

Big Spenders Hold the Key to Boosting Holiday eCommerce Profits

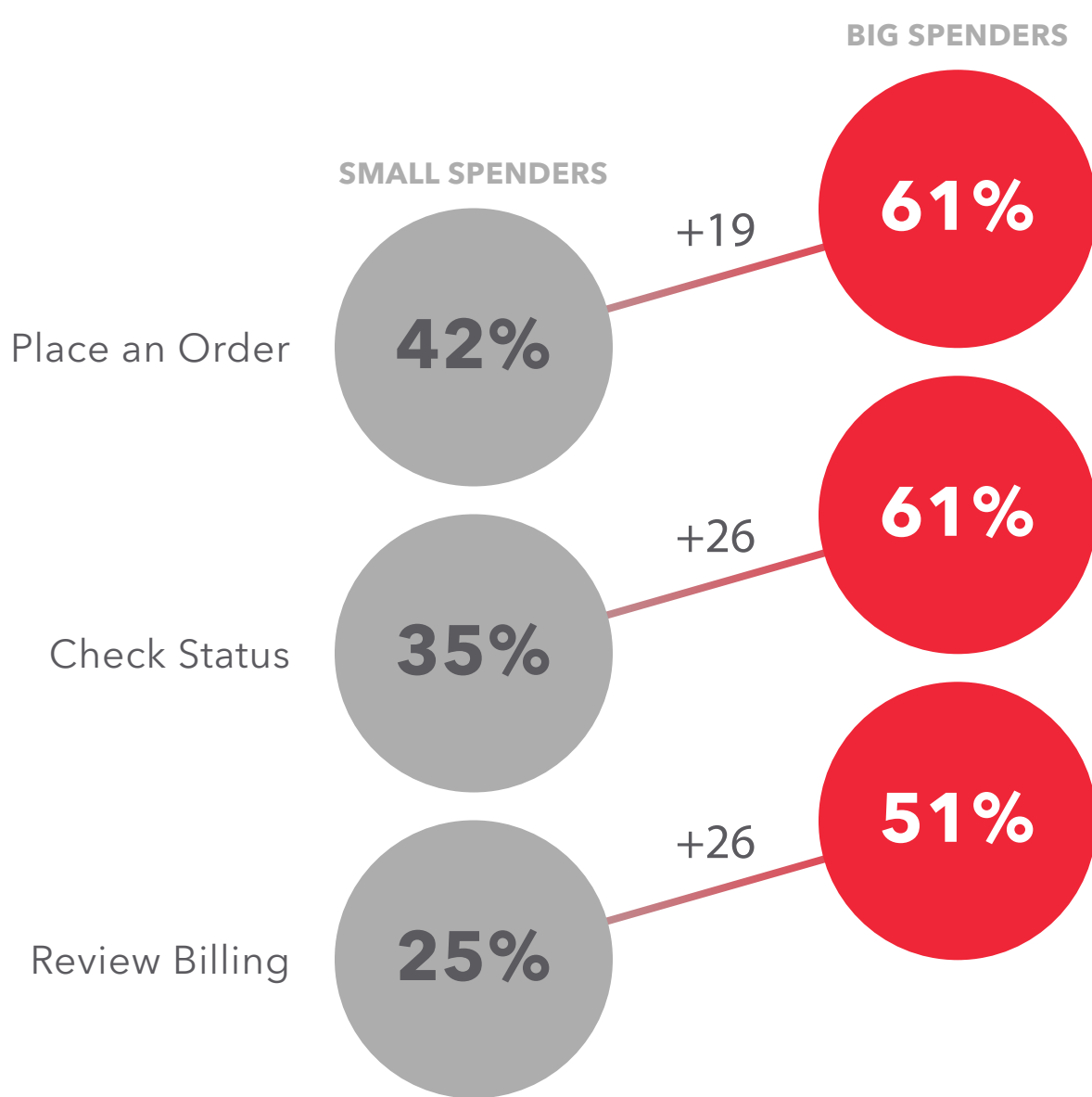


STUDY REVEALS BIG SPENDERS' EXPECTATIONS FOR A FRICTIONLESS, INTEGRATED SHOPPING EXPERIENCE

Radial and CFI Group recently surveyed 500 online shoppers to better understand the needs and expectations of Big Spenders (consumers spending \$500+ per year online), who account for 39% of all eCommerce customers) versus Small Spenders (spending less than \$500/year), and what retailers need to do to acquire them and meet their expectations to increase sales this peak. Here's what we found:

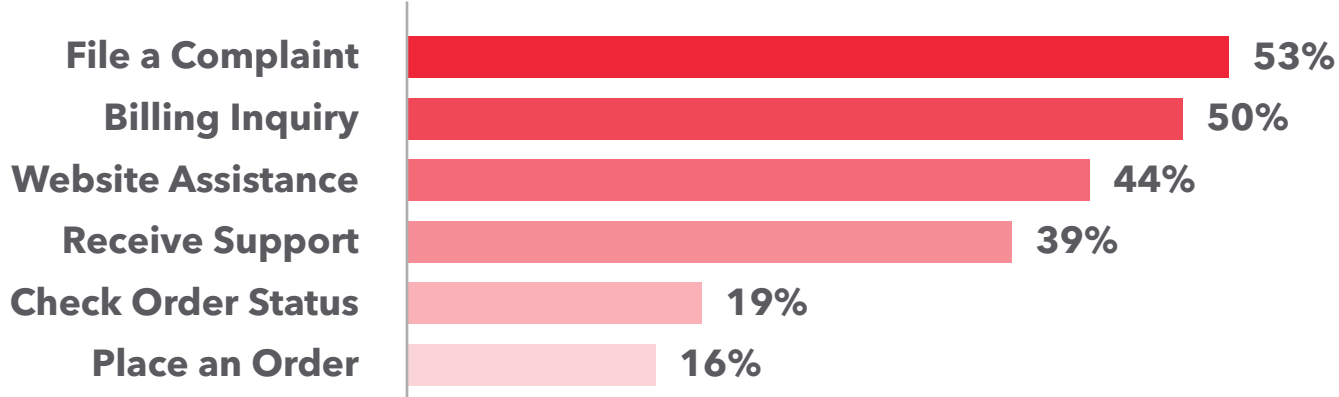
Big Spenders want to self-serve.

Big Spenders have higher expectations than Small Spenders when it comes to online shopping, emphasizing the importance for retailers to prioritize investments in their online and mobile capabilities, including self-service technologies.

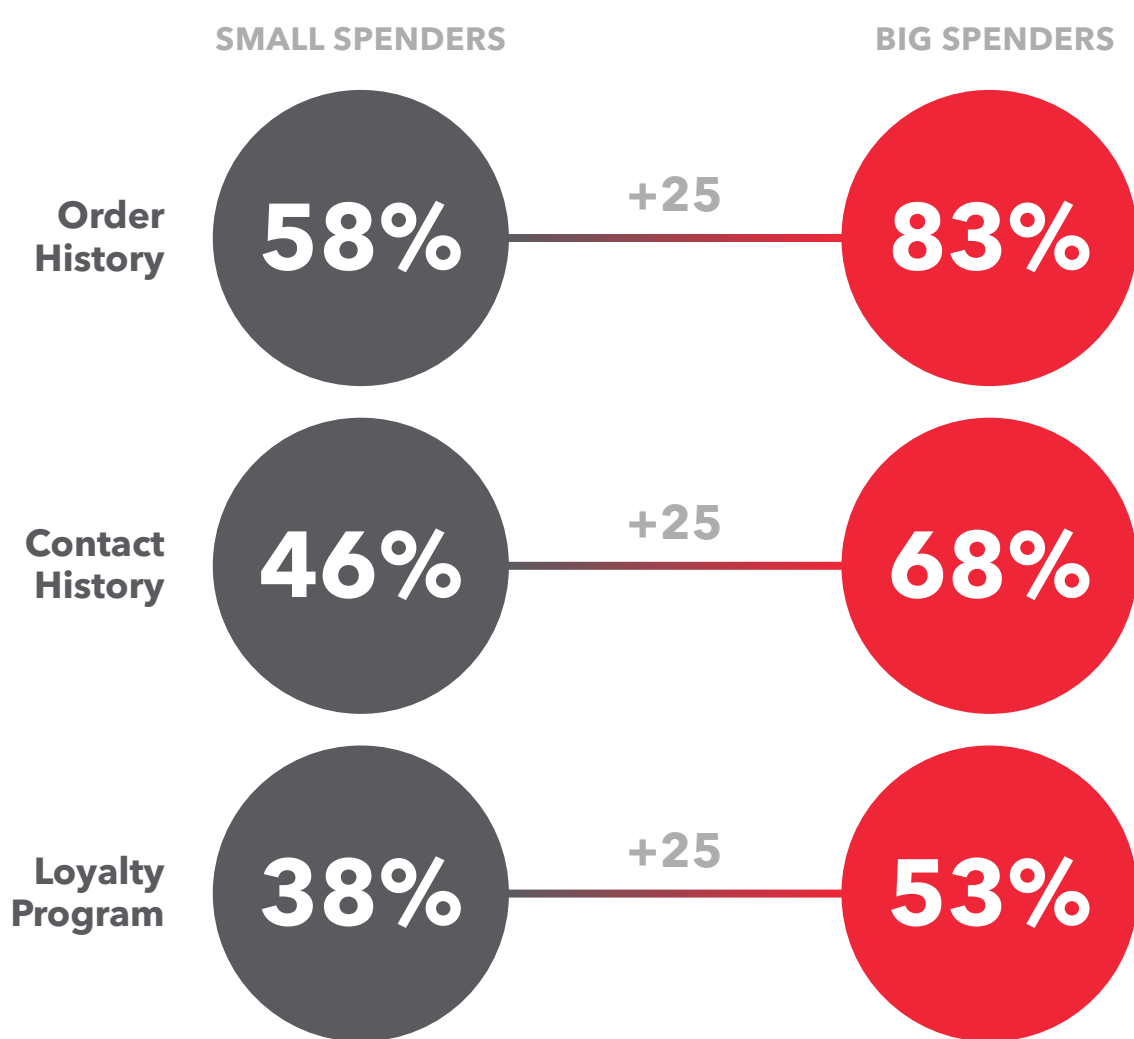


For complex matters, Big Spenders still prefer live agent interaction and their expectations are high.

While self-service has become the preference for more basic eCommerce matters, when it comes to more complex issues, consumers still prefer to reach a live agent.



Big Spenders have high expectations for the information and systems that agents can access. Quick access to order and loyalty history remain necessary areas for improvement.



Well-trained service agents drive dividends through greater customer lifetime value.

Having well-trained, knowledgeable agents in place ahead of peak is critical. Compared to Small Spenders, Big Spenders who interact with a professional agent they feel is well-integrated with the company have higher customer satisfaction.

Big Spenders who experience good service are more profitable:

7x more likely to place 10+ orders

7% more likely to stay loyal

4% more likely to recommend