

# What Customers REALLY EXPERIENCE When HOLIDAY SHOPPING

Why do customers

## ABANDON PURCHASES?

**62%** said because they were not assisted in a timely fashion

**60%** said because a website was too slow or not working

**70%** because of a long line

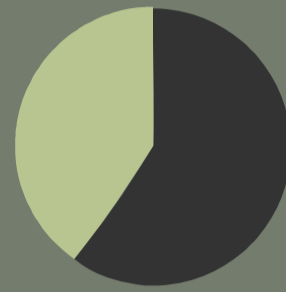
Over

**50%**

of customers have left a store because there was no available parking

## WOULD YOU RATHER...

go shopping in a retail store on Black Friday or have major dental work done?



**1/3**

preferred dental work (Good news, Cyber Monday!)

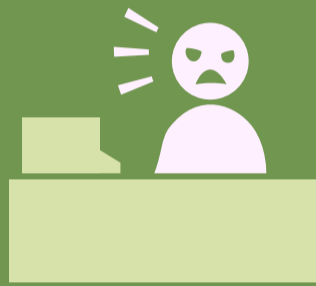
What's really happening in customers'

## HOLIDAY SHOPPING EXPERIENCES?



**68%**

have seen a customer yell or scream at a retail employee



**55%**

said they have been treated rudely by a retail employee



**12%**

admitted to having a disagreement or argument with another holiday shopper



**41%**

admitted they have felt unsafe in a crowd of holiday shoppers

Who are customers

## SHOPPING FOR?

**43%**

FOR CHILDREN



Who are customers

## SHOPPING WITH?

**46%**

WITH A SIGNIFICANT OTHER

When we asked customers,

“What do you **DISLIKE MOST** about holiday shopping?”

the most common words we heard were:

CUSTOMER TRAFFIC CHECKOUT PARKING CROWD LONG LINE RUDE EMPLOYEE CRAZY

Are retailers

## DROPPING THE BALL?



**46%**

said a poor holiday shopping experience made them unwilling to return



**78%**

said they've shopped for an advertised holiday deal, only to find the item sold out



**86%**

admitted to feeling sorry for retail employees having to work on the holidays



**1/3**

said they've tried to purchase using a holiday sale, only to have the sale not honored

Source: The Holiday Shopping Experience: Customers Viewpoint 2014, conducted on November 24, 2014 by CTS Service Solutions. The study surveyed 450 males and females in the United States between the ages of 18-65.