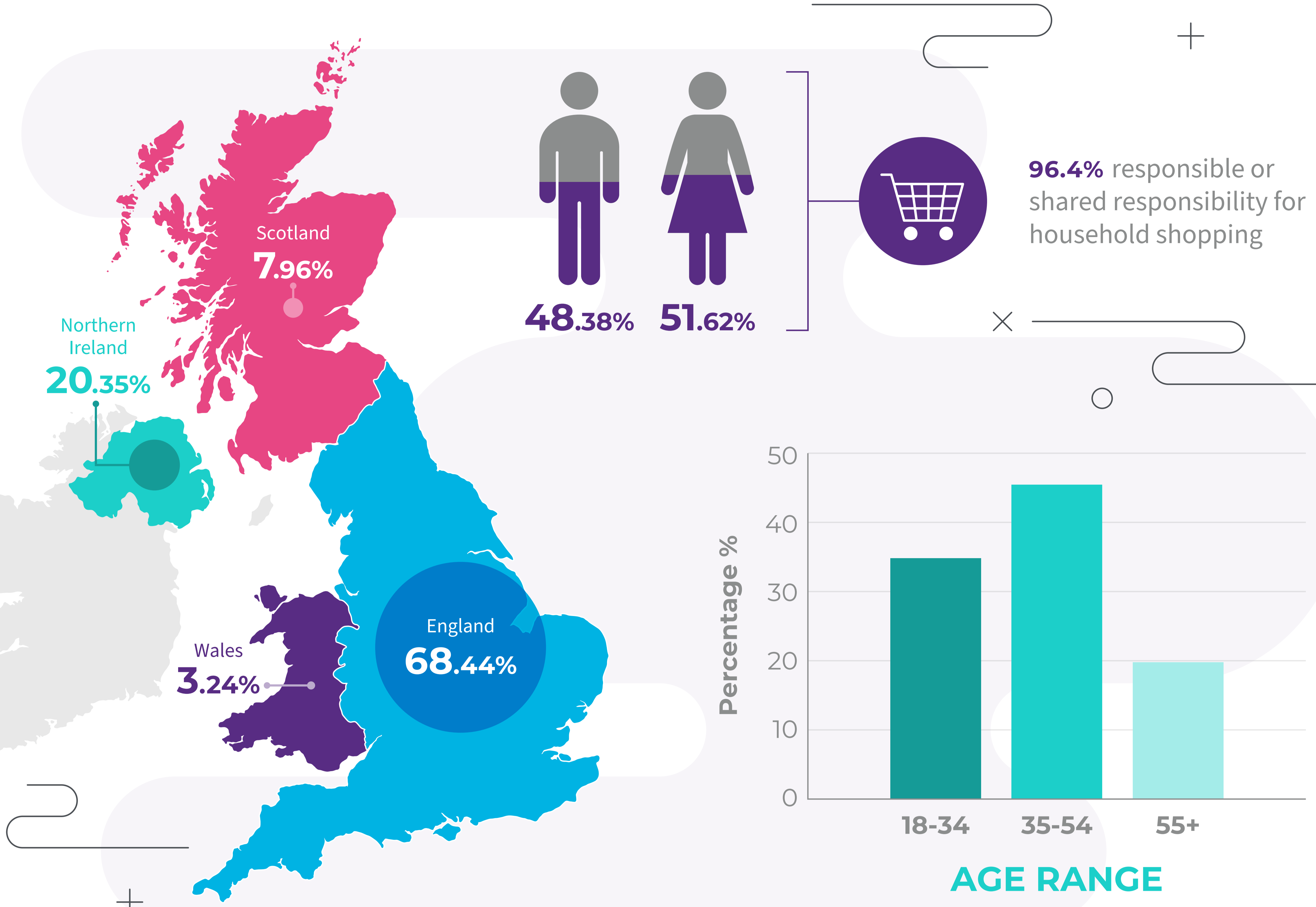


RE-EXAMINING RETAIL: WHAT DO CONSUMERS EXPECT IN 2021

As part of our in-depth analysis of the retail sector, and the challenges it faces in 2021, in the wake of the coronavirus pandemic, we surveyed 300 consumers across the UK. They were questioned on their use of online retail during the past year, as well as their general attitude toward online customer service – helping retailers to better understand the needs of their customers and deliver a better experience online.

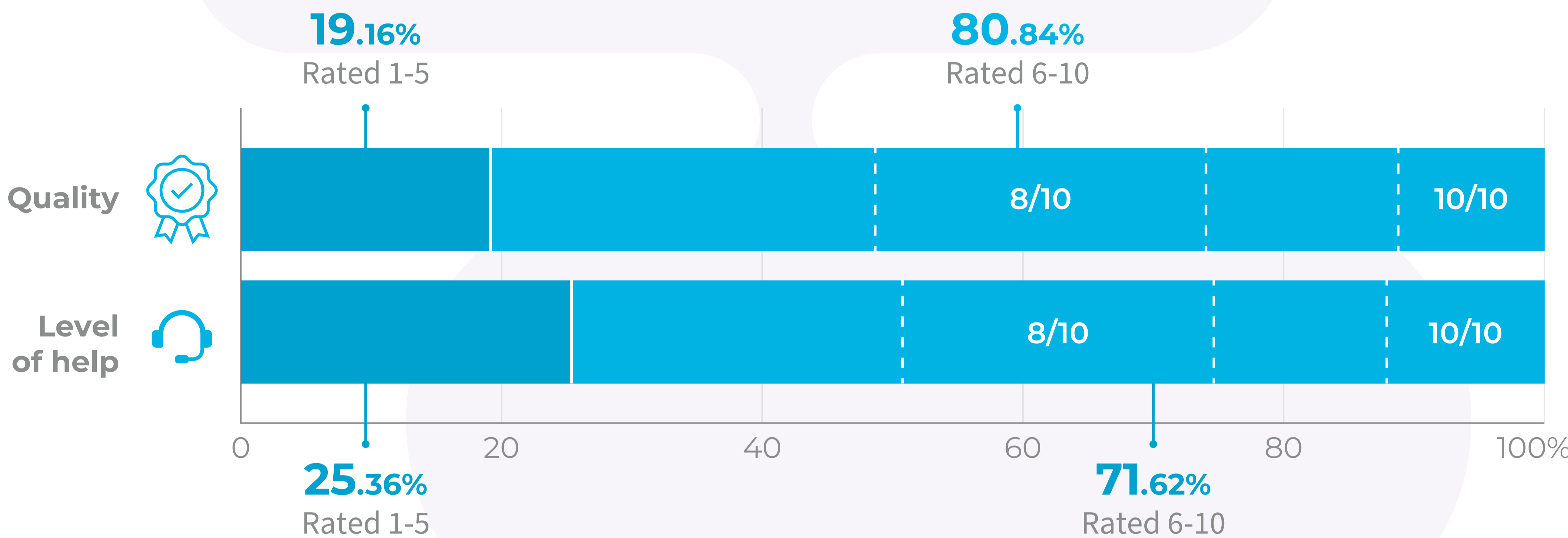
RESPONDENT DEMOGRAPHICS



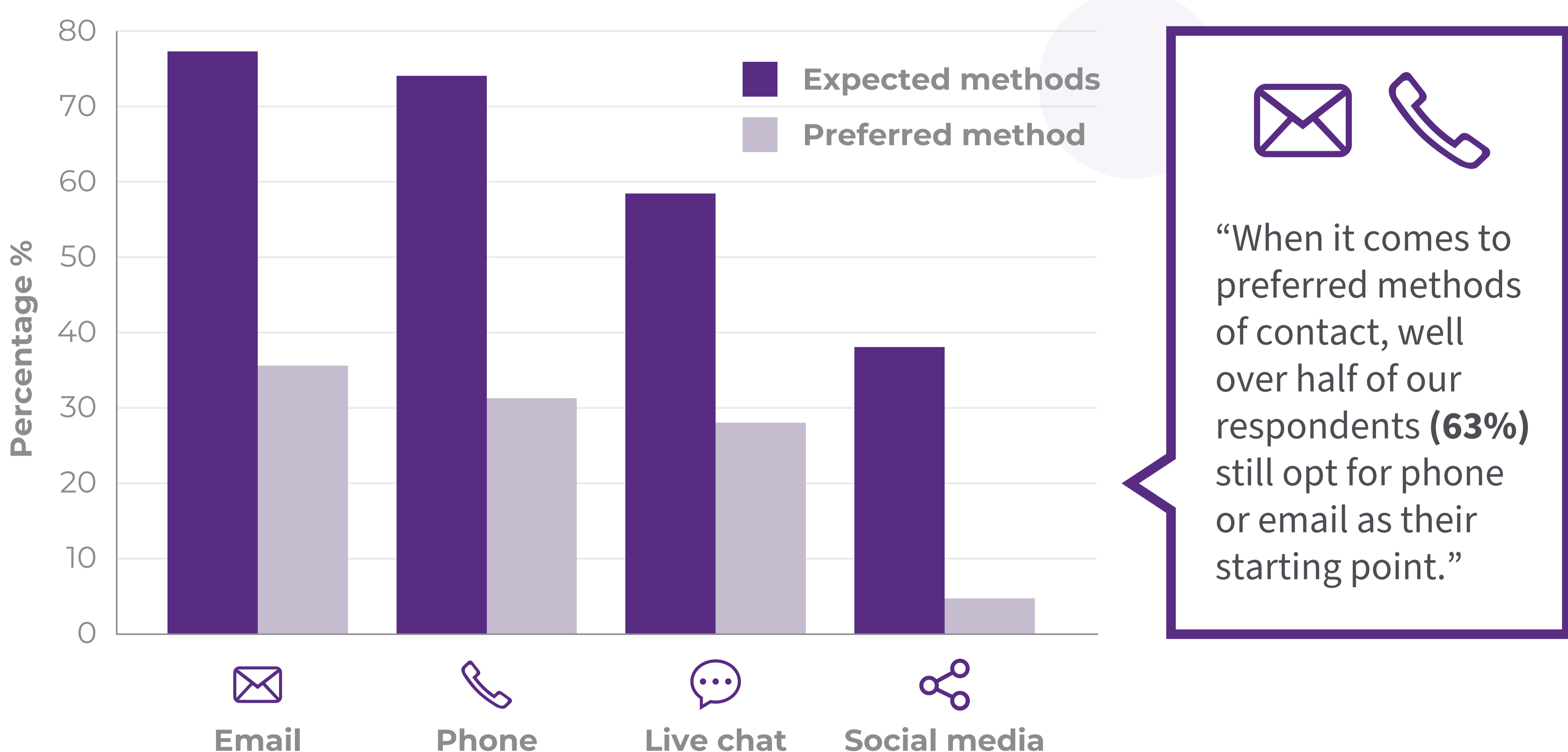
ONLINE RETAIL SHOPPING



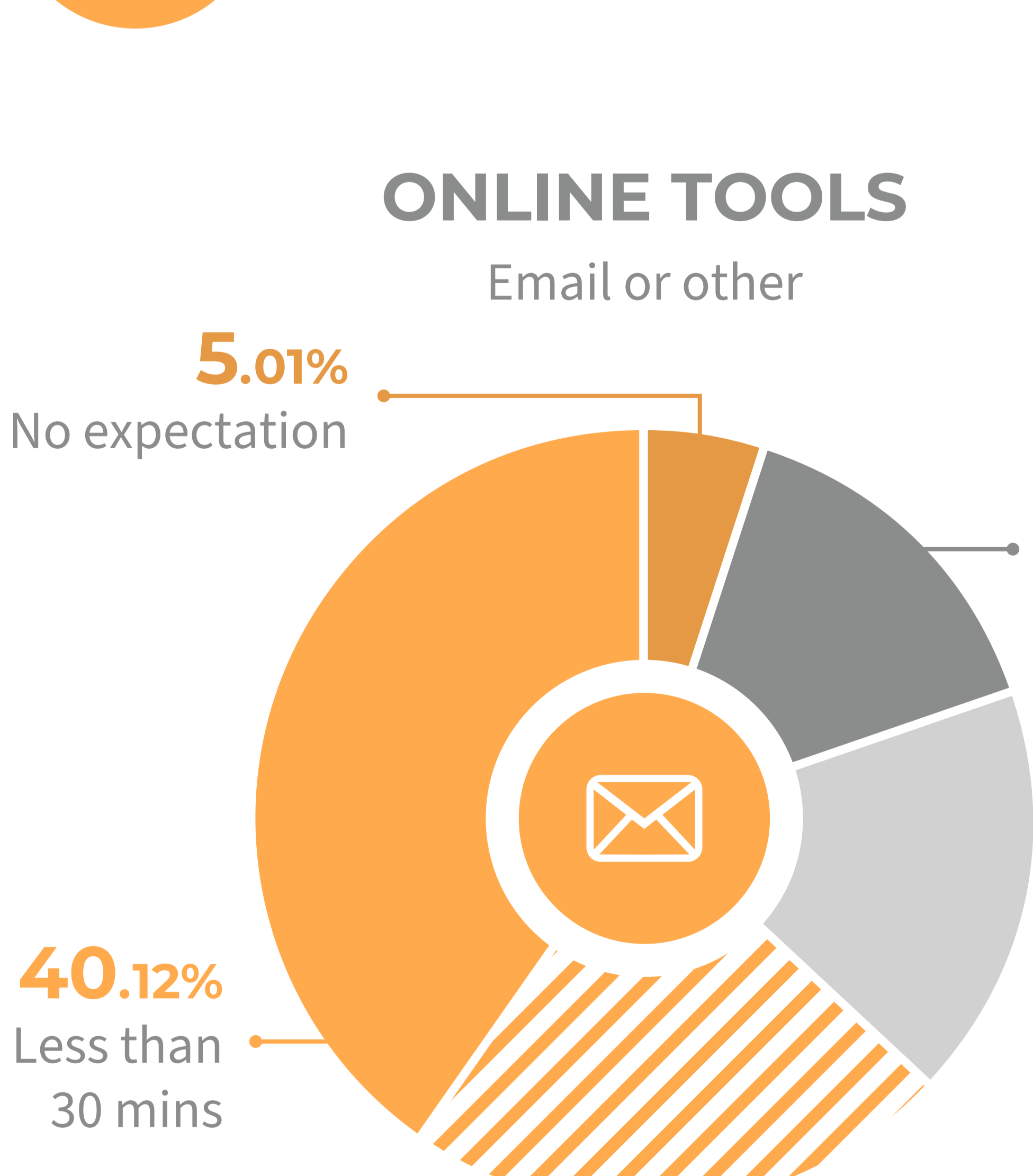
CUSTOMER SERVICE



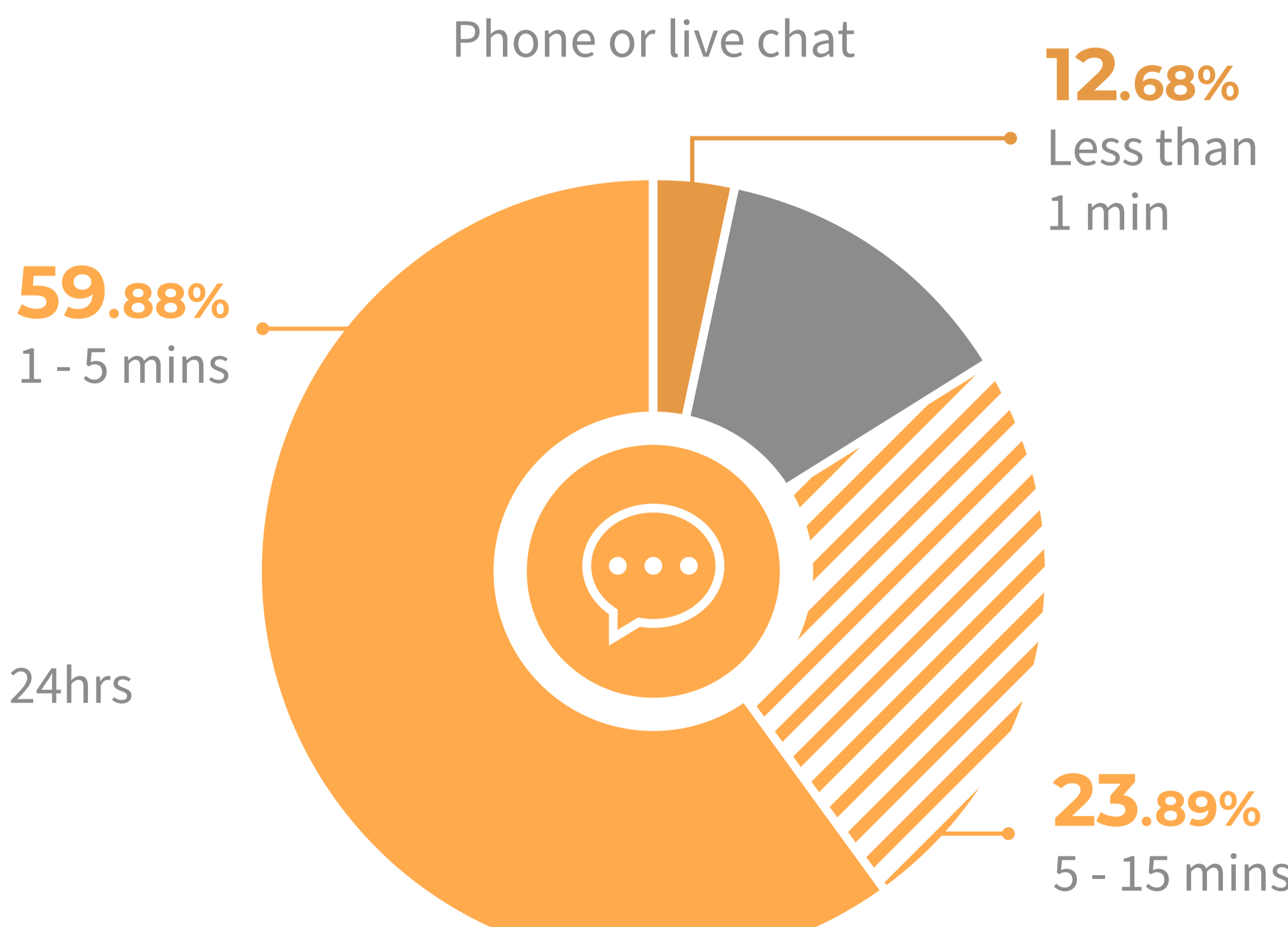
CONTACT OPTIONS



EXPECTED RESPONSE TIMES



LIVE CHANNELS



"When it comes to responding to phone calls, the expectation is much, much greater; owing to the **personal nature** of the channel and the anticipation of immediacy."

THE IMPORTANCE OF GOOD CUSTOMER SERVICE

