



HSN Rolls to #1 Ranking in e-tailing group Customer Experience Index

FOR IMMEDIATE RELEASE:

February 10, 2015

Contact:

Lauren Freedman
the e-tailing group

LF@e-tailing.com

Twitter: [@etailinggroup](https://twitter.com/etailinggroup)

773.975.7280

INDEX RESULTS

In conjunction with their *17th Annual Mystery Shopping Study*, conducted in 4Q14, the e-tailing group has released their *Customer Experience Index* results. Overall results for the 8th year of indexing came in at 72.06 rising above the mark of 71.06 in 2013's analysis.

We are constantly tweaking our formula based on digital innovation and heightened customer expectations, though service and merchandising standards are woven throughout the scoring as well," states Lauren Freedman, President of the e-tailing group. "Top retailers continue to invest to ensure their digital experiences remain strong. E-commerce serves as the digital hub where branding, merchandising and customer service all play a role in delivering experiences that support the customer on their shopping journeys. This foundation will only grow in importance in an omnichannel world so achieving excellence must be on the minds of every retailer," reinforces Freedman.

2014 saw eleven merchants reach the 80+ pinnacle where HSN, long a merchandising innovator, topped this year's list, moving up from their #2 spot in 2013. They were closely followed by two dominant category killers which included Office Depot and DICK'S Sporting Goods who have mastered their niches. The remaining winners were a combination of mass merchants, who are heavily investing in omnichannel, and specialty retailers who smartly address their target segments. Barnes & Noble moved in with the contenders representing the only new retailer to ascend into this list.

| Retailer | 2014 Index Score |
|-----------------------|------------------|
| HSN | 88.00 |
| Office Depot | 84.75 |
| DICK'S Sporting Goods | 83.00 |
| Sears | 81.50 |
| Target | 81.25 |
| Amazon | 81.25 |
| L.L.Bean | 81.25 |
| Barnes & Noble | 81.00 |
| Overstock.com | 80.75 |
| Abt | 80.50 |

KEY PAGE PERFORMANCE

A rigorous approach to key pages was conducted in 2014 to ensure visual execution and tactical implementation was in place. While key page scores were relatively consistent at 18.67 vs. 18.80 in 2013, a look at retailers who achieved top scores on three of these key pages reflects the strong effort of retailers beyond the above winners.

| Key Page | Home Page | Product Page | Shopping Cart |
|-----------------------|--|--|--|
| Potential Score | 8.00 | 5.00 | 5.00 |
| EG100 Avg. 2014 Score | 7.19 | 4.03 | 3.58 |
| EG100 Avg. 2013 Score | 7.12 | 4.16 | 3.59 |
| Retail Winners | Bare Escentuals HSN Saks Fifth Avenue Tiffany & Co. Sephora Toys 'R Us Walmart Wine.com | B&H Golfsmith Sephora ULTA Beauty | B&H* DSW HSN* The Home Depot* |

*4.75 cart

METHODOLOGY

The e-tailing group index is calculated through quantitative analysis of metrics extrapolated from their mystery shopping study conducted annually in the fourth quarter with an objective of uniquely understanding how merchants stack-up against the e-tailing group's 100 websites (EG100), direct competitors and their categories. Websites are scored on a 100-point scale based on an assessment of metrics from five key pages, presence and execution of vital merchandising tactics and exemplary customer service.

While proficiency on the home, category, product and help/customer service pages plus the shopping cart accounts for just under one-quarter of the score, over 40% of the possible points are based on the presence and execution of merchandising features from the traditional through onsite search, promotions, gifting, mobile and social. Exemplary customer service functionality accounts for the balance of scoring with a focus on self-service information, the shopping cart, number of days to receive ordered products, order confirmations, live chat as well as the quality and response times for email/call center queries.

"The e-tailing group *Customer Experience Index* provides an affordable overview that can help merchants prioritize which features and functions need attention first as they plan profitable 2015 initiatives," states Freedman. Merchants interested in having their sites indexed or purchasing 4Q14 performance data should contact Lauren Freedman via email at LF@e-tailing.com or by phone at 773-975-7280. Deliverables include: Individual scorecard of a website against the EG100, one category comparison along with identified best practices and opportunities for improvement. The cost is \$999 and there is a 4-week turnaround.

THE COMPANY

The e-tailing group, inc. serves as the multi-channel merchant's eye, bringing a merchant's sensibility to evolving the multi-channel shopping experience. A Chicago-based consultancy, they provide practical strategic perspectives and actionable merchandising solutions to merchants selling online as well as to enabling technology firms.

For more background about this research study or for additional information on the e-tailing group, inc. please contact Lauren Freedman at LF@e-tailing.com or visit the e-tailing group website www.e-tailing.com.

###



the e-tailing group



Share the details!

1743 W. Wellington Avenue, Chicago, IL 60657

T: 773.975.7280

LF@e-tailing.com

www.e-tailing.com

© 2015 the e-tailing group. All rights reserved.

This email was sent to **February** by **the e-tailing group, inc.**

Forward to a friend, [Manage Preferences](#) or [click here to unsubscribe](#).