone or tablet in May 2015, compared with 20% in 2014.

1.6x
more likely

Customers are 1.6 times more likely to make a purchase after watching a retail video.

4



Experience

This is where the new product owner reacts to the purchase and interacts with the brand. They write product reviews online or comment positively or otherwise on social media. This then makes them heavy influencers of other consumers in the discovery and evaluation process of similar purchases.

Beyond satisfaction with the product itself, for mobile and online shoppers delivery

was hugely important in how customers felt about the brand. Customers that we spoke to told us “when a retailer states a delivery date I expect that to be adhered to” while another requested “time to inspect the order on the doorstep with immediate return allowed if damaged.” Other consumers simply wanted to be “kept informed as to the progress of my order” and “if they have to substitute make sure they are suitable.”

31% of consumers regularly leave reviews or give feedback.

56.7% are positive and just over 33% negative.

5



Loyalty

After owning the product, consumers decide whether or not to select the same product or brand again. This is a crucial period. Research shows that by 2020 customer service and experience will actually overtake product and price as a key brand differential.

According to the customers we spoke to, retailers were more likely to be rewarded with brand loyalty if they could offer: “easy-to-use websites”, “fast delivery times – I dislike having to wait five days for an online order as per Marks & Spencer”, “flexible delivery slots” and “no charge for returns – especially for clothing.”

56% of consumers say if a retailer gave a good personalised experience they would make an effort to use the site more.

75% of consumers are more likely to recommend a brand because it provides simpler experiences and communications.

Trust the UK's leading consumer delivery specialist to meet your customers' needs.

With a reliable, flexible delivery service so important to the modern shopper, it's no surprise that 40% of the UK's top 100 retailers trust Hermes with their parcel deliveries.

Clients know they can rely on Hermes to deliver in every area that matters to their customers, from service and

choice to convenience and cost. And consumers value a carrier that delivers their parcels first time more regularly than any other.***

But don't just take our word for it. To hear genuine customers talk about their Hermes experience visit www.hermesworld.com/en/sendsational

* Raconteur's Future of Retail report published in the Sunday Times, 21st June 2015.

** IMRG UK Consumer Home Delivery Review, 2014.

*** Delivered/attempted on time 98.2% vs. industry average of 92.4% for standard two-day service. Source: IMRG – MetaPack Delivery Index.