

# NORTH AMERICAN SURVEY 2012



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Economic indicators, independent reports and government statistics all show that ecommerce is increasing year-on-year. The share of international businesses has also doubled as the domestic market matures and the confidence and capability to service internationally grows. However, etailers must not become complacent.

With an increasingly crowded market in North America, the need to ensure a clearly differentiated offering and a smooth, streamlined purchase process has never been greater – from product search to payment, right through to on-time delivery.

Our experience supports this: address auto-fill speeds up the checkout process while reducing

errors. This helps to support first time delivery and instils trust in the website; an increasingly important element in the sale. We believe seemingly small differences like this can separate the mediocre business from the runaway success. It's the etailers who continue to improve their customer journey that will succeed going forward.

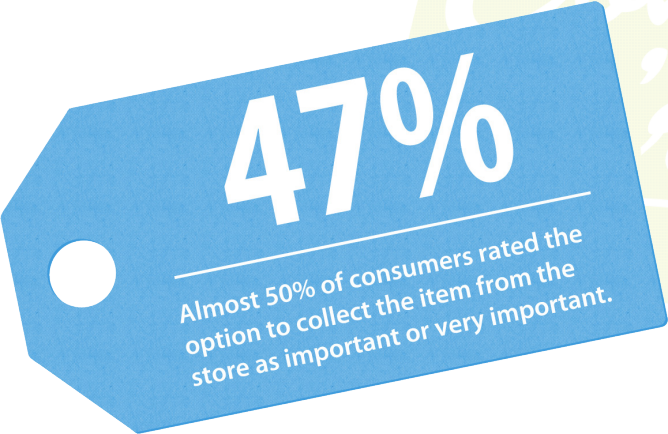
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*Guy Mucklow, CEO, Postcode Anywhere*

# WHAT'S IMPORTANT WHEN SHOPPING ONLINE?



Option to collect from store



said it was quite important.



said it was very important.



Consumers were asked to select their top reasons for cart abandonment

Shipping Charges



**76%**

Security Concerns



**57%**

Lengthy Process



**39%**

First name

Second name

Mothers maiden name

Last address

Daytime number

Afternoon number

Email

Current address

Neighbours address

Home size

Family pet

Car registration

WOULD YOU LIKE TO RECEIVE A COPY OF OUR NEWSLETTER?

☐ Yes Please! ☒ No Thanks

X

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*of consumers surveyed stated that lengthy forms were a particular irritant.*

## POOR ONLINE SHOPPING EXPERIENCES

39%

of consumers have recently faced a poor shopping experience.

55%

of poor online experiences can be helped by address management.





## Online delivery



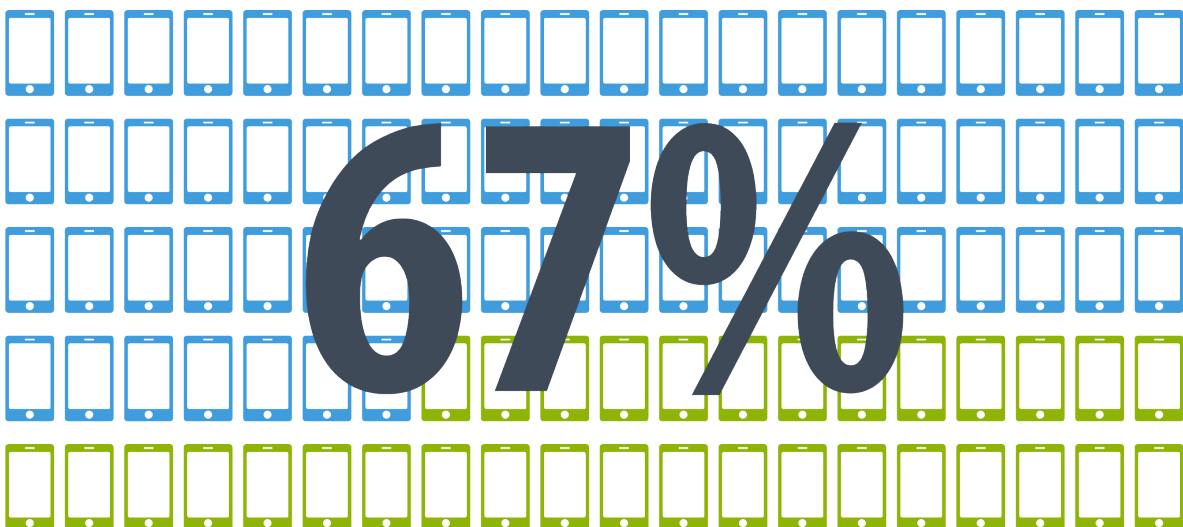
of poor shopping experiences online have been because of delivery to a wrong address.



*of people who didn't receive an item in a reasonable time or good condition would be unlikely to deal with that company again.*



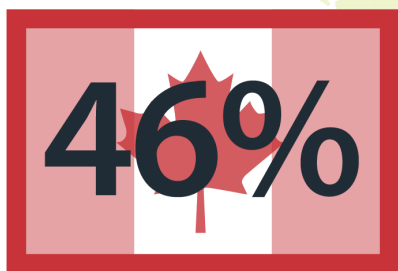
## Mobile purchasing



of mcommerce users find it difficult to purchase from a mobile.

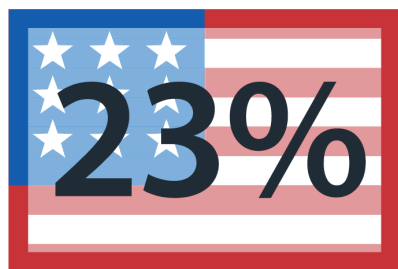


International purchasing



of Canadians who had problems with online address forms were due to international format differences.

**That's nearly half!**



of Americans experienced this.



What customers thought of auto-complete technology

**82%**

*of those who are aware of address auto-complete technology see it as positive.*



*18% said it ensures their address is correct so their items arrive in good time*



*34% said it is convenient and allows for faster address entry*



*34% said it saves time and ensures address accuracy*



*8% said it makes them feel the site is trustworthy*





PostcodeAnywhere  
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Contact

0800 047 0495

[sales@postcodeanywhere.com](mailto:sales@postcodeanywhere.com)

[www.postcodeanywhere.com](http://www.postcodeanywhere.com)

[support@postcodeanywhere.com](mailto:support@postcodeanywhere.com)