

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

**SPECIAL
COVID-19
EDITION**

TIMELINE

Data Collection: November 2020

Publication of Results: January 2021

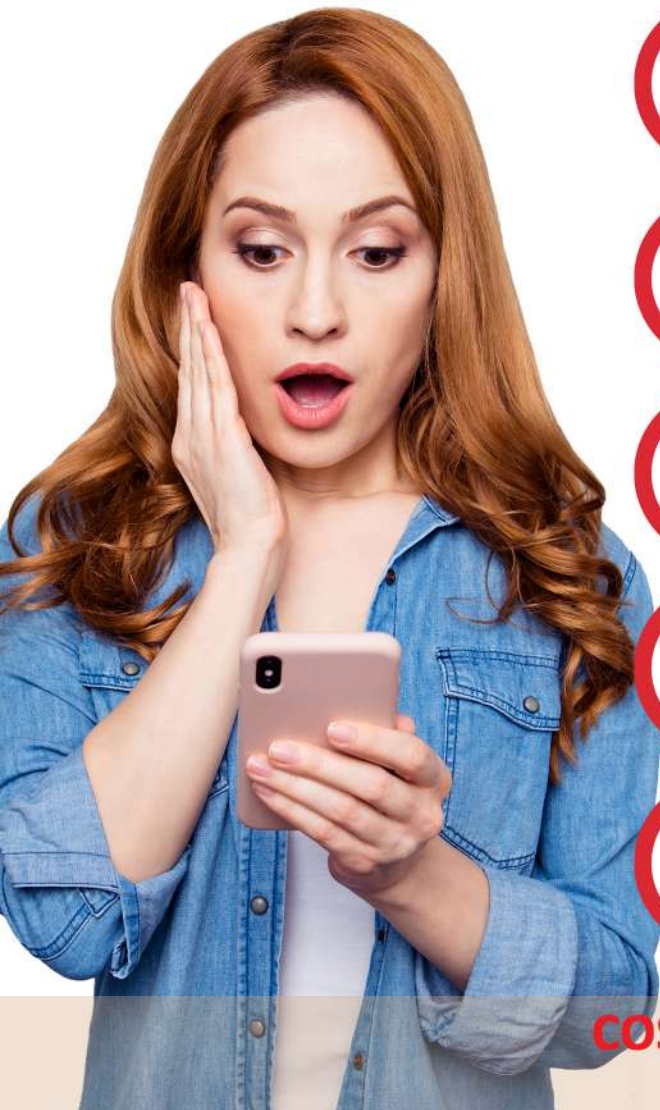
Delivery of Custom Reports: Starting at the end of January 2021

A COMPLETE EVALUATION OF YOUR WEBSITE/MOBILE APP, AS WELL AS FIVE OTHER WEBSITES/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?



**EVALUATION OF THE ONLINE
CUSTOMER EXPERIENCE
(JUNE TO NOVEMBER 2020)**



**THE MAIN IRRITANTS
EXPERIENCED BY YOUR
ONLINE VISITORS**



**THE IMPACT OF COVID-19 ON
CUSTOMER EXPECTATIONS
(NEW ONLINE TOOLS, DELIVERY, APPOINTMENT
SCHEDULING, INFORMATION ON SIZING, ETC.)**



COMMENTS FROM VISITORS



**EVALUATION OF THE CUSTOMER
SERVICE EXPERIENCE THROUGH
OTHER CHANNELS
(PHONE, CHAT, EMAIL, SOCIAL NETWORKS,
TEXT MESSAGING, ETC.)**

COST TO SUBSCRIBE

\$8,500

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