Customer Service Benchmark Report

eCommerce

Regional performance on the Answer Quality Index and Support Performance Index

59.3% ▶️
Only 59.3% eCommerce companies have an easily accessible email address

46.1% ▶️
Do eCommerce companies respond to customer inquiries?
- Special Requests
- Straightforward Requests
- Neither
- N/A

17.1% ▶️
30.8% ▶️
77% of companies remained indifferent to a customer’s personal struggle while 22% were sympathetic

Australian SPI 567
AQA: 45.2

Netherlands SPI 536
AQA: 40.7

Singapore SPI 561
AQA: 41.8

Australia Average SPI: 65.2
Special Request Response Time (hrs): 19.8
Standard Request Response Time (hrs): 19.8

Netherlands Average SPI: 64.4
Special Request Response Time (hrs): 18.7
Standard Request Response Time (hrs): 18.7

Singapore Average SPI: 60.7
Special Request Response Time (hrs): 7.5
Standard Request Response Time (hrs): 7.5

50.4% ▶️
Response Time Distribution
- 0-6 hours: 25.0%
- 6-24 hours: 14.8%
- 24-48 hours: 9.9%
- 48+ hours: 9.9%

84.8% ▶️
The companies that provided the most comprehensive, personalized and meaningful responses, scoring highest on our Support Performance Index

Luxury Goods
- Average SPI: 62.3
- Average AQA: 48.0

Apparel & Fashion
- Average SPI: 58.8
- Average AQA: 47.9

Sporting Goods
- Average SPI: 58.7
- Average AQA: 44.4

Health, Wellness & Beauty
- Average SPI: 53.7
- Average AQA: 43.3

Books & Stationery
- Average SPI: 51.5
- Average AQA: 40.5

Home, Furnishings & Accessories
- Average SPI: 51.2
- Average AQA: 40.8

Consumer Electronics
- Average SPI: 50.1
- Average AQA: 38.3

50% ▶️
Companies that Provided the Highest Discount When Requested

AGACI United States
50% Maximum

Eddie Bauer United States
18.7% Average

Moores Canada
9% Minimum

dressbarn United States
15.0% Median

20.8% ⭐⭐⭐⭐⭐
CSAT surveys are extremely rare. Only 20.8% of companies sent a CSAT survey.

32.6% ▶️
No Personalization

4.1% ▶️
Personal Greeting Only

44.9% ▶️
Personal Greeting and Sign-Off

18.4% ▶️
Personal Sign-off Only

eCommerce companies use of personalization in customer support email responses

Netomi’s proprietary Support Performance Index (SPI) measures personalization, answer quality, empathy and responsiveness.
Netomi’s Answer Quality Index (AQA) measures the usefulness and meaningfulness of a response.

To get the details of our study, please visit https://www.netomi.com/research-report-customer-service-benchmark-report-retail-2020/