

# Top of the shops

## Best and worst online shops

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Liz Earle is Which? members' favourite online shop of 2013 while B&Q and PC World limp into bottom place, according to the votes of thousands of shoppers in our annual online shopping survey.

Our survey revealed big differences between the best and worst shops. The top shop picked up an impressive customer score of 95%. While at the other end of the table, B&Q came in with just 55%. In our full run-down of best and worst shops 2013 we reveal the full list of those which have dazzled customers - and those which have left our members less than impressed.

## Worst shops of 2013

Languishing in bottom place was B&Q, criticised by customers for having a hard-to-use website. One B&Q shopper told us: 'I had a truly terrible experience with shopping online. The stock availability was incorrect and the whole customer service experience was rubbish.'

2012's worst performer, PC World, crept up to second last.

A PC World customer said: 'The whole process was long and not to the standard of other online companies I use. I had to ring to check when the order was coming.'

## Personal touches win over customers

Liz Earle, the best online shop of 2013, was praised by customers for its personal touches, speedy delivery and free gifts. One said: 'Items ordered always arrive promptly and individually wrapped, which makes you feel like you are receiving a present rather than a purchase.'

Overall customer scores for each online shop are based on customers' satisfaction with the store and their likelihood to recommend it to a friend.

The survey also gives customer ratings for price, product stock, delivery, website usability and, where applicable, the returns process.

As well as electricals, shoppers looking for prams, pushchairs or toys can see star ratings for the best online shops for buying products for your baby.

## Problems with shopping online

You told us the main reasons for shopping online were because it's cheaper and easier to find what you're looking for.

But our research found the biggest irritation was being forced to pay for - or paying a lot for - postage and packing, as well as not being able to choose delivery times.

Issues with shopping online included items not turning up at all, being left somewhere inappropriate and having no choice over delivery slots.

## Delivery problems

Our survey found that delivery problems can tarnish even the best online shopping experience, with a third of all online shopping issues concerning receipt of the goods you've ordered.

Couriers came bottom of the pile when we compared consumers' opinions and experiences of different delivery methods. City Link fared worse with a customer score of 56%, regular post was the favoured way of receiving online shopping, according to our survey.

Top delivery irritations included items turning up damaged (9%), which was the main gripe, followed by deliveries not turning up (8%), inability to choose a delivery slot (7%) and delivery outside the agreed time (6%).

Which? executive director Richard Lloyd said: 'Online shopping has never been more popular with cash-strapped consumers looking for good value and customer service, however the industry falls down when it comes to the performance of its delivery partners. Which? has free, online step-by-step advice guides to help shoppers claim back what they're owed if a parcel fails to turn up.'

Our table below reveals the best and worst websites for online shopping, as voted for by you. In July 2013, Which? surveyed 14,185 members about their experiences with the online shops they had used over the past six months.

The survey included websites from the big brands with a presence on the high street - such as Marks & Spencer and John Lewis - alongside online-only sites, such as Amazon and Figleaves.

## Top 100 online shops - as voted for by you

### Online shops rated by their customers

Retailer	Sample size	Customer score
LizEarle.com (LizEarle.com)	112	95%
FragranceDirect.co.uk (FragranceDirect.co.uk)	59	91%
John Lewis (JohnLewis.com)	1038	89%
Lakeland (Lakeland.co.uk)	318	89%
WEX Photographic (wexphotographic.com)	73	88%
ToolStation (toolstation.com)	131	86%
WhiteCompany (The) (TheWhiteCompany.com)	46	86%
Abebooks.co.uk (Abebooks.co.uk)	293	86%
CheapSmells.com (CheapSmells.com)	105	85%
AppliancesOnline (appliancesonline.co.uk)	161	85%
Amazon.co.uk (Amazon.co.uk)	3536	84%
Co-operative (The) (coopelectricalshop.co.uk)	111	84%
ChainReactionCycles.com (ChainReactionCycles.com)	57	84%

7DayShop.com (7DayShop.com)	377	84%
QVC (QVCuk.com)	109	83%
BookDepository.co.uk (BookDepository.co.uk)	233	83%
Richer Sounds (RicherSounds.com)	86	83%
TheBookPeople.co.uk (TheBookPeople.co.uk)	268	83%
Screwfix (Screwfix.com)	569	83%
LookFantastic (lookfantastic.com)	34	82%
Clarks (Clarks.co.uk)	209	81%
ChemistDirect.co.uk (ChemistDirect.co.uk)	69	81%
Feelunique.com (Feelunique.com)	39	80%
Figleaves (Figleaves.com)	107	80%
ESpares.co.uk (ESpares.co.uk)	575	79%
Boden (Boden.co.uk)	205	79%
Amazon MarketPlace (Amazon.co.uk)	1894	79%
LandsEnd.co.uk (LandsEnd.co.uk)	350	78%
Boots (Boots.com)	131	78%
Wiggle.co.uk (Wiggle.co.uk)	138	78%
BBC (BBCShop.com)	97	78%
M&S (not M&S Outlet) (MarksandSpencer.com)	742	78%
Evans Cycles (evanscycles.com)	67	78%
Apple (Store.Apple.com)	383	77%
Dabs.com (Dabs.com)	161	76%
Kiddicare.com (Kiddicare.com)	37	76%
EBuyer.com (EBuyer.com)	290	76%
GAP (gap.co.uk)	31	75%
Sony (Sony.co.uk)	40	74%
eBay (eBay.co.uk)	1050	74%
White Stuff (whitestuff.co.uk)	50	74%
Wickes (Wickes.co.uk)	52	74%
Maplin.co.uk (Maplin.co.uk)	359	74%
Field & Trek (fieldandtrek.com)	36	74%
Cotswold Outdoor (CotswoldOutdoor.com)	40	73%

Debenhams (Debenhams.com / debenhams-extra.com)	161	73%
BodyShop (The) (TheBodyShop.co.uk)	96	73%
Waterstones (Waterstones.co.uk)	155	73%
Appliances Direct (appliancesdirect.co.uk)	112	73%
Avon (AvonShop.co.uk)	40	73%
Sainsbury's (Sainsburys.co.uk)	95	72%
365 Electrical (365electrical.com)	43	72%
MandMDirect.com (MandMDirect.com)	56	72%
BHS (bhs.co.uk )	41	72%
Next (Next.co.uk)	125	72%
Argos (Argos.co.uk)	622	72%
House of Fraser (HouseofFraser.co.uk)	56	72%
Play.com (Play.com)	264	71%
Asda /ASDA Direct (Asda.co.uk / direct.asda.com)	72	71%
Cotton Traders (CottonTraders.co.uk)	579	71%
ASOS (Asos.com)	67	70%
HughesDirect.co.uk (HughesDirect.co.uk)	41	69%
George at ASDA (george.com)	54	69%
HMV (HMV.com)	69	69%
Wilkinson (wilko.com)	83	69%
Tesco / Tesco Direct (Tesco.com / direct.tesco.com)	331	68%
Dunelm Mill (dunelm-mill.com)	138	68%
Fatface (Fatface.com)	49	68%
GAME (GAME.co.uk)	41	67%
Sports Direct (SportsDirect.com)	205	67%
Hewlett Packard (Hp.com)	115	67%
Jessops (jessops.com)	52	67%
Go Outdoors (gooutdoors.co.uk)	51	66%
Halfords (halfords.com)	75	65%
Early Learning Centre (ELC.co.uk)	46	64%
Matalan (matalan.co.uk)	103	64%
IKEA (IKEA.com)	119	64%

Dell (Dell.co.uk)	169	64%
Mothercare (Mothercare.com)	38	64%
New Look (NewLook.com)	42	64%
Pixmania.co.uk (Pixmania.co.uk)	84	64%
Homebase (Homebase.co.uk)	60	63%
ToysRUs (toysrus.co.uk)	35	62%
BT Shop (shop.bt.com)	164	62%
Evans (evans.ltd.uk)	41	62%
Achica (achica.com)	86	61%
Currys (Currys.co.uk)	378	60%
Very (very.com)	47	60%
TomTom (tomtom.com)	309	60%
Littlewoods (Littlewoods.com)	41	59%
WHSmith (WHSmith.co.uk)	37	59%
PCWorld (PCWorld.co.uk)	183	56%
B&Q (BandQ.com / DIY.com)	94	55%

## Shops and shopping sites rated

Every year we ask thousands of Which? members about their favourite shops - and the ones they try to avoid - in order to guide you to the best and worst brands on the web and the high street overall. Each online shop is rated by its customer score, which is made up of owners' overall satisfaction and their likelihood to recommend the store to a friend.

## Best and worst online shops 2013

**BEST**

- 1** lizearle.com
- 2** fragrancedirect.co.uk



**WORST**

- 92** pcworld.co.uk
- 93** diy.com (B&Q)



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