



# the e-tailing group press release

## the e-tailing group Customer Experience Index - Top Performing Merchants

Nordstrom Takes #1 Ranking in e-tailing group Customer Experience Index

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## INDEX RESULTS

In conjunction with their *18th Annual Mystery Shopping Study conducted in 4Q15*, the e-tailing group has released their *Customer Experience Index* results. Overall results for the 9th year of indexing came in at 71.12 falling slightly below the 2014 mark of 72.06.

We are constantly fine tuning our formula based on digital enhancements and heightened customer expectations, though service and merchandising standards are integral to 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 top-of-mind for every retailer,” reinforces Freedman.

2015 saw eleven merchants reach the 80+ pinnacle where Nordstrom elevated their shopping experience to top this year’s crowded field, not having cracked the top 10 in 2014. Department stores staged a strong showing with Macy’s garnering the #2 spot, while Saks and Bloomingdales took 6<sup>th</sup> and 9<sup>th</sup> place respectively. Specialty stores once again gained traction as L.L Bean and The Home Depot made the top 5 cut. Two technology players, Crutchfield and B&H put forth formidable performances in hopes of competing with their well-heeled rivals.

MERCHANT	SCORE
Nordstrom.com	86.75
Macy's	85.50
L.L. Bean	84.25
The Home Depot	83.00
Crutchfield	82.75
Saks	82.50
B&H Photo	81.75
Build	81.25
Bloomingdales	80.25

A rigorous approach to key pages was conducted in 2015 to ensure visual execution and tactical implementation was in place. While key page scores declined year over year from 18.67 to 18.30 suggesting more vigilance in 2016, particularly as the competitive landscape heats up. a look at retailers who achieved top scores on three of the top key pages reflects their strong efforts.

Key Page	Home Page	Product Page	Shopping Cart
<b>Potential Score</b>	8.00	5.00	5.00
<b>EG100 Average 2015 Score</b>	7.12	4.16	3.43
<b>EG100 Average 2014 Score</b>	7.19	4.03	3.58
<b>Retail Winners</b>	Clarins Sephora wine.com Art.com Foot Locker	L.L. Bean Cole Haan Abt B & H photo Best Buy Clarins Sephora Vitamin Shoppe Ulta The Home Depot Golfsmith Moosejaw	Bloomingdales B & H Photo The Home Depot

*\*Highest shopping cart score was 4.75*

## 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 roadmap which features and functions need attention first as they plan profitable 2016 initiatives," states Freedman. Merchants interested in having their sites indexed or purchasing 4Q15 performance data should contact Lauren Freedman via email at [LF@e-tailing.com](mailto: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 across channel as well as to enabling technology firms.

For more background about this research study, to benchmark your brand, or for additional information on the e-tailing group, inc. please contact Lauren Freedman at [LF@e-tailing.com](mailto:LF@e-tailing.com) or visit the e-tailing group website [www.e-tailing.com](http://www.e-tailing.com).

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