

E-retailers reach out to engage shoppers

As online retail sales perked up in the fourth quarter of 2009, many leading e-retailers did a better job of making their web sites easy to shop and responding promptly to consumer inquiries, retail consultancy The E-tailing Group Inc. found in its 12th Annual Mystery Shopping Study. "Throughout our review we observed merchants being attentive to efficiencies for ease of use, differentiators to drive conversion and involvers to engage customers," the firm says in the study. The report notes, for example, that retailers such as Blue Nile and REI responded to customer e-mails in less than 30 minutes, and that most of the retailers in its E-tailing Group 100 study group let shoppers sort site search results by price, category and brand. Most also link to social networking sites. Other features are still less common, such as sorting site search results by top sellers and product style and fit.

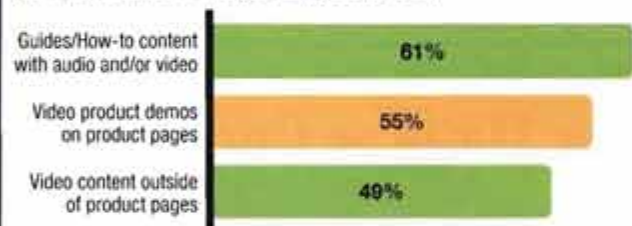
Leaders in customer service and fulfillment

| | Number of hours for e-mail response | Customer service rep knowledge* | Number clicks from product selection through checkout | Number of business days for delivery |
|--------------------------|-------------------------------------|---------------------------------|---|--------------------------------------|
| Blue Nile | 0.22 | 2.0 | 5.0 | 3.0 |
| Brooks Brothers | 3.07 | 3.0 | 5.0 | 3.0 |
| Coach | 2.48 | 2.0 | 4.0 | 3.0 |
| Crutchfield | 1.27 | 3.0 | 5.0 | 3.0 |
| Green Mountain | 19.73 | 3.0 | 5.0 | 3.0 |
| Museum of Modern Art | 20.48 | 2.0 | 4.0 | 4.0 |
| Lands' End | 6.52 | 2.5 | 4.0 | 3.0 |
| REI | 0.37 | 2.0 | 5.0 | 3.0 |
| Saks Fifth Avenue | 0.88 | 3.0 | 5.0 | 4.0 |
| Zappos | 0.98 | 3.0 | 3.0 | 1.0 |
| Average of 100 retailers | 20.69 | 2.24 | 5.42 | 4.05 |

*Based on scale of 1 to 3, with 3 being most knowledgeable

Audio and streaming video penetration

(Percent of retailers among E-tailing Group 100)



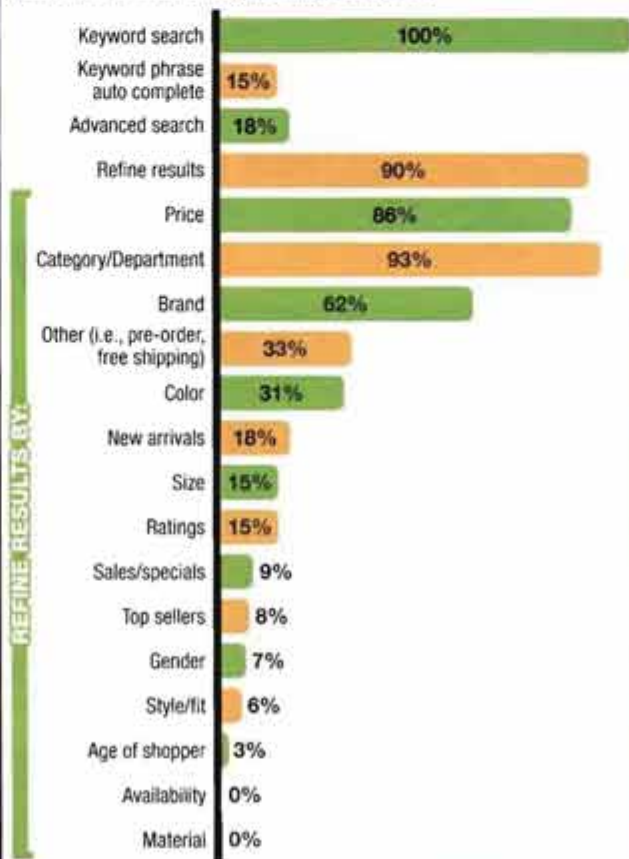
Guided navigation features

(Percent of retailers among E-tailing Group 100)



Site search features

(Percent of retailers among E-tailing Group 100)



Source: The E-tailing Group Inc.