

Amazon and House of Fraser top multichannel customer experience survey

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Amazon has topped yet another usability survey after delivering a consistently excellent customer experience across its desktop and mobile platforms.

House of Fraser came a close second followed by Marks & Spencer, Debenhams and Interflora.

The report from eDigitalResearch consists of user surveys that analysed the customer experience provided by 19 retail brands across three digital channels – desktop, mobile web and apps.

It covered six different sections of each site, including the homepage, search, navigation, product pages, shopping basket and checkout.

These are the overall findings, with percentage scores refer to weighted average, where if all surveyors gave the top score the result would be 100%:

#	Retailer	eChannel Score	Web	Mob	App
1	Amazon	87%	86%	88%	87%
2	House of Fraser	84%	91%	84%	79%
3	Marks & Spencer	84%	88%	82%	83%
4	Debenhams	83%	79%	89%	80%
5	Interflora	81%	88%	78%	78%
6	Next	81%	81%	77%	85%
7	Very	81%	82%	79%	81%
8	New Look	80%	81%	82%	77%
9	Tesco	80%	84%	79%	77%
10	Topshop	79%	78%	84%	75%
11	Wallis	79%	79%	80%	77%
12	ASOS	78%	74%	77%	83%
13	Oasis	78%	76%	81%	76%
14	ASDA	76%	81%	78%	71%
15	Dorothy Perkins	76%	78%	78%	73%
16	Sainsbury's	76%	78%	82%	69%
17	Burton	76%	77%	79%	73%
18	Warehouse	76%	73%	78%	77%
19	Laura Ashley	71%	72%	76%	63%

I'll now examine the product page and checkout sections in more detail, but some of the key findings were that:

Product pages and the purchase process need particular attention to improve overall satisfaction. App touch points continue to underperform, particularly during the keyword search, shopping basket and purchase stage of the shopper journey.

Customers respond favourably to security assurance, order confirmations and the ability to amend orders or deliveries.

And for more information on this topic come to Econsultancy's JUMP event on October 9, which is all about creating seamless multichannel customer experiences.

Now in its fourth year JUMP will be attended by more than 1,200 senior client-side marketers and forms part of our week-long Festival of Marketing extravaganza.

Product pages

M&S and Amazon achieved the top scores for product page design, while Debenhams and Wallis also scored highly. M&S was praised for its flexible zoom feature, customer reviews and range of product photos.

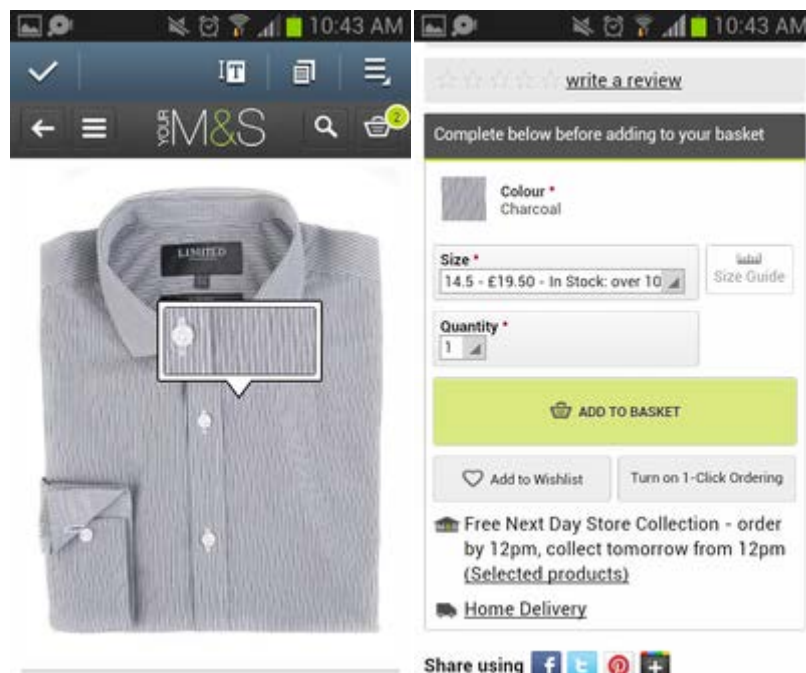
One of the respondents is quoted as saying:

"The product details are informative and the options to view alternate images, particularly of clothing, and zoom/full screen are extremely helpful."

Customer reviews are hugely important for ecommerce and should be a standard feature on all websites. Research shows that a massive 88% of consumers 'sometimes or always' consult a review when making a purchase, and 60% were more likely to purchase from a site that has customer reviews on.

Similarly, it's important to provide a range of product images so that customers can make an informed purchase decision.

Even on mobile M&S provides several large product images and product reviews, while I'm also a fan of the large 'Buy' buttons.



Amazon also scored highly for its customer reviews and for presenting consistent information across the different channels. Amazon is almost a law unto itself in terms of ecommerce design, as it crams

in so much information that the product pages appear quite cluttered and yet customers keep coming back.

This is down to a range of factors, not least that customers are used to the design and trust Amazon, but also because the retailer does a huge amount of [UX testing](#) to find the perfect formula.

To read more on this topic check out our blog posts detailing [31 recommended features to include on product pages](#) and [12 reasons behind Amazon's massive mobile success](#).

Checkout

Amazon also achieved the highest score for its checkout, followed by Tesco grocery and Interflora.

The respondents were impressed by Amazon's 1-click payment process, the concise order summary and clear delivery options.

A quote from one of the testers:

"As a 'signed in' customer this purchase was extremely easy as they had my card details and I just had to click make purchase and the order was done."

This highlights one of Amazon's key strengths in ecommerce, as [repeat purchases are incredibly simple for returning customers](#) which creates a profitable circle of satisfied, loyal shoppers.



Furthermore, it offers a consistent checkout across all its digital platforms, so if you add an item to your basket on the desktop site then it also updates the mobile site and app.

Though Tesco came second for this part of the survey [I've previously tested its checkout and found the overall process to be quite frustrating](#), particularly as it forces you to fill in a massive form before you've even begun shopping.

However the respondents praised Tesco for its choice of delivery slots and clear information, while I also found that the retailer improves the UX with a progress bar and blue [CTAs](#) that stand out from the rest of the page.

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1. [Just Checking](#) ✓ > 2. [Order Summary](#) > 3. [Payment](#) > 4. [Order Confirmation](#)

Checkout - Order Summary Proceed to payment

Basket Details

View your full shopping basket to:

- Check the items in your list
- Let your picker know what to do if a product is unavailable
- Add any notes/messages to your picker about an item

[View full basket](#)

Delivery details

We will deliver on: **Sunday 16th June between 12pm and 1pm**
 Service charge: **£6.00** [Change delivery slot](#)

We will deliver to: **Home**
 [Redacted]
 London
 [Redacted]
[Change address](#)

Your contact details
 Telephone number: +
 Alternative telephone number: +
 Mobile number:
 We use this number to text you updates about your order.

Delivery Instructions:

Enter any information you would like the delivery driver to know when delivering your order e.g. information on how to find your address

Packing Instructions:

To qualify for **Green Clubcard points** you need more than 9 items in your order and select delivery without bags. You will earn 1 Clubcard point for every 10 items.

Please select how you want your shopping packed.

Please deliver my groceries without bags
 Please deliver my groceries with bags

[Continue Shopping](#) [Proceed to payment](#)

Delivery details

Home, SW47QQ
[Change delivery address](#)
Sunday 16th June, 12:00 - 13:00
[Change delivery slot](#)

Shopping basket

Guide price (3 items): **£3.72**

[View full basket](#)

Quantity	Product	Price
3	Nestle Shreddies 500G	£3.72
Total Clubcard points		9
Total MultiBuy savings		£0.00
Guide price (3 items)		£3.72
Information on Guide Price		

[Save basket to shopping list](#)
[What's this?](#)

Link: <http://econsultancy.com/pa/blog/63490-amazon-and-house-of-fraser-top-multichannel-customer-experience-survey>