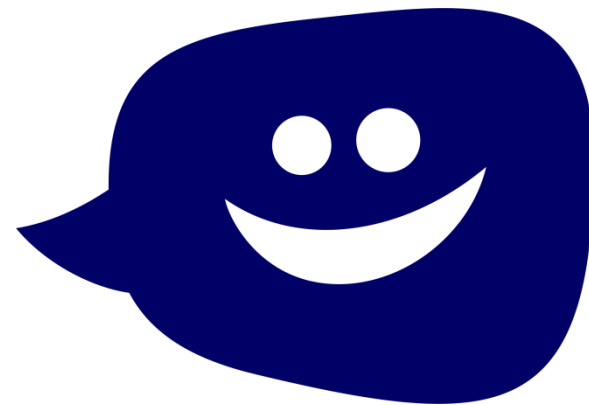


e-commerce customer experience index Poland

Cumulative report for 2013



opiniac.com

Customer Experience Management

opiniac.com – key numbers

5

Experts in core team

3

Trade associations' memberships

0,9

Average satisfaction score for polish e-commerce

6

Years of expertise in measurement and evaluation of CX

5

Million unique users who already shared their feedback

15

Average time in minutes needed to launch a survey

9

Specialized Voice of Customer tools

2+

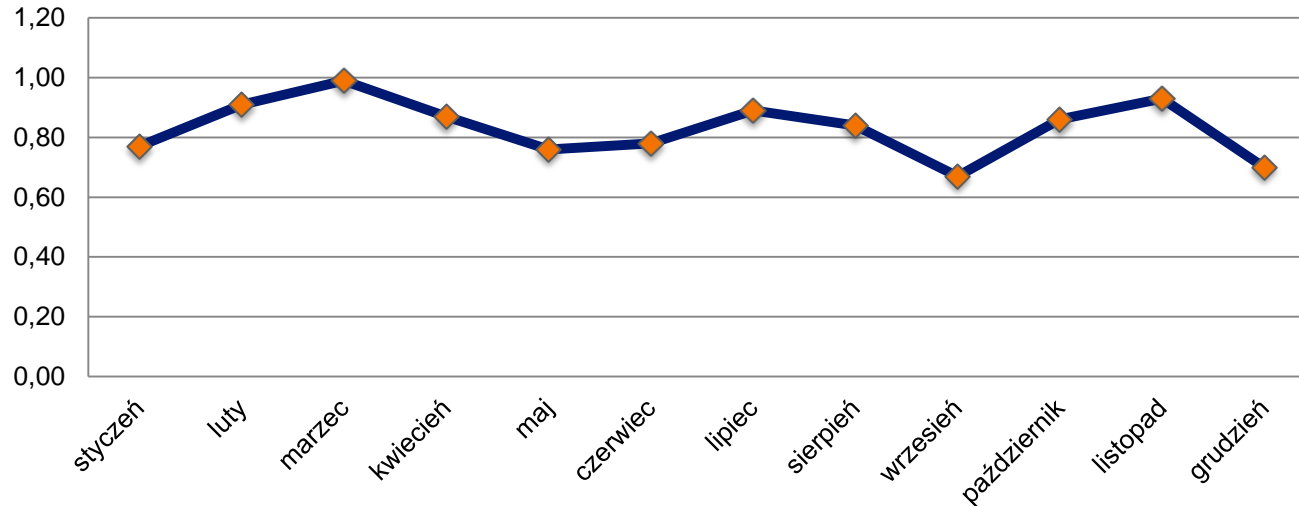
Average cooperation period in years

24

Polish e-commerce market leaders cooperated with

Satisfaction from visited e-commerce sites

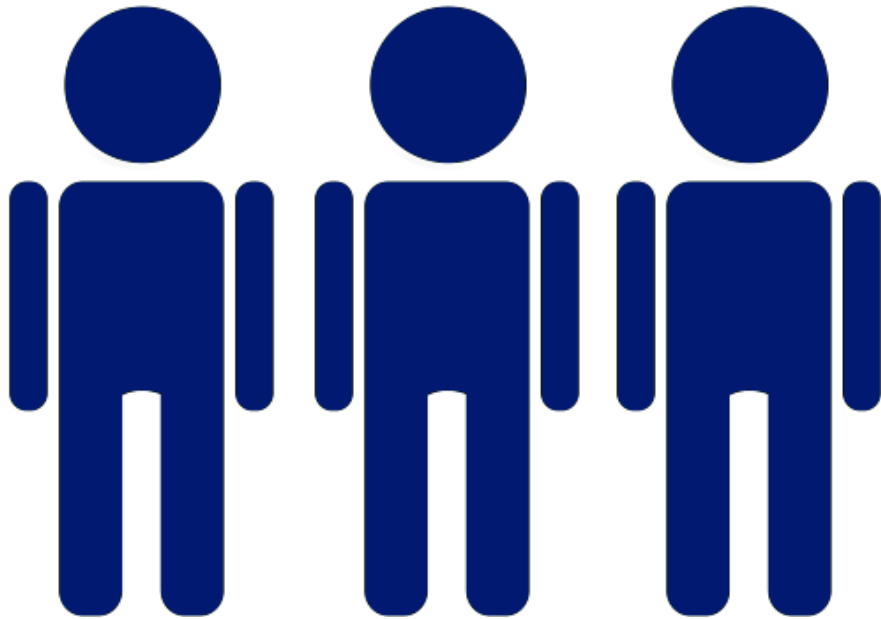
Satisfaction from visited sites (-2,+2)



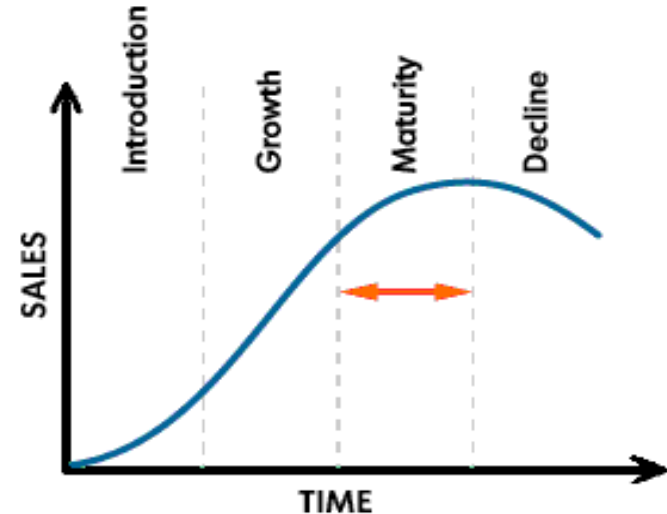
Average satisfaction score from visited websites is **0,83**

Highest levels of satisfaction were noted in March, when average score reached value of **0,99**. Most notable decrease occurred in September - scores plunged to **0,67**. Beginning of the year was marked with stable increments, followed by decline in Q2. Summer months, due to lower volume of completed surveys, noted usual improvement.

Further growth driven by satisfaction

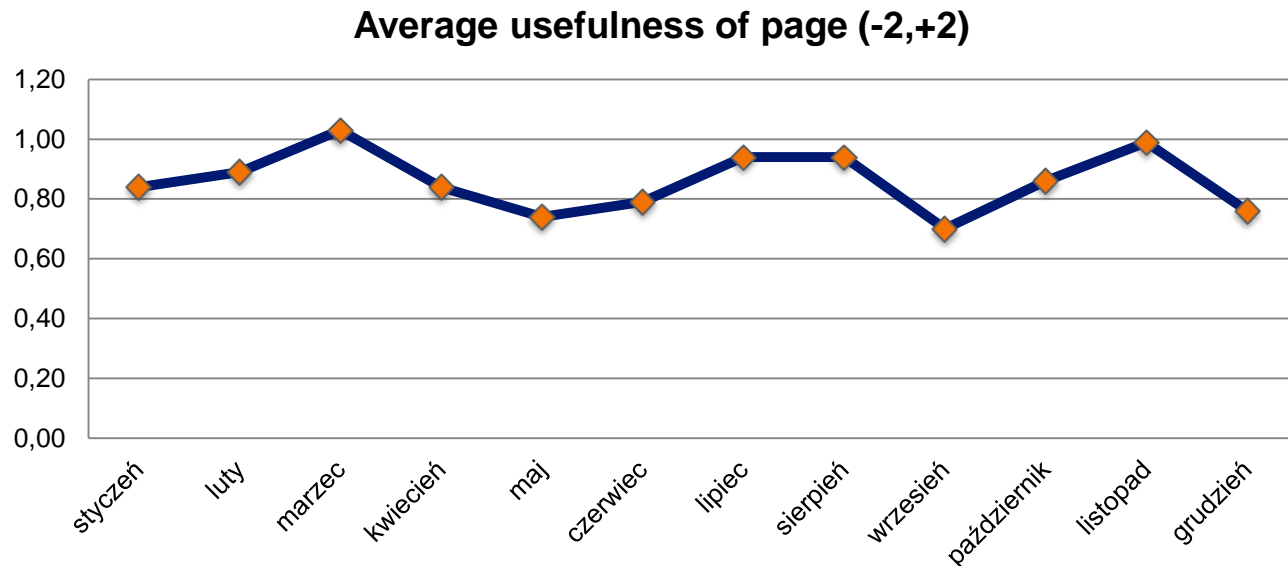


Market saturation means that knowledge about consumers' needs and expectations is becoming the most important factor in achieving business goals.



Importance and usefulness of visited pages

Average page usefulness score is **0,86**



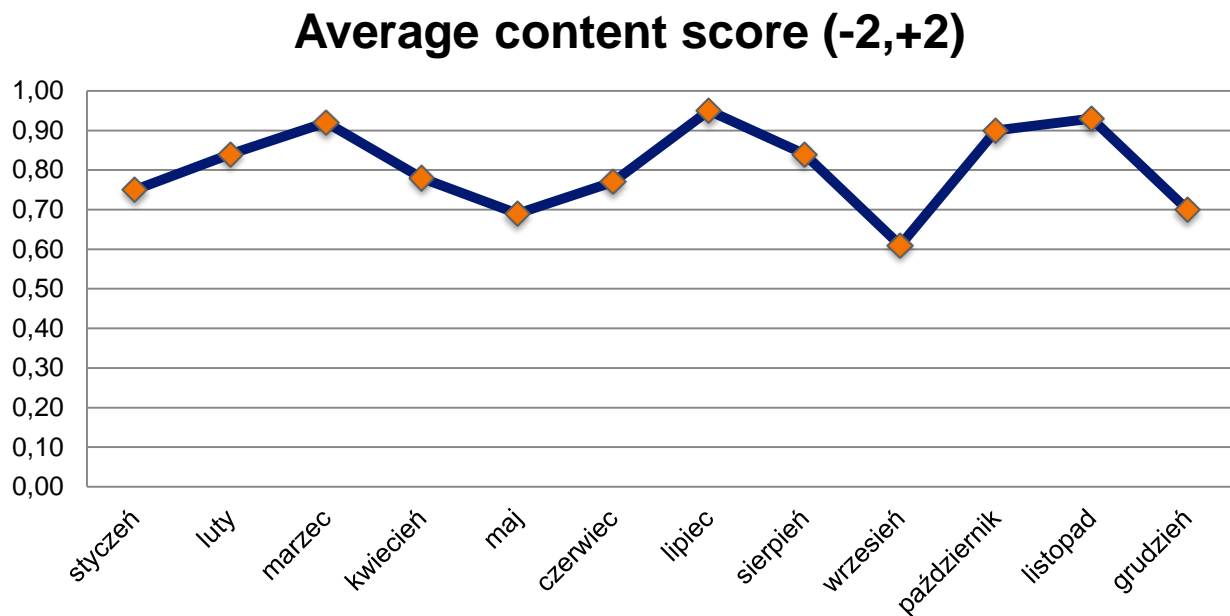
In this case we can observe similar tendencies. Increase in early months, till **1,06** score in March. Followed by decline to 0,74 in May, through small rise in June, gaining temporary stability in holiday period. End of Q3 is marked by biggest drop – in importance and usefulness, pages scored only **0,70**.

Satisfied and loyal customers!

Satisfied customers, ready to give recommendations and share their positive experiences, are finally the most important measure of quality and friendliness of our business.



Average website content score



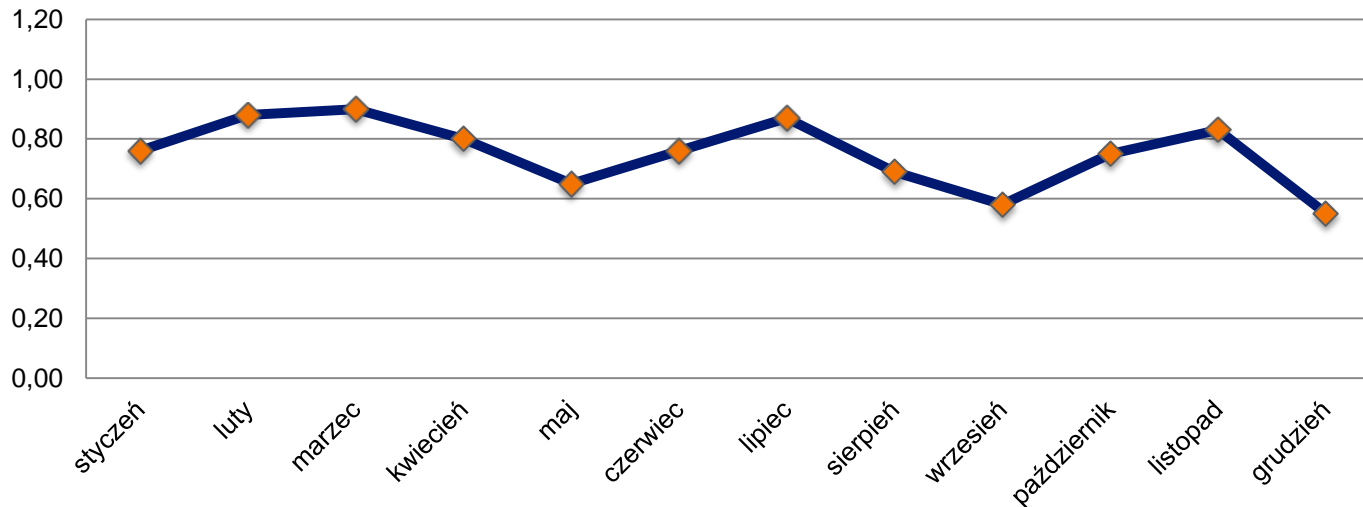
Average website content score is **0,81**

Analyzing results by quarters:

- 😊 Every subsequent month of Q1 is marked by 0,09 point increase
- 😊 Notable decrease takes place in Q2.
- 😊 Early Q3 noted both highest (July - **0,95**) and lowest (September – **0,61**) website content scores.
- 😊 There was temporary improvement in Q4, followed by another decrease in December.

Average website ease of use score

Average ease of use score (-2,+2)

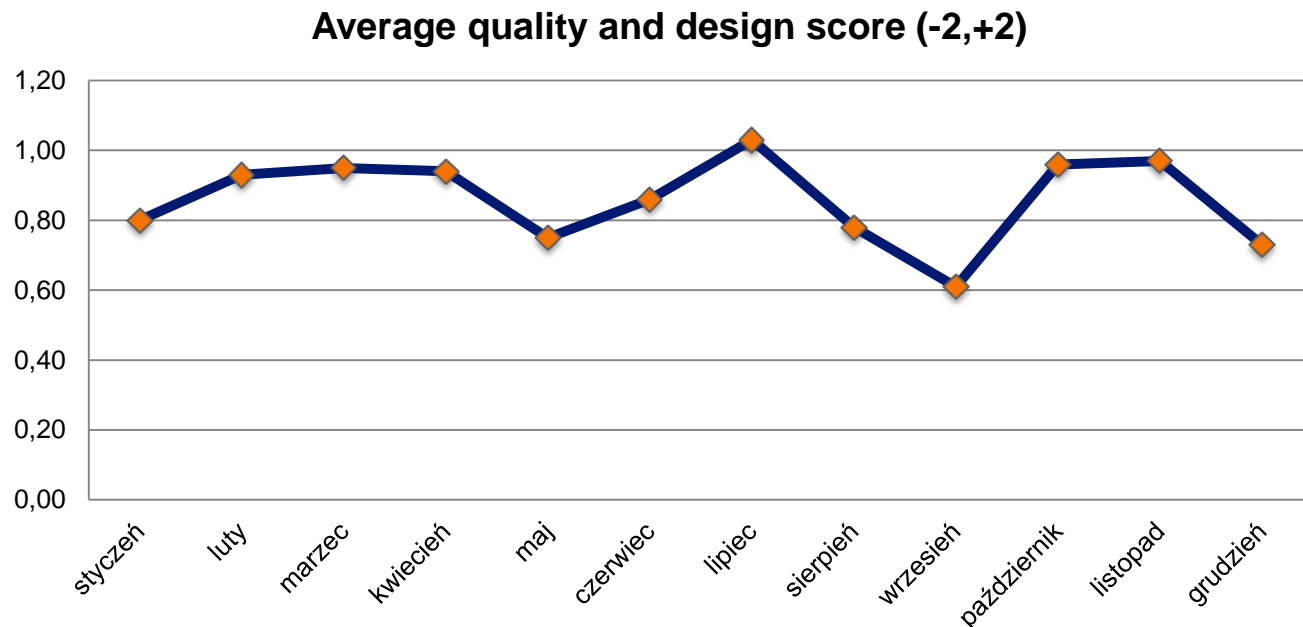


Average website ease of use score is **0,75**

Chart presents global ease of use score for websites being analyzed by opiniac.com. Highest score was noted at the beginning of the year, in March, when average score reached **0,90**. Lowest – in the end of the year, in December – **0,55**.

Average website quality and design score

Average website quality and design score is **0,86**



Design and quality score is highly subjective.

What appears friendly and aesthetic to one, for another may be dull and unattractive. Highest score for website design was noted in July – **1,03**. From this point we observed a strong decrease; **0,78** in August and **0,61** in September. End of Q3 marks the worst users' grades – apparently, they were not happy with the end of holiday period.

Average Net Promoter Score

Standard NPS question:

„How likely are you to recommend browsed website to friends or family?”

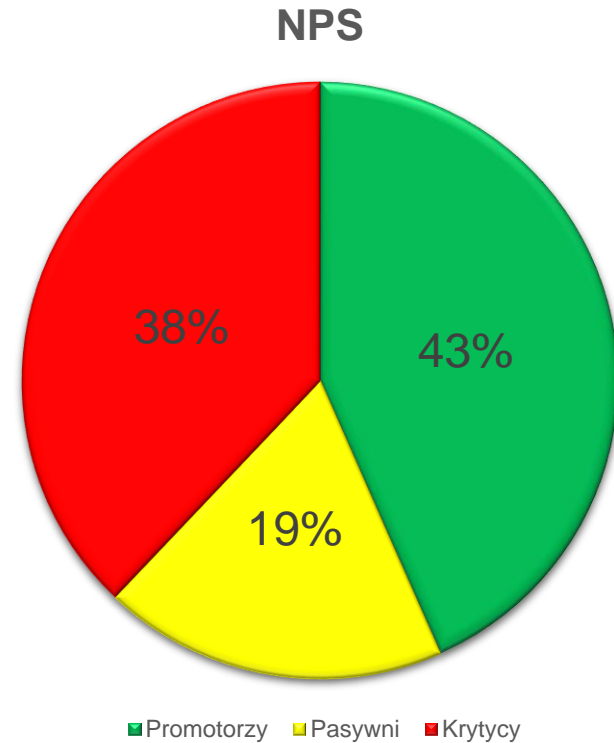
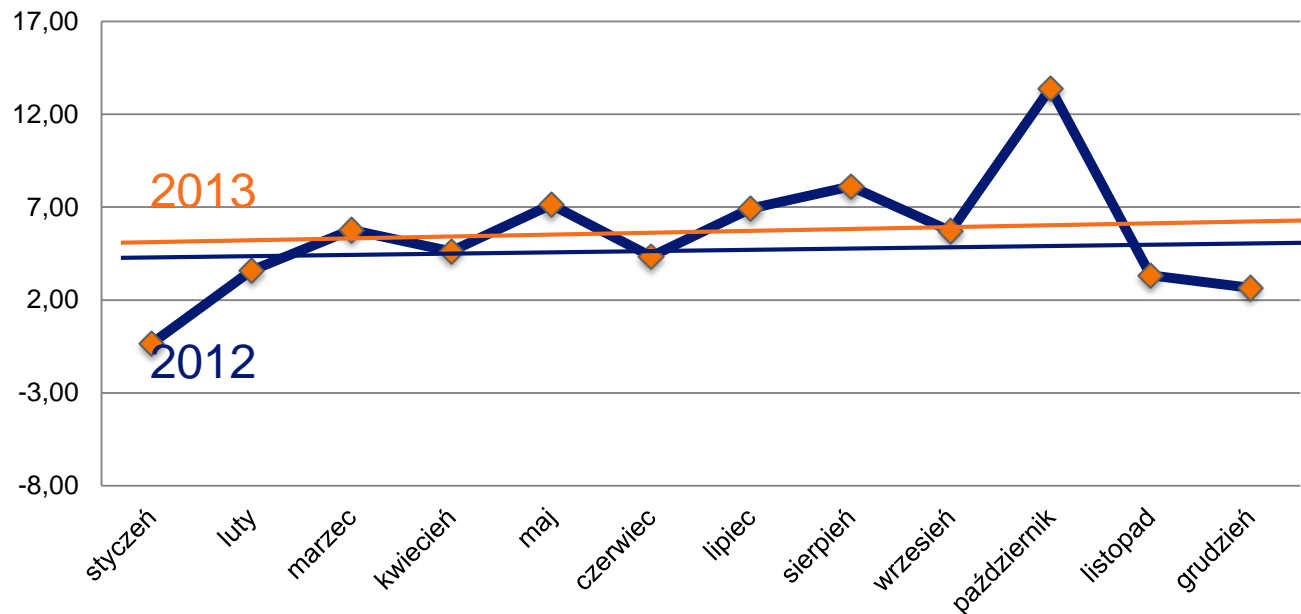


Chart presents percentage share of respective categories.

Biggest group are **Promoters** – people loyal to the website. Their lead over **Critics** is not substantial – only 5 percentile points. Almost every one user in five is **Passive** – easy to intercept by competition.

Average Net Promoter Score

Average NPS (-100,100)



Average NPS
is 5,43

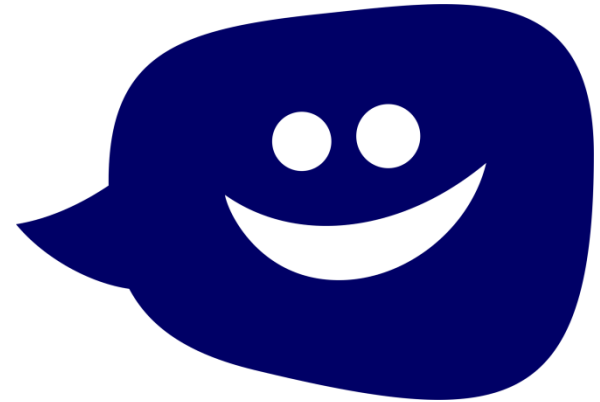
Average NPS is low-positive, with 0,5 point increase in 2013 [orange graph] over previous year [dark blue graph]. Its low value may be caused by common issues and bottlenecks present on many websites (incomplete product descriptions, flawed search engine, navigational problems, shopping cart / checkout problems). Users are not declaring loyalty to brand. They are visiting pages more or less randomly, from search or price comparison engines – time spent on site is low, and those users seldom come back. Small effort by competitors is required to take them over.

Growing potential of online research methods



Capability and reliability of online research methods are growing. Due to technical advancement and a very high internet penetration, online research becomes a **main tool** for analyzing needs, experiences and behavior of consumers on the biggest e-commerce markets.

**Thank you for your
attention.**



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