Get ready for the holiday rush:

Best practices for preparing for the biggest shopping surge of the year

BAZAARVOICE HOLIDAY HEADQUARTERS 2019

What's inside

bazaarvoice:

Introduction

'Tis (almost) the season, which means you need to start decking the halls of your holiday campaigns to give your shoppers the experience they expect this year. While 2018 was a strong year for holiday shopping, 2019 is expected to be even bigger.[1]
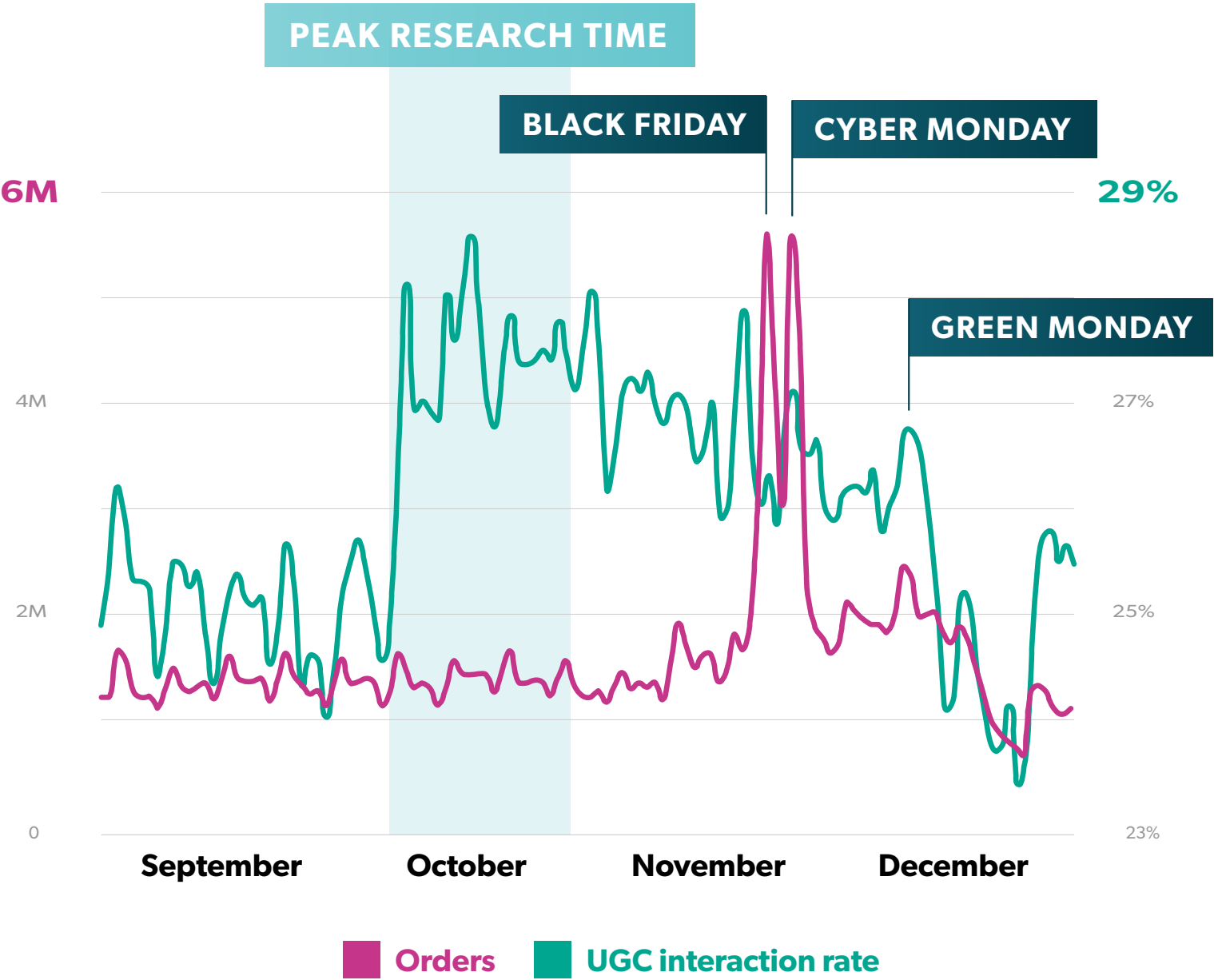
And, yes, it's true: The holiday shopping season starts earlier every year. Almost a fifth (18%) of shoppers we surveyed said they planned to kick off their holiday shopping around Amazon Prime Day and competing Black Friday in July sales.

In order to better understand shopping behavior around the holidays, we surveyed 2,500 respondents across the United States, United Kingdom, France, and Germany and analyzed shopping data from last year's holiday season from across our network of 6,000 brand and retailer websites. Based on this data, we compiled our list of best practices to help you capitalize on the largest retail days of the year. These tips, which cover everything from user-generated content (UGC) to marketing tactics, will prepare you for the influx of shoppers during this critical season and turn holiday browsers into buyers.

Identify a calendar

While shopping activity spikes around expected holidays like Thanksgiving and Christmas, there are other key dates between September and January that also influence seasonal shopping behavior. And, yes, the rumors are true: Holiday shopping starts earlier and earlier every year. Based on our data from across the US and Europe, these are the key dates to pay attention to in the upcoming holiday season.

PEAK RESEARCH TIME

BLACK FRIDAY

CYBER MONDAY

GREEN MONDAY

6M

29%

4M

27%

2M

25%

0

23%

September   October   November   December

Orders   **UGC interaction rate**

July/August/September

BLACK FRIDAY IN JULY:

Holiday shopping is starting even earlier: At the time of our survey in early July, 6% of respondents had already purchased some of their holiday presents. Nearly one in five shoppers (18%) planned to kick off their holiday shopping during Amazon Prime Day or competing Black Friday in July sales, and 12% of all respondents said they would already have finished a bulk of their holiday shopping during these mid-July sales.

AUGUST AND SEPTEMBER:

Shoppers ramp up researching and purchasing in October. To be able to showcase fresh reviews and other UGC by then, brands and retailers should launch collection campaigns (using the tips from section one) in August and early September.

October

MID-OCTOBER:

Mid-October to early November is peak research time. Starting around Columbus Day (October 8th last year, October 14th this year), UGC interaction rate was 8% over typical, meaning that shoppers are beginning to read reviews and consider different products in advance of holiday sale days coming later in November. In addition to UGC interaction rate, the number of customer questions submitted across our network also begins to tick upwards in mid-October. This data aligns with the fact that 25% of survey respondents said they kick off holiday shopping in early fall.

November

TUESDAY BEFORE THANKSGIVING:

Last year, the Tuesday before Thanksgiving saw a 9% spike in UGC interaction rate — an additional reason to believe that shoppers do their research ahead of major sale days.

BLACK FRIDAY:

In our consumer survey, 43% of respondents indicated that Black Friday was the most popular day to do most of their holiday shopping, and data from our clients echoed this. Black Friday is the biggest order day in the US and in Europe; order volume increased by 427% in Europe and 317% in the US. Electronics in particular are popular on Black Friday: We saw a 421% increase in page views to electronics products in the US and 371% in Europe — the biggest spikes in this category of the entire season.

December

CYBER MONDAY:

Cyber Monday (December 2 in 2019), though second to Black Friday in most facets, is still a dominant sale day. Order volume spiked 330% over typical in Europe and 314% in the US. Interestingly, only 16% of survey respondents indicated that they plan to do the bulk of their shopping on Cyber Monday this year. Cyber Monday is the largest day for customer questions during the holiday season — last year, questions increased by 110% on Cyber Monday, with over 14,000 questions submitted to our clients.

EARLY DECEMBER:

The first two weeks of December include some of the biggest shopping days in both the US and Europe. Last year, December 4th was the highest order day in Europe, outside of Black Friday and Cyber Monday, and in the US, that was December 10th (Green Monday). Green Monday is the second Monday in December and is about 10 shipping business days away from Christmas.

MID-DECEMBER:

By the time Christmas is approaching, US shoppers begin to wrap up their shopping. In the US, order volume starts to steadily decline after Green Monday leading up to Christmas, while European shoppers shop even later into December. In fact, increased order volume lasts until December 19th in Europe before declining in the days before Christmas. This data from our network is consistent with our survey findings: French and German shoppers in particular seem to wait until mid to late December to even start holiday shopping.

CHRISTMAS DAY:

While we saw a drop in page views and orders at Christmas, we do see a spike in the percentage of online shopping traffic coming from mobile devices. Christmas Day is the biggest day for mobile traffic, with 69% of online traffic coming from mobile in the US and 75% in Europe.

DECEMBER 26TH:

Don't forget about post-holiday shopping. Across the Bazaarvoice Network in 2018, December 26th, which is Boxing Day in Europe, saw a post-holiday surge with a 39% increase in page views in the US and 54% in Europe. The apparel category benefited from the post-holiday surge the most, with a 108% uptick in page views in Europe and 52% in the US.
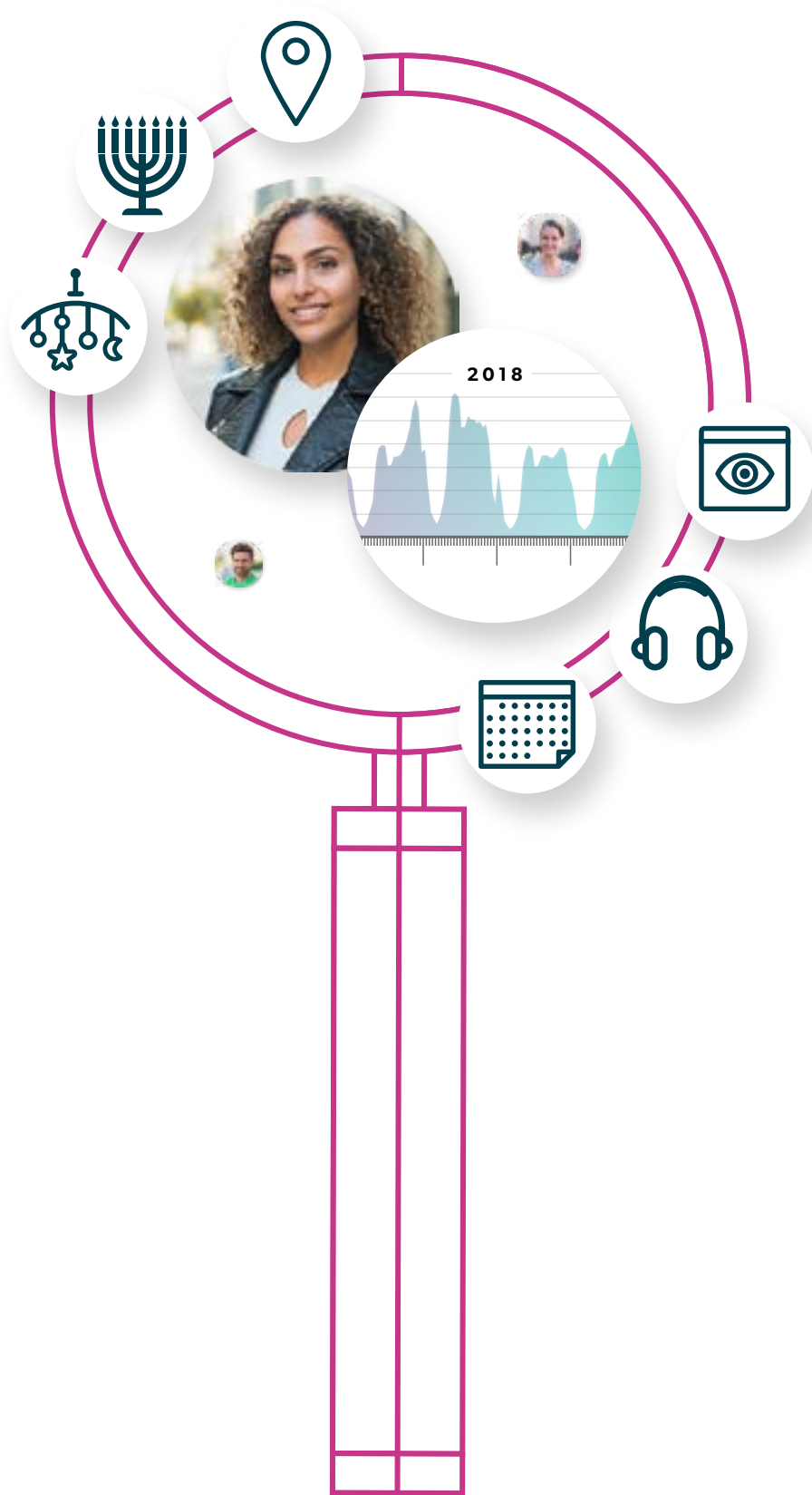
Best practices for identifying your own key dates:
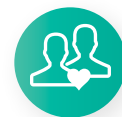
GET TO KNOW YOUR CUSTOMERS; consider how these events impact your target audience. Are your customers shopping for items in a particular category? Are they located around the world or primarily in one country? Which winter religious holidays, if any, do they celebrate? If you know your customers, you can understand how the events on this list affect them, and you can build out a marketing strategy that will engage and entice consumers this upcoming season.

IN ADDITION TO OUR DATA, LOOK AT YOUR OWN SHOPPING DATA from prior years to understand trends and patterns around when customers are shopping for different products — did certain product pages see traffic spikes or increased time on page in late October or early November last year? Are there product pages that have already begun to see increases this year?

CONSOLIDATE YOUR KNOWLEDGE of your customers and lessons from holiday seasons past to create a calendar and plan around it accordingly. Get your products and UGC well in place by October and prepare for major purchasing periods (Thanksgiving weekend and early December).

Collect user-generated content

Today, product reviews and other forms of user-generated content fuel the shopping journey; shoppers rely on recommendations from real people to inform their purchase decisions. According to our annual research, 64% of shoppers consider ratings and reviews, consumer-submitted questions and answers, and consumer photos important elements of their shopping experience. And just the presence of UGC can drive shoppers to purchase, even if they don't directly engage with it. Across our best-in-class clients, product pages with at least one review experienced a 354% increase in conversion rate and a 446% lift in revenue per visitor compared to product pages with no reviews, whether or not visitors engaged with the review content.[2]

That's why generating and showcasing user-generated content should be integral to any e-commerce strategy, especially during the holidays. And if you're planning to introduce new products or seasonal items to your catalog this holiday season, chances are that these products will only have a few, if any, customer reviews. You need a strategy to help these products stand out.

Collecting UGC before the holiday shopping rush is important because shoppers tend to get their research done early in anticipation of the big sale days, and they need all the help they can get: 38% of survey respondents said their biggest complaint about shopping online during the holidays was that it was difficult to decide between brands and product options. Furthermore, 43% said they have returned a holiday gift to exchange it for a different size, color, or other variation — an issue that can be avoided in part by consulting reviews and customer photos to ensure a product meets expectations.

38%

of survey respondents said their biggest complaint about shopping online during the holidays was that it was **difficult to decide between brands and product options**

Because of these challenges, shoppers spend time researching products well in advance of when they ultimately decide to purchase. **Data from across our network shows that beginning in mid-October, shopper interaction with user-generated content shoots up 11% and steadily increased from Columbus Day (October 8th in 2018) into early November.** Similarly, our clients saw a 9% increase in UGC interaction rate on the Tuesday before Thanksgiving, which fell on November 22nd last year, proving that shoppers are preparing in advance of purchasing.

When evaluating your e-commerce site before the holidays, you may also realize that you do not have enough visual user-generated content displayed on your site. Product shots are the minimum requirement on product pages, but photos and videos of real customers wearing or using your products bring your products to life and inspire other shoppers. Our research also shows that 66% of consumers are more likely to purchase a product if the website includes social media posts with pictures and videos from real customers.[3]

Best practices to generate UGC:

SEND AN EMAIL TO YOUR CRM LIST to request ratings and reviews for products they've purchased in the past. Don't have a CRM list? No worries. Read on.

INCLUDE A CALL FOR REVIEWS on product packaging or on the product registration card. This tactic is especially useful for brands that may not have a direct way to contact customers.

SEND OUT AN AUTOMATED POST-INTERACTION EMAIL a few days after someone makes a purchase asking for their feedback and photos of them using the product.

MEET YOUR CUSTOMERS WHERE THEY ARE by running a promotion or sweepstakes through social media for the chance to win a prize or free product in exchange for submitting honest product reviews. You can also do this over email.

ROLL OUT A SAMPLING CAMPAIGN to gather authentic feedback and UGC. This is a quick and reliable way to accelerate UGC collection in exchange for complimentary sample products, allowing you to launch new products with reviews on day one, boost your review volume, and get insights into your products, all while building customer engagement and loyalty. Typically, we recommend launching a sampling campaign six to eight weeks before you want to have UGC displayed online.
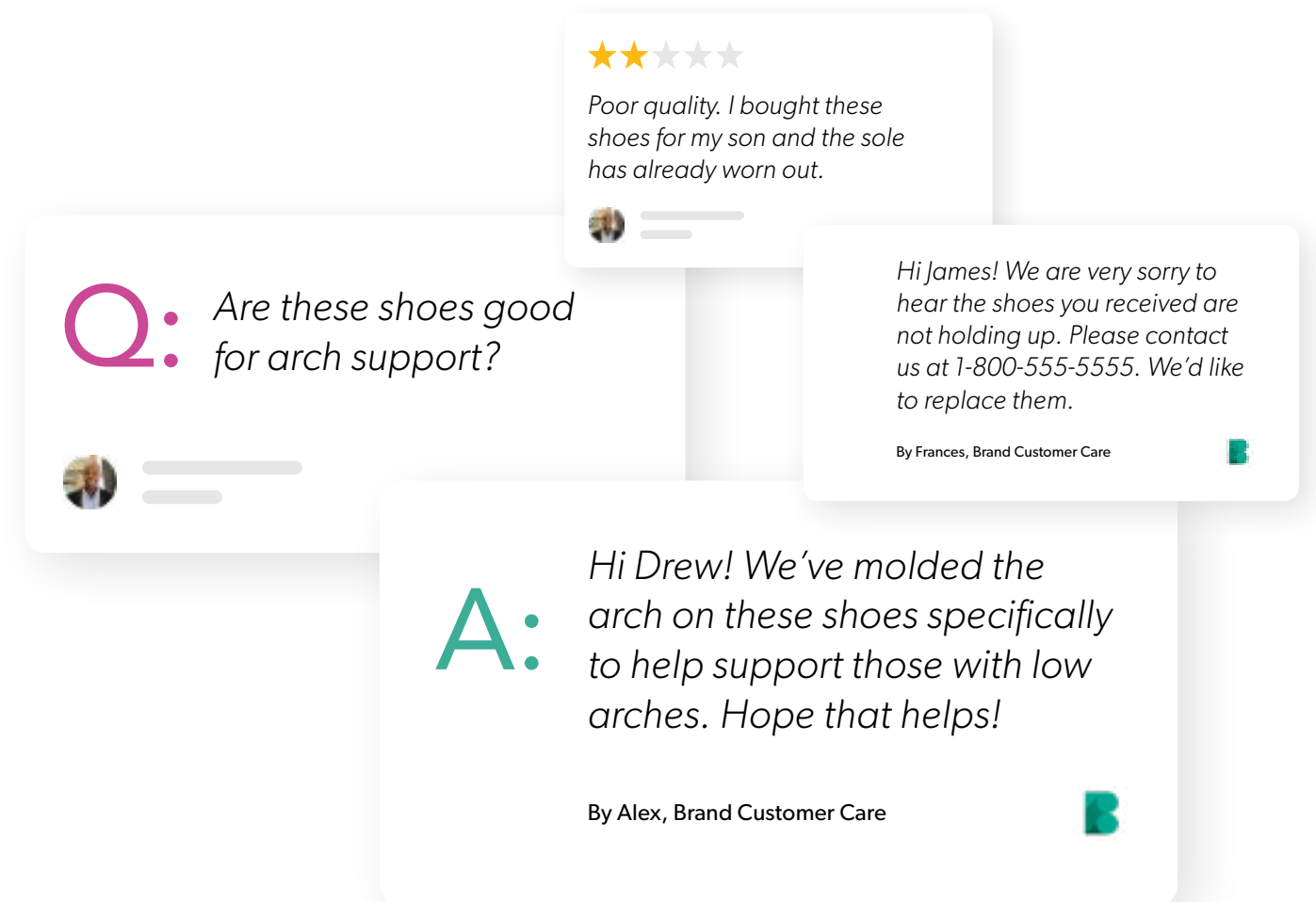
LAUNCH HASHTAG CAMPAIGNS to collect visual UGC. Choose a relevant hashtag for a product, or a line of products, and ask your customers to tag their photos on social media with it. A hashtag makes it easy to find your customers' photos, and, with their permission, curate and display these images on corresponding product pages and across your website.

Respond to customer reviews and questions

UGC, including ratings, reviews, and product page Q&A, is an increasingly common way for customers to not only share feedback but to engage in a one-on-one dialogue with brands. Responding to customer reviews and questions can help you manage the impact of negative experiences, retain customers, and create a more positive overall impression of your brand for both shoppers and retailers. In addition to collecting new UGC, brands should prioritize responding to existing customer reviews and questions in a timely, helpful manner.

Following shopping spikes around Amazon Prime Day and back-to-school shopping, brands and retailers typically see an increase in review content. Similarly, as holiday shopping ramps up, brands and retailers should anticipate an increase in questions from shoppers. Across the Bazaarvoice Network, there is a huge increase in questions submitted during the holiday season. As our data showed, during last year's holiday season we started seeing an increase in questions submitted beginning in mid-October, and **questions submitted increased by 26% overall during November and December. This ballooned to 98% on Black Friday and more than doubled to 110% on Cyber Monday.** With over 14,000 questions submitted, Cyber Monday is the largest day for questions during the holiday season.

★★☆☆☆

Poor quality. I bought these shoes for my son and the sole has already worn out.

Q: *Are these shoes good for arch support?*

Hi James! We are very sorry to hear the shoes you received are not holding up. Please contact us at 1-800-555-5555. We'd like to replace them.

By Frances, Brand Customer Care

A: *Hi Drew! We've molded the arch on these shoes specifically to help support those with low arches. Hope that helps!*

By Alex, Brand Customer Care

WITH OVER

14,000

questions submitted,

Cyber Monday is the largest day for questions during the holiday season

Responding to customer reviews and questions early can help shoppers make more informed, quicker decisions during the long holiday season. In 2018, our best-in-class clients saw a 114% lift in conversion and a 120% lift in revenue per visitor or higher when shoppers engaged with product page Q&A.[4]

As shopping activity escalates, it is important to continue to respond to incoming questions and allot the necessary resources to be able to respond quickly, particularly on major shopping days like Black Friday, Cyber Monday, Green Monday, and Super Saturday (December 22nd in 2018).

Best practices for responding to customer reviews and questions:

RESPOND QUICKLY to questions and reviews. For reviews, a best practice response time is two to five days; for questions, it's best to respond to all questions within two business days.

PRIORITIZE RESPONDING TO NEGATIVE RATINGS AND REVIEWS with one, two, and three stars. Don't let lower star ratings distract you from seeing an opportunity to show the reviewer (and everyone else who might read your response) that you are proactive, genuine, and trying to make it right. Wakefield Research reports that a shopper's intent to purchase doubles when they see a brand's response to a negative review, rather than seeing the negative review with no response.[5]

ALLOT ENOUGH TIME for responses. Expect to spend one hour for every 50 reviews you encounter. This includes time for research, writing, and editing your responses. For questions, a well-answered question can take three to five minutes to answer. When a customer question requires a more involved conversation, try to provide a partial answer at minimum before asking the customer to contact customer service. If you're unclear on the answer, route the question to a product expert to get the most detailed info possible. Review and question volume is tied heavily to online promotions and seasonality, so it is reasonable to expect an influx of this content during the busy holiday shopping season.

AVOID CANNED RESPONSES — consumers see through these. They feel impersonal, unhelpful, and corporate. Instead, engage customers by mixing up language in a way that feels authentic. You can make your response feel more personal to the consumer by using their name or nickname in your response.

CONSIDER YOUR AUDIENCE(S). Always ask: "Is my response providing value both to this customer and future customers reading my answer?"

Include UGC throughout your entire marketing mix

Whether online or in-store, consumers have come to expect authentic content, including photos, reviews, and answers from shoppers like them, at every step of the shopping journey. The best brands and retailers understand the value of UGC and are looking for ways to amplify it more. In our annual client survey, more than half of respondents say consumer reviews drive in-store sales and increase brand loyalty. It's no surprise that 98% of brands and retailers we asked plan to either keep the same tactics or increase the amount of effort they put toward consumer content this year.[6]

★★★★★
"This brand makes my hair look the best it ever has!"
— Stacy, Grand Rapids, MI

Brand Fragrance
Top-rated gift for moms

Once companies have invested in collecting user-generated content, like reviews, the next step is to make sure it is available for consumers whenever they need it. **In addition to your own website and retailer websites, UGC should be integrated throughout your marketing mix, including the in-store environment, online search platforms, advertising campaigns, and social media.** As mentioned, whether online or in-store, shoppers need guidance to help them decide between products and brands.

By highlighting top-rated products and incorporating real customer feedback in your marketing campaigns, you can show which products are popular with shoppers and help eliminate some of the uncertainty from the purchase decision.

## Best practices for showcasing UGC beyond the product page:

INCORPORATE UGC INTO PRINT AND DIGITAL ADVERTISING to put content in front of shoppers wherever they are. Highlighting real ratings and reviews in your ad creative can further sway shoppers. For our clients, ads that feature UGC perform up to 2X better than ads that do not.

LAUNCH A SOCIAL MEDIA CAMPAIGN showcasing positive customer reviews and feedback. Consumers are growing increasingly skeptical of influencer marketing — highlighting real people will be perceived as more authentic and trustworthy.

INCLUDE UGC ON IN-STORE SIGNAGE. With UGC being such a powerful endorsement for your products, why not include it at strategic places in-store? Put a glowing review near a product display to help your customers see that shoppers like them are finding value in the products they are browsing in your store.

★★★★★
"Such a heavenly scent."
- Sam, Newark, NJ

★★★★★
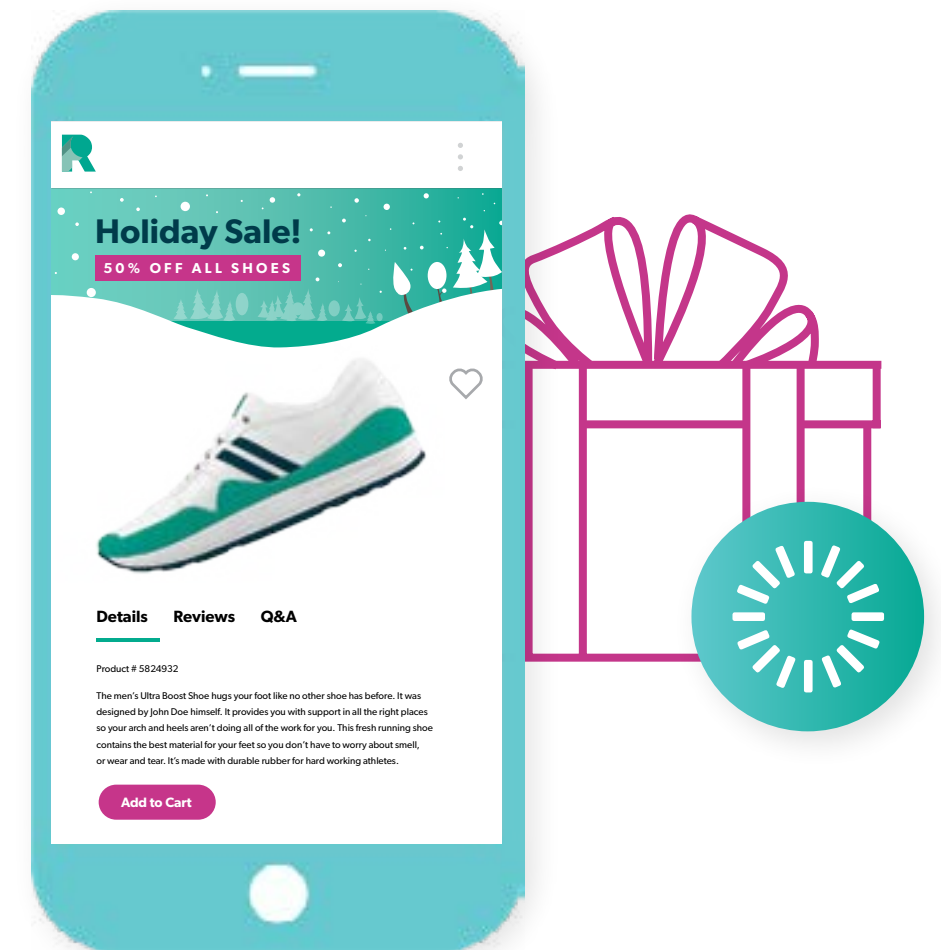"MVP OF SUMMER"
- Becky, Missoula, MT
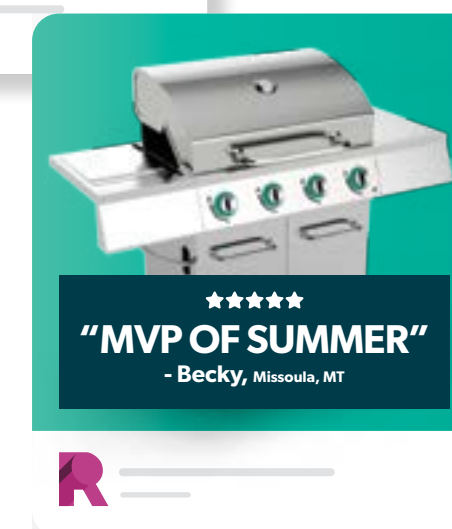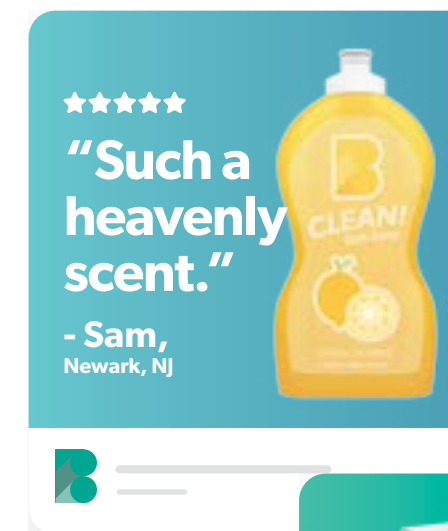
Optimize e-commerce for mobile

Across the board, consumers say the mobile experience is a critical component of the online and in-store shopping experiences. With stored payment information and mobile checkout becoming more ubiquitous and with many shoppers now using their phones in-store to compare prices, check item availability, and read customer reviews, having an efficient, frictionless mobile experience is paramount during the holidays. In our survey, 34% of shoppers indicated that slow websites and cumbersome checkout processes were their biggest annoyance when shopping online during the holidays.

While both the US and Europe see a lift in traffic from mobile devices during the holiday season, **Europe leads the way at 67% of traffic coming from mobile during the holiday season, compared to 59% in the US.** This data contrasts with our consumer survey: only 5% of respondents indicated that they plan to complete a majority of their holiday shopping via mobile. This discrepancy may indicate that consumers may not realize how much they use their phones to shop during the holidays.

On big holidays like Thanksgiving and Christmas, mobile usage spikes even higher as many consumers use their phones or tablets to shop online from the comfort of their family living rooms to take advantage of holiday sales.

Holiday Sale!
50% OFF ALL SHOES

Details   Reviews   Q&A

Product # 5824932

The men's Ultra Boost Shoe hugs your foot like no other shoe has before. It was designed by John Doe himself. It provides you with support in all the right places so your arch and heels aren't doing all of the work for you. This fresh running shoe contains the best material for your feet so you don't have to worry about smell, or wear and tear. It's made with durable rubber for hard working athletes.

Add to Cart

34%
of survey respondents indicated that **slow websites and cumbersome checkout processes were their biggest annoyances** when shopping online during the holidays

Mobile is also the fastest growing channel when it comes to Thanksgiving weekend shopping. Mobile orders and revenue all saw larger growth than desktop. Between Thanksgiving and Cyber Monday in 2018, mobile accounted for 47% of all revenue and 62% of all page views and, for the first time, more orders (51%) were placed via mobile than via desktop.

Last year, **Christmas Day was the largest day for mobile traffic during the holiday season in both the US and Europe. In the US, 69% of all web traffic came from mobile, compared with 75% in Europe,** indicating that many consumers take the time to look at what they got as gifts, plan returns, or figure out how to spend gift cards after the holidays.

Given shoppers' reliance on their phones, it is critical for brands and retailers to ensure that their mobile shopping experience is fast and easy to navigate.

Best practices for optimizing for mobile:

DOUBLE AND TRIPLE CHECK how your website and marketing and advertising campaigns display on mobile. Text, images, and video can all display differently between desktop and mobile — make sure everything loads quickly and is easy to see.

TEST THE CHECKOUT PROCESS on a mobile device. Many consumers will abandon their cart if the checkout process is too clunky, so strive to keep it simple, clutter-free, and quick.

MAKE SURE THAT YOUR BRAND IS ACTIVE on social media throughout major holidays, whether that means scheduling posts in advance, automating your ads, or carving out time to respond to customer questions and feedback

BOOST THE SPEED OF YOUR WEBSITE by prioritizing what content is displayed, minimizing the use of pop-up advertising, and reducing page weight by optimizing file sizes with sequenced, smaller file types. Google reports that a one second delay in mobile load times can impact conversion rates by up to 20%.[7] And if a webpage doesn't load quickly, shoppers will bounce: 53% of mobile site visits leave a page that takes longer than three seconds to load.[8]

Use a physical footprint to your advantage

Despite the consistent increase in online shopping year-over-year, there are still many unique elements of the in-store experience that simply can't be replicated online. This is especially true during the holidays when shoppers are willing to brave holiday crowds to get into the holiday spirit and participate in festive activities. A third of shoppers indicated that they plan to do the majority of their holiday shopping in-store this year, and 41% globally will head to the mall to complete some of their shopping.

Innovations in e-commerce make it easier for consumers to see products and make purchase decisions online, but there is nothing that can replicate the feeling of holding a product in your hand. **While 38% of consumers indicated that they struggled with deciding between products and brands online, only 16% reported this same issue when shopping in-store** — given that you can see, feel, and compare products in person, it is easier to decide which product you prefer.
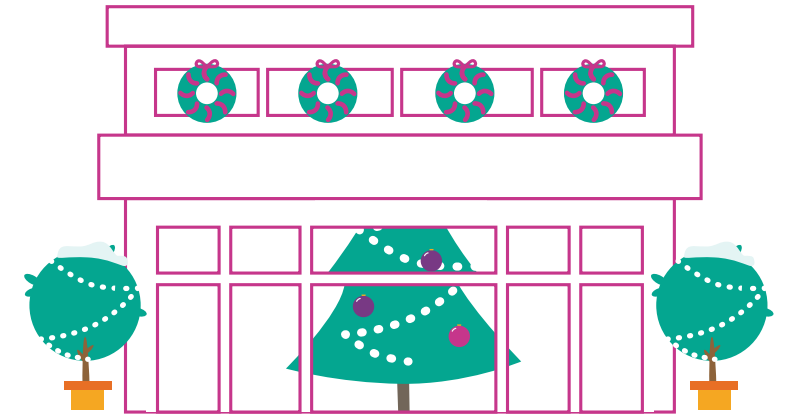
1 in 3 shoppers

indicated that they plan to do **the majority of their holiday shopping in-store** this year, and

41%

will head to the mall to complete some of their shopping

What are consumers' biggest pain points when it comes to the in-store holiday shopping experience?
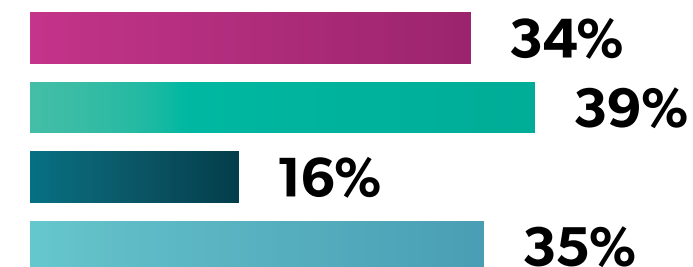
Legend:
- US
- UK
- FRANCE
- GERMANY

LONG CHECKOUT LINES
- US: 75%
- UK: 68%
- FRANCE: 64%
- GERMANY: 61%

MESSY/OVERCROWDED STORES
- US: 61%
- UK: 59%
- FRANCE: 62%
- GERMANY: 47%

PUSHY/AGGRESSIVE SALESPEOPLE
- US: 34%
- UK: 39%
- FRANCE: 16%
- GERMANY: 35%

LIMITED PRODUCT OPTIONS & INVENTORY
- US: 39%
- UK: 30%
- FRANCE: 30%
- GERMANY: 33%

DIFFICULT TO DECIDE BETWEEN BRANDS & PRODUCT OPTIONS
- US: 15%
- UK: 11%
- FRANCE: 18%
- GERMANY: 20%

bazaarvoice:
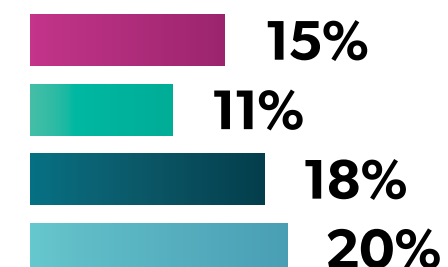
If you sell products in a brick-and-mortar location, whether your own or at a retailer, you have a competitive edge over large online retailers like Amazon because you can reach shoppers in two distinct places: online and in-store. However, we all know that the holidays bring an influx of shoppers, which means longer lines, bigger crowds, and messier shelves. **Two out of three consumers (68%) said that long checkout lines were their biggest complaint about the in-store experience during the holidays, and over half (58%) said messy, crowded stores.**

A physical presence can be an advantage during the holidays, but only when done right.

Best practices for the in-store shopping experience:

HIGHLIGHT THE BENEFITS of shopping in-store in your marketing — promote the ease of trying products, easy returns and exchanges, and helpful store associates.

OFFER SALES AND DISCOUNTS THAT ARE EXCLUSIVE to in-store purchases to drive traffic to the store.

USE A COMBINATION OF STAFF AND TECHNOLOGY to make sure shoppers can find what they need and purchase it as easily as possible. 58% of survey respondents said that improved convenience, like self-checkout and buy online, pick up in-store options, would be the number one way that brands and retailers could improve the in-store holiday shopping experience. In addition to hiring and training seasonal staff, additions like mobile and self-checkout, buy online, pick up in-store options, and mobile apps with store maps remove friction from the in-store experience and help shoppers find their way.

ANTICIPATE that the influx of shoppers can lead to messy and disorganized stores. Additional staff can help brands and retailers keep on top of cleanliness, and some major retailers are even using technology, like roaming robots, to identify spills or fallen products.

FOR BRANDS THAT DON'T HAVE THEIR OWN BRICK-AND-MORTAR STORE or don't sell their products at another retailer's store, consider how to experiment with your physical presence during the critical holiday season — seasonal pop-ups, unique partnerships, and holiday-inspired in-person events can all generate holiday purchases and provide opportunities to engage with your customers.

Embrace the holiday season

Whether it's online or in-store, delivering a positive shopping experience is always important. But during the holidays, the ambiance you create is even more critical. From photos with Santa and in-store goodies to curated gift guides and holiday party inspiration, the holiday season provides the perfect opportunity to wow your customers.

Based on a 2018 survey of holiday shoppers, of those who brave the crowds and shop in-store, 42% said they do it to enjoy the festive ambiance, and a staggering 88% claimed that holiday decor and/or festive events, like ice skating or visits to Santa, are important to them when shopping at physical locations.[9] Furthermore, in our recent survey, one in five shoppers said the top way for brands and retailers to improve the holiday shopping experience was to offer entertaining in-store holiday experiences and services. All the more reason to up the festive vibes in-store and carry them through your online and social media presence.

OF THOSE WHO BRAVE THE CROWDS AND SHOP IN-STORE,

42%
said they do it to **enjoy the festive ambiance**

AND A STAGGERING 88%
claimed that **holiday decor and/or festive events,** like ice skating or visits to Santa, **are important to them** when shopping at physical locations

How early should you start setting the holiday mood? Our previous research says by Thanksgiving weekend: **35% of consumers shop on these sale days to get into the holiday spirit, and 25% say shopping on major holiday sale days is a family tradition.**

November

Best practices for embracing the holiday season:

CREATE GENUINE AND CREATIVE IN-STORE MOMENTS for shoppers. Create a holiday market event with other brands, host an interactive crafting or cooking class, or provide in-store entertainment. This will create special and social media-worthy moments in-store that make it worth braving the crowds. Even small gestures, like serving hot chocolate to shoppers or offering complimentary gift wrapping, can go a long way.

CURATE IN-STORE DISPLAYS as you would a gift-giving guide by organizing items around particular themes, interests, or people. For example, shoppers may need inspiration for the dads in their life or for their outdoorsy friend.

START SEEDING HOLIDAY IMAGERY, seasonal products, and holiday decorating ideas or recipes through social media, giving shoppers ideas to include on inspiration boards on Pinterest and in their Instagram collections.

SHARE INSPIRING CONTENT AND CROWDSOURCE IMAGES generated by consumers around home décor, DIY projects, and entertaining. Many people are either attending parties or hosting their own, and social media is one of the top sources of inspiration. Instagram, Pinterest, and YouTube are ideal mediums where you can showcase inspiring visual content.
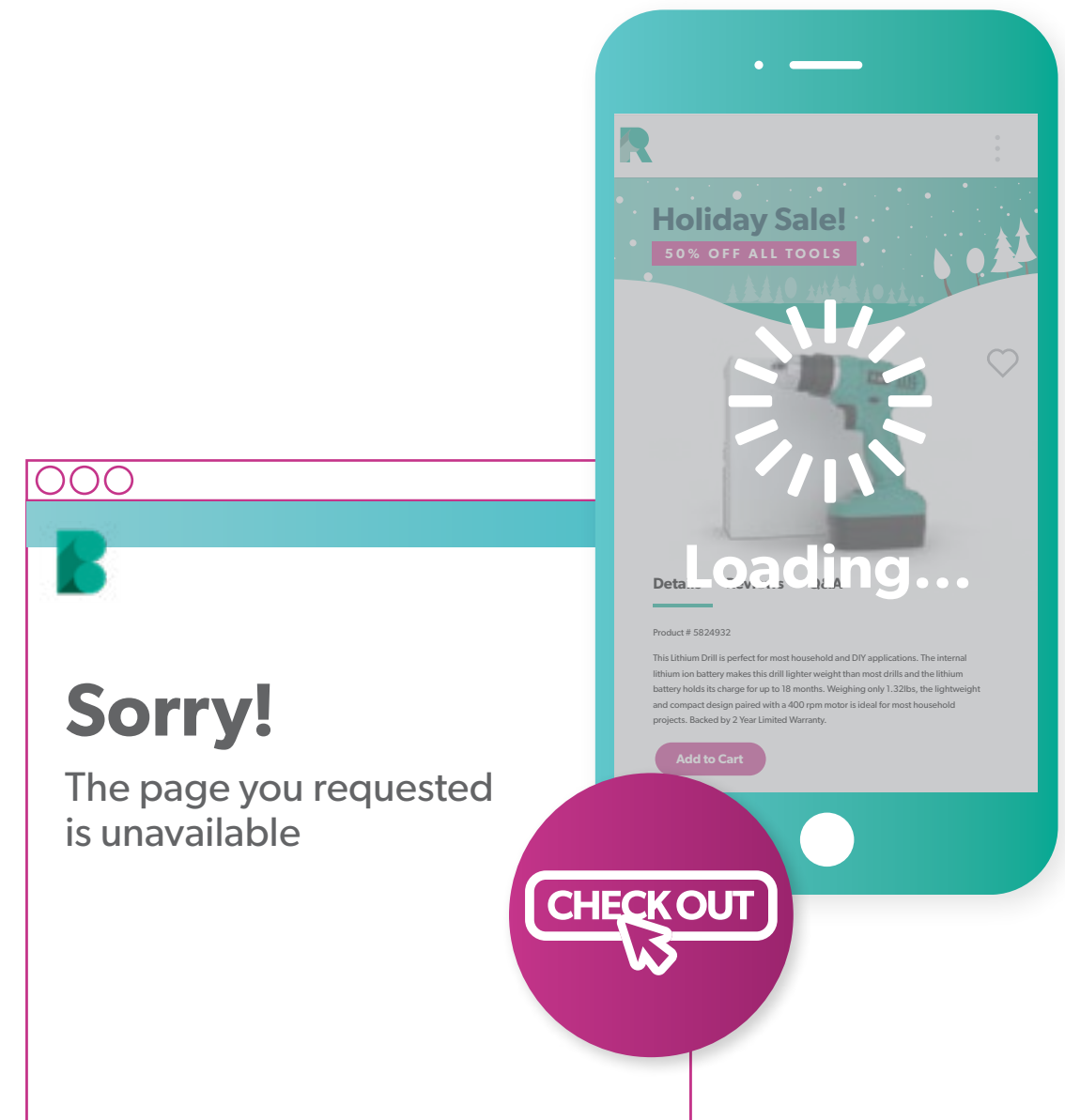
EXTEND THE HOLIDAY AMBIANCE to your online presence: Curate a holiday-themed playlist that consumers can follow or download, showcase inspiring gift guides, or allow shoppers to celebrate the season of giving by donating to a charity at checkout to help spread the holiday spirit.
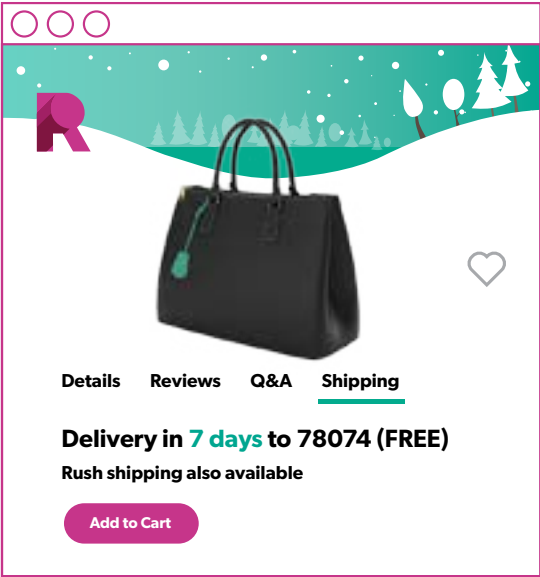
Anticipate emergencies

This holiday season, expect the unexpected and plan ahead. From increased demands on computer servers to heightened expectations for fast shipping, every little detail matters when executing a flawless holiday shopping season. Learn from holiday seasons and major shopping days of the past to avoid worst-case-scenario situations.

On the busiest shopping days of the year — Black Friday, Cyber Monday, and Green Monday — some brands and retailers lack the technology infrastructure to meet the demand. Slow load times, broken links, and a poor user experience are unacceptable to shoppers expecting to find greater convenience and selection by going online. When online shoppers find load times lagging, 79% will avoid returning to the site, and 44% will warn off a friend.[10]

Holiday Sale!
50% OFF ALL TOOLS

Loading...

Deta... Product # S824932

This Lithium Drill is perfect for most household and DIY applications. The internal lithium ion battery makes this drill lighter weight than most drills and the lithium battery holds its charge for up to 18 months. Weighing only 1.32lbs, the lightweight and compact design paired with a 400 rpm motor is ideal for most household projects. Backed by 2 Year Limited Warranty.

Add to Cart

Sorry!
The page you requested is unavailable

CHECK OUT

What are consumers' biggest pain points when it comes to the online holiday shopping experience?

Delivery in 7 days to 78074 (FREE)
Rush shipping also available

Details   Reviews   Q&A   **Shipping**

Add to Cart

- US
- UK
- FRANCE
- GERMANY

LENGTHY SHIPPING TIMES/SLOW ORDER FULFILLMENT
- 43%
- 51%
- 54%
- 51%

SLOW WEBSITES/CUMBERSOME CHECKOUT PROCESSES
- 36%
- 54%
- 25%
- 17%
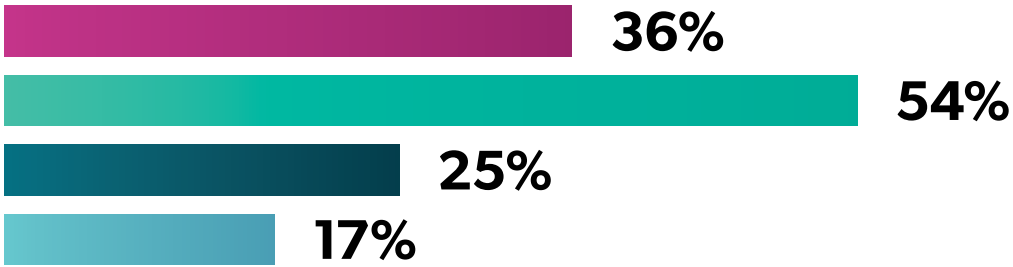
LACK OF CUSTOMER SUPPORT
- 24%
- 25%
- 17%
- 14%
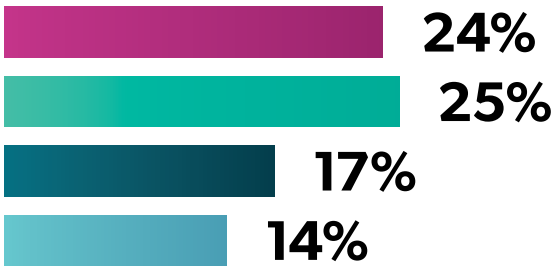
DIFFICULT TO DECIDE BETWEEN BRANDS & PRODUCT OPTIONS
- 39%
- 34%
- 40%
- 41%

OUTDATED PRODUCT PAGES
- 7%
- 2%
- 5%
- 4%
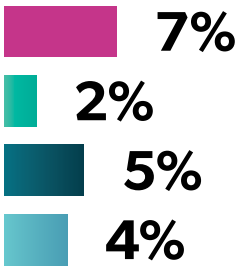
In addition to slow websites and cumbersome checkout processes, shoppers also indicated that lengthy shipping times or slow order fulfillment (48%) and lack of customer support (21%) were their biggest pain points when doing their holiday shopping online. Both of these issues can be exacerbated by increased shopping activity.

Best practices for avoiding emergencies:

EVALUATE YOUR PRODUCT CATALOGS in advance. As the holidays near, continuously monitor and double check the data on the products you will be selling during the holiday season.

EQUIP YOUR TECH PARTNERS with the information they need to help you succeed. At Bazaarvoice, we ask our clients to provide us with updated product feeds leading up to the holiday season, so we can ensure healthy content coverage across all their products. Other partners, like Google or Bing, will use your product catalog for Product Listing Ads, so make sure it's up to date.

MAKE SURE THAT SHIPPING COSTS ARE CLEAR on your product pages and in your cart before shoppers get to the checkout page.

EXECUTE ORDER FULFILLMENT FLAWLESSLY. Whether it's standard, two-day, or overnight shipping, shoppers expect to receive their orders when promised. And given the rushed nature of holiday shopping — last-minute shoppers will order gifts online as late as a day before Christmas — make sure your delivery systems can handle the time-sensitive demands or risk facing negative customer feedback.

PREPARE FOR INCREASED DEMANDS on your customer service channels and teams. 33% of survey respondents said that enhancing customer service is the best way for brands and retailers to improve their holiday shopping experience. If customers have questions, they expect responses immediately. Gone are the days of waiting on the phone for hours; the lines of communication are open, immediate, and often public. As social media merges with e-commerce, consumers have increasing expectations of being able to engage directly with brands and retailers through this channel, as they would in-store and on a website.

PRIORITY MAIL
2-DAY

bazaarvoice:

Conclusion

Now is the time to start preparing your UGC and marketing strategy for the holiday shopping season. As the largest shopping season of the entire year, you won't want to miss the chance to wow your customers, earn some new ones, and shatter your own sales records.

From e-commerce sites to brick-and-mortar stores, brands and retailers should prioritize creating a festive holiday ambiance, developing a user-friendly shopping experience, and implementing processes for engaging with customers along the shopping journey.

Methodology

This report draws on shopping activity data from our U.S. and European clients in our network of over 6,000 brand and retailer websites. All page view, submitted questions, user-generated content interaction rate, traffic, and order data is from 2018. Comparisons to a typical day are defined as a monthly average of September 2018. "Holiday" or "holiday day" or "holiday season" is derived from monthly average of November and December 2018.

To complement the data from the Bazaarvoice Network, we conducted a consumer survey of 2,500 adults (18+) — 1,000 consumers in the U.S. and 500 consumers each in France, Germany, and the United Kingdom — for the purpose of understanding consumer holiday shopping behavior across different demographics and regions.

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About Bazaarvoice

Each month in the Bazaarvoice Network, more than a billion consumers create, view, and share authentic user generated-content including reviews, questions and answers, and social photos across more than 6,000 global brand and retailer websites. From search and discovery to purchase and advocacy, Bazaarvoice's solutions help brands and retailers reach in-market shoppers, personalize their experiences, and give them the confidence to buy.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas, with offices in North America, Europe, and Australia. For more information, visit **www.bazaarvoice.com**.

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