

NEW

2018

WOW

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DIGITAL

MORE THAN 100 WEB SITES RATED ON 22 DIMENSIONS OF THE CUSTOMER'S ONLINE EXPERIENCE

Cost : \$8 500

a complete evaluation of your Web site / mobile app, as well as your choice of five (5) other Web sites, among those tested.

Your Web site is evaluated by 300 recent buyers in Canada.



Overall assessment of the customer's online experience



Main irritants that your buyers experience online



Profile of your online buyers



Satisfaction with 22 dimensions of the online customer experience



Devices and channels used to shop online



Role of the Web site in the shopping process



What is the profile of your online buyers?

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?

Leger

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