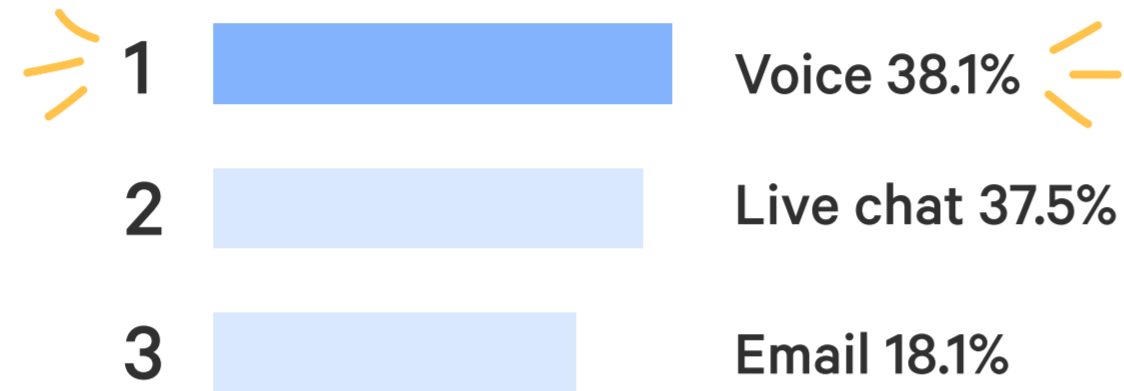


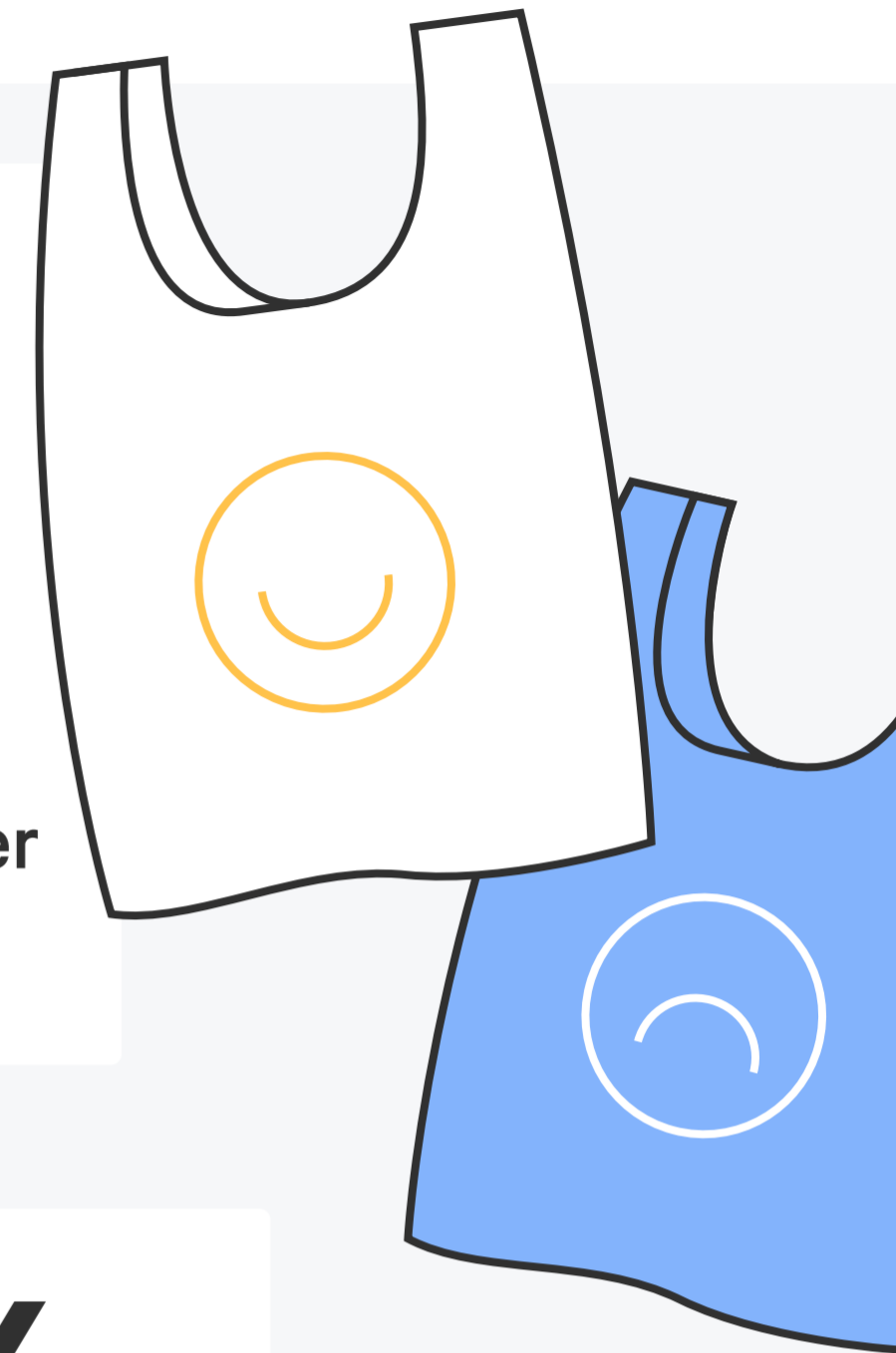


Preferred channels

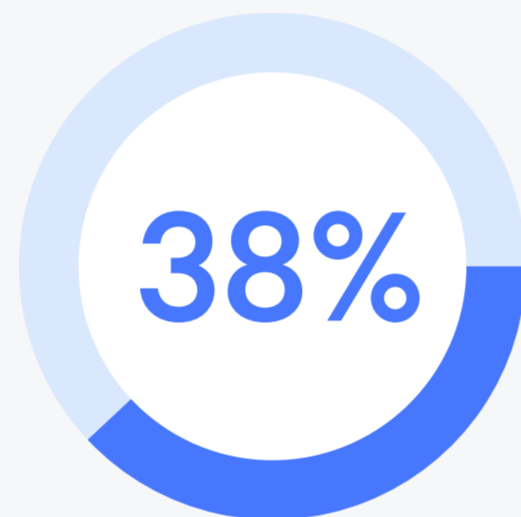
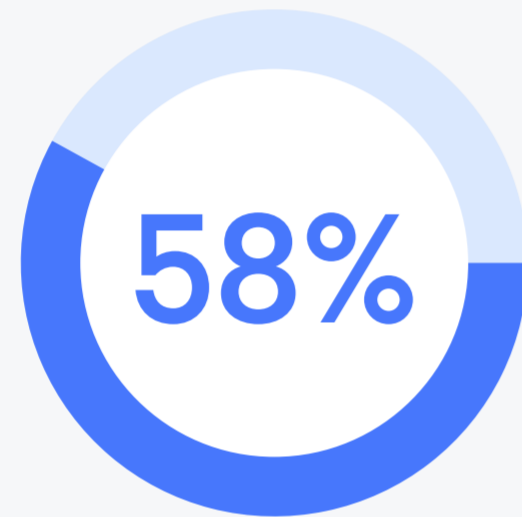


86%

are **more likely to repeat purchase** from brands that consistently deliver great online customer support



shop online weekly



expect to increase their spending online within the next year

56%

expect to shop online during the holidays



74%

expect to wait **no more than 5 mins** for a response over live chat (from a human)



49%

intend to shop online during **Black Friday**

Six out of 10 are deterred from **purchasing online** when a response from support takes more than 24 hours