

We are becoming increasingly intolerant of websites that make us work to

buy stuff online

A recent survey, conducted by Harris Interactive, commissioned by Tealeaf and picked up by us from Netimperative, said:

“The study reveals that nearly 9 out of 10 British online adults (89%) who have conducted transactions online in the past year have experienced problems.

Of those who have experienced problems, nearly half (49%) say they would abandon their transaction entirely or switch to a competitor (either online or offline) if they experienced a problem, a significant increase of 12 percentage points in just one year (37% in 2007).”

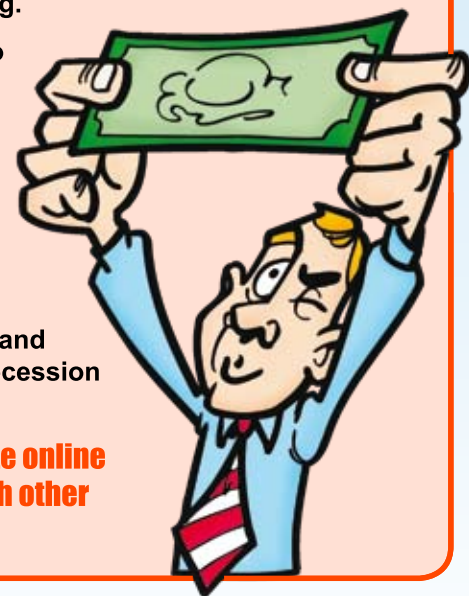
That’s a 33% increase in unforgivableness, and with online shopping carts showing a 38% increase in revenue for the first 6 months, against the same time last year, you’d better make sure you have a solid ecommerce cart, fit for purpose.

As part of our market development programme would you be kind enough to test our own online shopping cart and let us know if it works for you?!

Online sales are booming because people prefer to do a bunch of research online, then make a purchase probably initially from the guy who charges the least, but they’ll soon get more discerning.

So taking this report into account, plus Quinney’s comments about people thinking we don’t care, the bottom line is get yourself a top ecommerce cart and a complete customer care scheme. Then you’ll be future proofing yourself and making it through this recession and the next.

BUY YOUR BinB Micro Site online today and let’s help each other build for the future.



Liaise Online

Websites that make you work
www.liaiseonline.co.uk