

HOLIDAY SHOPPING: 2015 CONSUMER SURVEY REVEALS EXPECTATIONS

eBay Enterprise partnered with the CFI Group, a global leader in providing customer feedback insights through analytics, to conduct a survey on consumer expectations for online and in-store retail experiences.

The study specifically asked consumers to think about the upcoming 2015 Holiday Shopping season when responding.

THREE AREAS OF FOCUS TO GAIN A CONSUMERS PERSPECTIVE



SHIPPING

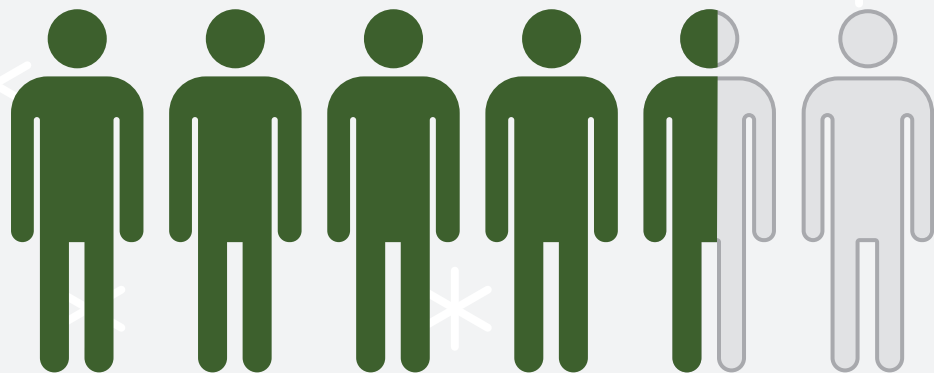


CUSTOMER
SERVICE



DELIVERY
OPTIONS

DON'T BE FOOLED, BRAND LOYALTY IS EVEN LOWER THIS YEAR



46% — Very likely

33% — Somewhat likely

16% — It depends on how long
until the product is available

5% — Not at all likely

79% OF SHOPPERS ARE LIKELY TO PURCHASE FROM ANOTHER
RETAILER OR BRAND WHEN A PRODUCT IS BACK ORDERED
OR OUT OF STOCK. A 7% INCREASE FROM 2014

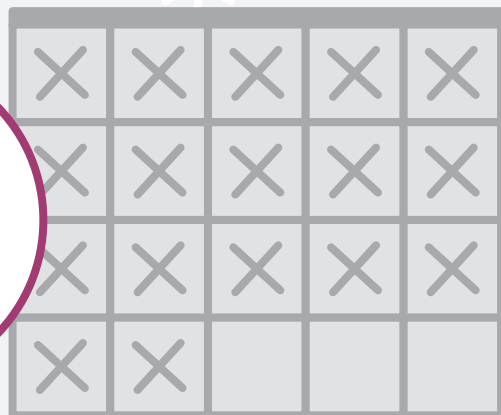


SHIPPING

LATE DELIVERY COULD COST YOU CUSTOMERS

56% — HESITATE TO PURCHASE AGAIN FROM A RETAILER IF PURCHASES ARE NOT DELIVERED AS PROMISED

34% — WILL CONTINUE TO SHOP, PROVIDED THEY GET THE BEST PRICE/PROMOTION AVAILABLE



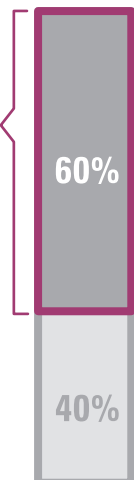
HOLIDAY PURCHASES DELIVERED LATER THAN EXPECTED CAUSES DOUBT IN CONSUMERS MINDS AS TO WHETHER THEY CONTINUE A RELATIONSHIP WITH A PARTICULAR RETAILER.

SPEED IT UP

OVER 60% OF RESPONDENTS EXPECT DELIVERY WITHIN 2-5 DAYS COMPARED TO 48% LAST YEAR

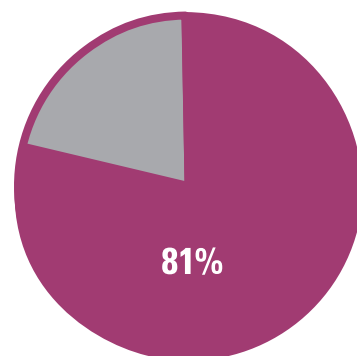
Shopper Shipping Expectations:

- 12% — Within 2 days
- 60% — 2-5 Days
- 49% — 3-5 Days
- 30% — 5-7 Days
- 9% — 7-10 Days



SHIPPING RATES INFLUENCE IN-STORE PICKUP

81% OF CONSUMERS INDICATE INCREASED SHIPPING RATES WOULD INFLUENCE THEM TO USE IN-STORE PICK-UP

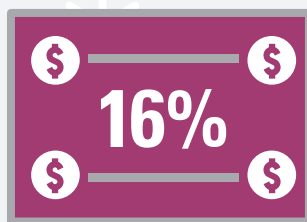


AVOID SPLIT SHIPMENTS

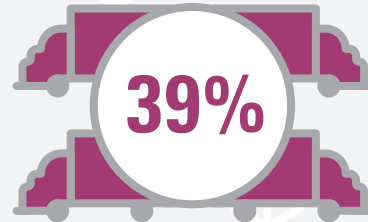
2/3 OF SHOPPERS PREFER ITEMS DELIVERED IN ONE SHIPMENT AND ARE WILLING TO WAIT LONGER OR PAY FOR IT. WHEN ORDERING ONLINE, WHICH STATEMENT BEST DESCRIBES YOUR PREFERENCE TOWARD DELIVERY OF MULTIPLE ITEMS IN AN ORDER?



I much prefer to get my order in one shipment, even if delivery takes longer.



I would pay more to have my shipment delivered altogether.



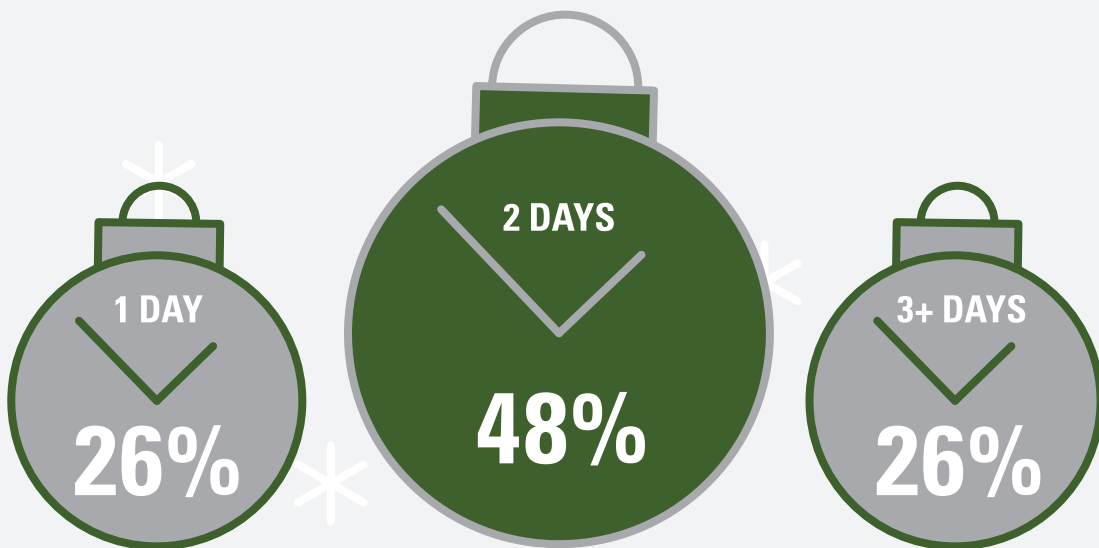
I don't mind multiple shipments for one order.



CUSTOMER SERVICE

DELAYED DELIVERY INCREASES CALL VOLUME

DURING THE HOLIDAYS AFTER HOW MANY DAYS PAST THE EXPECTED DELIVERY DATE ARE YOU LIKELY TO CONTACT CUSTOMER SERVICE



LIVE INTERACTION IS KEY FOR SHOPPERS



85% OF CONSUMERS WANT SOME FORM OF LIVE INTERACTION (PHONE CALL OR LIVE CHAT) WHEN THEY HAVE QUESTIONS

TOP REASONS SHOPPERS CALL CUSTOMER SERVICE WHEN PLACING AN ORDER

- Make sure it is done correctly
- Prefer live interaction
- Have product questions or want to see if there are any deals available

SHIPPING AND DELIVERY #1 REASON FOR SERVICE INQUIRIES

65% – SHIPPING OR DELIVERY QUESTIONS UP FROM 42% LAST YEAR

17% – PRODUCT INFORMATION COMPARED TO 39% LAST YEAR

9% – RETURNS QUESTIONS

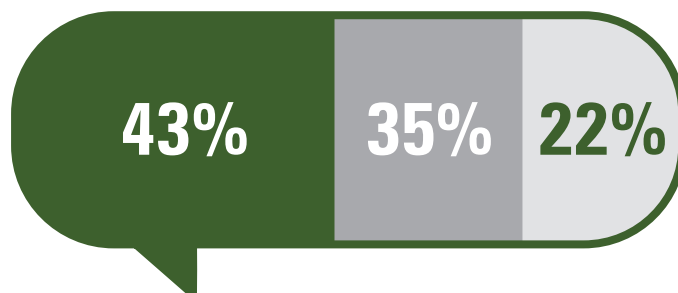
9% – TO PLACE AN ORDER



WHAT DRIVES LIVE CHAT?

43% SAY IT IS THE COMBINATION OF SPEED & CONVENIENCE DRIVING THEIR PREFERENCE FOR LIVE CHAT VS. 31% LAST YEAR

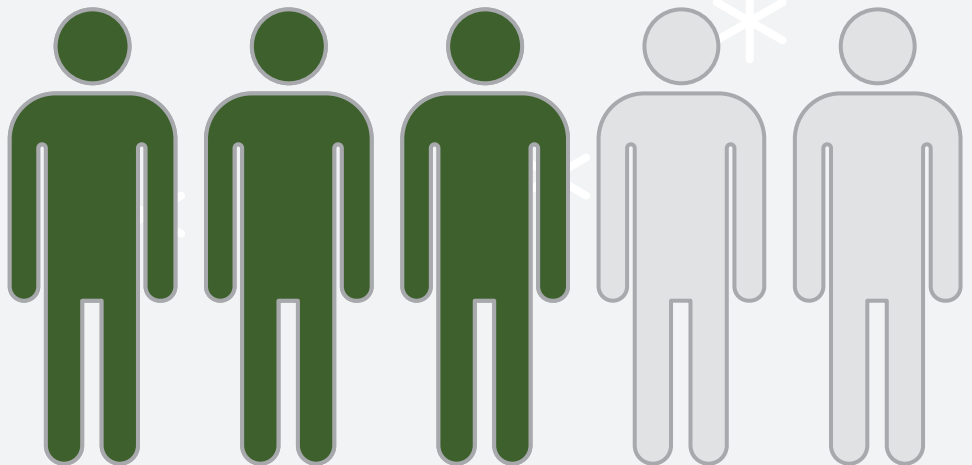
35% — is for faster response
22% — solely for convenience



SELF-SERVICE IS ON THE RISE

61% OF CONSUMERS TRY SELF-SERVICE OPTIONS FIRST UP FROM 43% IN 2014

22% — Occasionally use self service
17% — Don't use self service



SHOPPERS HAVE HIGH EXPECTATIONS FOR STORE ASSOCIATES

Regardless of purchase channel, shoppers expect store associates to assist, especially with out of stock items

- 56% — Place an online order for out of stock product to be delivered to their home
- 62% — Helping locate out of stock items at another store for immediate pickup
- 36% — Access order history/other information associated with online purchases



CONSUMERS ARE SOCIAL ABOUT THE GOOD AND BAD

- 76% — of respondents are likely to use social media to share their experiences
- 53% — indicate they are equally likely to share good as well as bad experiences via social media.
- 31% — are more likely to share positive.
- 16% — are more likely to share negative.



DELIVERY OPTIONS



IN STORE PICK-UP GAINS IN POPULARITY

A LARGE MAJORITY OF CONSUMERS WANT ITEMS SHIPPED DIRECTLY TO THEM, BUT IN STORE PICKUP HAS GAINED MOMENTUM

89% — **SHIPPED DIRECTLY TO ME**

27% — **IN-STORE PICKUP UP FROM 24% IN 2014**

WHY?

- 62% — Cost savings
- 19% — Don't want household members don't see the delivery
- 17% — Need product immediately

For more information please contact: insights@ebayenterprise.com

CFI Group provides a technology platform that leverages the science of the American Customer Satisfaction Index (ACSI). This platform continuously measures the customer experience across multiple channels, benchmarks performance, and prioritizes improvements for maximum impact.

