



New Study: Online Shoppers Expect Return Options, Loyalty Perks, and Seamless Security

The 2016 Holiday Retail Report by CFI Group and Radial reveals that these three factors can play a key role in boosting online shopper satisfaction during peak season

ANN ARBOR, Mich., Nov. 16, 2016 – Today [CFI Group](#) and [Radial](#) released the second [2016 Holiday Retail Report](#), based on the results of a survey to more than 500 consumers capturing their feedback regarding a recent online shopping experience. The focus of this latest survey centers around the importance of having multiple options for returning products purchased online, the reasons shoppers join loyalty programs, and how fraudulent purchase alerts affect future purchasing behaviors.

Return Options - 87% of online shoppers say having multiple return options makes them more likely to purchase a product online. Having a synchronized omnichannel platform that allows shoppers to return products in-store or ship them back with ease is a necessity rather than an attractive bonus offering.

Loyalty Perks – 93% of shoppers who sign up for a loyalty program say special promotions are an influential factor in their decision to sign up. Access to these special promotions is the main motivator for joining loyalty programs.

Seamless Security – 27% of shoppers affected by an incorrectly identified fraudulent charge say that they will no longer shop with that retailer. Another 40% indicate that they will be hesitant to order from that retailer again. This clear negative impact makes effective fraud management a critical capability for retailers.

Holiday peak season is a challenging time for contact center personnel. The dramatic surge in ever-demanding customers can be chaotic and disruptive. However, by making returns easy, offering exclusive specials through the loyalty program, and ensuring a secure but smooth transaction process, contact centers can play a critical role in boosting shopper satisfaction and retaining customers.

To read more about the 2016 Holiday Retail Report by [CFI Group](#) and [Radial](#) visit www.cfigroup.com.

About Radial (www.radial.com)

Radial is the leader in omnichannel commerce technologies and operations. We enable you to profitably exceed customer expectations by taking on the complexity of your omnichannel retail business and transforming it into a seamlessly orchestrated customer experience. To bring order to ordering. To make fulfillment more fulfilling. To keep commerce clicking. When we partner with you to execute your orders, payments, fulfillment, or customer care, your promises become ours.

About CFI Group (www.cfigroup.com)

Since 1988, CFI Group has delivered customer experience measurement and business insights from its Ann Arbor, Michigan headquarters and a network of global offices. As founding partner of the American

Customer Satisfaction Index (ACSI), CFI Group is the only company within the United States licensed to apply ACSI methodology in both the private and public sectors. Using this patented technology and top research experts, CFI Group uncovers the business drivers and financial impact of customer experience.

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