

Wave 6  
September 2014  
eChannel Retail  
Benchmark Study



# What did we do?

Took 10 retail brands that offer all three eChannels

Evaluated the customer experience both **WITHIN** and **ACROSS** eChannels

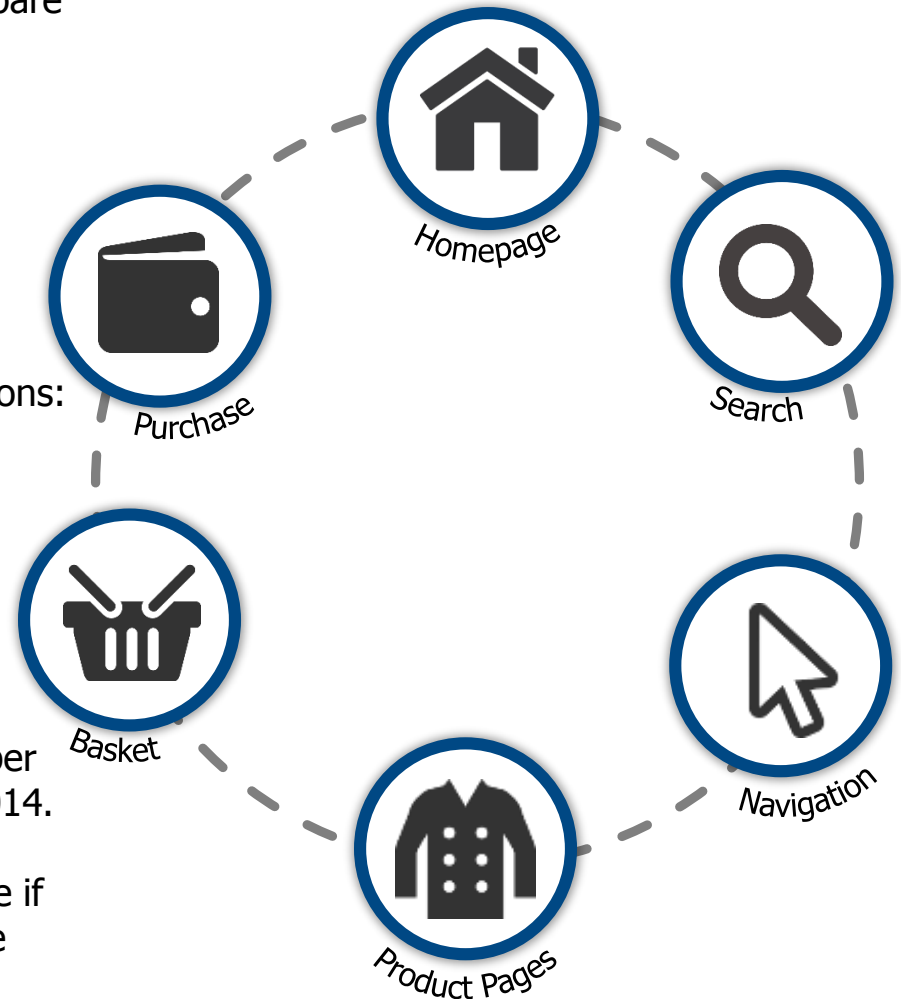
Who provides the best cross channel experience?

What drives a good customer experience?

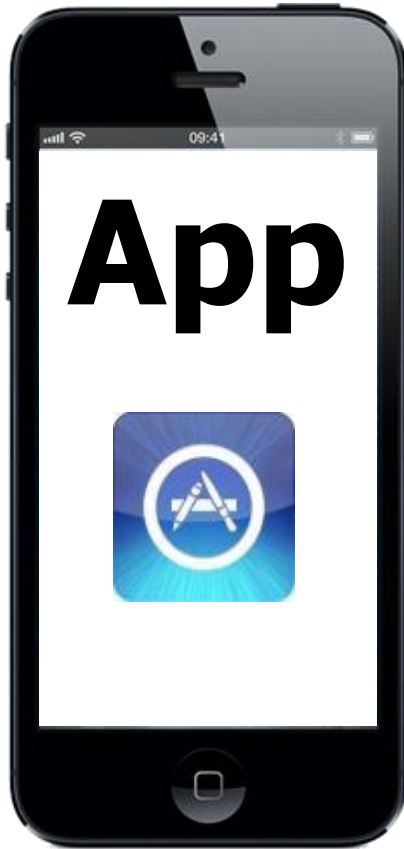


# How did we do it?

- An eMysteryShopper survey was conducted to compare the end to end usability of 10 brands across three eChannels – website, mobile enabled site and transactional mobile App
- For each site, 20 surveys were completed.
  - For each desktop site only, 10 surveyors completed purchases.
- The survey looks in detail at the following site sections:
  - Homepage
  - Search
  - Navigation
  - Product Pages
  - Shopping Basket
  - Purchase
- Collection was carried out using the eMysteryShopper Panel of internet users from July 2014 to August 2014.
- Percentage scores refer to weighted average, where if all surveyors gave the top score the result would be 100%



**mCommerce** surveyed using smartphone, **Apps** surveyed using iPhone, **website** surveyed using home PC



# Key Findings

- 🍪 **Amazon** has risen to 1<sup>st</sup> place this wave, beating department stores **Debenhams**, **Marks & Spencer** and **John Lewis**.
- 🍪 An accurate, fast, and predictive **keyword search** is an incredibly powerful tool that can define the success of an online shopping experience. **Laura Ashley** lacks any keyword search tool within its app, making the browsing experience much harder.
- 🍪 Having a **consistent** customer experience across channels ensures that regular customers will keep coming back. Customers notice if a feature is missing, but avoid overcrowding mobile sites and apps.
- 🍪 Despite their rising popularity, **apps** and **mobile sites** are still more difficult to **navigate** and to **purchase** from. Making purchasing a swift process is essential.
- 🍪 **Product pages** and **shopping baskets** need to have all the relevant information the customer could possibly need or want. Innovative solutions such as video catwalks on product pages are very well received.
- 🍪 Website visitors need to feel that the **site is secure**, preferably right from the start of the customer experience.
- 🍪 The **checkout** experience is important to customers. **Amazon** has been ranked 1<sup>st</sup> in this benchmark as the process is streamlined for maximum efficiency.

**App** channels are lagging behind **mobile** and **desktop** websites. Desktop sites lead the way in **navigation** and **shopping basket**.



Homepage



Search  
(Keyword)



Search (Navigation)



Product pages



Shopping  
Basket



PC



mWeb

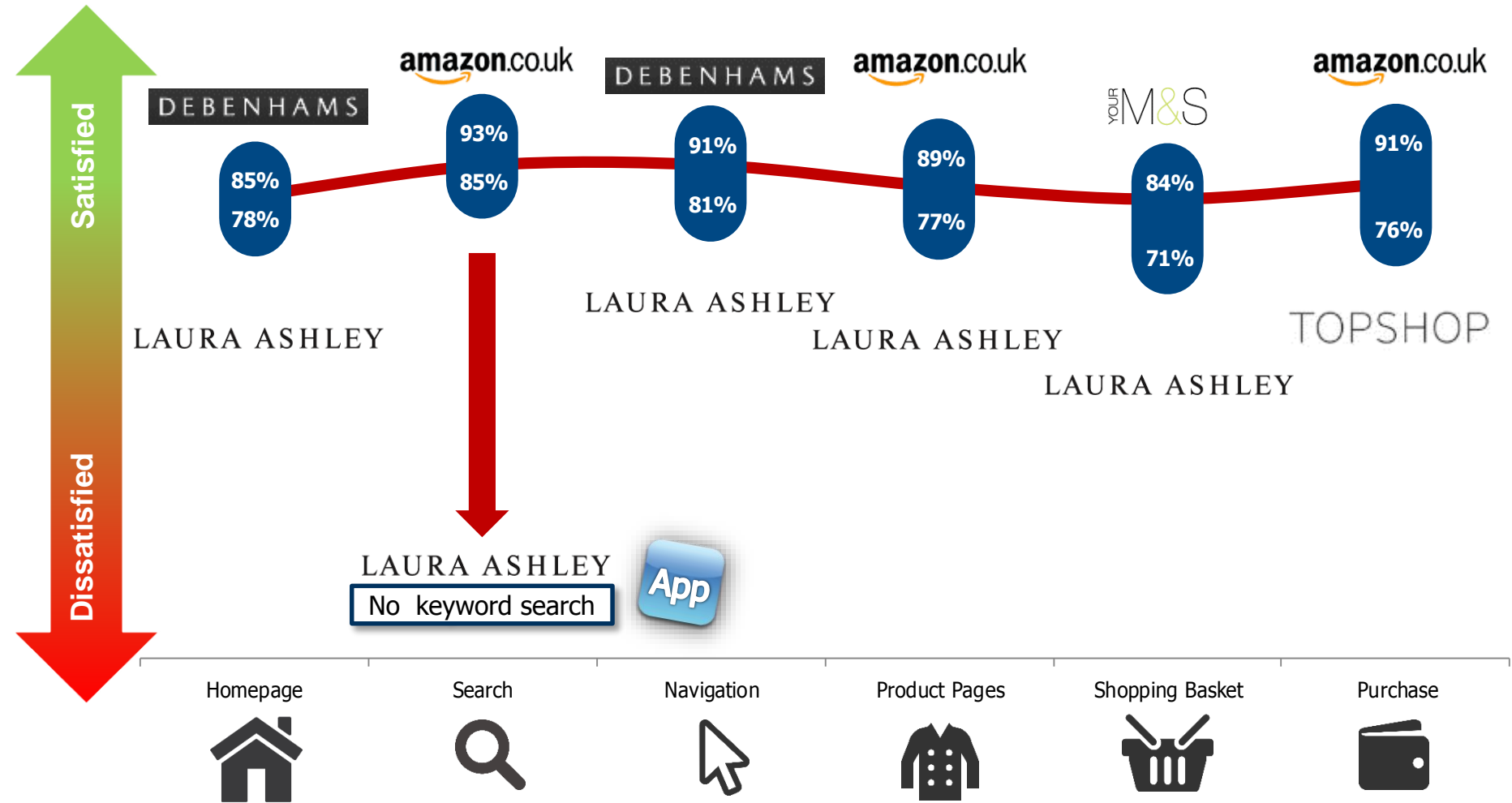


App

Satisfied

Dissatisfied





\*Laura Ashley's App score is excluded from the overall search result average

**Amazon** offers the best online and mobile shopping experience, closely followed by **Debenhams**.

#	Retailer	eChannel Score
1	Amazon	87.4%
2	Debenhams	86.7%
3	Marks & Spencer	85.4%
4	John Lewis	85.1%
5	Topman	84.5%
6	ASOS	84.5%
7	House of Fraser	83.3%
8	Topshop	82.0%
9	New Look	81.6%
10	Laura Ashley	77.6%

Web	Mob	App
92%	85%	86%
92%	82%	87%
85%	85%	86%
88%	88%	80%
89%	85%	80%
89%	82%	82%
88%	83%	78%
86%	82%	78%
87%	81%	76%
85%	81%	65%

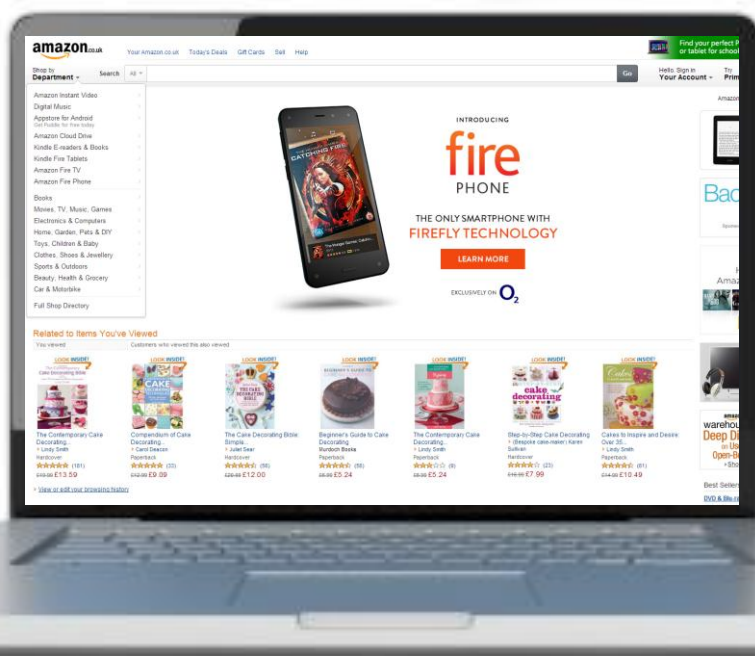


**Amazon** and **Debenhams** rise 3 places this wave, while **New Look** slip 2 spots.

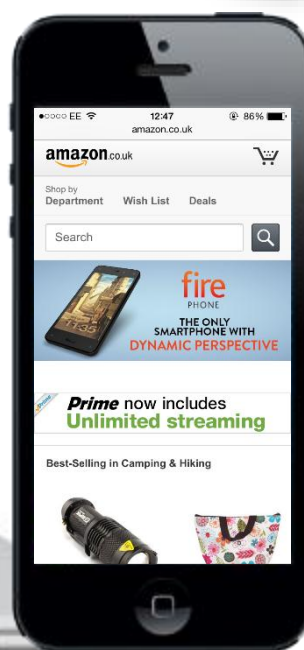
#	Retailer	eChannel Wave 6 Score	eChannel Wave 5 Score	% Change	League table change
1	Amazon	87%	85%	+2%	↑
2	Debenhams	87%	82%	+5%	↑
3	Marks and Spencer	85%	86%	-1%	↓
4	John Lewis	85%	87%	-2%	↓
5	Topman	85%	n/a	n/a	n/a
6	ASOS	84%	81%	+3%	n/a
7	House of Fraser	83%	86%	-3%	↓
8	Topshop	82%	79%	+3%	n/a
9	New Look	82%	81%	+1%	↓
10	Laura Ashley	77%	74%	+3%	n/a

**Amazon** scores high in functionality, and carries this consistent experience across all channels.

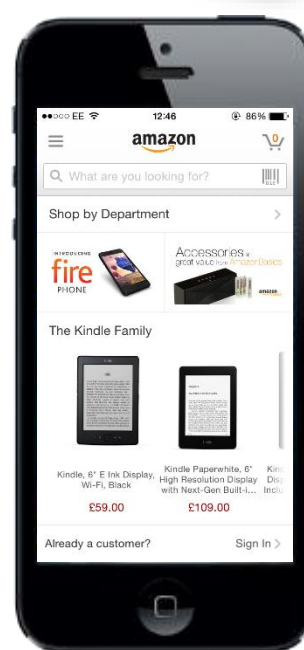
## Website



## Mobile



## App



**Good search  
function**

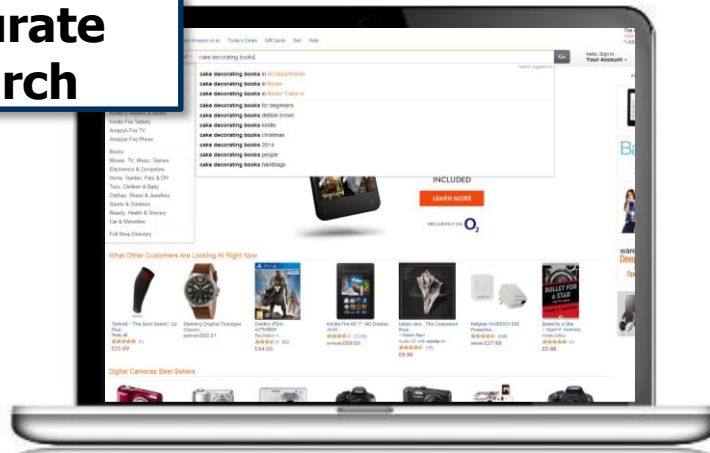
**Easy to  
navigate**

**Detailed  
product pages**

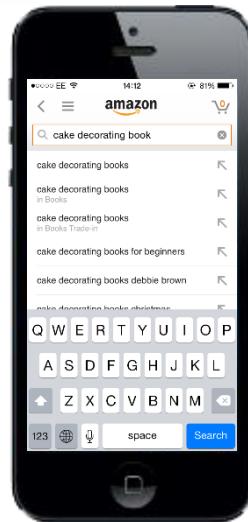
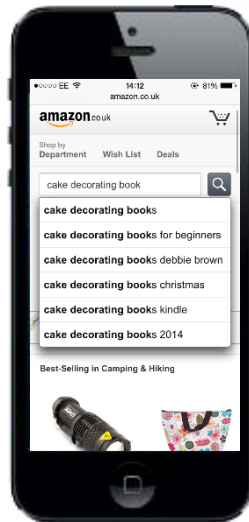
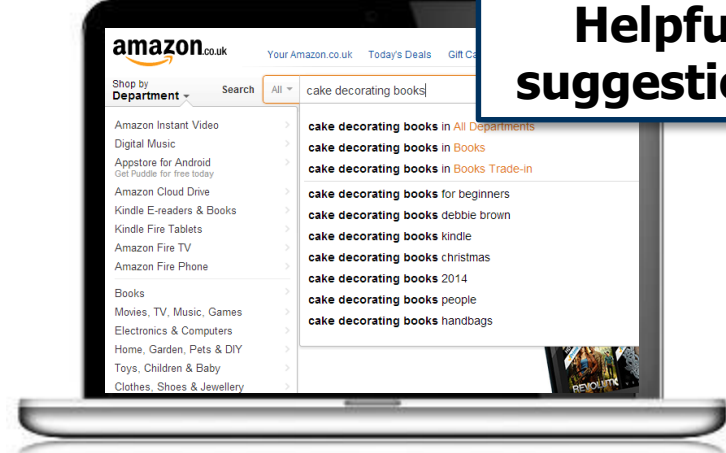
**Good and reliable  
delivery options**

**Amazon** has a diverse catalogue of products and makes it very easy for customers to find what they need.

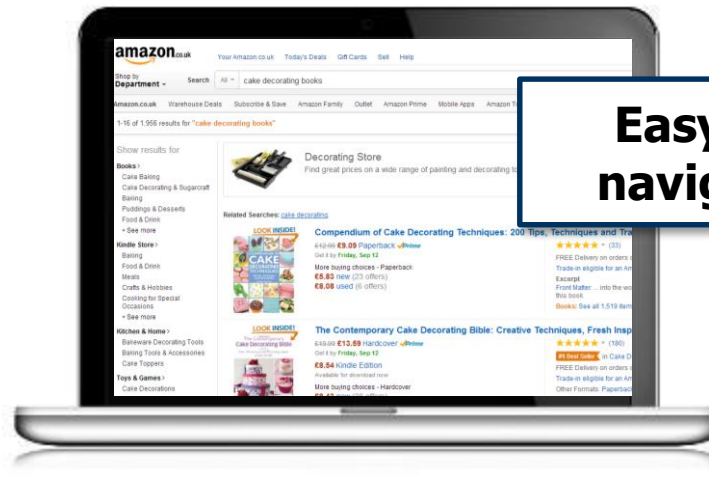
## Accurate search



## Helpful suggestions



## Easy to navigate

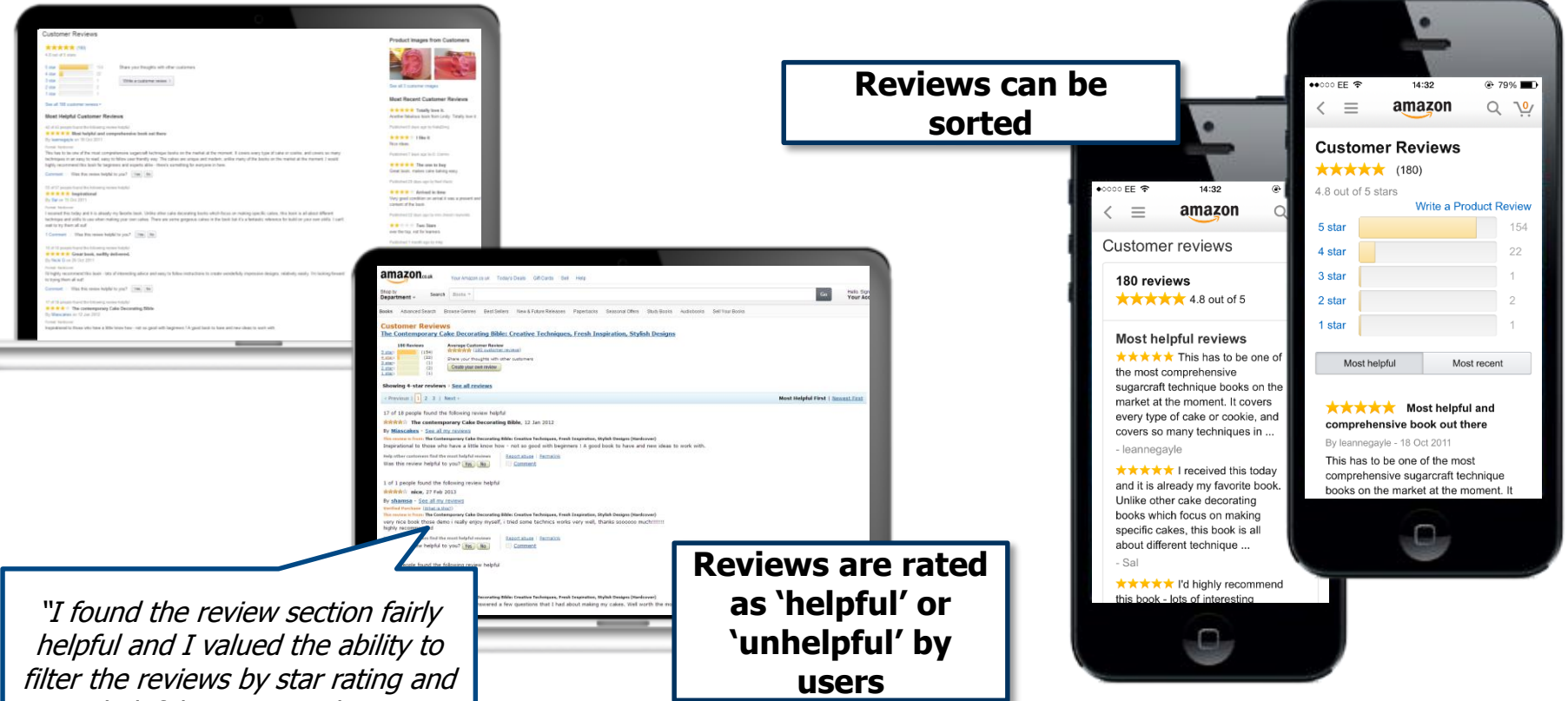


**All customers can review a purchase they've made**

**Reviews can be sorted**

**Reviews are rated as 'helpful' or 'unhelpful' by users**

*"I found the review section fairly helpful and I valued the ability to filter the reviews by star rating and most helpful positive and negative reviews."*



# Debenhams sees biggest improvement this wave, particularly for the **website** and **app**.

## eChannel Wave 5

**Ranked #5 - 82%**

Web: 83%

Mobile: 89%

App: 75%

**Homepage** and **navigation** see highest rankings for Debenhams

## eChannel Wave 6

**Ranked #2 - 87%**

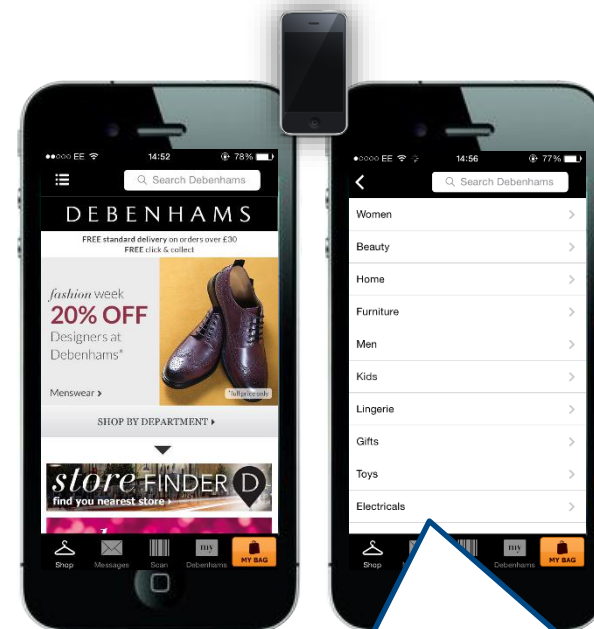
Web: 92% **+9%**

Mobile: 82% **-7%**

App: 87% **+12%**



*"Instantly shows which deals and offers are on at the moment with good clear pictures of goods for sale."*



*"I found this app to be very logical to browse. You could easily scroll to the main sections that you would want to which was very good."*

# Homepage



#	Retailer	eChannel Score	Web	Mob	App
1	Debenhams	84.8%	93%	78%	84%
2	Topman	83.5%	90%	82%	78%
3	House of Fraser	83.0%	89%	86%	75%
4	Amazon	82.1%	85%	80%	81%
5	ASOS	82.1%	84%	80%	82%
6	New Look	81.3%	85%	84%	75%
7	Marks and Spencer	81.2%	79%	81%	84%
8	Topshop	81.1%	85%	81%	77%
9	John Lewis	81.0%	85%	82%	77%
10	Laura Ashley	77.9%	87%	82%	65%

DEBENHAMS

HOUSE OF FRASER  
SINCE 1849

TOPMAN



"I really liked the homepage of this website. It was clear who the site was for and what they had to offer their customers. I found that the site loaded very quickly and it was easy to navigate. Any current promotions were made clear and I could easily find the Help section if I needed assistance."

- Debenhams surveyor

"I was impressed with the speed of loading and all the information is very easy to see for you to be able to shop with ease, the special offers were clear to see as well as the different sections of the website."

- House of Fraser surveyor

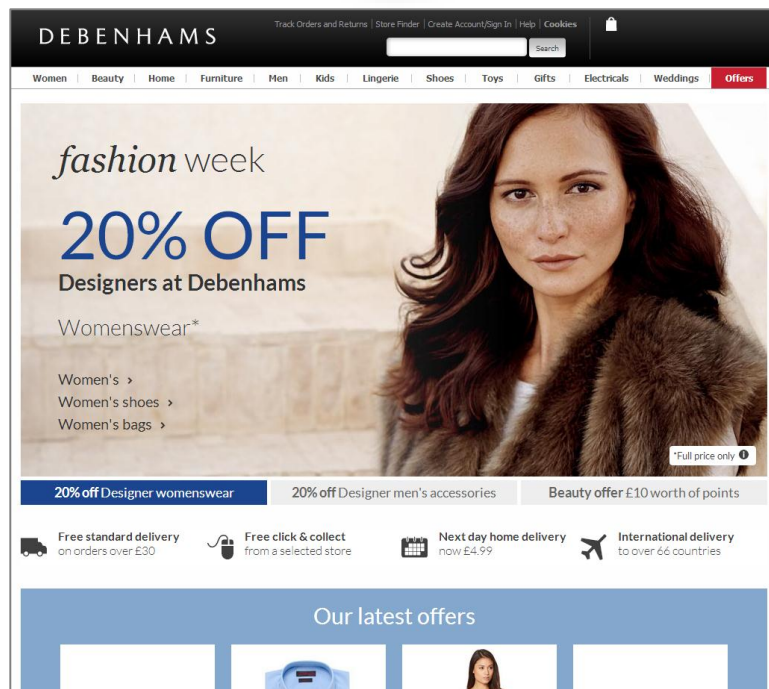


"Promotions prominently featured in good clear and eye catching fonts and colours."

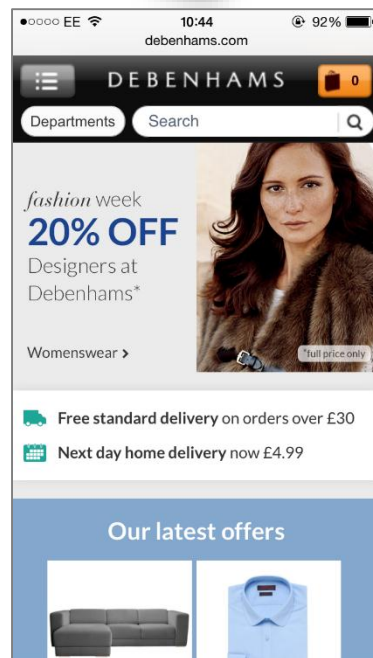
- Debenhams surveyor



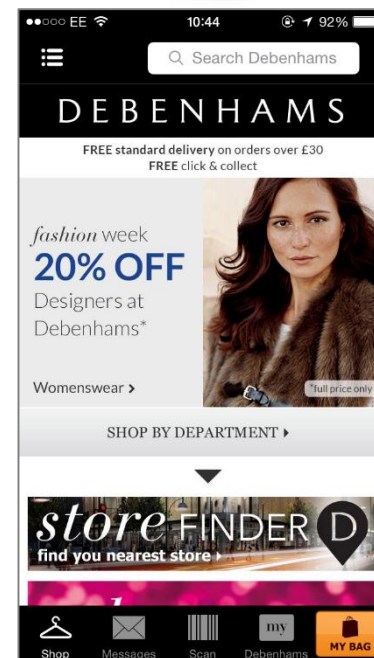
**Debenhams** ranks 1<sup>st</sup> for first impressions with consistent branding and layout across all channels.



*"The homepage was stylish and professional. There were lots of special offers advertised. The navigation looked straightforward and I felt encouraged to explore the site further."*



*"The site was attractive and easily recognisable as Debenhams. Navigation was straightforward. There were lots of offers and a good invitation to explore the site further."*





**Sales messaging appreciated and does not distract from onward navigation**

*"I was really impressed with the prominent sale area on the homescreen. The Next Day Delivery and free collection was also really clearly stated."*

*"The homepage is well designed and easy to navigate and the special offers are very eye catching."*



**Icons at the top clearly direct customers**

*"I liked that the help option was at the top of the page, it gives me confidence in using a site."*

*"Good use of text and pictures make for a tidy easy to look at display. Customer service number prominent on front page."*

*"The homepage loaded quickly and is very easy to navigate with icons for your account, bag and help."*

Clear **security information** on the first view gives customers the confidence to shop.

# DEBENHAMS

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*"I liked that a security logo at the bottom of the site made it clear it was safe to use the site."*

# TOPMAN

Collect From Store



WEEE Compliance

*"It was clear that the site was secure."*

## HERE TO HELP

DELIVERY & COLLECTION  
WHERE IS MY ORDER?  
RETURNS & REFUNDS  
HELP

## SHOPPING WITH US

OUR STORES  
CHECK YOUR GIFT CARD BALANCE  
DOWNLOAD OUR APPS  
ABOUT SHWOPPING

## ABOUT US

CORPORATE SITE  
PLAN A  
JOBS  
CONTACT US

## LEGAL

NEW: TERMS & CONDITIONS  
PRIVACY & COOKIES  
ACCESSIBILITY

M&S for Business

M&S Bank

M&S Energy

M&S Outlet

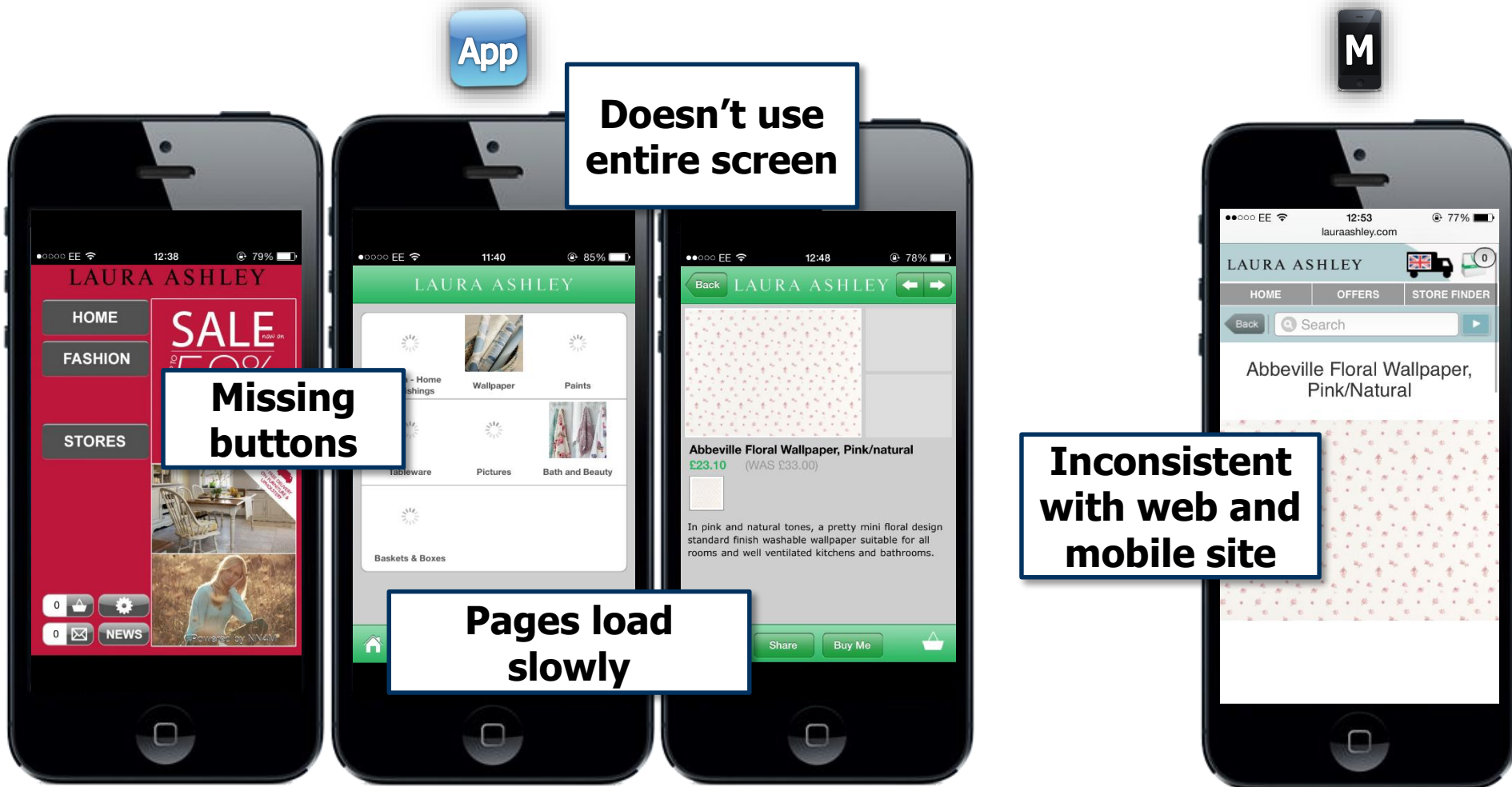
M&S TV

YOUR M&S

*"There is nothing to say that the site is secure which is surprising and disappointing."*

© 2014 Marks and Spencer plc

**Laura Ashley's** app has not been updated for 3 years, which is evident from the first use.



# Search



#	Retailer	eChannel Score	Web	Mob	App
1	Amazon	93.0%	98%	92%	89%
2	Debenhams	89.8%	93%	87%	89%
3	John Lewis	89.0%	92%	91%	84%
4	ASOS	88.6%	90%	87%	90%
5	Marks and Spencer	87.7%	89%	86%	88%
6	Topshop	84.9%	90%	84%	81%
7	Laura Ashley	84.6%	85%	84%	N/A
8	Topman	84.5%	89%	85%	79%
9	House of Fraser	84.5%	86%	85%	82%
10	New Look	82.0%	91%	83%	79%

amazon

DEBENHAMS



"I found the keyword search to be easy to use and it gave me immediate and accurate results. The results for failed keyword search were very relevant to what I had entered."  
- Amazon surveyor

"The search facility is very intuitive and even offers a suggestion below the search box that you can select that speeds up searches no end."  
- Amazon surveyor

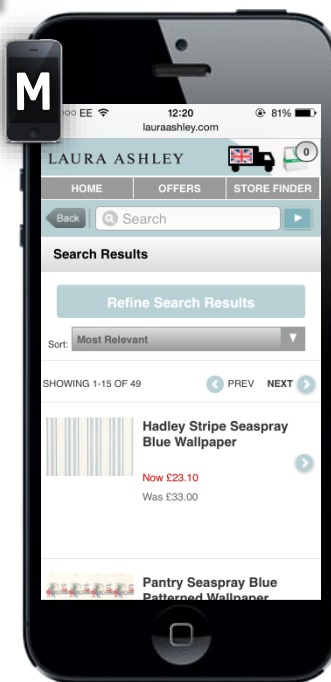
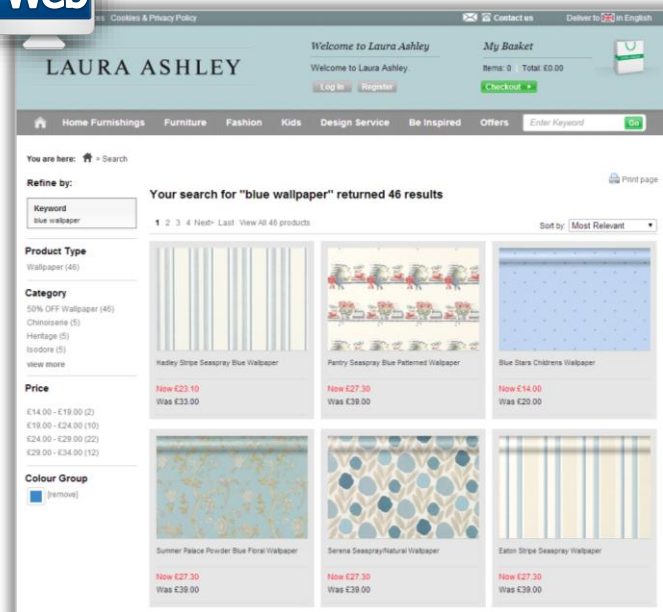


"I liked the speed at which you achieved results, I input just two words and instantly was given accurate results"  
- ASOS surveyor

**Laura Ashley** ranks 7<sup>th</sup> overall for search, but completely lacks a keyword search on the mobile app.

**Web and mobile site have keyword search**

**Web**



**App doesn't**

**App**

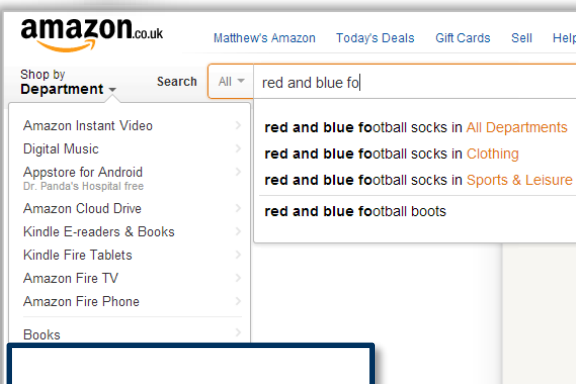


**Limited filter options as well**

**Amazon** ranks 1<sup>st</sup> for search with an impressive website performance. Predicting search terms hastens the browsing journey.

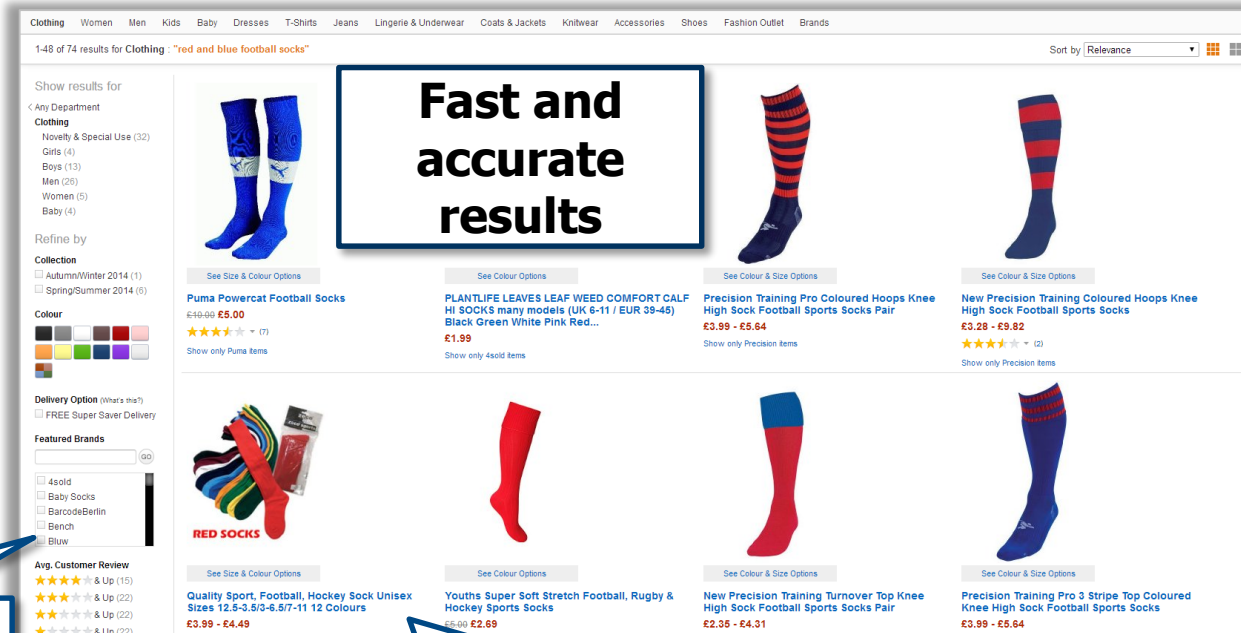


# amazon.co.uk



**Predictive text**

*"The keyword search was very user-friendly and the filter allowed me to quickly find exact products."*



*"I found the keyword search to be easy to use and it gave me immediate and accurate results. The results for failed keyword search were very relevant to what I had entered."*

# Navigation





# Debenhams scored 1<sup>st</sup> for navigation, followed by Amazon and John Lewis.

#	Retailer	eChannel Score	Web	Mob	App
1	Debenhams	91.0%	96%	85%	92%
2	Amazon	90.2%	96%	85%	89%
3	John Lewis	89.4%	93%	93%	83%
4	Topman	88.8%	94%	87%	86%
5	ASOS	88.3%	89%	87%	89%
6	Marks and Spencer	87.6%	88%	87%	88%
7	House of Fraser	86.3%	91%	86%	83%
8	Topshop	86.3%	92%	85%	82%
9	New Look	83.4%	90%	84%	76%
10	Laura Ashley	80.6%	88%	84%	69%

DEBENHAMS

amazon

John Lewis



"The site was straightforward to navigate around and to find items on. The options to filter the results were comprehensive. I experienced no difficulties with navigating this site."

- Debenhams surveyor

"You could refine and filter your results making it easier to find exactly what you are looking for. The pages loaded up very quick and the images were clear."

- John Lewis surveyor



App

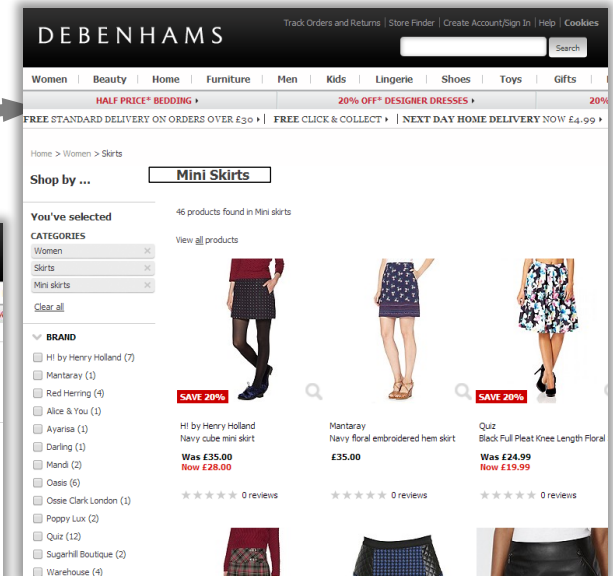
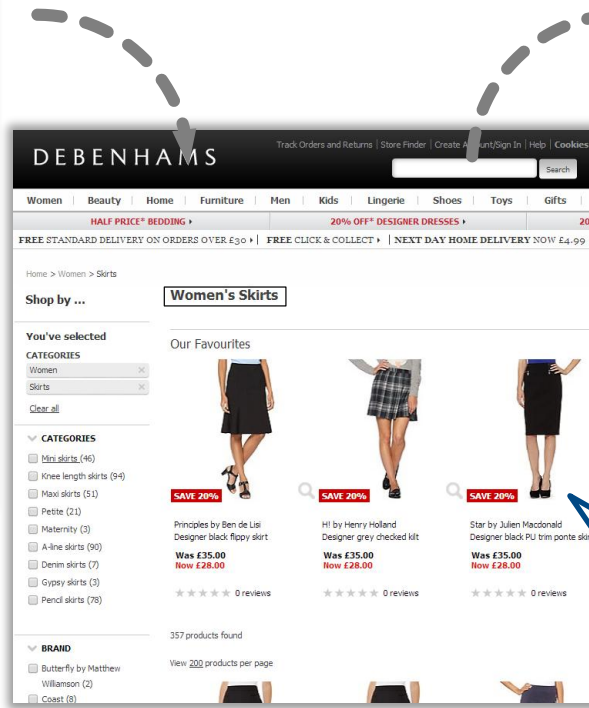
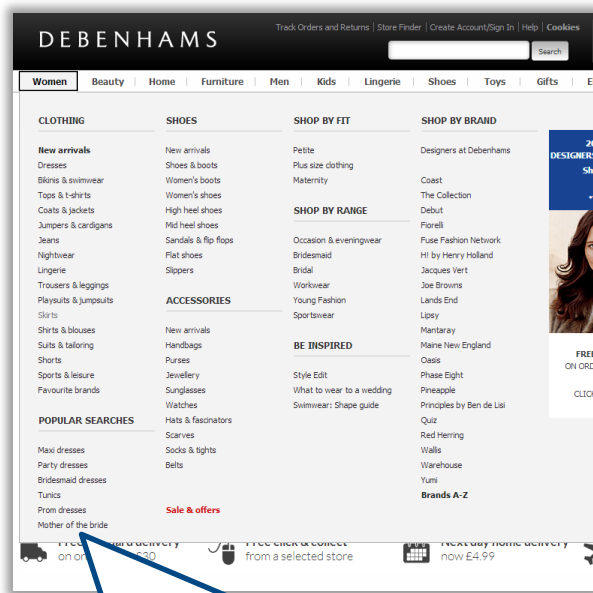
"I found it quite easy to navigate around the site starting from the homepage as the departments were really clearly set out and once in a specific department I could filter my results to find exactly what I wanted."

- Debenhams surveyor

**Consistent  
navigational  
links**

**Consistent  
product  
categories**

**Consistent  
filter options**



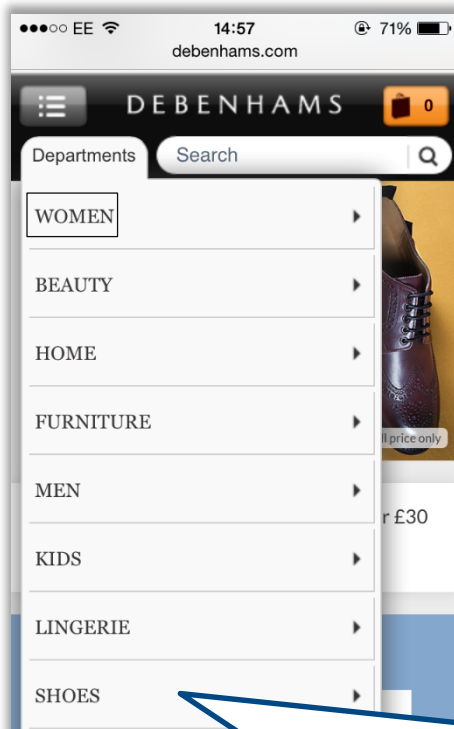
*"This site is very easy to navigate around and you never get 'lost' as there is always the drop down menu at the top which stays the same."*

*"Very easy to browse through the site by either clicking on one of top headings and choosing from the drop down menu or clicking on one of the images shown. Very fast loading."*

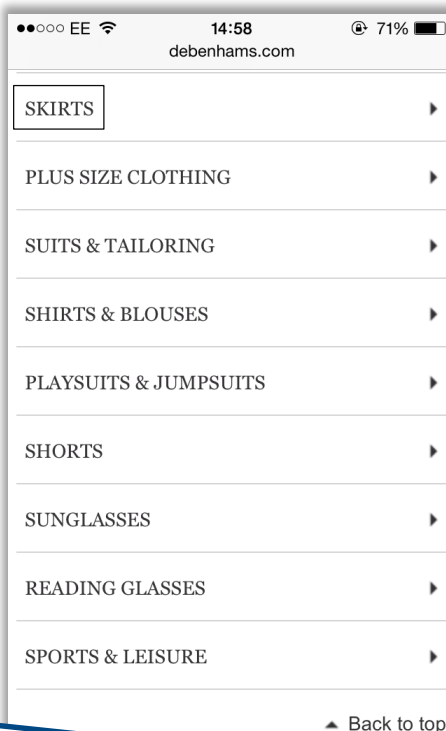
**Debenhams** ranks highest for navigation with a consistent experience across all three channels.



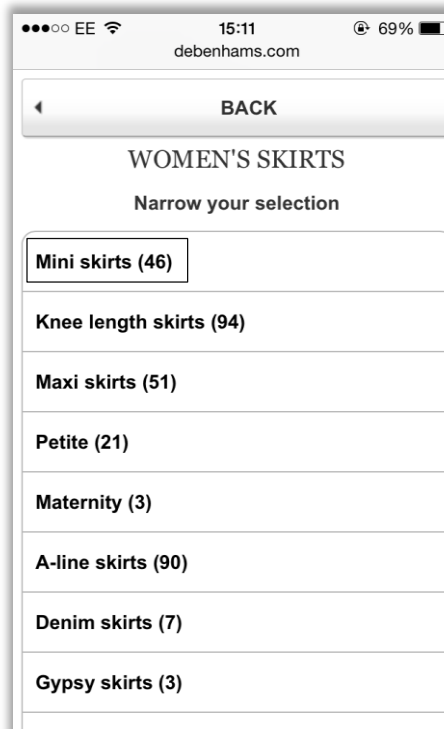
### Consistent navigational links



### Consistent product categories



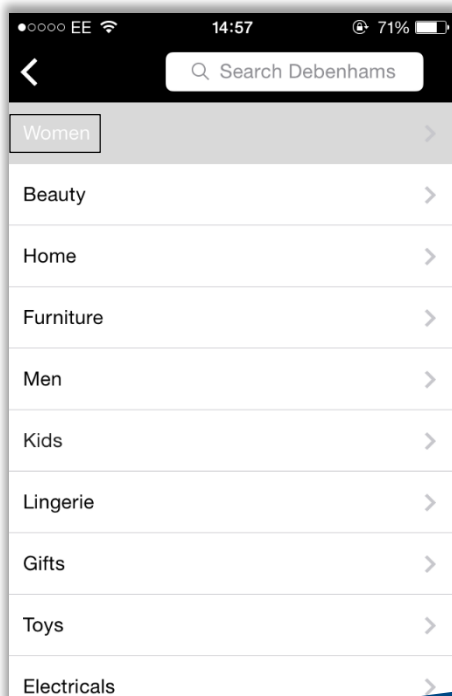
### Consistent filter options



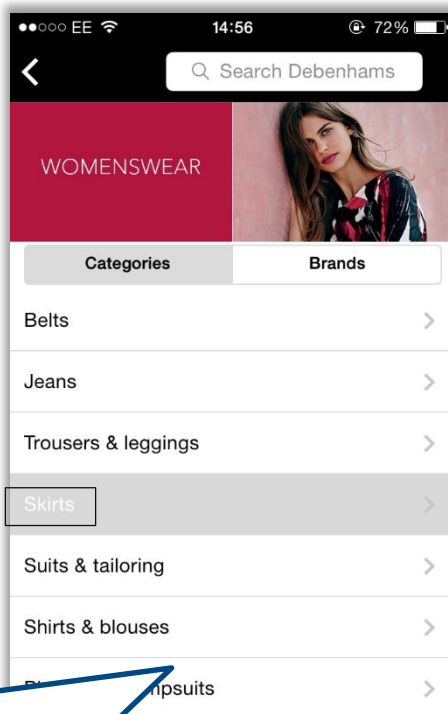
*"The site was very easy to navigate with all pages being quick to load. It was clear what the range was and how to access the different sections."*

**Debenhams** ranks highest for navigation with a consistent experience across all three channels.

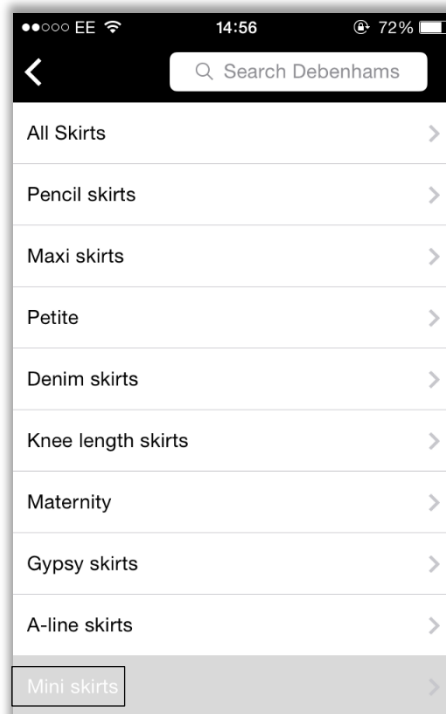
### Consistent navigational links



### Consistent product categories



### Consistent filter options



*"The shop by department was excellent, allowing you to just select Men, women, kids etc. and then by categories or brands."*

# Product Pages



**Amazon** ranked 1<sup>st</sup> for product pages, followed by **Debenhams** and **Marks & Spencer**.

#	Retailer	eChannel Score	Web	Mob	App
1	Amazon	88.7%	90%	88%	88%
2	Debenhams	87.1%	90%	82%	90%
3	Marks and Spencer	87.0%	85%	88%	87%
4	John Lewis	85.2%	88%	90%	78%
5	Topman	83.3%	85%	85%	81%
6	ASOS	83.0%	93%	80%	76%
7	House of Fraser	82.0%	90%	80%	77%
8	Topshop	81.2%	86%	82%	76%
9	New Look	78.7%	85%	76%	75%
10	Laura Ashley	77.5%	87%	79%	67%

amazon

DEBENHAMS

YOUR M&amp;S



*"The product pages are excellent and offer clear descriptions and photos and excellent customer reviews with star ratings. There are links to a limited number of social websites although these are the main ones used by most. Overall a very positive impression to the product pages."*

**- Amazon surveyor**

*"The quality of the images are excellent with several different views shown, allowing you to make an informed choice about the item you are buying."*

**-Marks and Spencer surveyor**



App

*"Good clear pictures and prices stated clearly. Able to zoom with my iPhone screen and clearly see where to read the reviews with a quick look star system to see first."*

**-Debenhams surveyor**

**ASOS** has the best product pages of any website. Outfitting ideas give customers inspiration when shopping.

## Outfit inspiration

## Detailed information

### ASOS Twisted Yarn Jumper

£30.00

FREE DELIVERY\* & RETURNS »

#### Jumper by ASOS

- Made from pure cotton
- Twisted yarn finish
- Ribbed crew neck
- Full length sleeves
- Ribbed cuffs and hem
- Regular fit

#### ABOUT ASOS BRAND

Designed in-house in our London studio by our dedicated menswear team, **ASOS** offer a range of men's clothing designed and created exclusively for **ASOS**.

Black

PRODUCT MEASUREMENTS

Select Size

SIZE GUIDE

ADD TO CART

NEW - BUY THE LOOK

SAVE FOR LATER

#### COMPLETE THE LOOK



ASOS  
£25.00

1-4 of 16

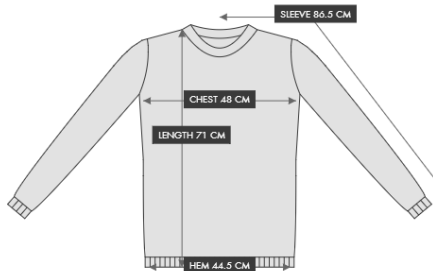


ASOS  
£20.00

FIT VISUALISER What is that?

SIGN IN X

Measured flat across the item - never around



#### ASOS TWISTED YARN JUMPER

XXS XS S M L XL XXL

Size may be out of stock

Compare the fit of **ASOS Twisted Yarn Jumper** with your wardrobe favourite.

Click here to get started »

BACK TO IMAGES >>>



"Probably the best product information I've seen on a website, love how easy it is to see the exact materials and most importantly, including measurements for the garments."

"The product pages are excellent. There is an option to 'buy the look' which gives suggestions of other items which go with the selected product to encourage a sale. Plenty of information on product and option to save for later"

**John Lewis** ranks highly for web and mobile. Trustworthy product reviews and quality images help customers make informed choices.

Web

**Multiple quality images**

**Excellent zoom tool**

**Detailed sortable reviews**

**John Lewis St Ives Towel Cupboard**  
£130.00 ★★★★★ 46 reviews

**Ratings & Reviews**

★★★★★  
Excellent Product  
21 June 2011

*This is a really sturdy cupboard which comes complete rather than flat packed so no complicated construction and wobbly legs. Because its designed for bathrooms its isnt affected by moisture / steam as some can be. Although probably more than I was thinking of paying for the bathroom its actually a large piece of furniture for the money and Im really impressed at how solidly built it is. Would recommend.*

Was this review useful?  
Yes 8 No 0

Share Problem with this review?

★★★★★  
A great storage solution  
18 July 2011

**John Lewis Product Specialist**  
EmilyHooper  
Age: 18-24

**Mobile**

★★★★★ View all reviews (46)

Sort by: Most helpful

★★★★★  
Excellent Product  
21 June 2011

**purplecatinthehatcat**  
Age: 35-44  
Location: Cardiff

*This is a really sturdy cupboard which comes complete rather than flat packed so no complicated construction and wobbly legs. Because its designed for bathrooms its isnt affected by moisture / steam as some can be. Although probably more than I was thinking of paying for the bathroom its actually a large piece of furniture for the money and Im really impressed at how solidly built it is. Would recommend.*

★★★★★  
A great storage solution  
18 July 2011

**John Lewis Product Specialist**  
EmilyHooper  
Age: 18-24

*"I felt that the product pages on this website offered all the information I would need in order to make an online purchasing decision. There was a good detailed written description of the item along with several photos that could zoom in on. The pricing was clear as were any promotions. I liked that I could see customer reviews and star ratings."*



# Shopping Basket



# Marks and Spencer ranked 1<sup>st</sup> for shopping basket, followed by Topman and Debenhams.

#	Retailer	eChannel Score
1	Marks and Spencer	84.4%
2	Topman	83.7%
3	Debenhams	83.6%
4	Amazon	83.3%
5	John Lewis	82.3%
6	House of Fraser	82.0%
7	New Look	81.2%
8	ASOS	80.5%
9	Topshop	79.8%
10	Laura Ashley	71.2%

Web	Mob	App
87%	83%	84%
90%	86%	76%
93%	79%	79%
90%	79%	81%
86%	84%	77%
88%	82%	76%
89%	79%	76%
88%	79%	75%
88%	78%	74%
79%	75%	60%

YOUR M&S

TOPMAN

DEBENHAMS



"The shopping basket function is very efficient and easy to use. The basket is easily visible on the webpage. It's very easy to view the shopping and add/remove items. The site is very secure and clearly communicates the delivery time/cost."

- Debenhams surveyor

"The shopping basket process using this mobile optimised site is clear and straightforward. It was easy to add or remove items in my shopping basket which updated quickly to reflect any changes made. Pricing, delivery and payment options were concise, resulting in a satisfactory shopping basket experience."

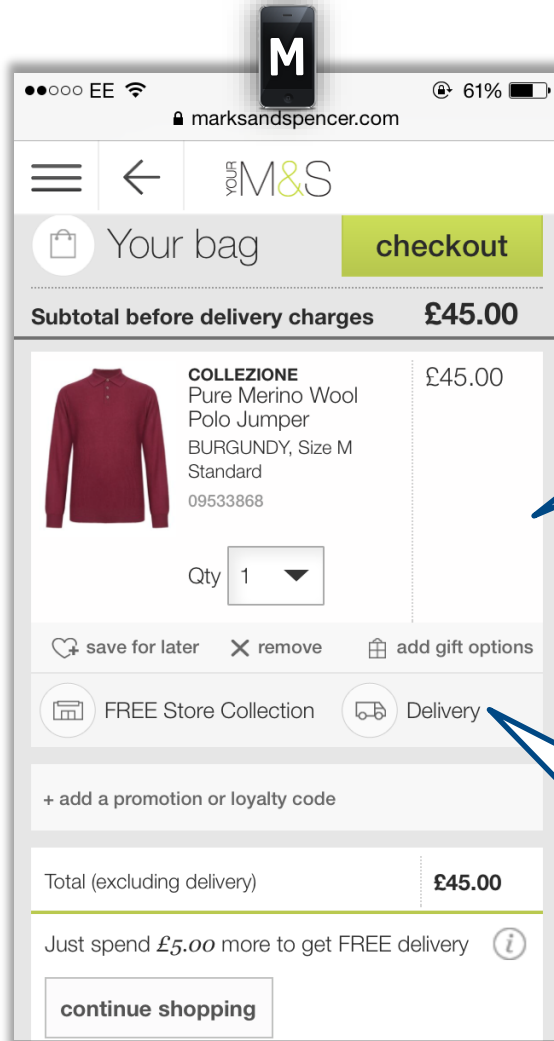
- Topman surveyor



"At the checkout stage I can see that it is a 'secure checkout'. It is very clear that the item I am ordering is in stock."

- Marks & Spencer surveyor

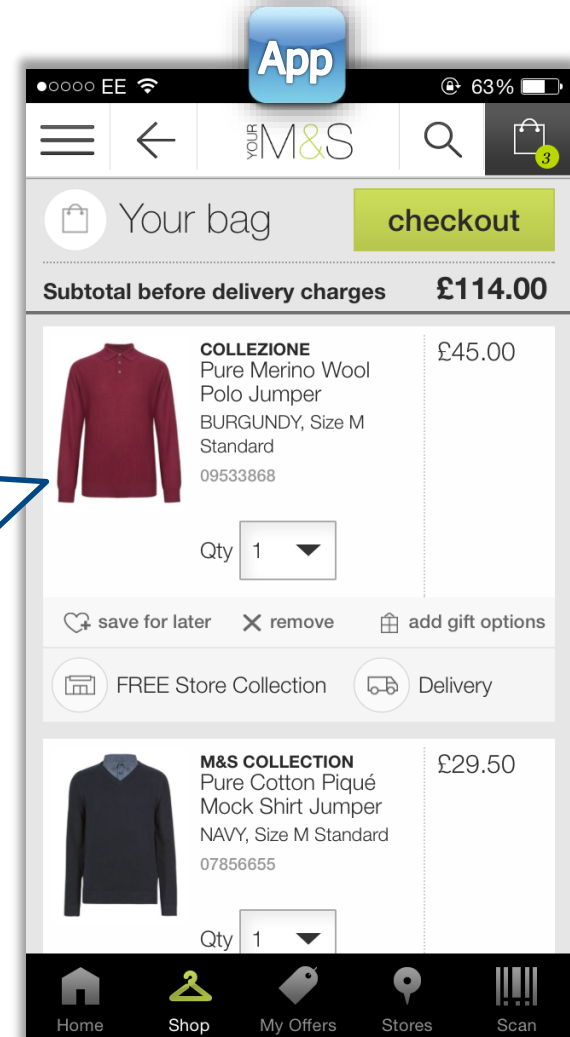
Detailed product information, clear delivery options and edit functionality are appreciated in the **M&S** shopping baskets.



*"I found the shopping basket information to be detailed, and it was easy to remove items from it."*

*"Its very easy to view the shopping and add/remove items. The site is very secure and communication around the delivery time, cost is clear."*

*"It was simple and straight forward. Delivery was visible from the start and was uncomplicated by a variety of confusing options."*








**Debenhams** web shopping basket ranks highly with clear delivery options and security assurance. **Mobile** also boasts these features...

**Web**

The screenshot shows the Debenhams website's shopping basket. At the top, the 'Web' label is positioned above the browser window. The header includes the Debenhams logo, navigation links, and a shopping bag icon showing '1 item(s) - £38.00' with a 'CHECKOUT' button. Below the header, a navigation bar lists various product categories. A banner below the navigation bar displays promotional offers: 'HALF PRICE\* BEDDING', '20% OFF\* DESIGNER DRESSES', and '20% OFF\* MEN'S FORMAL SHIRTS'. A secondary banner lists delivery options: 'FREE STANDARD DELIVERY ON ORDERS OVER £30', 'FREE CLICK & COLLECT', 'NEXT DAY HOME DELIVERY NOW £4.99', and 'DELIVERING TO 66 COUNTRIES'.

The main content area is divided into two sections. The left section, titled 'ORDER SUMMARY', contains a 'CONTINUE SHOPPING' button and a table of items. The right section, titled 'SECURE CHECKOUT', contains a 'SECURE CHECKOUT' button. The table in the 'ORDER SUMMARY' section has the following columns: 'Product', 'DELIVERY AVAILABILITY', 'QUANTITY', 'EACH', and 'TOTAL'.

Product	DELIVERY AVAILABILITY	QUANTITY	EACH	TOTAL
 <b>RJR John Rocha</b> Designer khaki poplin cargo shorts Colour: khaki Size: 32 <a href="#">Amend</a> <a href="#">Remove</a>	 Next Day Home Delivery ⓘ  Standard Delivery ⓘ  Collect from store ⓘ  International Delivery ⓘ	1	£38.00	£38.00

A yellow callout box points to the 'International Delivery' option, stating: 'International Delivery, estimated with - 7 working days (£7.00 to £15.00)'.

Below the table, there is a 'Promotional code' field and an 'Apply' button. At the bottom of the page, there are logos for various payment methods (American Express, Visa, Mastercard, etc.) and security assurances (VeriSign Secured, Verified by Visa, MasterCard SecureCode).

The bottom right section of the page displays the following totals:

Subtotal before discount	£38.00
<b>SUB-TOTAL (excluding delivery ⓘ)</b>	<b>£38.00</b>
<b>Grand total</b>	<b>£38.00</b>

Annotations on the screenshot highlight the following features:

- Available delivery options visible**: A box pointing to the 'DELIVERY AVAILABILITY' column in the table.
- Cost of delivery clearly displayed**: A box pointing to the 'International Delivery' option and its associated cost.
- Security assurance**: A box pointing to the security logos at the bottom of the page.

...but **mobile** suffers because it becomes too crowded. The **app** lacks many of these features and also ranks lower – a balance is needed.

**Lack of security assurances**

**Delivery prices not clear**

**Too many features?**



10:21 debenhams.com

RJR..John Rocha  
Designer kahki poplin cargo shorts  
Colour: khaki  
Size: 32  
[Remove](#)

Quantity	Each	Total
- 1 +	£38.00	£38.00

**Delivery/Availability**

Next day home delivery Home delivery Click & Collect International delivery

**Delivery charges**

Promotional code:  [Apply](#)

Subtotal before discount £38.00  
SUB-TOTAL (excluding delivery) £38.00  
Grand total £38.00

*"It can be fiddly and time consuming to complete the shopping basket process using this mobile optimised site on your mobile phone as the screen size limits the amount of detail you can see at any one time; this can become frustrating."*



17:16

My Bag

Bag Wishlist

[Email my bag](#)

**Shopping Bag**

Designer kahki poplin cargo shorts  
Size: 32 - £38.00  
£38.00 - 1 +

Promo Code:  [Submit](#)

[Checkout](#)

*"It was not obvious at this stage what the delivery charge would be without searching for it."*

*"I disliked the lack of secure site logos."*

*"I could not find out how secure the app is and there was no indication of stock availability"*

*"There was no mention of the delivery costs and timescale."*

# Purchase

(Desktop site only)



#	Retailer	Web score
1	Amazon	91.4%
2	ASOS	88.6%
3	Topman	85.3%
4	House of Fraser	84.4%
5	New Look	84.4%
6	Debenhams	83.3%
7	Marks and Spencer	82.8%
8	John Lewis	82.8%
9	Laura Ashley	80.8%
10	Topshop	76.1%



*"The process was very simple. Once I decided to purchase an item, all it was necessary to do was place in the bag and then either continue shopping or go immediately to checkout where the payment details were entered."*  
**- Amazon surveyor**

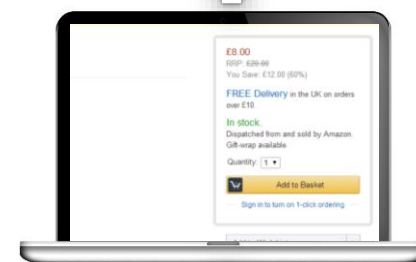
*"It was very easy to make a purchase on the site. There was a clear summary of the order before I finally placed it. There were a number of delivery options available to me. The confirmation of the order was received immediately. I had no problems with placing an order on this site."*  
**- Amazon surveyor**

*"Very easy to make purchase and confirmation received immediately. Can also save payment details for future purchases and site security is clearly displayed."*  
**- ASOS surveyor**



3 clicks to purchase

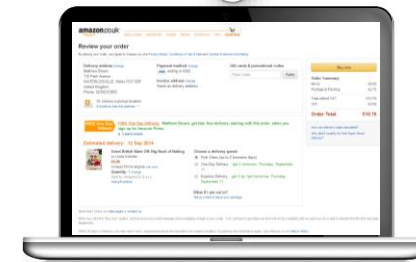
1



2



3



**Laura Ashley** ranks 9<sup>th</sup> for purchase. Vague delivery estimates and no ability to amend your order differentiate it from leader **Amazon**.

## LAURA ASHLEY

*"Unable to make any changes once past shopping basket page."*  
- Laura Ashley surveyor

*"I was disappointed that delivery to store takes between 5 and 7 days and also that I won't be notified when my item has been delivered."*  
- Laura Ashley surveyor

*"Everything was good, but I wasn't impressed when reading they could not let me know when it's delivered to the store and ready, they just gave a timescale of between 5-7 days. I think it's essential that you are given a text/email when your order is in store ready for collection."*  
- Laura Ashley surveyor

**Delivery Options** Additional Services  
[Redeem a Promotion Code](#)

Standard ☒ OR

FREE Click and Collect from a store of your choice ☐

Next Day (Ordered before 1.30pm Monday - Thursday. Please see Terms & Conditions) ☐

**Items in Your Order**

Item	Quantity	Price Each	Subtotal
Rust Stretch Cotton Slim Leg Jeans Product Code 3607280	1	£35.00	£35.00
<b>Subtotal:</b>			£35.00
<b>Delivery:</b>			£4.50
<b>ORDER TOTAL:</b>			<b>£39.50</b>
			(including £6.58 VAT)

**Click & Collect**

You can now collect your purchase from many of our Laura Ashley stores. This is a FREE service, and your order will be available to collect within 5 to 7 days of your order being placed. (Please note we are not able to contact you to confirm arrival of your order.)

Enter your postcode or town:  [Find stores](#)

You can now collect your purchase from many of our Laura Ashley stores. This is a FREE service, and your order will be available to collect within 5 to 7 days of your order being placed. (Please note we are not able to contact you to confirm arrival of your order.)



**Amazon** provides specific delivery information, allowing customers to select an option to suit them.

**Amazon give  
exact delivery  
estimates**



**Estimated delivery: 13 Sep 2014**



Tommy Hilfiger Women's Ally Jeggings  
Jeans, Red (Tomato), W32/L32

£42.50

Amazon Prime eligible [Join now](#)

Only 1 left in stock.

Quantity: 1 [Change](#)

Sold by: Amazon EU S.a.r.L.

[Add gift options](#)

Choose a delivery speed:

- ☐ FREE Super Saver Delivery (3 - 5 business days)
- ☒ First Class (up to 2 business days)
- ☐ One-Day Delivery : get it tomorrow, Friday, September 12
- ☐ Express Delivery : get it by 1pm tomorrow, Friday, September 12

What if I am not in?

[Tell us where to leave your package](#)

**You can amend  
your order at any  
point**

*"I found the purchasing process very simple. I was able to go into my basket and modify the item and I also had a choice of delivery times and prices. My confirmation was instant."*

**- Amazon surveyor**

Need help? Check our [help](#)

When you click the "Buy now" button, you will be acknowledging receipt of your order. Your order will be dispatched.

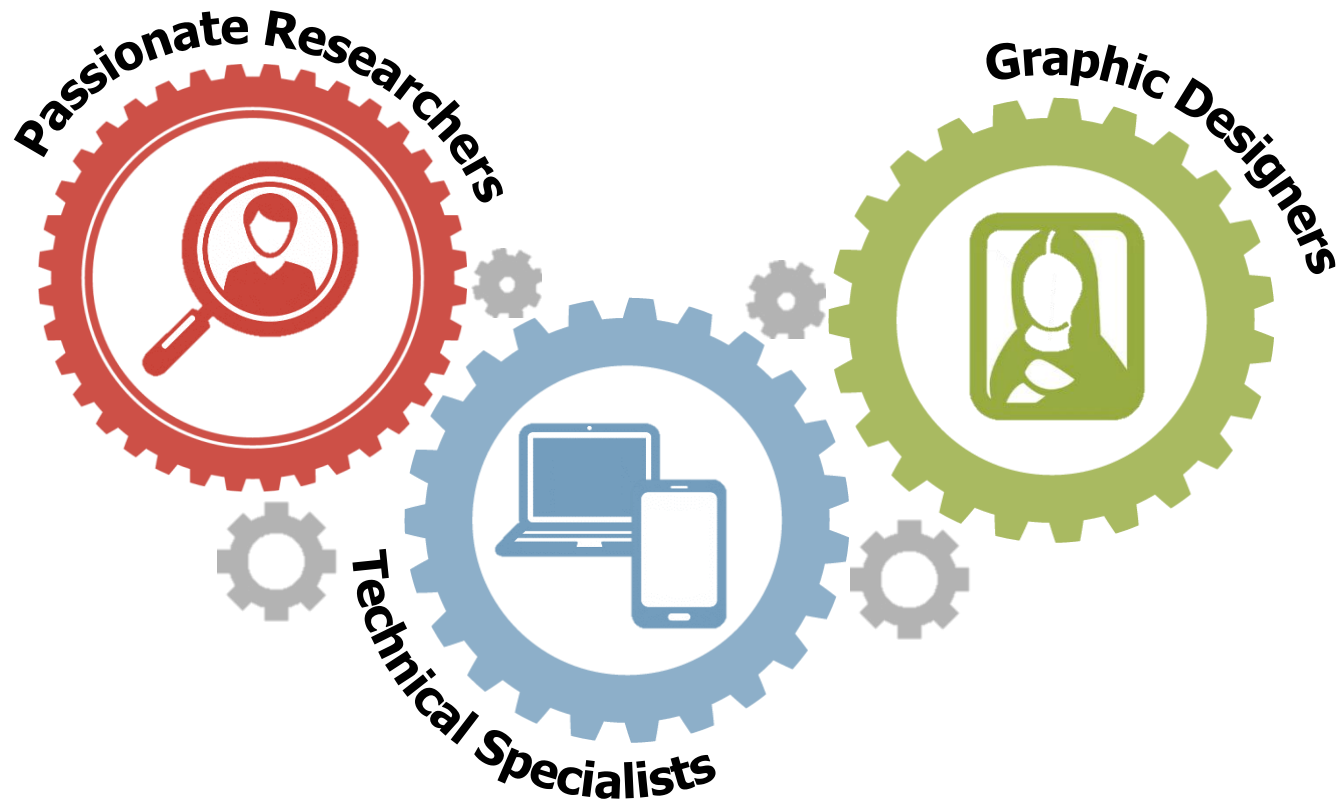
Within 30 days of delivery, you may return new, unopened physical merchandise in its original condition. Exceptions apply.

Go to the [Amazon.co.uk homepage](#) without completing your order.

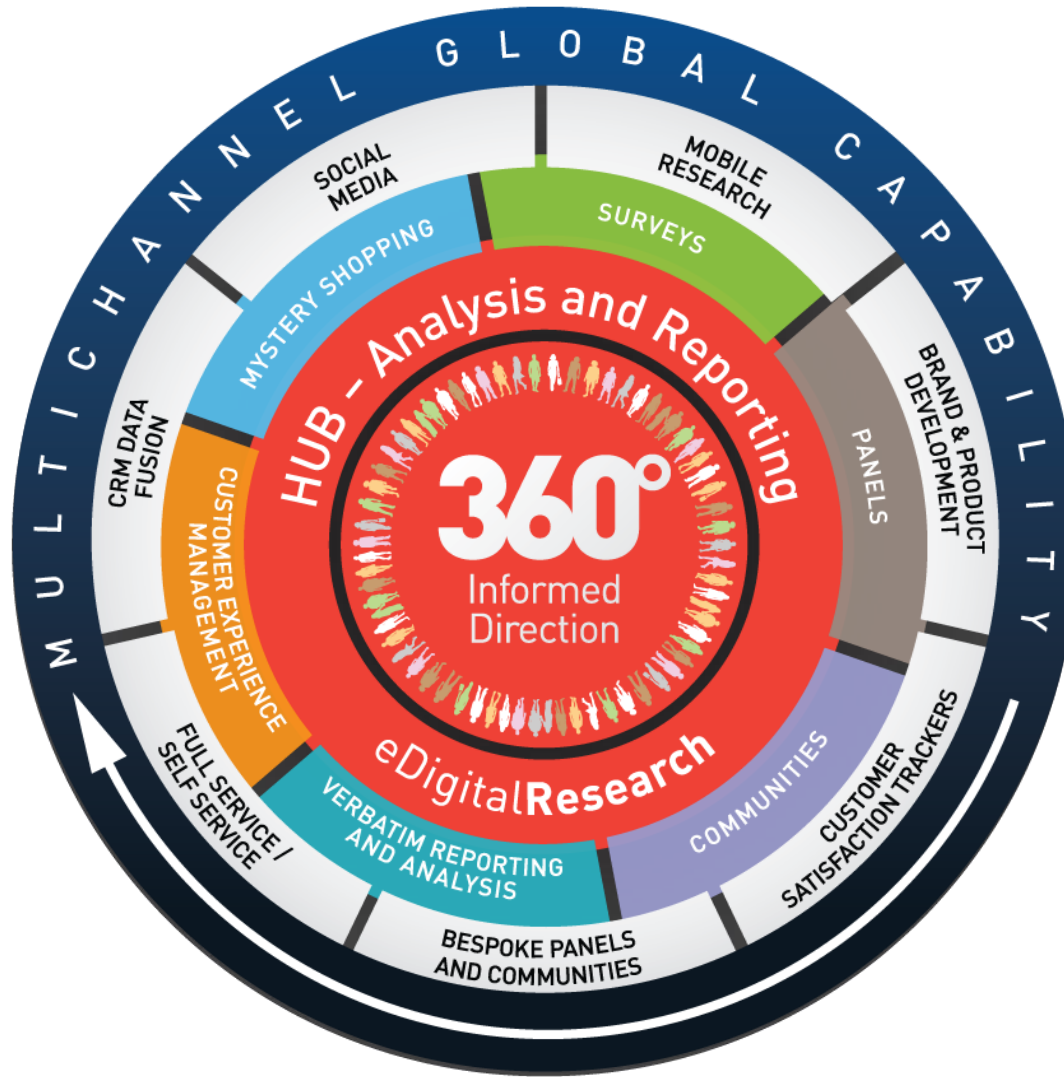
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# eDigitalResearch Mission Statement

We help businesses grow by building bespoke insight programmes designed by passionate researchers, technical specialists and graphic designers all under one roof



# Product overview





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