



the e-tailing group

Customer Experience Index

Attain an affordable expert overview as you plan profitable 2012 initiatives

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1. SCORE AND LEARN

- Snapshot of the cross-channel shopping experience
- Standard fare features for online shoppers
- Category-centric differentiators
- Room for improvement opportunities

2. PRIORITIZE

- Ensure your ecommerce roadmap is on course
- Deliver a more powerful experience to your customers

3. SIGN UP

- Individual scorecard of a website against the e-tailing 100
- One category comparison
- Best practices and opportunities for improvement



Your "scorecard" will be based on the e-tailing group's 14th Annual Mystery Shopping Study, benchmarking 382 merchandising and customer service metrics on 100 ecommerce websites in 4Q 2011.

Cost: \$999

Delivery: 4 weeks

Sample scorecards, metrics and process: available upon request

Contact Lauren Freedman to get started today

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Share the details!

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