



More than **200** retailers evaluated by their customers on **20** dimensions

10
YEARS

A COMPREHENSIVE AND RELEVANT STUDY ON THE CUSTOMER EXPERIENCE

How do you maintain and develop your clientele?
What are your strengths and weaknesses, and those of your competitors?
Who are the best retailers?





More than **100** websites/
mobile apps evaluated on **22**
dimensions of the customer's
online experience

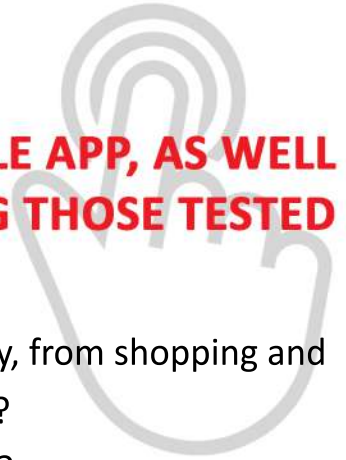
New!

A COMPLETE ASSESSMENT OF YOUR WEBSITE/ MOBILE APP, AS WELL AS FIVE OTHER SITES/ APPS OF YOUR CHOICE AMONG THOSE TESTED

What is the profile of your online visitors?

What are your strengths and weaknesses at each step of the journey, from shopping and transaction to merchandise delivery and return?

Which retailers offer the best online experience?



OVERALL EVALUATION OF THE
ONLINE CUSTOMER EXPERIENCE



MAIN IRRITANTS THAT YOUR
VISITORS EXPERIENCE ONLINE



PROFILE OF YOUR ONLINE
VISITORS



COMMENTS FROM VISITORS



ROLE OF THE WEBSITE IN THE
SHOPPING PROCESS