

CHRISTMAS SHOPPING CRO INDUSTRY REPORT

A Review of 10 Australian
Online Retailers

December, 2016

FIRST.



CRO Industry Report

This report offers best practice advice about how your e-commerce site can optimise the pre-purchase, checkout and post-purchase processes, to improve customer experience, reduce checkout abandonment rates and maximise sales.

In this report, we've evaluated real-life examples of Australia's top online retailers to examine how these sites are providing their shoppers with what they need during the peak Christmas trading period, to make an informed and confident purchase decision.

The online retailers are:



PRE-PURCHASE EXPERIENCE

REPORT FINDINGS &
BEST PRACTICE RECOMMENDATIONS

The Pre-Purchase Experience

Are you doing everything you can to entice shoppers to become buyers?

Meeting and exceeding customer expectations during the pre-purchase stage is crucial for e-commerce retailers looking to gain a competitive edge.

To optimise your pre-purchase experience and boost customer satisfaction, look into the following key elements:

1. Shipping policy
2. Returns policy
3. Christmas shopping triggers (seasonal focus)

Report Findings: Ecommerce Shipping Policy Checklist

	TOYS R US	MYER	DAVID JONES	TARGET	KMART	KIKKI.K	COTTON ON	MECCA	POTTERY BARN	HARD TO FIND
SHIPPING POLICY										
Do they clearly display the shipping policy?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Do they offer free or conditional free shipping?	✗	✓	✓	✓	✗	✓	✓	✓	✗	✓
Do they list the supported shipping options?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Do they indicate the expected delivery time frames for each option?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Do they indicate Christmas delivery deadlines?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
Are all applicable shipping and handling fees clearly shown?	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓
Do they keep customers up-to-date on the delivery progress through email?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Comments:

Shipping fees calculated based on weight and dimensions of products, and delivery location. Shipping fees are only shown in cart when users log in/ create an account.

Free delivery for orders with a total purchase price \$100 and over.

Free standard delivery when you spend \$100 in one transaction or use David Jones AMEX card or Storecard.

Free click and collect for orders over \$29 and free home delivery on orders over \$59.

Information on delivery costs are in the FAQ section as opposed to the Delivery section.

Free standard shipping for orders over \$50.

Free standard shipping to Australia and New Zealand on orders over AUD\$55.

Free shipping for all orders of \$75 AUD or over within Australia. From 5-9 December 2016, shipping for all orders were free.

Delivery charges are determined by delivery destination and type of delivery e.g. small parcel, standard and deluxe.

Delivery options vary seller to seller and are indicated on the individual product pages. Most shipping options are free Australia-wide however some sellers may charge small shipping fee for certain heavier items or orders.

Best Practice: Shipping Policy

There's more to the shopping experience than a compelling offer like 'free shipping'. Many customers would be happy to pay a nominal fee to receive the product faster if given the option (especially during a period like Christmas). Ultimately, customers are looking for the three C's – Choices, Convenience and Communication.

Best Practice

- ✓ **Display the shipping policy clearly in the header/footer**
- ✓ **Offer free shipping (or free shipping over a specified order amount)**
- ✓ **List supported shipping options**
- ✓ **Provide expected delivery time frames**
- ✓ **Outline applicable shipping and handling fees**
- ✓ **Highlight Christmas delivery deadlines**
- ✓ **Keep customers posted on the delivery progress through email/text**



Shipping Policy: These Retailers Do It Right...

The screenshot displays the David Jones website's shipping policy page. The top navigation bar includes the brand name 'DAVID JONES', a search bar, and links for 'Sign In Or Create an Account' and 'Shopping bag (0)'. Below the navigation is a 'DELIVERY CHOICES' banner with an image of a gift box. The main content area is titled 'DELIVERY OPTIONS' and 'Receive your items in time for Christmas'. It features four shipping options: Standard Delivery (Order by 4:00 pm, Sunday 18 December, \$10.00, FREE when you spend \$100), National Express (Order by 4:00pm, Wednesday 21 December, \$12.00), Sydney Same Day (Order by 4:00pm, Thursday 22 December, \$16.00), and Click & Collect (Order by 11:59pm, Thursday 22 December, FREE). Below this is a 'STORE LOCATIONS & HOURS' section with 'Extended trading hours for your preferred store' and buttons for 'FIND A STORE' and 'EXTENDED HOURS'. A navigation bar below the store section includes 'Shop Christmas', 'Shopping Made Easy', 'Meet Santa', 'Christmas Events', and 'Card Member Christmas'. The footer contains sections for 'DAVID JONES CARDS', 'STORES & SERVICES', 'CUSTOMER SERVICE', and 'SOCIAL & NEWS'.

David Jones

The Good:

- ✓ Displays shipping policy clearly in header/footer
- ✓ Offers free shipping for orders \$100 and over
- ✓ Lists supported shipping options in a visually digestible format
- ✓ Provides expected delivery time frames
- ✓ Outlines applicable shipping and handling fees
- ✓ Displays Christmas delivery deadlines
- ✓ Keeps customers posted on the delivery progress through email

Opportunities for Improvement:

- ✓ Implement a Christmas count down timer on the home page to prompt users



Shipping Policy: These Retailers Do It Right...

The screenshot displays the kikki.K website's shipping policy page for Australia. The page is titled "Shipping to Australia" and features a prominent heading: "For delivery to an Australian address in time for Christmas, order before 29 December 2016 and choose express shipping". Below this, three shipping options are presented in a grid:

Shipping Option	Cost	Delivery Time
FREE SHIPPING	when you spend \$50*	
STANDARD SHIPPING	\$9.95	3-5 business days**
EXPRESS SHIPPING	\$14.95	1-2 business days***

Below the grid, there are detailed footnotes and a disclaimer:

- *Free standard shipping for orders over \$50 AUD (subtotal, excluding shipping costs). Not applicable for Create with kikki.K orders - visit create.kikki-k.com for shipping details.
- **Standard shipping for \$9.95 AUD. Whilst most domestic orders are received within 3-5 days, please allow up to 7 business days for standard delivery depending upon the time of purchase and your delivery address.
- ***Express shipping for \$14.95 AUD. Whilst most express deliveries are received within 1-2 days, please allow up to 4 business days depending upon the time of purchase and your delivery address.

Please note: All Australian orders are dispatched from Melbourne, Australia. During sale and holiday periods, delivery may take longer than the estimated timeframes above. If you live in WA, NT, certain areas of QLD or remote rural areas, you may need to allow a few extra days for postage. To find out more about postage to your state, click here.

If you have any questions about delivery, take a look at our FAQ below or contact us.

The right-hand side of the screenshot shows a FAQ section with questions such as "Do you ship internationally?", "Can I enter my address in a language other than English?", "When I log into my account, my order says 'processing'. What does this mean?", "How long does it take to process an order?", "My order is 'complete' when I log into my account, but I still haven't received my parcel. Why?", "How can I track my order?", "Do I need to be home to sign for my parcel?", and "Can I change my shipping address?".

kikki.K

The Good:

- ✓ Displays shipping policy clearly in header/footer
- ✓ Offers free shipping for orders \$50 and over
- ✓ Lists supported shipping options in a visually digestible format
- ✓ Provides expected delivery time frames
- ✓ Outlines applicable shipping and handling fees
- ✓ Displays Christmas delivery deadlines
- ✓ Keeps customers posted on the delivery progress through email
- ✓ Provides answers on FAQ's for shipping
- ✓ Live chat available

Opportunities for Improvement:

- ✓ Reinforce Christmas delivery deadlines in header/home page



Report Findings: Ecommerce Returns Policy Checklist

	TOYS R US	MYER	DAVID JONES	TARGET	KMART	KIKKI.K	COTTON ON	MECCA	POTTERY BARN	HARD TO FIND
RETURNS POLICY										
Do they clearly display the returns policy?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Do they offer refund (R), exchange (E) or credit (C)?	R, E	R, E	R, E	R, E	E, R	E, R	E, R	E, R, C	R, E	R, C
How many days to return the product?	NA	30 days	NA	28 days	28 days	30 days	30 days	30 days for refund or exchange 90 days for store credit	7 days for furniture 30 days for other products	30 days
What is the cost to return the product via mail?	NA	Postage costs	Postage costs	Free	Postage costs	Postage costs	Postage costs	Free	NA	Postage costs
Are there value adds (i.e. additional credit, free collect + returns service, no questions asked exchange policy)?	Free in-store returns	Free in-store returns	Free in-store returns	Free in-store and online returns	Free in-store returns	Free in-store returns Can exchange products for a Gift Voucher	Free in-store returns and exchanges	Free in-store and online returns Store credit possible for returns of lightly sampled items	Returns of items purchased from a gift registry can be refunded or exchanged within 90 days of event/days of purchase (whichever date is later)	None

Comments:

Refunds can only be processed in store or via the online Help Centre. Orders purchased using Afterpay cannot be refunded in store.

Returns by mail can only be processed via the Customer Service team.

Online exclusive products cannot be refunded or exchanged in store.

Orders purchased using Afterpay can only be returned in store for an exchange or via post for refund.

Returns must be processed by Customer Service department. Returns of furniture purchases are subject to 20% restocking fee.

Orders purchased using zipPay also not eligible for a refund (only store credit).

Best Practice: Returns Policy

An online retailer's returns policy serves as both a purchasing factor and post-purchase process. If your returns policy is difficult to understand or seemingly painful to process, it can affect a customer's decision to purchase from you (or make a repeat purchase).

Best Practice

- ✓ **Display the returns policy clearly in the header/footer**
- ✓ **Offer flexible refund, exchange and credit options**
- ✓ **Provide a reasonable time frame for product returns**
- ✓ **Offer free return postage costs**



Returns Policy: These Retailers Do It Right...

FREE EXPRESS SHIPPING On all orders

MECCA

SEARCH 100+ GLOBAL BEAUTY BRANDS

BRANDS NEW MAKEUP SKIN CARE FRAGRANCE HAIR BODY ACCESSORIES TRAVEL GIFTS THE MECCA MEMO

Home > Customer Service > Returns & Exchanges

RETURNS AND EXCHANGES POLICY

We hope that you will be delighted with your beauty-full MECCA purchase.

If for any reason you are not completely happy with your order, you are welcome to return the item.

To be able to return and exchange, please remember to check the below:

- REFUND OR EXCHANGE**
30 DAYS
If returned within 30 days of purchase
- STORE CREDIT**
90 DAYS
If returned within 90 days of purchase

Provide original proof of purchase

Item must be unused and in original, unopened, unexpired and resalable condition

On the date where an item has been lightly sampled, we are happy to provide a store credit for your return.

HOW TO RETURN AN ITEM

OPTION 1 IN STORE

STEP 1
Check that you meet the return conditions.

STEP 2
Return your item in person to any MECCA, Cosmetics, MECCA, Haircare or MECCA Popstore.

FIND YOUR NEAREST STORE

OPTION 2 VIA MAIL

STEP 1
Contact our friendly Customer Service Team on 1800 007 844 to receive your return authorization.

STEP 2
Open your FREE return package your item carefully and return the shipping label provided to you.

STEP 3
Drop off your return at a post box or any Australia Post outlet.

Returns without user authorization will receive a store credit.

RETURNS FAQS

RETURNS FAQS

WHAT CAN I USE AS PROOF OF PURCHASE?

You may use any of the following as original proof of purchase:

- Original register receipt or e-receipt tax invoice
- Beauty Loop account order history
- Gift receipt

WHAT IF MY ITEM WAS DAMAGED, INCORRECT OR FAULTY?

In the unlikely event that you receive an item that is damaged, incorrect or faulty, please contact our friendly Customer Service Team on 1800 007 844, who will be happy to assist in arranging your return or exchange.

WHAT DO YOU MEAN BY "LIGHTLY SAMPLED"?

"Lightly sampled" means an item may have some signs of minor wear or use, but must not be damaged unless the item was received by you in this condition.

I'VE RECEIVED AN ITEM AS A GIFT BUT IT'S NOT QUITE WHAT I'M AFTER. CAN I RETURN IT?

A gifted item can be returned for an exchange or gift card provided you have a gift receipt as your proof of purchase, and the product is unused and in its original packaging. Unfortunately refunds are not available for gift returns.

WHAT IS THE RETURN TENDER?

All returns will be processed onto the original payment tender, unless your item was returned between 90 and 90 days, or if the item has been lightly sampled. In these cases you will be issued with store credit in the form of a MECCA gift card (for use online or in store).

If you would like to return an item that was purchased using a MECCA Gift Card or eGift Card, your refund will be credited in the form of another MECCA Gift Card.

HOW LONG WILL MY RETURN TAKE?

For returns via mail, items typically take 2 to 7 business days to reach our warehouse. You will be able to track the delivery of your return via the Australia Post tracking number supplied when you book your return.

Once your return has been received at our warehouse, it will be processed within 1 to 3 business days. Your bank may take a further 8 to 5 days to clear the funds back into your account.

CONSUMER GUARANTEES

As a consumer, you are entitled to the benefits of consumer guarantees in respect of items purchased from MECCA that cannot be excluded under the Australian Consumer Law. In accordance with Australian Consumer Law, if the item has a major failure, you may reject the item and seek a refund or exchange, or you may keep the item and seek compensation for any drop in the value of the product.

Where an item is damaged through misuse, accident or abnormal use, the Australian Consumer Law or any manufacturer's warranty may not apply, and MECCA may not provide a refund, exchange or repair. MECCA will require an original proof of purchase before providing a remedy under the Australian Consumer Law.

Consumer guarantees cannot be excluded and are in addition to any manufacturer's warranties or extended warranties purchased or given to you.

Where your rights under the Australian Consumer Law do not apply but the item is covered by a separate manufacturer's warranty, you may need to seek a remedy from the manufacturer direct in accordance with the manufacturer's warranty. MECCA can put you in touch with the manufacturer should you have any questions regarding manufacturer's warranty and return policy, such as the assessment process, required repair work and indicative recall times.

PRIVACY

MECCA is committed to protecting your privacy. You may be asked to provide present photo identification when returning an item so that we can record your name, address and other identification details. Personal information (as defined in the Privacy Act 1988 (Cth)) collected will be stored and used in accordance with MECCA Privacy Policy.

MECCA

The Good:

- ✓ Displays returns policy clearly in the footer
- ✓ Offers flexible refund, exchange and credit options for change of mind purchases
- ✓ Offers free return for change-of-mind purchases in-store and via mail
- ✓ Provides reasonable time frame for product returns (30 days for refund or exchange, 90 days for store credit)
- ✓ Customers can get store credit for returns of lightly sampled items
- ✓ Information on returns policy page is displayed in a visually digestible format
- ✓ Provides answers on FAQ's for returns

Opportunities for Improvement:

- ✓ Allow customers to process returns without having to call the Customer Service Team
- ✓ Create an accordion-style dropdown menu for the FAQs



Returns Policy: These Retailers Do It Right...

Target

The Good:

- ✓ Displays returns policy clearly in the footer
- ✓ Offers flexible refund and exchange options for change of mind purchases
- ✓ Offers free return for change-of-mind purchases in-store and via mail
- ✓ Provides reasonable time frame for product returns (28 days)

Opportunities for Improvement:

- ✓ Display returns information and steps visually

The image displays two side-by-side screenshots of the Target website's returns policy page. The left screenshot shows the 'REFUNDS AND RETURNS' section, which includes sub-sections for 'Free Returns on Target Online', 'Returns via store', and 'Returns via the post'. The right screenshot shows the 'TARGET RETURNS POLICY' section, which includes a detailed explanation of refund rights, a 'When you change your mind' section with bullet points, and an 'Excluded change of mind items' section.



Report Findings: Christmas Shopping Triggers Checklist

	TOYS R US	MYER	DAVID JONES	TARGET	KMART	KIKKI.K	COTTON ON	MECCA	POTTERY BARN	HARD TO FIND
CHRISTMAS SHOPPING TRIGGERS										
Is there a Christmas Gifts product landing page with diverse search filters? (Y/N)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Are there gift guide pages tailored to customer demographics/personality types/themes? (Y/N)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Are there added value Christmas promotions on the home page? (Y/N)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Does the site design reflect the festive period? (Y/N)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Do the product pages show stock availability for different items to prompt users to buy? (Y/N)	✗	✗	✓	✓	✓	✗	✓	✓	✓	✗
Do the product pages showcase social proof to reassure customers that others endorse their purchase decision? (e.g. reviews) (Y/N)	✓	✓	✓	✓	✗	✓	✗	✓	✗	✓
Do they have a timer or Christmas delivery cut off dates to establish a sense of urgency? (Y/N)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
Do they include time-saving add-ons (e.g. gift wrap, gift card with gift message)? (Y/N)	✗	✓	✓	✗	✗	✓	✗	✓	✓	✓

Best Practice: Christmas Shopping Triggers

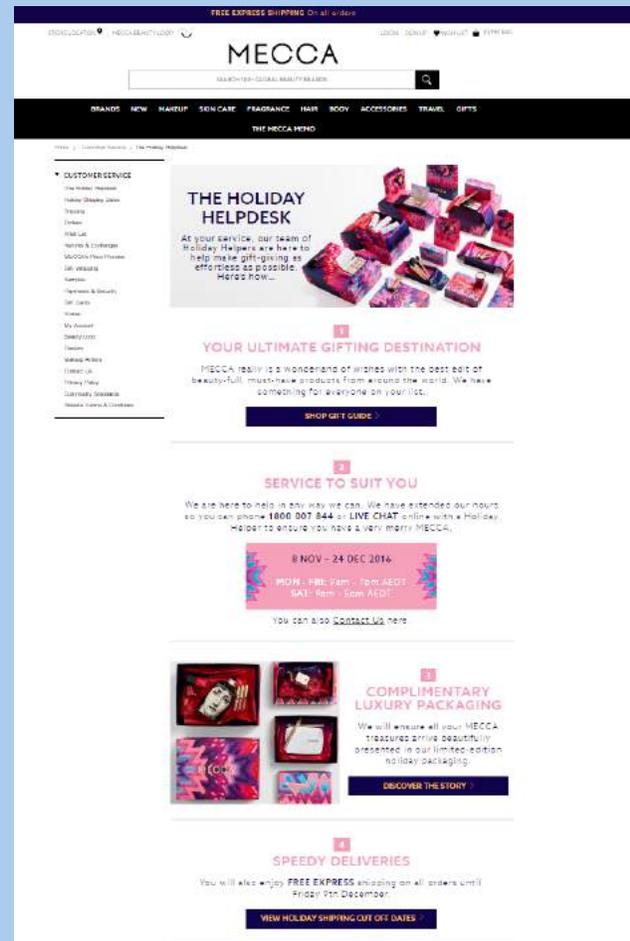
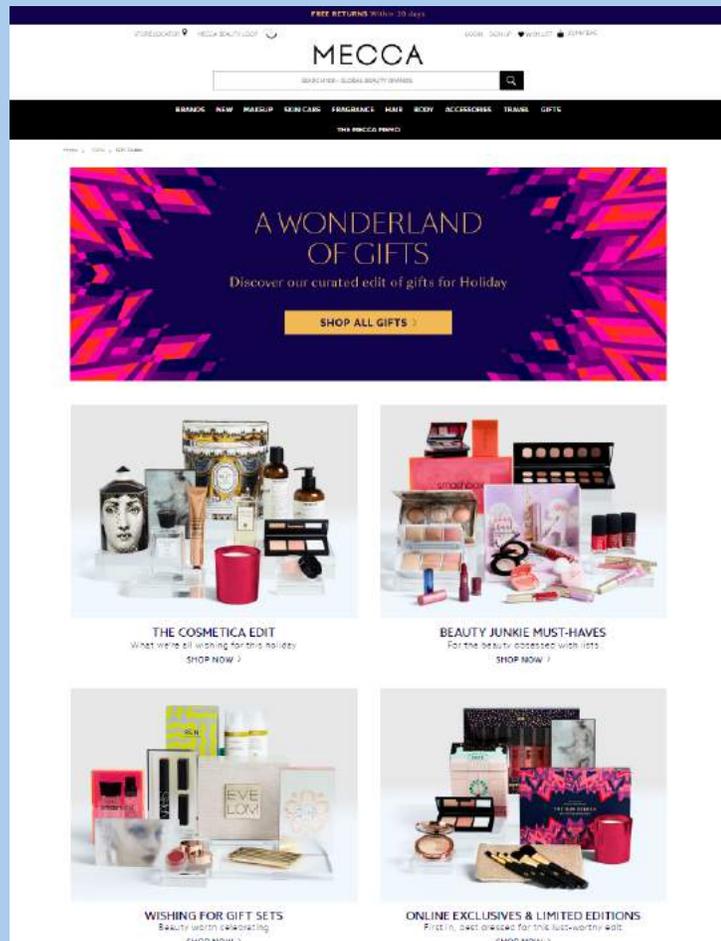
For many customers, Christmas shopping signals inevitable mayhem. To harness holiday conversions, retailers need to make the gift-giver's shopping experience easy, efficient and delightful.

Best Practice

- ✓ **Create a Christmas/Gifts product landing page with diverse search filters**
- ✓ **Offer gift guide pages tailored to customer demographics/personality types/themes**
- ✓ **Feature added value Christmas promotions on the home page**
- ✓ **Spread the Christmas cheer via the site design**
- ✓ **Show stock availability for different items to prompt users to buy**
- ✓ **Showcase social proof to reassure customers that others endorse their purchase decision**
- ✓ **Include a timer or highlight Christmas delivery deadlines to establish a sense of urgency.**
- ✓ **Include time-saving add-ons (e.g. gift wrap, gift card with gift message)**



Christmas Shopping Triggers: These Retailers Do It Right...



MECCA

The Good:

Not only did Mecca featured all the best practice elements, they also included bonus elements to maximise the customer's Christmas shopping experience.

This included the following:

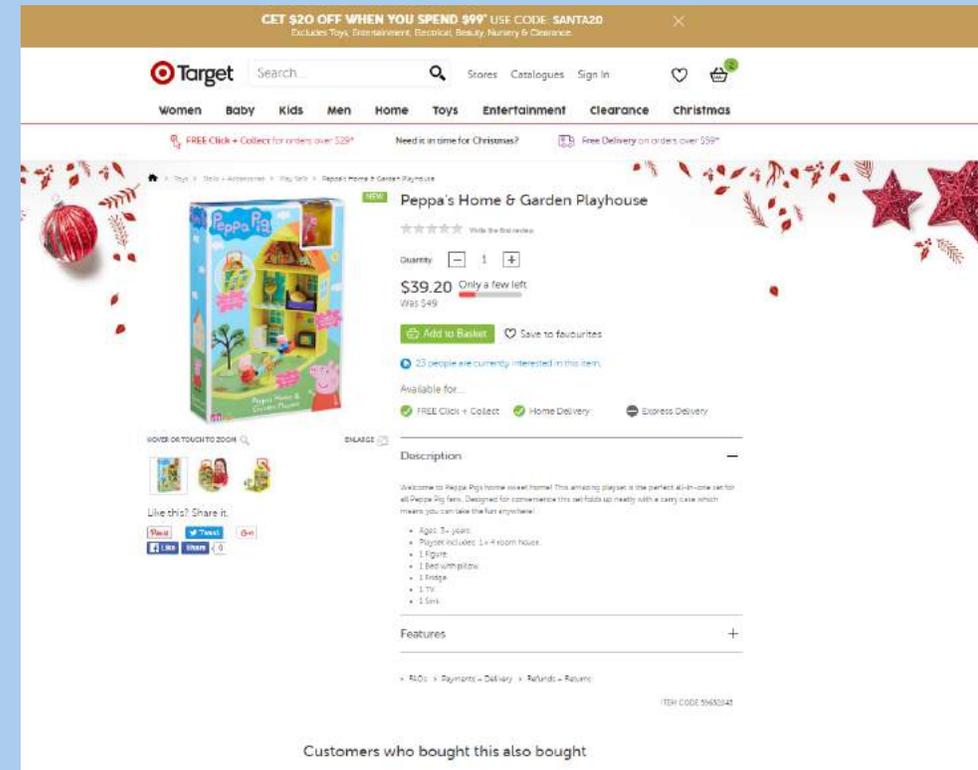
- ✓ Holiday Helpdesk (extended phone hours and LIVE CHAT online with a MECCA Holiday Helper).
- ✓ Complimentary luxury packaging (including gift box, tissue paper, gift tag, ribbon and gift card with message)
- ✓ Free express shipping on all orders between 5th-9th December 2016
- ✓ Dedicated page with information for Holiday Shipping Dates across all Australian states

Christmas Shopping Triggers: Other Examples of Best Practice



Toys R Us

- ✓ Vibrant site design with Christmas colours
- ✓ Pop up with pre-Christmas delivery count down
- ✓ Compelling Christmas promotions on home page banners



Target

- ✓ Festive site design
- ✓ Christmas promotions feature prominently in header section
- ✓ Stock levels and social proof on every product page (reviews, product recommendations from other customers)



CHECKOUT USABILITY

REPORT FINDINGS &
BEST PRACTICE RECOMMENDATIONS

The Checkout Experience

Did you know that the average cart abandonment rate is 69%?* That means, two-thirds of the time online shoppers add to their cart only to leave the items there.

In order to reduce this frightening statistic, retailers need to constantly review and improve their checkout process for a simple and seamless customer experience.

To optimise your checkout process and increase transactional conversion rates, look into the following key elements:

1. Design
2. Forms
3. Shopping cart page
4. Login & guest checkout page
5. Billing & shipping page
6. Payment page
7. Confirmation page

This list of core elements intends to serve as a good practice framework for you to build from depending on your unique business and audience needs.

*Bayward Institute, 2016, 33 *Cart Abandonment Rate Statistics*, <http://baymard.com/lists/cart-abandonment-rate>



Report Methodology

Conversion Experience Scoring (CXS) is a methodology developed by FIRST to provide a relative measure of the onsite customer experience. CXS is a percentage based indication of how well a company utilises conversion best practices on its website's checkout pages.

FIRST went through the checkout process of each site to find out how easy or hard is it to complete the process used by the online retailers.

We evaluated the websites on the basis of the importance of each element in assisting online conversions and the presence of each element in the website's checkout pages. We then ranked the websites alongside other retailers based on the scores. We also ranked the different sections to find out which sections the checkout process websites are strong and weak at.

The overall scoring shows the opportunity size the company has to address on conversion issues, to engage more visitors and ultimately increase the number of leads and sales.



Our Winners



MECCA



COTTON:ON



Target



MYER & DAVID JONES



Kmart



kikki.K



POTTERY BARN



hardtofind.



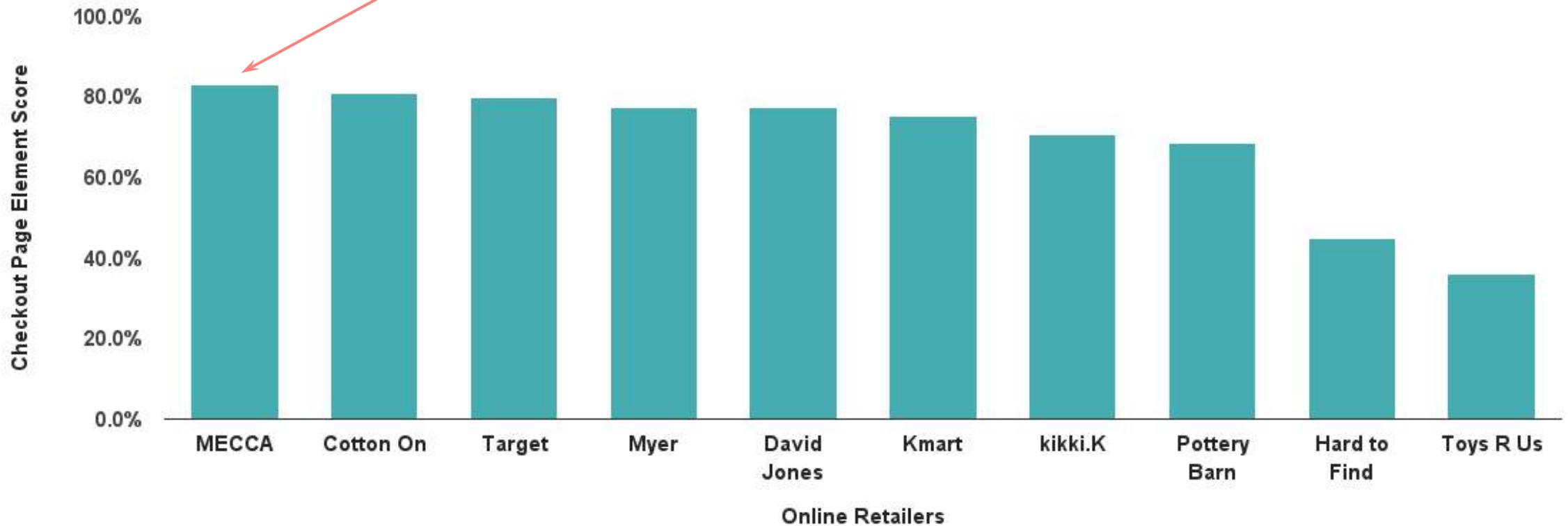
ToysRUs



Online Retailer CXS Rankings

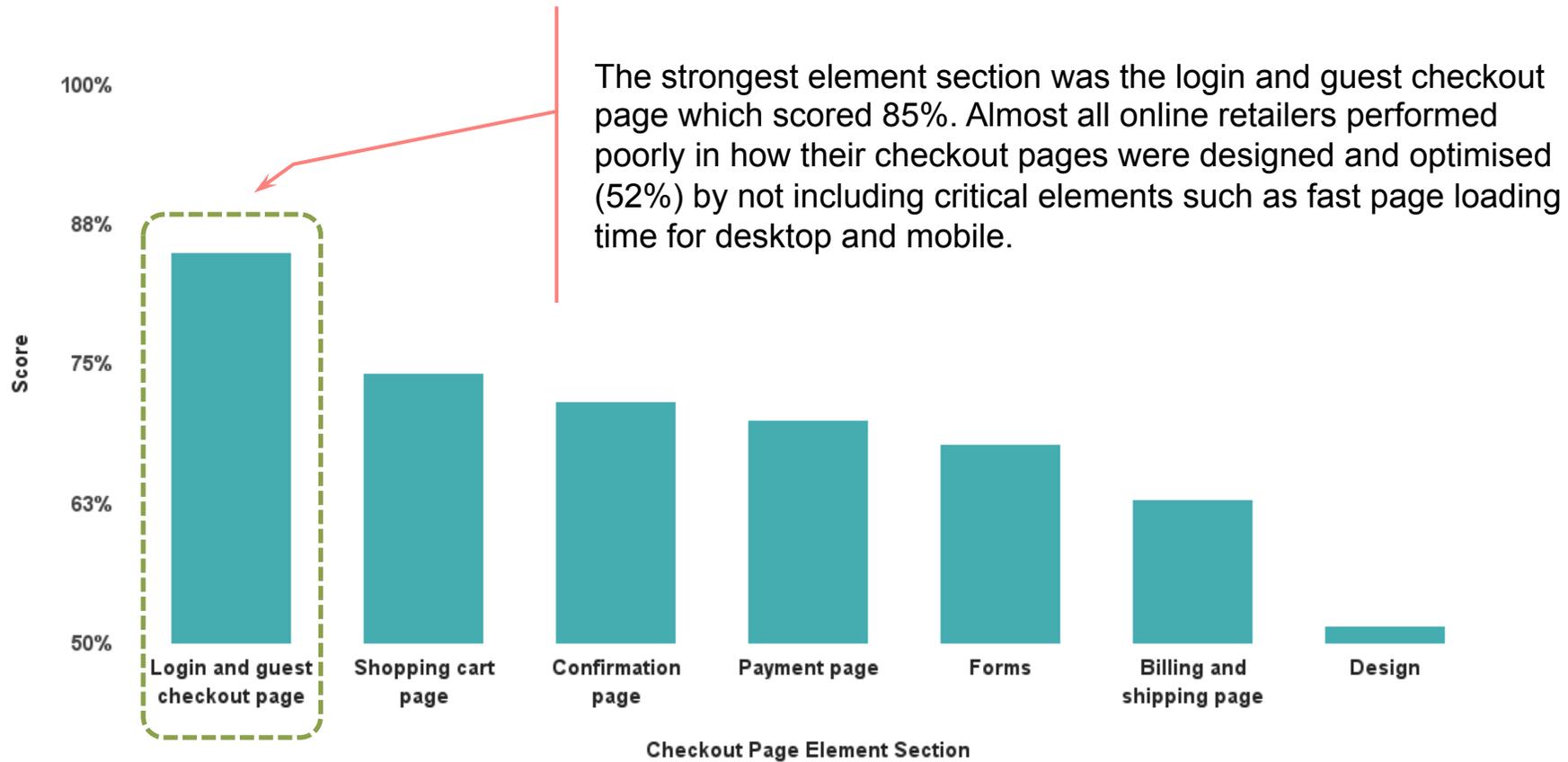
MECCA is leading in terms of checkout usability, scoring 83.1%. It is closely followed by Cotton On with a CXS score of 80.9%.

The rest of the online retailers have scores below 80%.



Checkout Page Element Section Scorings

In order to identify which section the selected online retailer is strong at, FIRST gave a score (Element Section Score) for each section based on its presence on the website's checkout pages.



Report Findings: Design

- Most of the sites featured an enclosed checkout process except Toys R Us and Hard to Find, who kept their main navigation bar and footer throughout the checkout pages.
- 9 out of 10 sites included a clearly defined progress indicator except Cotton On, who kept the whole checkout process within one page with no labels or headings to indicate progress.
- All 10 sites were mobile and tablet responsive however none of them scored over 85 in Google's PageSpeed insights for mobile.
- Pottery Barn was the only site that achieved a score over 85 in Google's PageSpeed insights for desktop.

**Page Speed Insights measures the performance of a page for mobile devices and desktop devices. The PageSpeed Score ranges from 0 to 100 points. A score of 85 or above indicates that the page is performing well. These 10 sites were analysed on the 6th December 2016.*



Best Practice: Design

A well-guided checkout process should be simple and intuitive in design so that customers head only in one direction, which is to complete the checkout process. Additionally, with reports estimating that more than half of this season's online purchases will be made using a smartphone, it's never been more important to prioritise mobile compatibility and fast page loading time.

Best Practice

- ✓ **Have an enclosed checkout process**
- ✓ **Include a clearly defined progress indicator**
- ✓ **Responsive design/mobile and tablet compatibility**
- ✓ **Fast page loading time (desktop and mobile)**



Design: These Retailers Do It Right...

Website: Welcome Jewels - Gift Registry - Store

CART (1) CHECKOUT

POTTERY BARN

Keywords or items

Shipping Address Delivery Payment Review & Place Order Order Confirmation

SHIPPING

Need help? Email Us / 1800 232 714

ENTER SHIPPING ADDRESS

(All fields marked with * are required)

First Name *

Surname *

Street Address and City / Suburb (no PO Boxes) *

Example: 1234 Main Street, Griffith

(Optional)

Example: Apt. 3 or Suite #1510

City / Suburb *

State *

Postcode *

Phone Number *

e.g. 0400 XXX XXX or 02 900X XXXX

Save as my primary shipping address

This address is also my billing address

CONTINUE >

ORDER SUMMARY

1x Nienna Leather Travel Jewelry Box Grey Item # 4213000 Quantity 1 \$34.00

Subtotal (includes GST) (1 item)	\$34.00
Delivery	\$0.00
ORDER TOTAL (includes GST)	\$34.00

CUSTOMER CARE: Contact Us, Delivery, Returns, To The Trade

CATEGORIES: Furniture, Outdoor, Rugs, Curious, Bed Linen, Bath, Lighting

RESOURCES: Store Locations, Online Catalogue, Design Services, Furniture Care Guide, Gift Cards, Join Our Email List

OUR COMPANY: About Us, Legal Statements, Terms & Conditions, Privacy Policy, Careers

MY ACCOUNT: Sign In, Create a Registry

sign up for emails

SUBMIT



PageSpeed Insights

http://www.potterybarn.com.au/



Mobile



Desktop

87 / 100

Suggestions Summary

Pottery Barn

The Good:

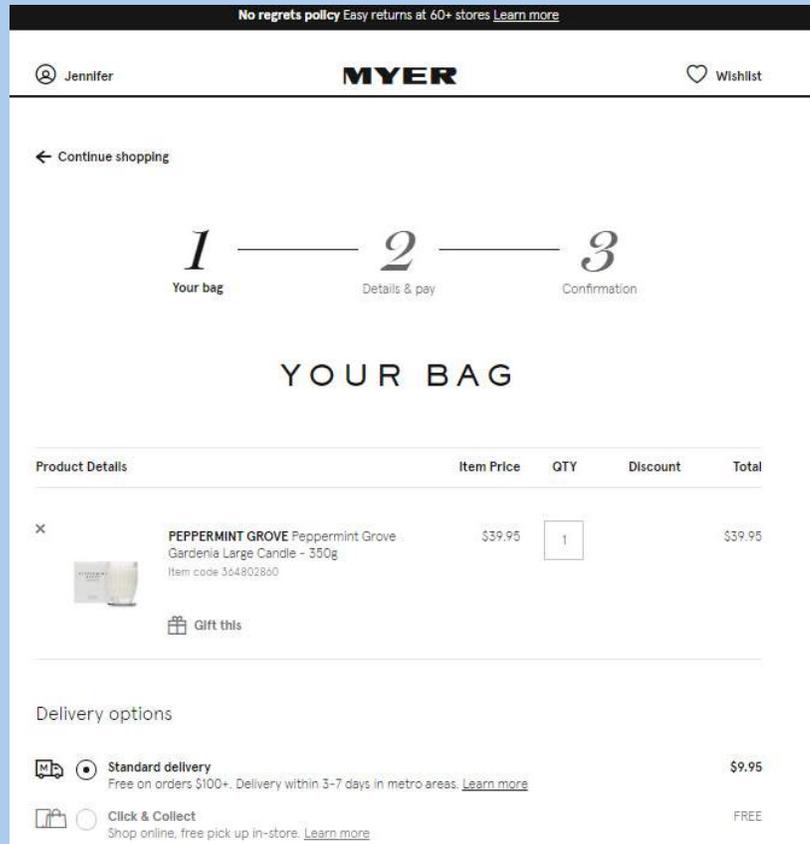
- ✓ Removed main navigation bar from checkout pages
- ✓ Included relevant customer service and reassurance links in the footer e.g. privacy policy, delivery and returns
- ✓ Clear progress indicator
- ✓ Mobile compatible design
- ✓ Fast desktop loading time

Opportunities for Improvement:

- ✓ Improve mobile loading time (currently 74/100 via PageSpeed Insights)
- ✓ Reduce product category links in footer



Design: These Retailers Do It Right...



Myer

The Good:

- ✓ Removed main navigation bar and footer from checkout pages
- ✓ Simple and structured checkout page with minimal distractions
- ✓ Clear progress indicator with numbered steps
- ✓ Mobile compatible design
- ✓ Returns policy reinforced in header to provide reassurance

Opportunities for Improvement:

- ✓ Improve mobile loading time (currently 50/100 via PageSpeed Insights)

Report Findings: Forms

- Most of the sites had simple forms that only asked necessary information with the exception of Toys R Us, Hard to Find and kikki.K. These 3 retailers didn't provide the option to checkout as guest, thus customers are required to create a password during checkout.
- 6 out of 10 sites had autocomplete suggestions which made it easier and faster to complete the forms.
- Only half the sites provided form field descriptions and input examples.
- All of the sites provided visual indication of errors or missing fields.



Best Practice: Forms

Nothing encourages cart abandonment like unnecessarily long and convoluted forms. Simplify and streamline your shopping forms, don't ask for more than what you need and prompt users where necessary to make the process as painless as possible.

Best Practice

- ✓ **Only essential form fields shown**
- ✓ **Auto-complete suggestions**
- ✓ **Give form field descriptions and input examples**
- ✓ **Provide visual indications of errors or missing fields**



Forms: These Retailers Do It Right...

The screenshot shows the Kmart checkout process. At the top, there are navigation links for 'Your Bag', 'Your Details', and 'Confirm & Pay'. Below this, there are two main options: 'New Customer' (Check out as a guest) and 'Returning Customer' (Sign in for express checkout). A question asks 'Is this a personal order or a business order?' with 'Personal' selected. The 'Delivery details' section includes a note about PO Boxes and fields for 'First name', 'Last name', 'Email', and 'Phone'. There is a checkbox for newsletter subscription. An 'Order summary' box on the right shows a 'Frozen Drink Maker' for \$39.00, a subtotal of \$39.00, standard delivery of \$10.00, a discount of -\$0.00, and a total of \$49.00. Payment options include Visa, Mastercard, PayPal, and Afterpay. A 'Postcode' field contains '2010', and a 'Suburb / city' dropdown is open showing 'DARLINGHURST' and 'SURRY HILLS'. A 'State' dropdown is set to 'NSW'. A checkbox at the bottom is checked: 'The above details are also my billing details'. Red error messages are visible under the 'Last name', 'Email', and 'Suburb / city' fields.

Kmart

The Good:

- ✓ Simple form
- ✓ Provided auto-complete suggestions for suburb/city
- ✓ Provided form field descriptions and input examples for phone
- ✓ Provided visual indications of errors or missing fields in red
- ✓ Communicated error messaging as soon as error was detected

Opportunities for Improvement:

- ✓ Include examples together with the error message

Forms: These Retailers Do It Right...

No regrets policy Easy returns at 60+ stores Learn more

MYER

← Back to bag Secure shopping

1 — 2 — 3
Your bag Details & pay Confirmation

DETAILS & PAY

Delivery method

Standard delivery Free on orders \$100+. Delivery within 3-7 days in metro areas. [Learn more](#) \$9.95

[Change to Click & Collect](#)

1 item [Edit line](#)

PEPPERMINT GROVE Peppermint Grove Gardenia Large Candle - 950g Qty 1 \$29.99

Subtotal \$39.99
Standard delivery \$9.95
Total (inc. GST) \$49.90

Delivery address

First name
Please enter your first name

Last name
Please enter your last name

Email address
Please enter a valid email address

I'd like to receive marketing email updates

Mobile number
Please enter a valid phone number

I would like to receive order updates via SMS

Delivery address

Myer

The Good:

- ✓ Simple form
- ✓ Only one form field for address
- ✓ Provided auto-complete suggestions for address
- ✓ Provided form field descriptions and input examples for address
- ✓ Provided visual indications of errors or missing fields in red
- ✓ Communicated error messaging as soon as error was detected

Opportunities for Improvement:

- ✓ Include examples together with the error message

Report Findings: Shopping Cart Page

- All 10 sites provided thumbnails of selected items for purchase and allowed users to easily update/edit the item or remove from cart.
- Only 4 out of 10 sites provided customers an option to save items to their wish lists to purchase at a later time.
- Only Toys R Us, Kmart and Pottery Barn didn't offer free shipping. The rest of the sites offered free shipping either on all orders within Australia or for orders over a certain spend amount.
- Only 4 out of 10 sites cross-sold other products on this page.
- 4 out of 10 sites included the original price for sale items. However, only kikki.K, Cotton On and Myer indicated how much the customer saved*.
- Most sites included a CTA to continue shopping from the shopping cart page except Toys R Us and Hard to Find.
- Only MECCA and kikki.K had a live chat system, providing customers immediate access to help during the checkout process.

**Discounts and promotions help drive online sales/conversion. However, as Kmart, Target and MECCA didn't offer any discounted or sale items for purchase, we were not able to experiment with this criteria for these 3 sites during the analysis.*



Best Practice: Shopping Cart Page

Address any potential purchase objections customers may have in the shopping cart page to reassure their decision and encourage them to complete the checkout process. Static shopping cart pages that don't allow for flexible updates can turn away your customers immediately.

Best Practice

- ✓ **Include thumbnails of the items**
- ✓ **Allow users to easily update/edit the item or remove from cart**
- ✓ **Allow users to save items for later purchase**
- ✓ **Provide information on shipping methods**
- ✓ **Offer free shipping when the user spends a certain amount**
- ✓ **Include the coupon or promo codes on the page**



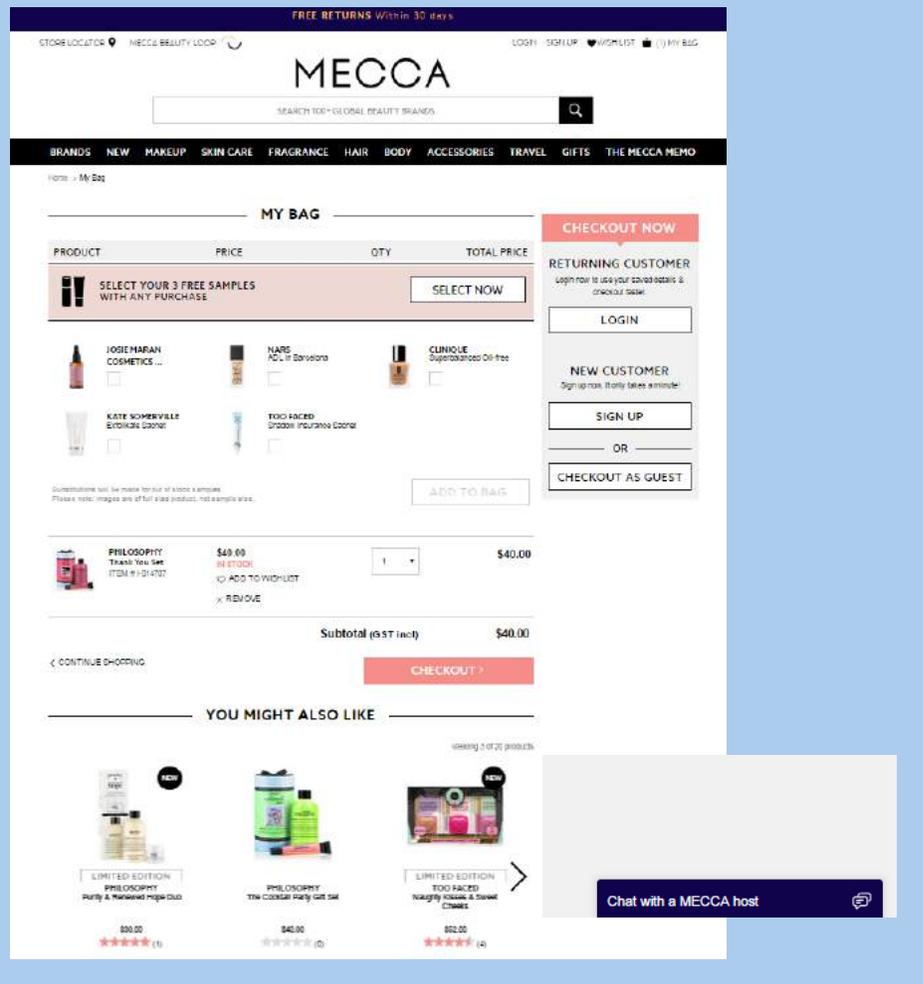
Best Practice: Shopping Cart Page

Best Practice continued

- ✓ **Up-sell or cross-sell related and relevant products**
- ✓ **Down-sell related product of low cost/one-time-offer**
- ✓ **Include previous price of an item for deals**
- ✓ **Indicate how much the user saved**
- ✓ **Display the final price before checkout**
- ✓ **CTA to continue shopping from the checkout page**
- ✓ **Different checkout and continue shopping button colours**
- ✓ **Links to privacy policy, shipping details, FAQs and returns policy**
- ✓ **Live chat**



Shopping Cart Page: These Retailers Do It Right...



MECCA

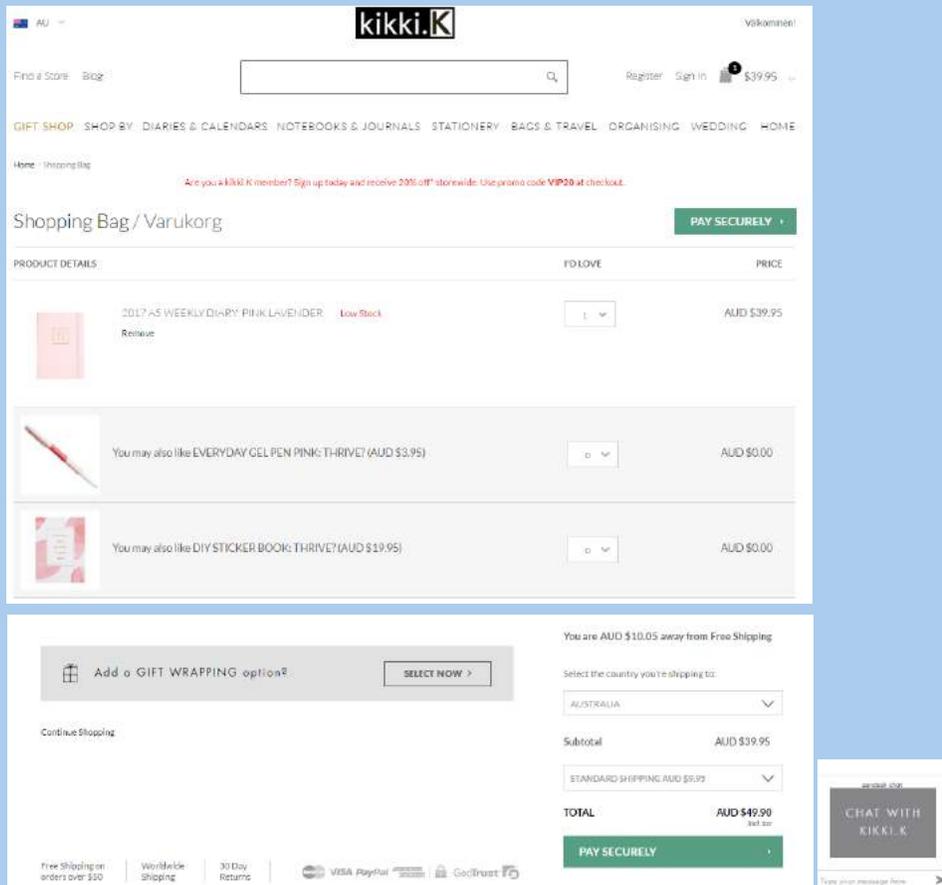
The Good:

- ✓ Included thumbnails of items in shopping cart
- ✓ Allowed users to easily update/edit the item or remove from cart
- ✓ Allowed users to save items for later purchase
- ✓ Offered free shipping after specified order amount
- ✓ Cross-sold related products
- ✓ Offered live chat with MECCA host
- ✓ CTA to continue shopping from the checkout page
- ✓ Different checkout and continue shopping buttons
- ✓ Links to privacy policy, shipping and returns in the footer
- ✓ Included time saving and complimentary gift wrapping
- ✓ Offered users the option to select 3 out of 5 complimentary samples with any purchase

Opportunities for Improvement:

- ✓ Include only one checkout button (currently there are 4 checkout buttons on the shopping cart page)

Shopping Cart Page: These Retailers Do It Right...



kikki.K

The Good:

- ✓ Included thumbnails of items in shopping cart
- ✓ Allowed users to easily update/edit the item or remove from cart
- ✓ Provided dropdown menu of shipping methods
- ✓ Offered free shipping after specified order amount and displayed reminder
- ✓ Included promo codes/special discount offers on the page
- ✓ Cross-sold related products
- ✓ Included previous price of item for deals
- ✓ Included how much the user saved for discount items
- ✓ CTA to continue shopping from the checkout page
- ✓ Different checkout and continue shopping buttons
- ✓ Links to privacy policy, shipping and returns
- ✓ Live chat
- ✓ Included time saving gift wrap option

Opportunities for Improvement:

- ✓ Allow users to save items for later purchase



Shopping Cart Page: These Retailers Do It Right...

STORE FINDER HELP SIGN IN REGISTER MY WISH LIST AUSTRALIA (AUD) MY BAG (1)

COTTON:ON

SHOP BY CATEGORY SHOP BY BRAND SALE LOOKS SEARCH...

UNIDAYS STUDENT DISCOUNT FREE STANDARD SHIPPING ON ORDERS OVER \$55 EASY RETURNS

Home > My Bag

MY BAG

PRODUCT	PRICE	QTY	TOTAL PRICE
 THE ROUND TOWEL 246021-45 Colour: BAY STRIPE Size: OSFA	AUD\$34.95 In Stock	1 Update	AUD\$34.95

SAVE FOR LATER EDIT REMOVE

ORDER SUMMARY

SUB TOTAL AUD\$34.95

Australia AUD\$10.00

Tax will be shown at checkout

TOTAL COST AUD\$44.95

ENTER PROMO CODE +

CHECKOUT

OR EXPRESS

Check out with 

We accept   

MAKE A DIFFERENCE

100% of the proceeds support the Cotton On Foundation



cowrie bracelet
AUD\$2.00

COTTON ON FOUNDATION

empowering youth
Help empower someone in need!

Cotton On

The Good:

- ✓ Included thumbnails of items in shopping cart
- ✓ Allowed users to easily update/edit the item or remove from cart
- ✓ Allowed users to save items for later purchase
- ✓ Offered free shipping after specified order amount
- ✓ Down-sold related product of low cost (Cotton On Foundation)
- ✓ Included promo code box on the page
- ✓ Included previous price of item for deals
- ✓ Included how much the user saved for discount items
- ✓ CTA to continue shopping from the checkout page
- ✓ Different checkout and continue shopping buttons
- ✓ Links to privacy policy, shipping and returns in the header
- ✓ Offered express PayPal checkout

Opportunities for Improvement:

- ✓ Allow users to make a donation to the Cotton On Foundation without having to click away from the check out page

Report Findings: Login and Guest Checkout Page

- All retail sites made it easy for existing customers to login or new customers to sign up.
- 7 out of 10 sites provided customers the option to checkout as guest. Toys R Us, kikki.K and Hard to Find required users to sign up to an account and create a password to check out.



Best Practice: Login and Guest Checkout Page

Remove any potential barriers to purchase by allowing your customers to process transactions quickly and efficiently. Forget forced registrations and always provide a guest checkout option with simple and easy forms.

Best Practice

- ✓ **Make it easy for existing customers to log in or sign up**
- ✓ **Provide an option to checkout as a guest**



Login and Guest Checkout Page: These Retailers Do It Right...

The screenshot shows the Target website's checkout page. At the top, there is a search bar, navigation links for 'Stores', 'Catalogues', and 'Sign In', and icons for a heart and a shopping cart. Below this is a horizontal menu with categories: 'Women', 'Baby', 'Kids', 'Men', 'Home', 'Toys', 'Entertainment', 'Clearance', and 'Christmas'. A promotional banner below the menu offers 'FREE Click + Collect for orders over \$29*', 'Need it in time for Christmas?', and 'Free Delivery on orders over \$59*'. The main content area is split into two columns. The left column is titled 'Checkout with Account' and lists benefits: 'Redeem Flybuds', 'Easier order tracking', and 'Fast convenient checkout'. It includes input fields for 'Email Address*' and 'Password*', a link to 'View our Conditions of use and Privacy Policy', a green button 'I Agree, Login Now >', and a link for '*Mandatory Forgot your password?'. Below this is a link 'Don't have an account?' and the text 'Create one and get the benefits'. The right column is titled 'Checkout as Guest' and features an 'Email Address*' input field, a privacy notice: 'We respect your privacy, but we need to use and hold the information your provide to fulfil and contact you about your order. This includes some of our 3rd parties.', a link to 'View our Conditions of use and Privacy Policy', a green button 'I Agree, Continue Now >', and a note '*Mandatory'.

Target

The Good:

- ✓ Return customers can easily sign in while new customers can easily sign up
- ✓ Can easily check out as guest
- ✓ Incentivises existing customers to sign in to their account by reinforcing three key benefits
- ✓ Provides guest checkout users with links to privacy policy and conditions of use

Opportunities for Improvement:

- ✓ List the benefits of creating an account

Login and Guest Checkout Page: These Retailers Do It Right...

FREE RETURNS Within 30 days

STORE LOCATOR MECCA BEAUTY LOOP LOGIN SIGN UP WISH LIST MY BAG

MECCA

SEARCH 100+ GLOBAL BEAUTY BRANDS

BRANDS NEW MAKEUP SKIN CARE FRAGRANCE HAIR BODY ACCESSORIES TRAVEL GIFTS THE MECCA MEMO

Home > My Account

Please note: Guest checkout purchases will not contribute to your Beauty Loop status. If you would like your purchase recorded, please create an [online account](#) or [sign in](#) to your existing account.

CHECKOUT

MY ACCOUNT

- ACCOUNT SETTINGS
 - Create an Account
- SHOP CONFIDENTLY
 - Privacy Policy
 - Payments & Security

NEED HELP?
CALL US ON 1800 007 844
OR [CONTACT US HERE](#)

RETURNING CUSTOMER

If you already have an online account, log in now to use your saved details and checkout faster.

Email *

Password *

Remember me

LOGIN >

[Forgot your password?](#)

GUEST CHECKOUT

You can checkout without creating an account. You'll have a chance to create an account later.

CHECKOUT

NEW CUSTOMERS

Sign up now to access the beauty-full benefits of being a member. Just fill out the form below.

SIGN UP >

BE PART OF MECCA BEAUTY LOOP

The beauty-full benefits of being a member:

- Enjoy Beauty Loop benefits including a lovingly edited sample box of iconic products 4 times per year, plus gifts and exclusive experiences. [Find out more.](#)
- Be in-the-know with email updates featuring the latest trends, products and news in global beauty.
- Create a Wish List to save and share your favourites.
- View your past orders from in store and online.
- Save all your details for faster, easier checkout.

MECCA

The Good:

- ✓ Return customers can easily sign in while new customers can easily sign up
- ✓ Can easily check out as guest
- ✓ Provides new customers with a list of benefits for signing up to MECCA's Beauty Loop loyalty program

Opportunities for Improvement:

- ✓ Remove header and main navigation from page to reduce distractions

Login and Guest Checkout Page: These Retailers Do It Right...

Brands Women Men Shoes Bags & Accessories Beauty Children Home & Food Electrical Christmas Gifts Sale JONES

Shopping Bag

Home | Checkout

Returning Customers

Sign In

If you have an account, please sign in for faster checkout.

EMAIL
brianna.cooper@first.com.au

PASSWORD

Remember me

[Forgot your password?](#)

CONTINUE TO CHECKOUT

Guest checkout

Checkout without signing in

You do not need to create an account to place an order.

To make future purchases even faster, you will have the option of creating an account during checkout.

CHECKOUT AS GUEST

DAVID JONES CARDS: [APPLY NOW](#)

STORES & SERVICES: [Store Locations & Trading Hours](#), [Brands by Store](#), [Store Services](#), [Fashion Services](#), [Beauty Services](#)

CUSTOMER SERVICE: [Contact Us](#), [Delivery Information](#), [Return Policy](#), [Our Promise](#), [FAQs](#)

SOCIAL & NEWS: [WHAT'S ON & EVENTS](#), [VIEW JONES](#), [LIKE US ON FACEBOOK](#)

David Jones

The Good:

- ✓ Return customers can easily sign in to account
- ✓ Can easily check out as guest
- ✓ Provides indication for guest checkout users that they are able to select option to create an account during checkout

Opportunities for Improvement:

- ✓ Provide another option for new customers to sign up straight away from this page
- ✓ Remove header and footer links from this page to reduce distractions

Report Findings: Billing & Shipping Page

- 6 out of 10 sites listed multiple shipping options on this page. Toys R Us and MECCA only offered one standard shipping option for all purchases. Pottery Barn and Hard to Find offer tailored shipping options based on product size and seller, thus customers must select desired option before they add to cart.
- Only 6 out of 10 sites included estimated arrival date for shipping method/s outlined on this page.
- Only 4 out of 10 sites (David Jones, Myer, Target and Kmart) included the option for store pickup*.
- All sites provided users the option to select shipping address same as the billing address.

**Disclaimer: Hard to Find is an online retailer with no stores.*



Best Practice: Billing & Shipping Page

Always inform customers of shipping options and how long each option would take during checkout to minimise their likelihood to leave the page and abandon cart.

Best Practice

- ✓ **Give multiple shipping options**
- ✓ **Include estimated arrival date**
- ✓ **Include the option for store pickup (if relevant)**
- ✓ **Shipping address same as the billing address**



Billing & Shipping Page: These Retailers Do It Right...

The screenshot displays the Kmart checkout process. At the top, a progress bar shows 'Your Bag', 'Your Details', and 'Confirm & Pay'. The 'Your bag' section features a 'Frozen Drink Maker' with a quantity of 11, priced at \$39.00. A 'SAVE FOR LATER' option is available. The 'Order summary' on the right shows a subtotal of \$39.00, standard delivery of \$10.00, and a total of \$49.00. A 'PROCEED TO CHECKOUT' button is prominent. Below the bag, 'Delivery options' are shown for postcode 2010. Two options are available: 'Delivery' for \$10.00 and 'Click & Collect' for \$3.00. A detailed explanation for the delivery and Click & Collect charges is provided below the options.

Unit Price	QTY	Total
\$39.00	11	\$39.00

Subtotal	\$39.00
Standard delivery	\$10.00
Total (incl. GST)	\$49.00

<input checked="" type="radio"/> Delivery	\$10.00
<input type="radio"/> Click & Collect	\$3.00

Why do we charge for delivery and Click & Collect?
Our delivery and collection fees cover the costs of preparing your items for collection or delivering to your door. You pay the same irresistibly low prices on our products whether you shop in-store or online. No hidden charges, just low prices and great value.

Kmart

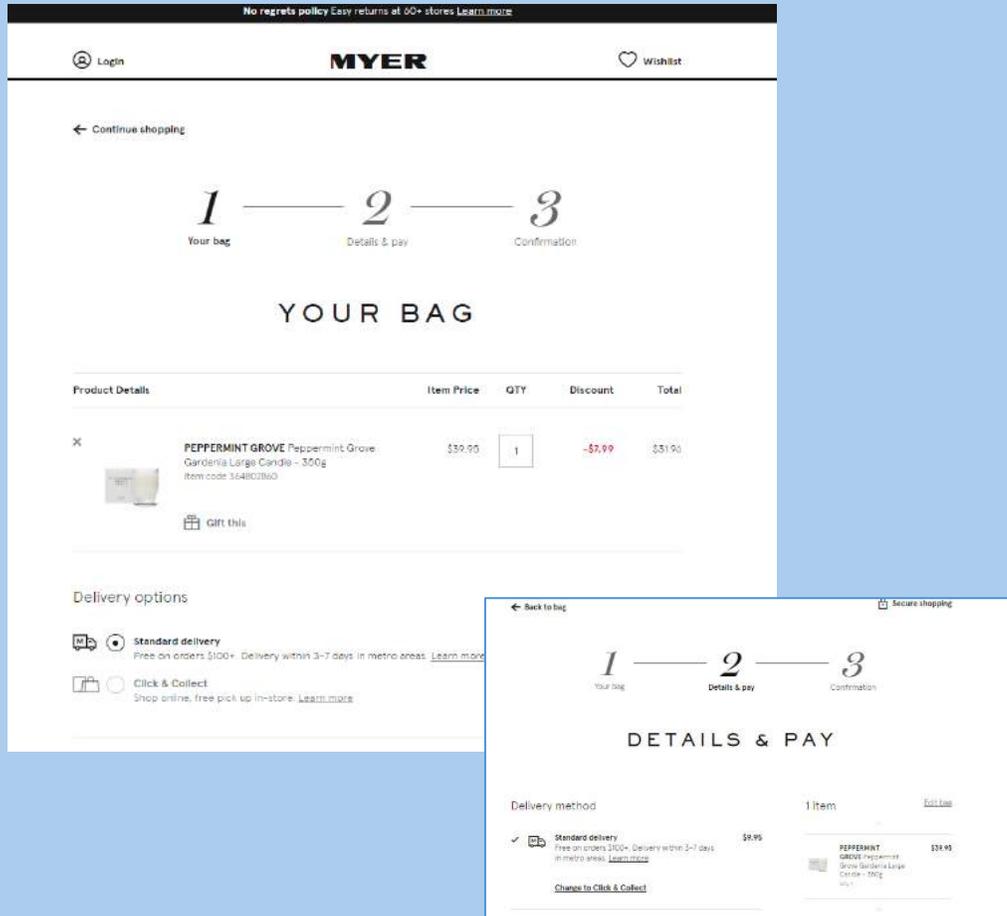
The Good:

- ✓ Provided multiple shipping options with icons
- ✓ Included estimated arrival date and cost for each option
- ✓ Included the option for store pickup
- ✓ Provided description of each delivery method
- ✓ Provided justification for delivery charges
- ✓ Provided option for users to tick shipping address same as billing address

Opportunities for Improvement:

- ✓ Offer express shipping as an option for customers (this is also a good chance to upsell)

Billing & Shipping Page: These Retailers Do It Right...



Myer

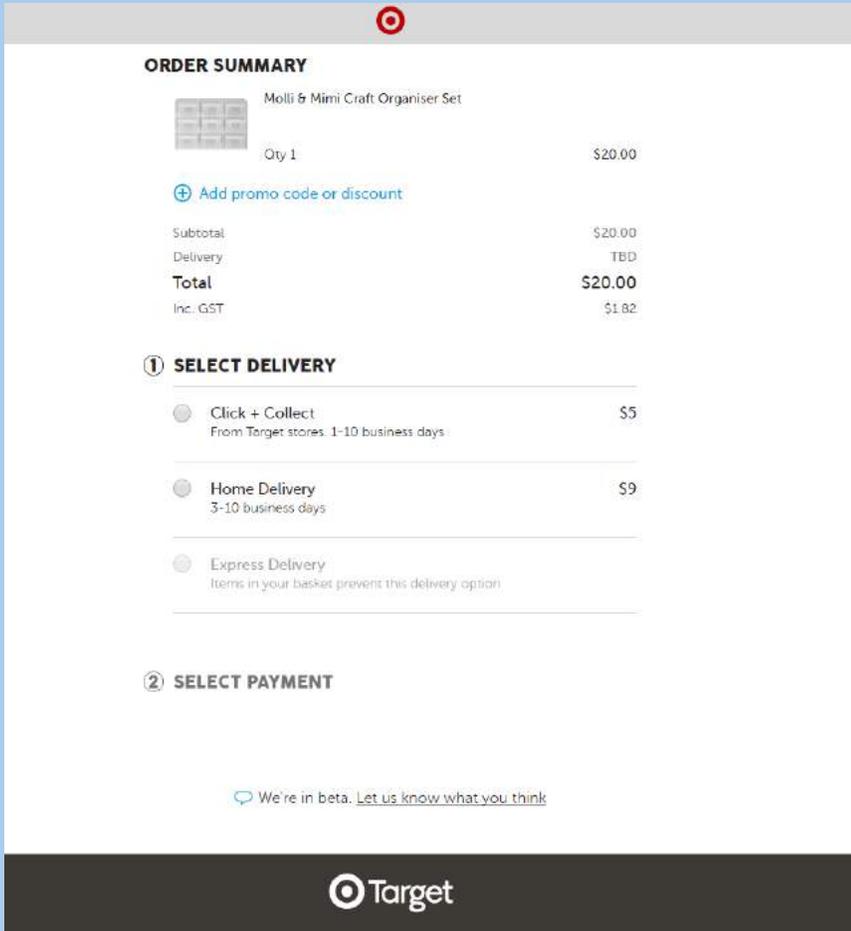
The Good:

- ✓ Provided multiple shipping options with icons
- ✓ Included estimated arrival date each option
- ✓ Included the option for free store pickup
- ✓ Provided links to more information on delivery options
- ✓ Provided option for users to tick shipping address same as billing address
- ✓ Provided users option to switch delivery methods on payment page

Opportunities for Improvement:

- ✓ Offer express shipping as an option for customers (this is also a good chance to upsell)

Billing & Shipping Page: These Retailers Do It Right...



The screenshot displays the Target checkout page. At the top, there is a red bullseye logo. Below it, the 'ORDER SUMMARY' section shows a product image of a 'Mollie & Mimi Craft Organiser Set' with a quantity of 1 and a price of \$20.00. A link to 'Add promo code or discount' is visible. The summary table lists: Subtotal (\$20.00), Delivery (TBD), Total (\$20.00), and Inc. GST (\$1.82). The 'SELECT DELIVERY' section offers three options: 'Click + Collect' for \$5 (1-10 business days), 'Home Delivery' for \$9 (3-10 business days), and 'Express Delivery' (disabled). The 'SELECT PAYMENT' section is partially visible. A footer note says 'We're in beta. Let us know what you think.' and the Target logo is at the bottom.

Item	Price
Mollie & Mimi Craft Organiser Set (Qty 1)	\$20.00
Subtotal	\$20.00
Delivery	TBD
Total	\$20.00
Inc. GST	\$1.82

1 SELECT DELIVERY

- Click + Collect \$5
From Target stores. 1-10 business days
- Home Delivery \$9
3-10 business days
- Express Delivery
Items in your basket prevent this delivery option

2 SELECT PAYMENT

We're in beta. [Let us know what you think.](#)

Target

Target

The Good:

- ✓ Provided multiple shipping options
- ✓ Included estimated arrival date and cost for each option
- ✓ Included the option for store pickup
- ✓ Provided option for users to tick shipping address same as billing address

Opportunities for Improvement:

- ✓ Provide justification for click + collect charges

Report Findings: Payment Page

- All retail sites provided different payment options. However, Toys R Us, Cotton On and Hard to Find didn't offer AMEX as a credit card option, meaning customers who are AMEX cardholders can only process payment via PayPal or a different credit card.
- Only Cotton On, kikki.K, MECCA and Target displayed security seals and trustmarks.
- Most retailers offered additional payment options beyond the conventional credit card and PayPal methods.
For example:
 - Myer allowed users to pay with their Myer One Card
 - David Jones allowed users to pay with David Jones storecard or use their membership reward points
 - Hard to Find offered customers the option to pay using zipPAY
 - Toys R Us and Cotton On offered customers the option to pay using Afterpay
 - Most retailers offered customers the option to process payment with gift cards/vouchers

Best Practice: Payment Page

Give your customers the security reassurance they need by including information they understand and trust during the payment stage of the checkout process.

Best Practice

- ✓ Include visible security seals/trustmarks
- ✓ Provide different payment options



Payment Page: These Retailers Do It Right...

GIFT CARD OR OFFER CODES

You may apply more than one offer code or Gift Card to your order, but you must apply them one at a time. Please enter your Gift Card number without spaces. If there is a balance remaining on your order, you will be able to add another offer code or Gift Card after you click "Apply"

ENTER OFFER CODE

If you wish to use a Gift Card to pay for some or all of your order, please enter your Gift Card number and click "Apply".

REDEEM GIFT CARD [Check Gift Card Balance](#)

PAYMENT METHOD

Credit Card Pay Pal

Name on Card *

Type *

Number *

Expiration Date *

Security Code * (What is this?)



ORDER SUMMARY

 **PHILOSOPHY Thank You Set**
QTY: 1 \$40.00

Sub Total \$40.00
StarTrack Express \$0.00
GST Incl. \$3.64

Total \$40.00

SHIPPING
Shipping Address
Jennifer Liu
203/14-16 Station Street,
Homebush,
NSW, 2140
Australia



MECCA

The Good:

- ✓ Provided different payment options including gift cards
- ✓ Included two visible security seals and trustmarks (Comodo & Google Trusted Store)

Opportunities for Improvement:

- ✓ Display green ticks next to form fields completed correctly
- ✓ Include function to auto-detect credit card type
- ✓ Allow mobile users the ability to scan credit card for payment details

Payment Page: These Retailers Do It Right...

The screenshot shows a payment page for Cotton On. At the top, there is a black bar with a white plus sign and the text "PROMO CODE". Below this, there are three payment method buttons: "VISA MasterCard", "PayPal", and "afterpay". The "VISA MasterCard" button is highlighted with a green border and a green arrow pointing down to a "Name on Card" field. The "Name on Card" field contains "John Smith" and has a blue checkmark on the right. Below it is a "Card Number" field, which is empty and has a red border. To the right of the "Card Number" field are "VISA" and "MasterCard" logos. Below the "Card Number" field is a red error message: "Please enter a value for Card Number". Below the error message is an "Expiry date" section with two input fields: "Month" and "Year". To the right of these fields is a "Security Code" field. Below the "Security Code" field is a note: "Your security code is the last three digits on the back of your card". Below the "Expiry date" and "Security Code" fields is a "Billing Address" section. The "Billing Address" section has a checked checkbox and the text "Use this address for Billing" and "Billing address must match address on your credit card statement". Below the "Billing Address" section is a GeoTrust "SECURED" logo with a padlock icon and the text "2016-12-13 UTC". To the right of the GeoTrust logo is a green button with a white padlock icon and the text "Place Order Now". Below the "Place Order Now" button is a link: "By continuing you agree to our [Terms & Conditions](#)". At the bottom left of the page is a link: "< Back to your bag".

Cotton On

The Good:

- ✓ Provided different payment options
- ✓ Included visible security seal and trustmark (GeoTrust)
- ✓ Displayed blue ticks next to form fields completed correctly

Opportunities for Improvement:

- ✓ Offer AMEX as a credit card option
- ✓ Allow mobile users the ability to scan credit card for payment details

Report Findings: Confirmation Page

- Toys R Us, kikki.K and Hard to Find were the only 3 sites that didn't include an order confirmation number on this page.
- 7 out of 10 sites included customer service contact info (e.g. phone number, email or links to both).
- Only David Jones, Cotton On, Target and MECCA allowed customers to easily print a PDF version of the page or the receipt.
- All sites included prompts to sign up for their email newsletter – either on the shopping cart page, confirmation page, or both.



Best Practice: Confirmation Page

Reinforce to customers that they have made a good decision and leave them confident in buying from you again by including all the important details of their purchase on the confirmation page. Then, leverage this opportunity to convince guest checkout customers to engage with your brand further (account/newsletter sign up).

Best Practice

- ✓ **Include order confirmation number**
- ✓ **Include customer service info**
- ✓ **Allow customers to easily print a PDF version of the page**
- ✓ **Offer guest customers the option to register**
- ✓ **Include sign-up for newsletter**



Confirmation Page: These Retailers Do It Right...

DID YOU ENJOY YOUR SHOPPING EXPERIENCE TODAY?

Your feedback will help us improve

THANK YOU FOR YOUR ORDER.

Great news, we're all done! Your delivery will soon be on its way. If you have any questions regarding your order, please call 1800 420 176. [Print Receipt](#)

ORDER SUMMARY

ORDER INFORMATION	BILLING ADDRESS	PAYMENT METHOD	PAYMENT TOTAL	
Order Placed 21/11/2016	James Ward Level 1 15 Arzac Avenue Auckland 1010 New Zealand Phone: 0217174643	PayPal Express Checkout Amount: AUD\$44.95	Sub total	AUD\$34.95
Transaction ID 399501453987			Delivery	AUD\$10.00
			GST	AUD\$4.09
			Order Total:	AUD\$44.95

ITEM	QTY	PRICE	DELIVERING TO
the round towel 246621-45 Colour: BAY STRIPE Size: OSFA	1	AUD\$34.95	brianna cooper Bayview Dr, 79-72 Commonwealth St SUNSHINE HILLS, NSW 2010 Australia Delivery Method: Australia

[RETURN TO SHOPPING](#)

NEW CUSTOMERS

Creating an account is easy. Just fill in the form below and enjoy the benefits of having an account.

First Name *

Last Name *

Email *

Password *

Confirm Password *

[CREATE AN ACCOUNT](#)

Cotton On

The Good:

- ✓ Provided order summary
- ✓ Included order confirmation number
- ✓ Included customer service number
- ✓ Allowed customers to easily print receipt
- ✓ CTA to return to shopping
- ✓ Offered new customers the option to create an account
- ✓ Included option to sign up to newsletter
- ✓ Included quick customer survey feedback

Opportunities for Improvement:

- ✓ Provide estimated delivery time
- ✓ Provide product recommendations at the bottom of the page related to purchase



Confirmation Page: These Retailers Do It Right...

MECCA BEAUTY LOOP

MECCA

SEARCH 100+ GLOBAL BEAUTY BRANDS

BRANDS NEW MAKEUP SKIN CARE FRAGRANCE HAIR BODY ACCESSORIES TRAVEL GIFTS THE MECCA MEMO

THANK YOU FOR SHOPPING WITH US
Your order will arrive within 1-4 business days. We hope you love your MECCA products as much as we do.
Please [Contact Us](#) should you have any questions regarding your order.

ORDER SUMMARY Print Receipt

ORDER INFORMATION	BILLING ADDRESS	PAYMENT METHOD	PAYMENT TOTAL
Order Placed Nov 21, 2016	Jennifer Liu Beacon CT 75-72 Commonwealth Street, Stony Hill, Hempstead, NY 11549, 2016 Australia 0419860213	Credit Card James Street 00000000000000000000000000000000 Exp 03/18 Amount: \$45.00	Sub Total \$35.00 Shipping \$10.00 GST Incl \$4.09 Order Total \$45.00

ITEM	QTY	PRICE	SHIPPING TO
PHILOSOPHY Sparkling Hollyberries Duo <small>Item # 1-024958</small>	1	\$35.00	Jennifer Liu Beacon CT 75-72 Commonwealth Street, Stony Hill, Hempstead, 2016 Australia 0419860213

+ 3 complimentary samples
GIFT MESSAGE
Merry Christmas Content Team!

CONTINUE SHOPPING >

MECCA

The Good:

- ✓ Provided order summary
- ✓ Included order number
- ✓ Included link to customer service contact
- ✓ Allowed customers to easily print receipt
- ✓ CTA to continue shopping
- ✓ Offered new customers the option to create an account
- ✓ Included option to sign up to newsletter
- ✓ Google Trusted Stores activation pop up

Opportunities for Improvement:

- ✓ Provide estimated delivery time
- ✓ Provide product recommendations at the bottom of the page related to purchase
- ✓ Move customer information number from footer to top



POST PURCHASE EXPERIENCE

REPORT FINDINGS &
BEST PRACTICE RECOMMENDATIONS

The Post-Purchase Experience

Getting your customers to hit the BUY button doesn't signal the end of the buyer's journey. Rather, it's just the beginning.

To keep customers coming back for more, retailers need to close the loop and consider a seamless end-to-end customer journey, including the post-purchase experience.

To optimise your post-purchase experience and maximise customer satisfaction, look into the following key elements:

1. Confirmation email
2. Shipping & delivery confirmation updates
3. Packaging
4. Customer support



Report Findings: Confirmation Email

- All 10 sites sent an order confirmation email shortly after checkout.
- All 10 sites included an order summary in the email including item/s purchased, total cost and delivery details. However, only 5 out of 10 sites included a thumbnail image of product purchased.
- 3 out of 10 sites didn't indicate selected shipping method in the order confirmation emails.
- All 10 sites incorporated company branding in the email and included links to site navigation, customer service or FAQs.
- None of the retailers included product recommendations based on purchase, as part of a cross sell strategy in the transaction emails.



Best Practice: Confirmation Email

The order confirmation email is the first and most important touch point with the customer post-purchase, so it pays to get this part right. Reassure your customers they've made the right decision and give them a recap on important purchase information.

Best Practice

- ✓ **Include:**
 - Order summary of item/s purchased (including thumbnail image and selected size, if relevant)
 - Total cost (and any savings if discount was applied)
 - Delivery address
 - Selected shipping method
- ✓ **Incorporate company branding in the email**
- ✓ **Include links to site navigation, customer service, FAQs and social media channels**
- ✓ **Promote and cross-sell relevant products based on purchase**



Report Findings: Shipping & Delivery Confirmation Updates

- All 10 sites sent a shipping/dispatch update email after the initial confirmation email with tracking number included. Users who purchased from Myer, David Jones, kikki.K and Cotton On also received separate dispatch email updates from Australia Post.
- 7 out of 10 sites provided customers with estimated arrival times.
- Only 4 out of 10 sites sent a delivery confirmation email.
- MECCA, Myer and Cotton On sent customers text message updates on progress of delivery with estimate date/time of arrival.



Best Practice: Shipping & Delivery Confirmation Updates

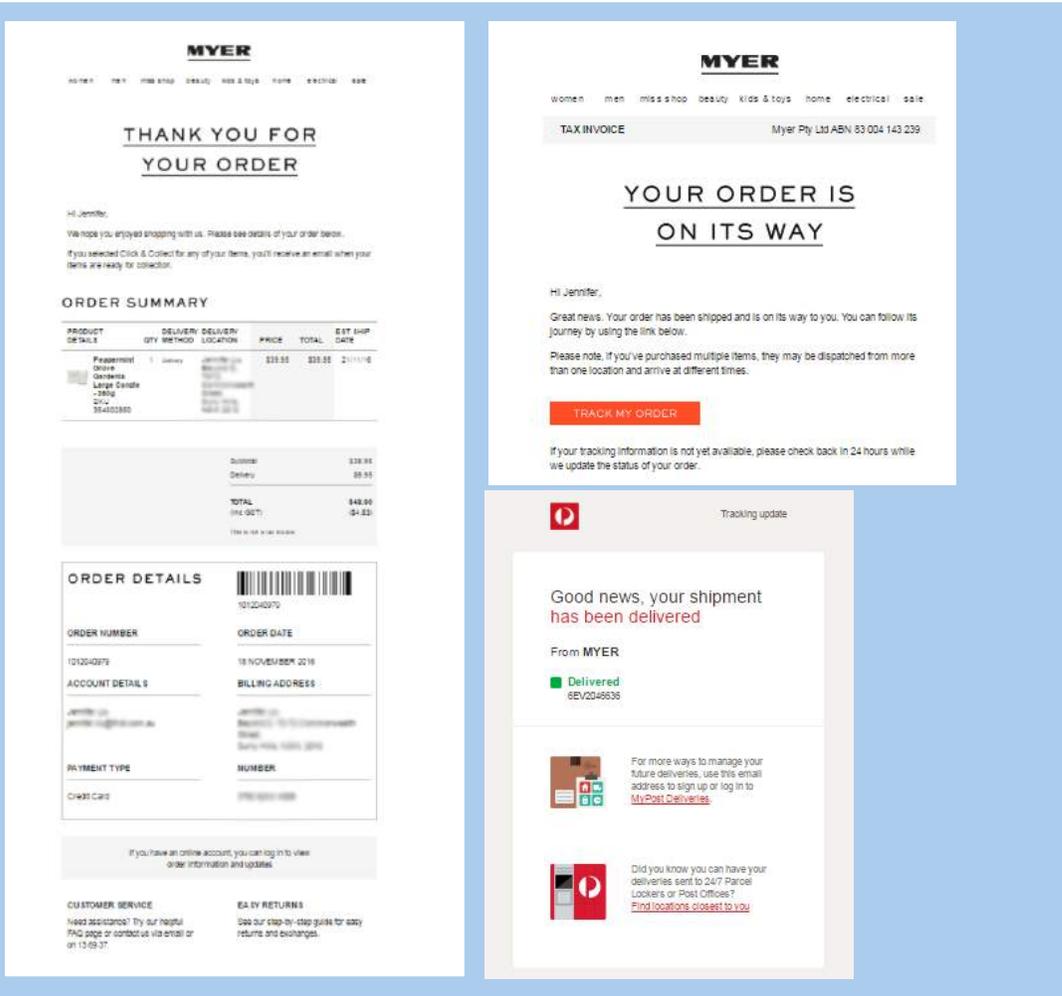
Customers like to be kept in the loop on the progress of their online order as a sign of reassurance. Always provide relevant updates so that your customers can track their package.

Best Practice

- ✓ **Send shipping confirmation email/text**
- ✓ **Include estimated time of arrival**
- ✓ **Provide a tracking number/link**
- ✓ **Send delivery confirmation email/text**



Confirmation Email: These Retailers Do It Right...



Myer

The Good:

- ✓ Sent order confirmation email with detailed summary of purchase including thumbnail images
- ✓ Sent dispatch and delivery confirmation emails
- ✓ Incorporated company branding in emails (Australia Post emails only had brand name indication)
- ✓ Included links to site navigation, customer service, FAQs and social media channels
- ✓ Provided a tracking link
- ✓ Included estimate time of arrival

Opportunities for Improvement:

- ✓ Send branded emails only as opposed to using Australia Post



Report Findings: Packaging

- Only 6 out of 10 retailers had custom branding on the packaging of delivered parcels. Myer, David Jones, Target, kikki.K and Mecca offered branded boxes while Cotton On had a branded postage bag.
- Most retailers delivered parcels in appropriate sized packaging.
- 8 out of 10 retailers used some form of protection for the package, from butcher's paper to bubble wrap, sealed plastic sleeves and protectant air bags.
- David Jones and kikki.K were the only retailers that included a thank you note inside the package.
- MECCA was the only retailer that offered complimentary samples (as selected by customers during the checkout process) and complimentary gift packaging (e.g. box, ribbons, gift card and tag).
- David Jones included a free copy of their JONES magazine in the package, while Pottery Barn included a discount book for their sister brands (e.g. William Sonoma, West Elm).

Best Practice: Packaging

Presentation is an important part of the online shopping experience so use your packaging as a marketing channel. Go above and beyond to delight customers by delivering a brand experience, not just a product.

Best Practice

- ✓ **Include custom branded packaging (e.g. mail bag, box, tissue paper, stickers)**
- ✓ **Ensure items are neatly packed and protected**
- ✓ **Check that parcel size is appropriate for item/s purchased**
- ✓ **Include free samples, small gifts, a thank you note or discount voucher**



Report Findings: Customer Support

- 7 out of 10 sites included a physical order summary form or label inside the package.
- Only 6 out of 10 retailers included customer service contact details inside the package.
- 5 out of 10 sites included returns information however, only David Jones and Cotton On provided a physical return form/sticker label in the package.
- None of the retailers included any customer feedback forms.



Best Practice: Customer Support

Marry online communications with offline for a seamless customer experience. In addition to confirmation emails, ensure you include relevant customer support information in the physical package.

Best Practice

- ✓ **Include the following in your package:**
 - Physical order slip with review of purchase and tax invoice
 - Customer service information and contact details
 - Customer exchange and return forms/packaging



Packaging: These Retailers Do It Right...



David Jones

Item Purchased: [Country Road Adler Medium Frame](#)

The Good:

- ✓ Company name clearly outlined on the mail box
- ✓ Branded packaging (box and sticky tape)
- ✓ Appropriate parcel size for item purchased
- ✓ Items were neatly packed and protected by bubble wrap
- ✓ Included complimentary JONES magazine
- ✓ Included thank you note
- ✓ Provided information on returns
- ✓ Included double sided A4 form (order form and returns form)

Opportunities for Improvement:

- ✓ Consider festive themed packaging for the Christmas period

Packaging: These Retailers Do It Right...



MECCA

Item Purchased: [Philosophy Sparkling Hollyberries Duo](#)

The Good:

- ✓ Festive branded packaging (box, tissue paper)
- ✓ Appropriate parcel size for item purchased
- ✓ Items were neatly packed and protected by box/tissue paper
- ✓ Included order form label
- ✓ Included free gift card with pre-written message, gift tag and ribbon
- ✓ Included 3 complimentary samples
- ✓ Included MECCA's holiday catalogue

Opportunities for Improvement:

- ✓ Make the MECCA branding/company name more prominent on the exterior mail box
- ✓ Include information on returns and provide a returns form

Packaging: These Retailers Do It Right...



kikki.K

Item Purchased: [2017 A5 Weekly Diary: Pink Lavender](#)

The Good:

- ✓ Company name clearly outlined on the mail box
- ✓ Festive branded packaging (box and tissue paper)
- ✓ Items were neatly packed and protected by air protectant bags and tissue paper
- ✓ Included festive-themed thank you card

Opportunities for Improvement:

- ✓ Provide a physical copy of order form
- ✓ Include information on returns and provide a returns form
- ✓ Use a smaller box to house small items like diaries

BONUS Best Practice Tips: Post-Purchase Experience

Continue the conversation with customers post-purchase to maintain and nurture the relationship. Send customers an email 7-10 days after they've received the product and encourage additional brand interactions.

Best Practice

- ✓ **Send an email to customers post-purchase to encourage product reviews or to share feedback**
- ✓ **Make it easy for customers to share their purchase on social media**
- ✓ **Personalise the cross-sell and up-sell with relevant product recommendations in post-purchase communications**
- ✓ **For items that customer are likely to reorder, send a reminder email after the standard life cycle period of product purchase**



Ecommerce Conversions

For an ecommerce business, conversion optimisation is focused on delivering a seamless and meaningful user experience for your shoppers at various touch points on your site.

Conversion Rate Optimisation (CRO) helps you identify what they are looking for when they arrive at your site such that you can optimise key parameters depending on your niche industry and target market.

Optimising the customer experience of your site for usability helps you increase online conversions, encourage repeat purchases and gain competitive advantage.



Schedule a Consultation Now

We assist online retail services businesses to grow and expand by enhancing the customer experience. We do this through ongoing data insights, personalisation, testing and through leveraging “best of breed” technology partners.

Our expertise in digital marketing has been build on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

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