

Chutes & Ladders

OF E-COMMERCE CUSTOMER LOYALTY

Building customer loyalty can be a game of Chutes and Ladders for marketers – especially for those in online retail. There are plenty of ladders and best practices to climb the board, *but beware of pitfalls!*



Customer Loyalty!

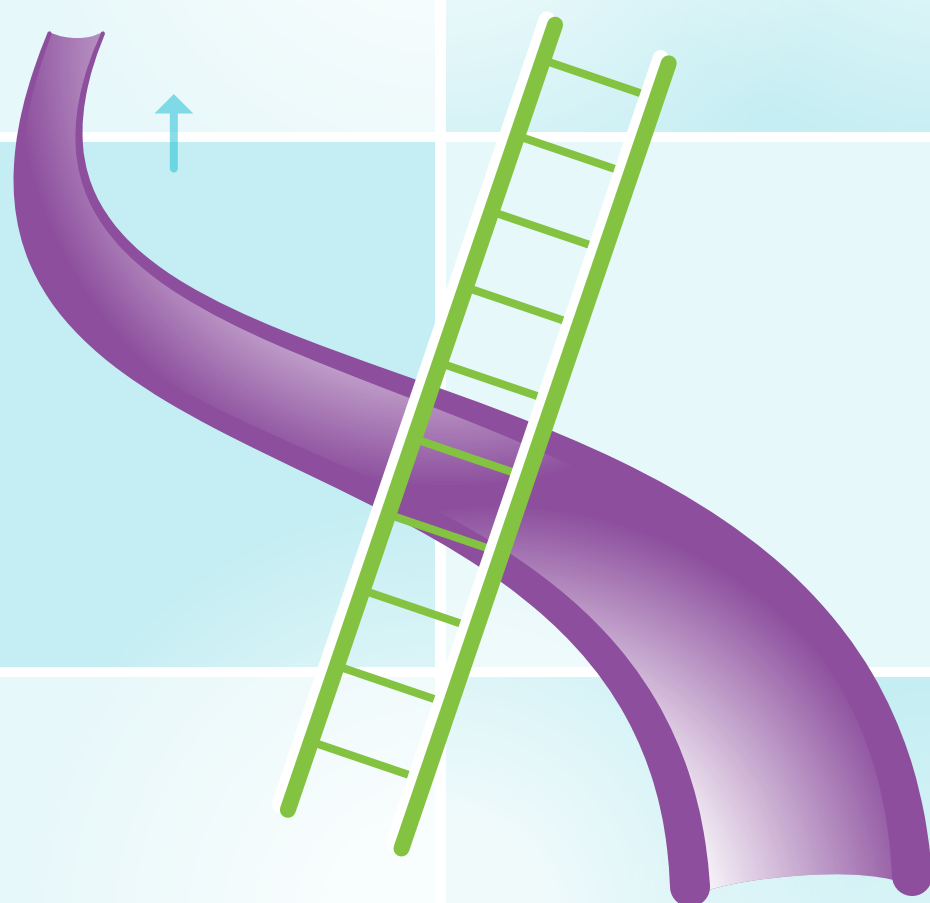
Too many options

29% of shoppers are overwhelmed by the number of options from online retailers.¹



Limited Product Information

25% of online consumers say they have abandoned a purchase because of poor product information.²

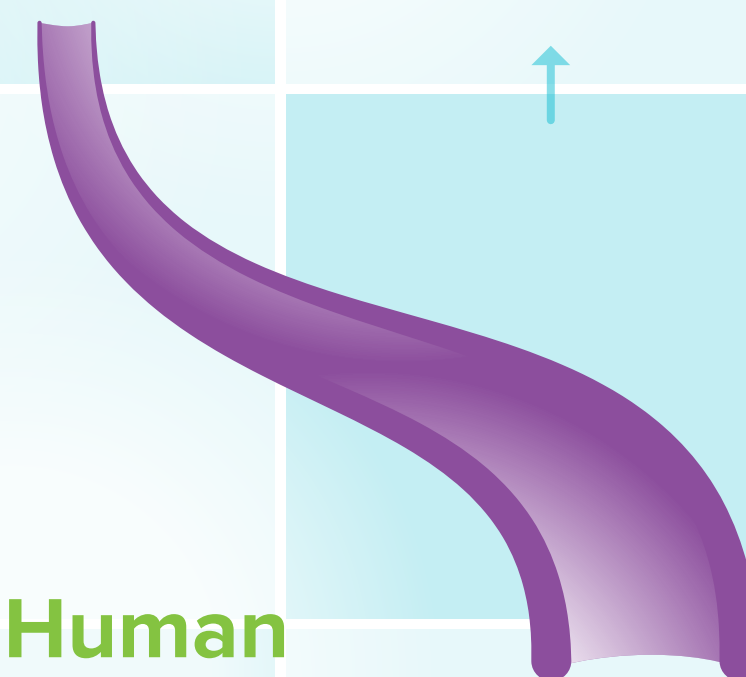


Support along the customer journey

28% of consumers say their biggest frustration with online shopping is the time it takes to research, view and purchase products.¹

Lack of Personalization

22% of online consumers say they miss the personalized in-store experience that's received from a live sales associate.¹



Purchase Validation

41% of buyers feel anxious about their purchases.³

Lack of Trust

Only 12% of consumers trust sales associates.¹



Human Connection

Word-of-mouth recommendations outpace other advertising types, with 82% of consumers somewhat or completely trusting personal endorsements.⁴

Start

User-Generated Content

65% of consumers seek out user-generated content before making a purchase.⁵

