

Online Shopping Makes UK Consumers Happy

94% of UK consumers rate their online retail customer experience good or excellent according to research by leading global customer experience expert, Webhelp

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/EINPresswire.com/ -- Online Shopping Makes UK Consumers Happy

- 98% said they were satisfied with their most recent purchase
- 94% said their customer experience was either good or excellent

Online retailers are definitely getting it right in the UK according to the latest consumer research from global customer experience expert, [Webhelp](#).

The company asked 500 UK adults about their experiences of online shopping. 95% of those surveyed had purchased something online in the previous six months and only 2% of them had experienced a problem with their order. And a staggering 94% rated their customer experience as either good or excellent.

For those few who did experience a problem with their order, the most likely cause of the issue was either delivery or payment. This suggests online retailers need to do more to make the payment process simple and easy to avoid missing out on those crucial sales.

Resolution of issues was also something the retailers did well, with only one person surveyed saying they had been unable to resolve their issue.

Overall 94% said their customer experience had been either good or excellent, but that varies quite a bit across the various groups surveyed. The least likely to be happy were those earning less than £10k per annum. 14% of this group rated their customer experience as just fair. The most difficult groups to please were the 18-24s and those earning more than £40k pa. In both of these groups 2% of people rated their customer experience as poor. The most easily pleased were the over 65s, 100% of whom rated their customer experience as either good or excellent.

This is in stark contrast to global research commissioned by Dyn and published on <http://www.information-age.com/getting-balance-right-privacy-and-e-health-123459017> in Feb, 2015.





It is vital online retailers keep hold of as many customers as possible. Ensuring the purchase process is smooth and the customer experience is great will mean those customers keep coming back.”

*David Turner, CEO Webhelp
UK, India and SA*

This stated that two-thirds of shoppers were unhappy with their online customer experience. Clearly much progress has been made in that time, at least in the UK.

David Turner, CEO of Webhelp UK, India and SA, said: “It is clear that many online retailers are getting things right as far as the UK consumer is concerned, but there is still work to be done. According to our survey payments are causing some people issues and that is something that will be of concern to the retailers. And even though the customer experience in most cases was good or excellent, there is definitely room for improvement, particularly among specific sections of the population.

“In such a competitive environment, it is vital that online retailers ensure they keep hold of as many customers as possible. Ensuring the purchase process is smooth and that the customer experience is great will mean those customers keep coming back.”

Click here to view our [infographic](#) which outlines our findings in a bit more detail. To view the [full survey report](#), click here.

<http://www.webhelp.com/en-gb/news-insights/news/online-shopping-makes-uk-consumers-happy/>

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About Webhelp

Global customer experience and business process outsourcing expert Webhelp, offers a multi-channel and multi-lingual network of more than 35,000 advisers worldwide. With turnover trebled in five years to reach 886 million at the end of 2016, the group is experiencing the fastest growth of any business in its sector.

More than 500 clients trust Webhelp with the management and optimisation of their dedicated customer relationship solutions, both for management devices (customer service, technical support) and for acquisition and retention solutions, as well as for operational consultancy.

In contact with more than 500,000 consumers each day, Webhelp partners with its clients in the design and improvement of the customer journey, as well as in the deployment of tailor-made solutions, through the capture and analysis of multi-channel data.

Webhelp is a socially responsible company that invests in its human capital. The respect and development of employees and equal opportunities are key elements of the group's CSR commitment. Webhelp has been owned by its management and KKR, a major investment fund on an international scale, since March 2016.

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