

Customer's Online Shopping Frustrations

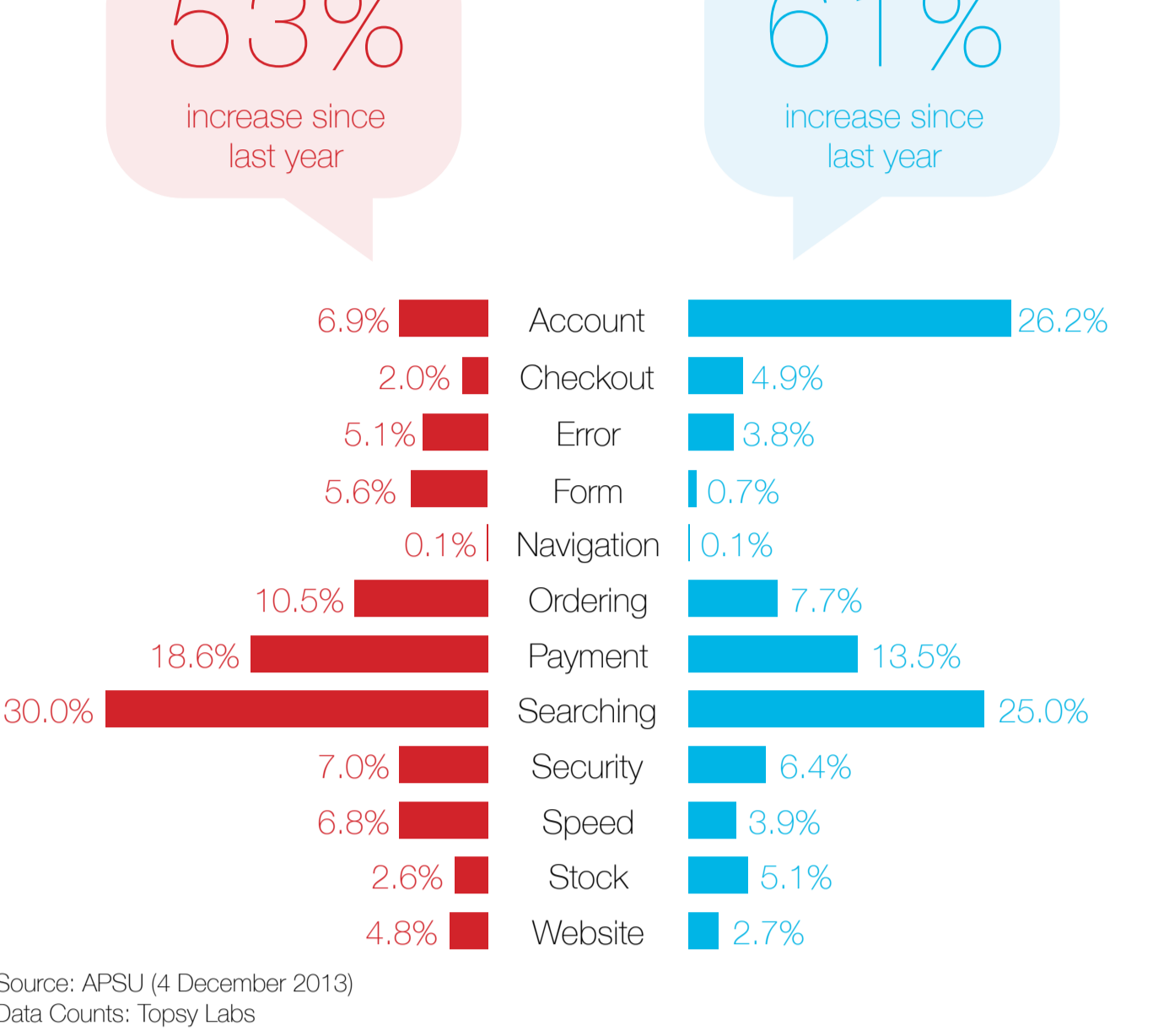
Twitter's influence increasing in 2013

Social Impact

The number of negative tweets related to customers' online experiences for the Top 100 UK¹ and US² e-commerce websites.

% of total tweets 2013 YTD

Below are the most frequently tweeted negative customer online experiences for the Top 100 UK¹ and US² e-commerce websites for 2013 year to date (1 January - 2 December 2013).



Source: APSU (4 December 2013)
Data Counts: Topsy Labs

¹ List of Top UK Retailers compiled by IMRG-Experian Hitwise, May 2013. Hot Shops List.

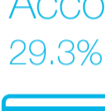
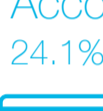
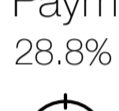
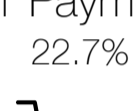
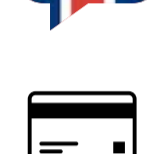
² List of Top US Retailers compiled by Vertical Web Media LLC, November 2013. The Top 500 List.

BLACK FRIDAY 2013

CYBER MONDAY 2013

Below are the most frequently tweeted negative customer online experiences for the Top 100 UK¹ and US² e-commerce websites for Black Friday (29 November) 2013.

Below are the most frequently tweeted negative customer online experiences for the Top 100 UK¹ and US² e-commerce websites for Cyber Monday (2 December) 2013.

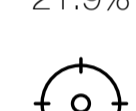


#1 Payment
22.7%

#1 Payment
28.8%

#1 Account
24.1%

#1 Account
29.3%



#2 Ordering
21.9%

#2 Searching
15.4%

#2 Payment
18.0%

#2 Payment
15.6%



#3 Searching
17.8%

#3 Website
13.4%

#3 Stock
17.1%

#3 Ordering
15.0%

32% The number of online adults who experience problems when conducting online transactions who would abandon their transactions entirely.

Harris Interactive, 2009. The 2009 Online Transaction Survey.



Word of mouth

An organisation's most credible, inexpensive, form of promotion or its worst nightmare.



66%

24%

12%

of customers shared their online experiences with friends and family

posted their complaints on the online retailer's website

shared their experiences via blogs and social networking websites

Source: Harris Interactive, 2009. Survey Methodology: The 2009 Online Transactions survey.

19% The number of e-commerce organisations who say they have a good understanding of why people leave their websites without converting.

Econsultancy, October 2011. Removing struggle from Online Shopping.



The true cost

The significant impact of poor online user experience, coupled with lack of insight.

24%

£14B

\$50B

of annual online revenue lost globally due to poor online customer service

is the total of lost revenue in the UK each year³

is the total of lost revenue in the US each year⁴

³ Estimate based on the figures from the IMRG Capgemini e-Retail Sales Index published in January 2011 - £58.5 billion was spent online in 2010. Published by comScore in February 2011.

⁴ Estimate based on the value of US e-commerce sales in 2010 (\$228 billion).

92:1 E-commerce organisations typically spend £92 to drive visitors to their websites for every £1 spent to ensure traffic converts into revenues.

Econsultancy, October 2011. Removing struggle from Online Shopping.



Monitoring online customer experience



Delivering content quickly and reliably to customers

With the growth of e-commerce and m-commerce, the way your customers shop, arrange travel and do their banking has changed enormously. More and more businesses are responding to this change by setting their priorities for online and mobile channels.

As more retailers look to increase online inventory, develop more sophisticated search algorithms and improve online assistance, the demand to access real-time data will place incredible demands for high performance and quick response times. The only solution has been to add hard disks, but adding hard discs does not improve access times. To get to the data faster and improve end-user experience, a new technology is needed.

IBM® Tealeaf® can help e-commerce organisations optimise their websites or mobile channels by eliminating obstacles that block successful conversions or transactions leading to shopping basket abandonment.

By removing the latency of moving parts, IBM® FlashSystem™ present access times of less than 100 microseconds, over 50 times faster than HDD. Flash is a non-volatile storage media that stores data electronically, performing at much high speeds with less physical storage and power requirements. It also provides for a 3-month ROI, with no need to re-engineer your applications, e-commerce retailers can become 20%⁶ more efficient and help their customers get to their data faster.

These best practices provide a way for customer-centric companies to utilise their website optimisation tools to create visibility, to gain insights about customer behaviour, and most importantly, to find the right answers that enable them to provide more rapid value to their online customers.

Retailers with e-commerce can maintain their competitive edge by utilising IBM® FlashSystem™, the game changer in storage systems from APSU.

IBM® Tealeaf® can record customers' experiences and provide a rich replay of user actions using screen dimensions, device orientation and touch-screen actions with in-depth visibility to recreate problems.

⁶ Source Wikibon March 2013

Online customer experience can now be visualised.

> www.apsu.com/tealeaf

> www.apsu.com/flash



www.apsu.com

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About APSU

APSU is a technology pioneer delivering cloud-based services into the IBM mid-range market before any other company. Viewed by IBM as a strategic partner with board representation on IBM's Worldwide Advisory Councils, the company has an impressive technical pedigree. It is the highest accredited Business Partner in Europe and is elite in the channel; sitting at the number one position for Power Systems (i and AIX), PureFlex, Enterprise Storage and Tealeaf.

APSU has a unique position of IT leadership in several market sectors, providing services to an impressive list of industry-leading companies, including the largest technology and IT consulting company in the world, all 3 of the top 3 high-street banks, 11 of the top 50 UK retailers, 2 of the top 20 UK insurers and 6 FTSE100 companies.

About Topsy Labs

Topsy Labs, Inc., a social-media analytics company, provides real-time search and analytics to businesses around the globe. It operates a real-time social search engine for consumers. The company indexes, measures, and live-ranks links, comments, pictures, videos, and Web pages from social posts to provide content and social Web metrics to consumers and businesses. Its products include consumer search, ad hoc analyses, commercial APIs, and licensed software. The company offers solutions for real-time social intelligence, search engines, online publishers, E-Commerce providers, and financial trading firms. Topsy Labs, Inc. was founded in 2006 and is based in San Francisco, California.