



## Best and worst online shops 2014

### Which? - October 2014

Wex Photographic has come top of our 2014 online shops survey, with a customer score of 91%. It's the first time it has claimed the top spot.

John Lewis is also a standout performer, coming second overall and first in four shopping categories, making it the best for clothes, furniture, baby products and outdoor supplies.

Last year's winner, Liz Earle, has slipped to joint third place - along with Richer Sounds - but still gets a very high score of 89%.

The gallery below includes the highlights of the best and worst online shops. Scroll down to see the full table of results for the best and worst online shops of 2014.

### The full table of the best and worst online shops 2014

#### Online shops rated by their customers

Online shop	Customer score
WEXPhotographic.com (66)	91%
JohnLewis.com (1328)	90%
LizEarle.com (119)	89%
RicherSounds.com (85)	89%
AO.com (190)	87%
Lakeland.co.uk (239)	87%
<b>ToolStation.com (174)</b>	<b>87%</b>
ChainReactionCycles.com (62)	86%
CoopElectricalShop.co.uk (109)	86%
Abebooks.co.uk (335)	85%
<b>Screwfix.com (294)</b>	<b>85%</b>
Wiggle.co.uk (83)	85%
7DayShop.com (157)	84%
AllBeauty.com (97)	83%
Amazon.co.uk (4229)	82%
Feelunique.com (74)	82%
EBuyer.com (132)	81%
ESpares.co.uk (175)	81%

Figleaves.com (111)	81%
FragranceDirect.co.uk (98)	80%
AppliancesDirect.co.uk (90)	79%
Costco.co.uk (55)	79%
Kiddicare.com (49)	79%
TheBookPeople.co.uk (329)	79%
Apple.com/uk (495)	78%
Clarks.co.uk (246)	78%
Fatface.com (100)	77%
Hughes.co.uk (38)	77%
LookFantastic.com (67)	77%
QVCuk.com (242)	77%
Amazon.co.uk Marketplace (2801)	76%
BookDepository.co.uk (286)	76%
Dabs.com (87)	76%
EvansCycles.com (45)	76%
LandsEnd.co.uk (342)	75%
Waterstones.com (275)	75%
WhiteStuff.com (82)	75%
Boden.co.uk (213)	74%
eBay.co.uk (1662)	74%
TheBodyShop.co.uk (96)	74%
BBCshop.com (174)	73%
MountainWarehouse.com (48)	73%
Next.co.uk (282)	73%
Superdrug.com (61)	73%
ThePerfumeShop.com (41)	73%
365Electrical.com (31)	72%
Hewlett Packard (hp.com/uk) (52)	72%
CotswoldOutdoor.com (151)	71%
MandMDirect.com (85)	71%
Argos.co.uk (587)	70%

Maplin.co.uk (154)	70%
MarksAndSpencer.com (823)	70%
Mothercare.com (62)	70%
TheWhiteCompany.com (138)	70%
Wilko.com (60)	70%
BHS.co.uk (160)	69%
Bonmarche.co.uk (88)	69%
Boots.com (293)	69%
CottonTraders.com (384)	69%
Debenhams.com (419)	69%
Play.com (397)	69%
TheWorks.co.uk (65)	69%
Avon.uk.com (52)	68%
George at ASDA (asda.com/George) (102)	68%
HouseOfFraser.co.uk (189)	68%
NewLook.com (62)	68%
Dunelm-Mill.com (87)	67%
GoOutdoors.co.uk (77)	67%
ASOS.com (114)	66%
ChemistDirect.co.uk (107)	66%
Early Learning Centre (elc.co.uk) (58)	66%
JojoMamanBebe.co.uk (30)	66%
Asda.com/ASDA Direct (162)	65%
Gap.co.uk (55)	65%
Sainsburys.co.uk (222)	65%
Tesco.com/Tesco Direct (619)	65%
Wickes.co.uk (113)	64%
Dell.co.uk (83)	63%
LauraAshley.com (72)	63%
RobertDyas.co.uk (44)	63%
Currys.co.uk (219)	62%
DorothyPerkins.com (37)	62%

Evans.co.uk (78)	62%
ikea.com (82)	61%
Littlewoods.com (39)	61%
Zalando.co.uk (39)	61%
Game.co.uk (73)	60%
SimplyBe.co.uk (80)	60%
Very.co.uk (59)	59%
BT Shop (shop.bt.com) (88)	58%
Halfords.com (51)	58%
Isme.com (31)	58%
ToysRUs.co.uk (39)	57%
HMV.com (61)	55%
PCWorld.co.uk (97)	54%
TomTom.com (80)	54%
Homebase.co.uk (125)	51%
WHSmith.co.uk (84)	49%
DIY.com (B&Q) (188)	47%

#### Using the table

**Sample sizes:** Sample sizes are in brackets.

**Customer score:** This is based on a combination of overall satisfaction and how likely people are to recommend the company to a friend.

## Interpreting the best and worst shops 2014 table

To find out what makes online shops a success or failure, we surveyed Which? members to find out their most and least favourite things about each shop. We found that, even for our top-scoring shop, what members liked the best varied a great deal, suggesting that there's no one factor that makes an online shop a winner.

For instance, your favourite thing about Wex Photographic was the wide range of products it sells. Whereas for Liz Earle, it was products that can't be bought elsewhere.

However, within individual product categories, such as electrical products or DIY products, high-rated shops often had high star ratings for deliveries, range and website usability. Lower-scoring shops often had poor or indifferent star ratings for these factors.

## Which? Recommended Providers

For the first year ever we have Which? Recommended Providers (WRPs) for online shops - the best shops as rated by you. To gain coveted WRP status a shop must be in the top band of customer scores, get a minimum of three stars for price and four for delivery.



A WRP applies to the particular category of product, not the overall score - so it's possible for a shop to be a WRP for DIY products but not for furniture, even if it sells both.

## How we rate online shops

In June and July 2014, Which? surveyed 10,450 members about their experiences with the online shops they had used over the past six months.

Customer scores are based on overall satisfaction and how likely people are to recommend the company to a friend. The survey included websites from the big brands such as Amazon and John Lewis, alongside smaller specialist sites such as Wex Photographic and Toolstation.

Link: <http://www.which.co.uk/>