

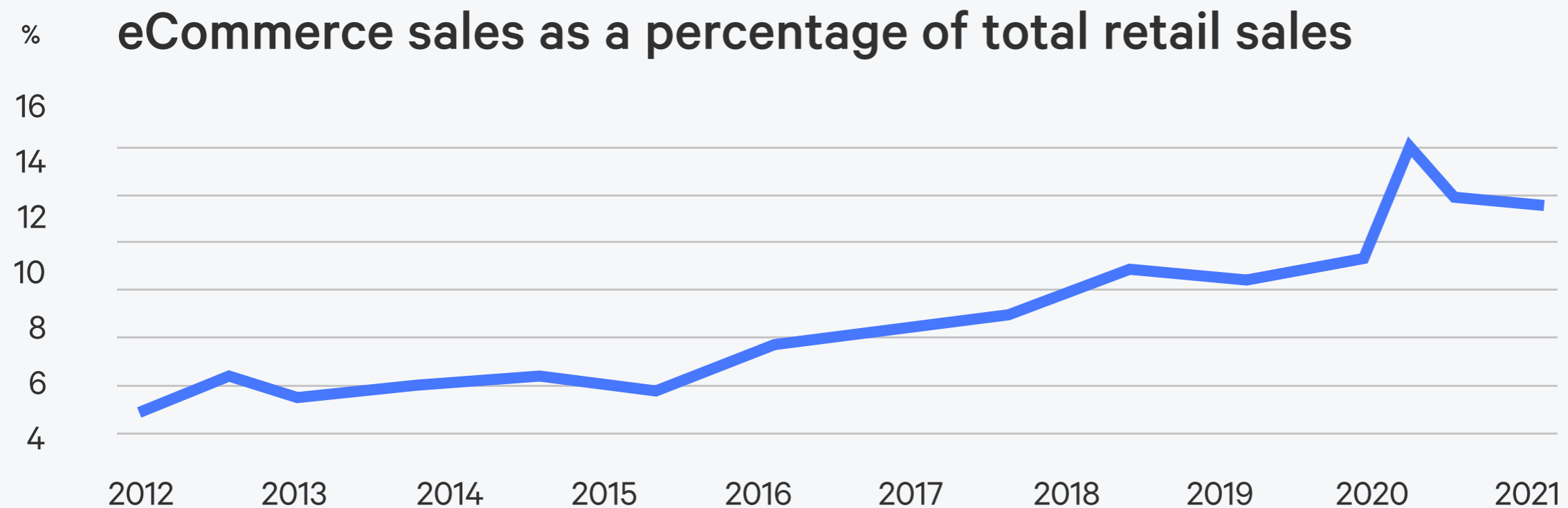


Digital shopping trends report - 2021



Digital is our new shopping destination

COVID-19 has dramatically shifted consumer behavior – 2021's holiday season is going to be the biggest ever. To help you prep for a roaring shopping season, we produced a report that breaks down what consumers expect from their online shopping experience.

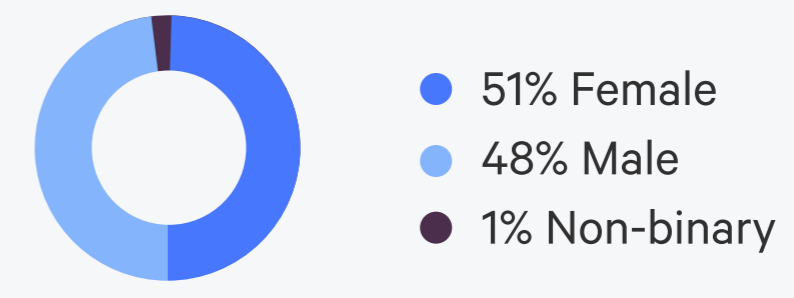


Customer survey methodology and demographics

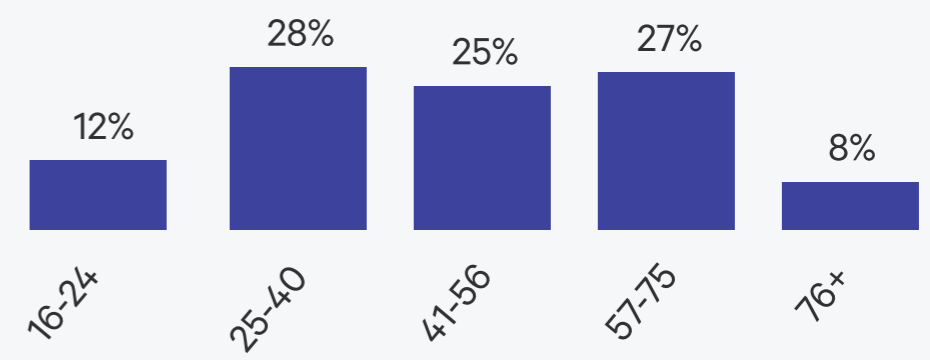
Influx commissioned Glow, a nationally respected research platform, to conduct an online survey of 450+ adults in the US.

The study was conducted based on a confidence interval of 95%, the margin of error for this study is +/- 5%.

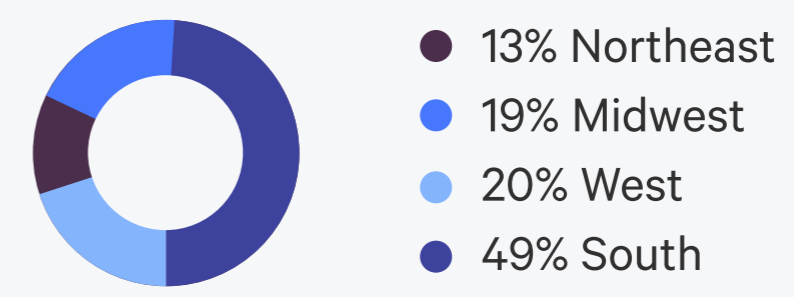
Gender



Age



Location (US)



Consumer behavior overview

58%

shop online weekly

\$159

average online shopping spend

38%

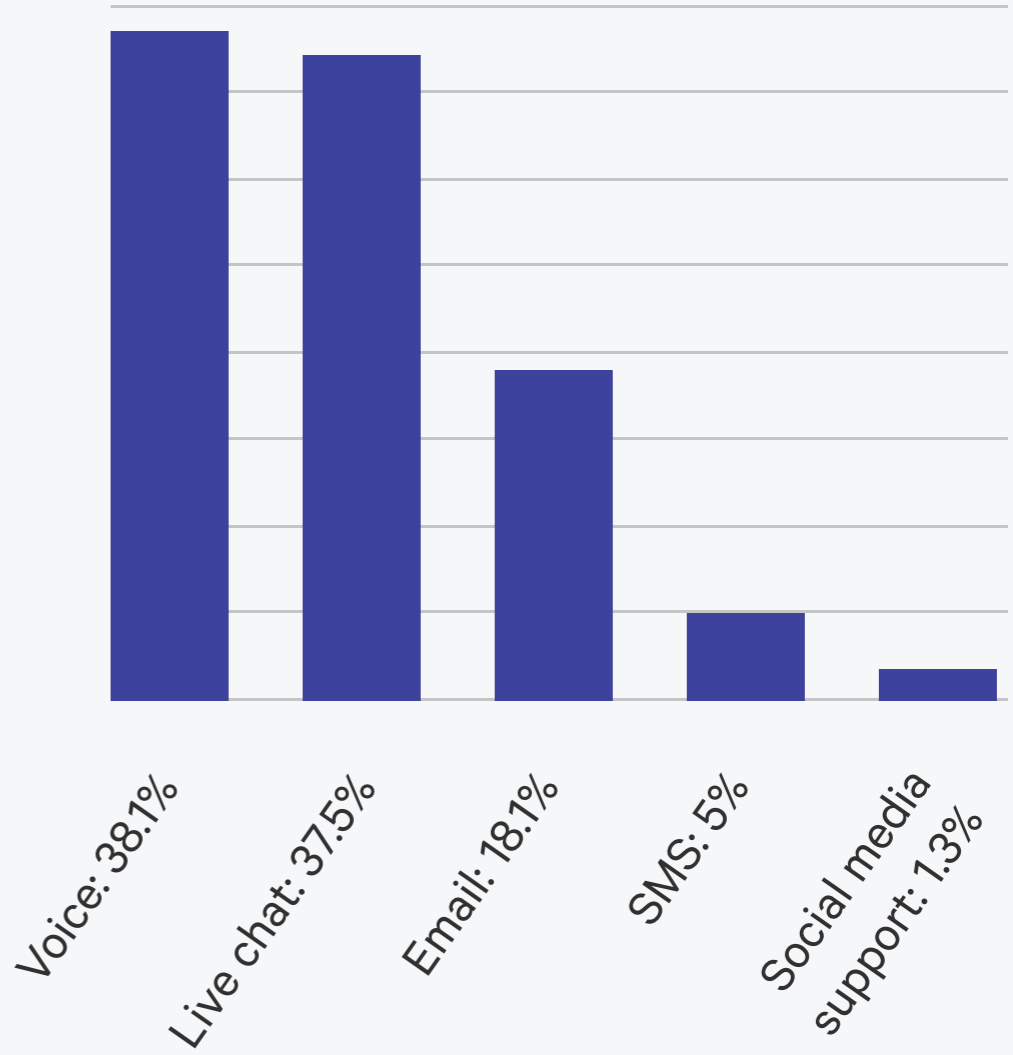
expect to increase their spending
online within the next year

Customers reach out most about...



- 41% Shipping questions
- 24% Refunds & cancellations
- 19.5% More info about product or service
- 15.5% Other

Preferred channels



Trend: Positive support experiences drive positive online shopping activity!

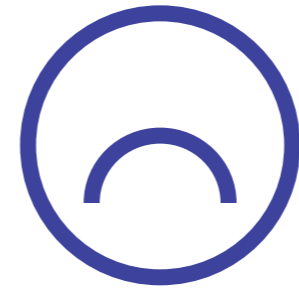
86%

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



61%

recommend brands to friends and family after great customer support experiences

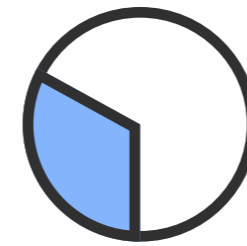
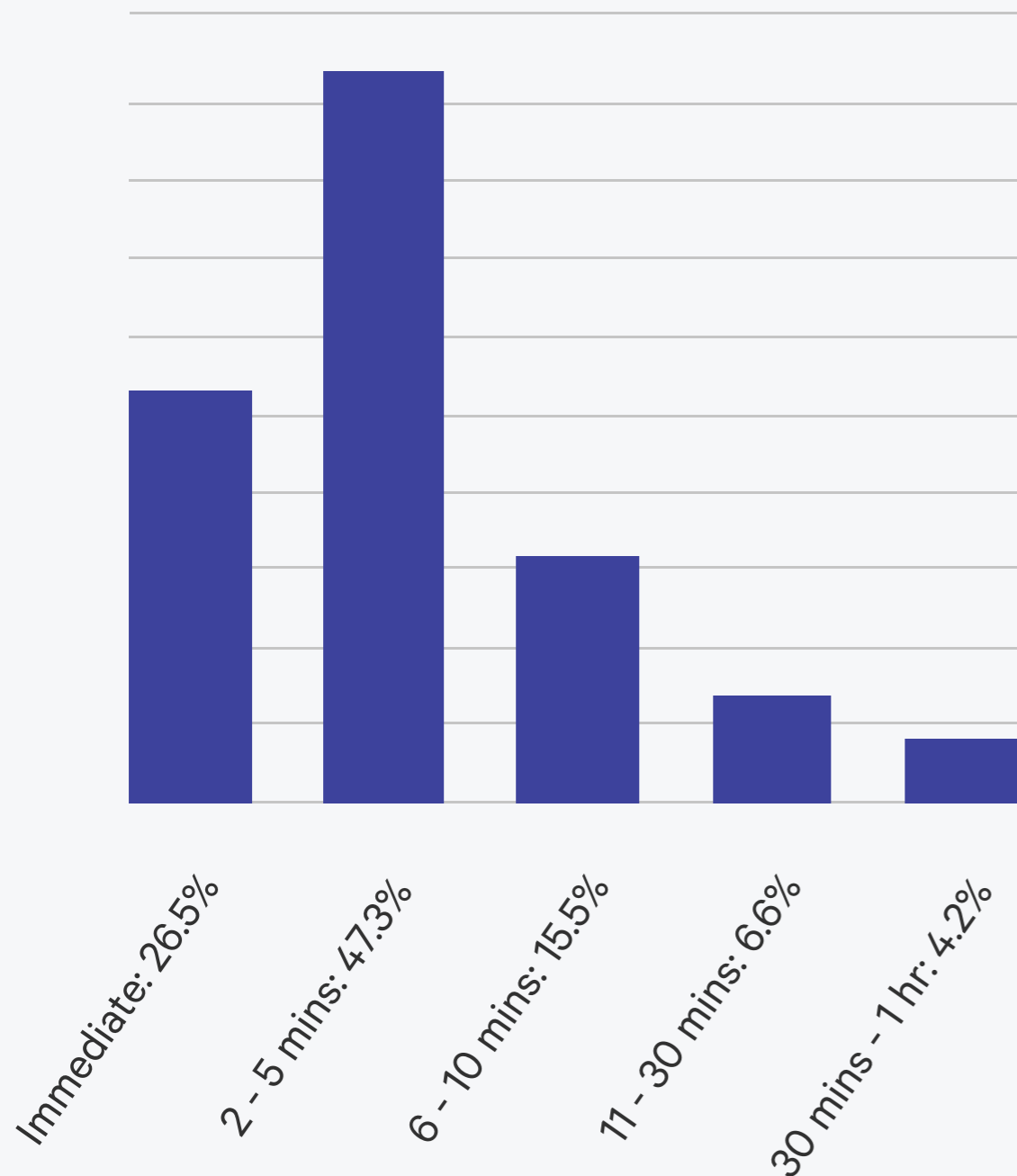


76%

stop buying from brands after two or more bad customer support experiences

**Trend: Response
times matter**

74% expect to wait no more than 5 minutes for a response over live chat (from a human)



37%

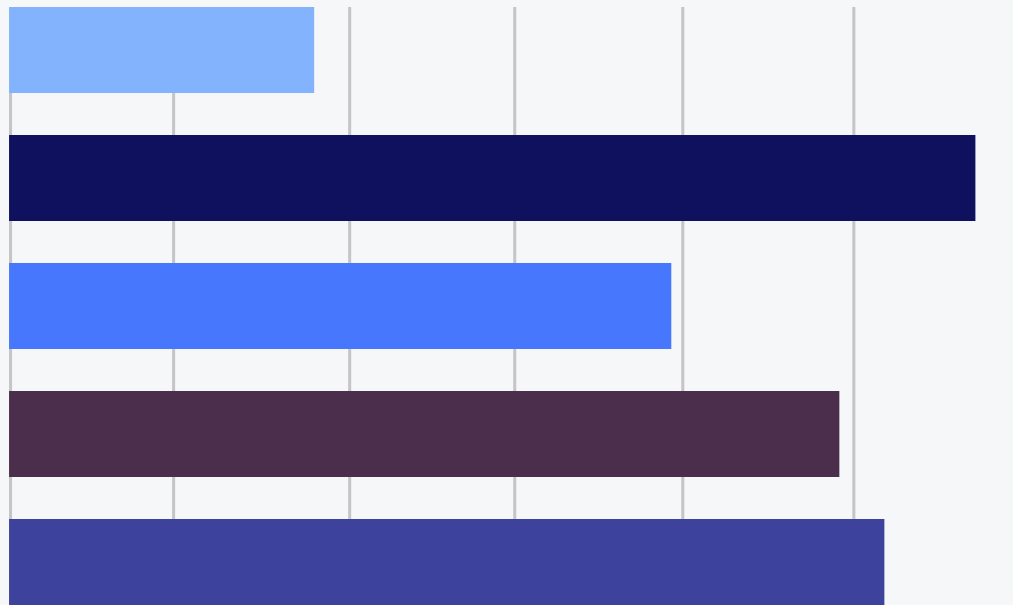
expect an email response from customer support within 2 hours

60%

are deterred from purchasing online when a response from support takes more than 24 hours

**Trend: Expect growth
during the holiday season**

Holiday shopping by the numbers



- 18% New Year sales
- 56% Holiday shopping
- 39% Cyber Monday
- 49% Black Friday
- 52% End of summer sales

Note: respondents were able to select more than one response in this sequence.



56%

expect to be shopping
online during the holidays



49%

intend to shop online
during Black Friday

Ready to try Influx?

Influx provides fully flexible support teams on demand. Scale fast and launch new channels – whatever the volume, wherever the customer. We answer tickets for you 24/7 with simple month to month pricing.

Whether you're looking to strengthen an existing team, clear the backlog, or launch an operation at scale, our support teams are backed by three levels of management to ensure you hit KPIs and clear the inbox without compromising on quality.

Start as early as next week – our teams are pre-trained and ready to go so you can focus on growth.

[Let's get started →](#)

5x

growth with
full flexibility

24%

improvement in existing
customer review ratings

80+%

faster resolution
rates to drive growth

