

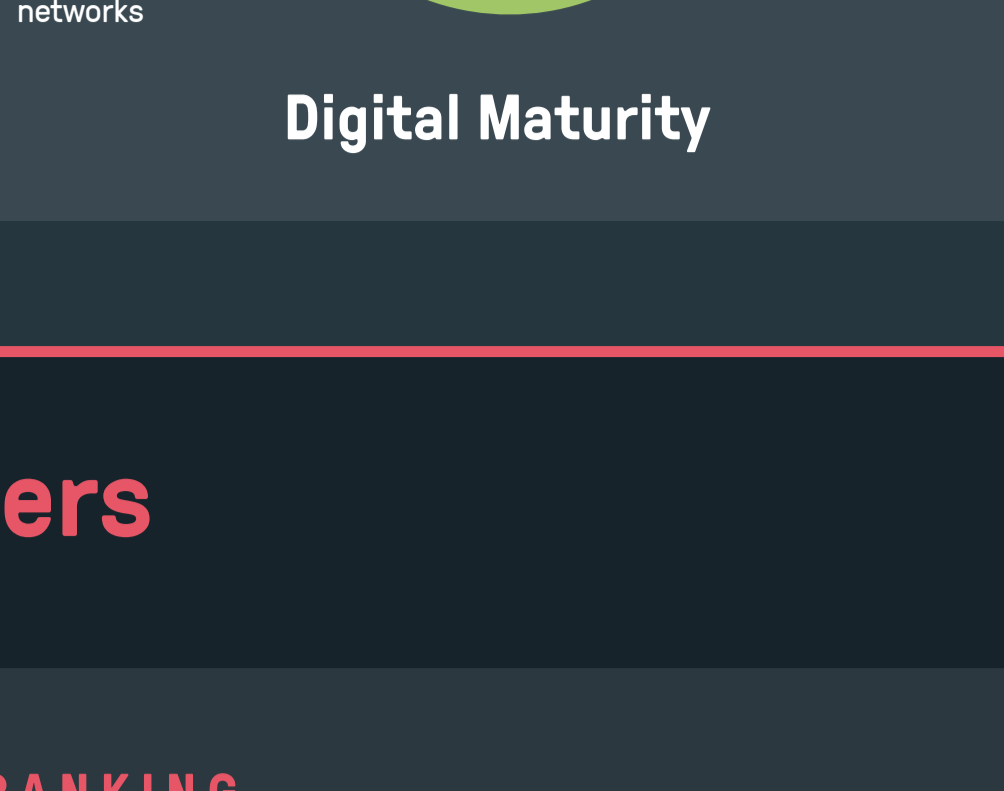
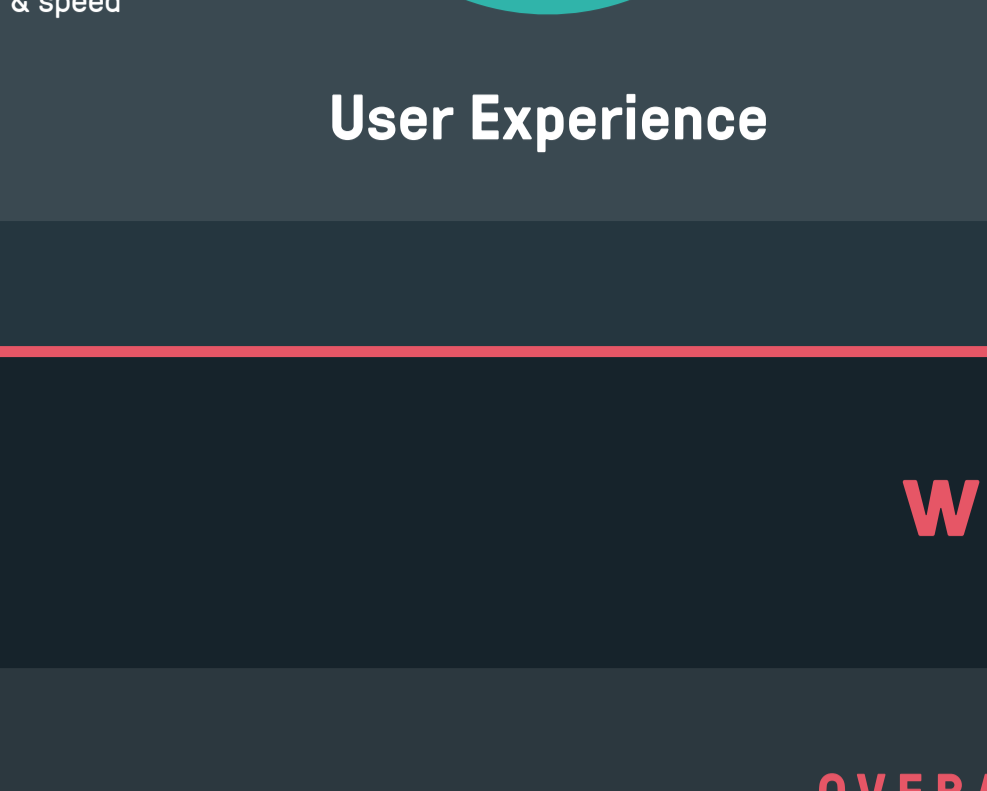
Online Customer Experience Dashboard – Luxury Goods

Methodology

43 brands studied in **10** test-categories taking into account digital maturity and customer experience

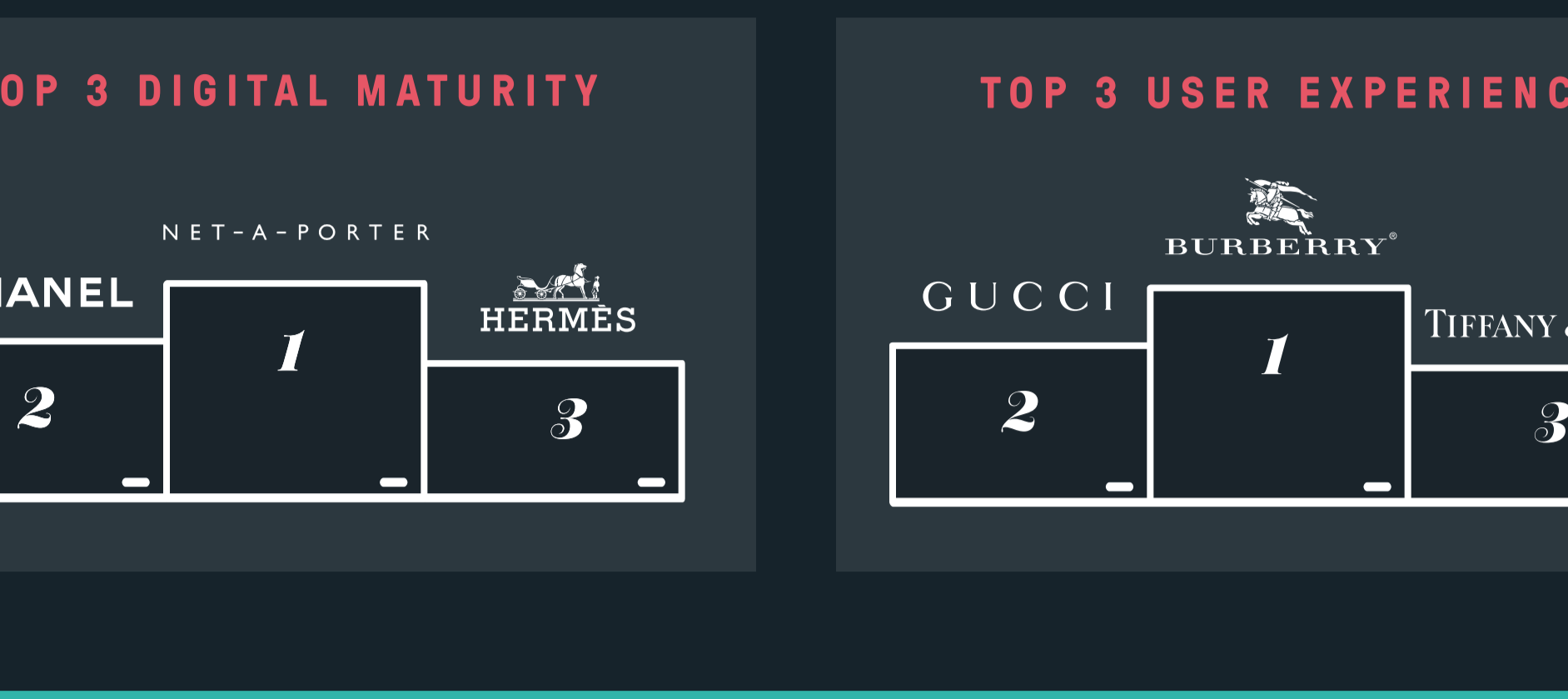
+70 criteria assessed

Measured in France using reference tools and consultants specializing in customer experience in the luxury goods sector



winners

OVERALL RANKING



TOP 3 DIGITAL MATURITY



TOP 3 USER EXPERIENCE



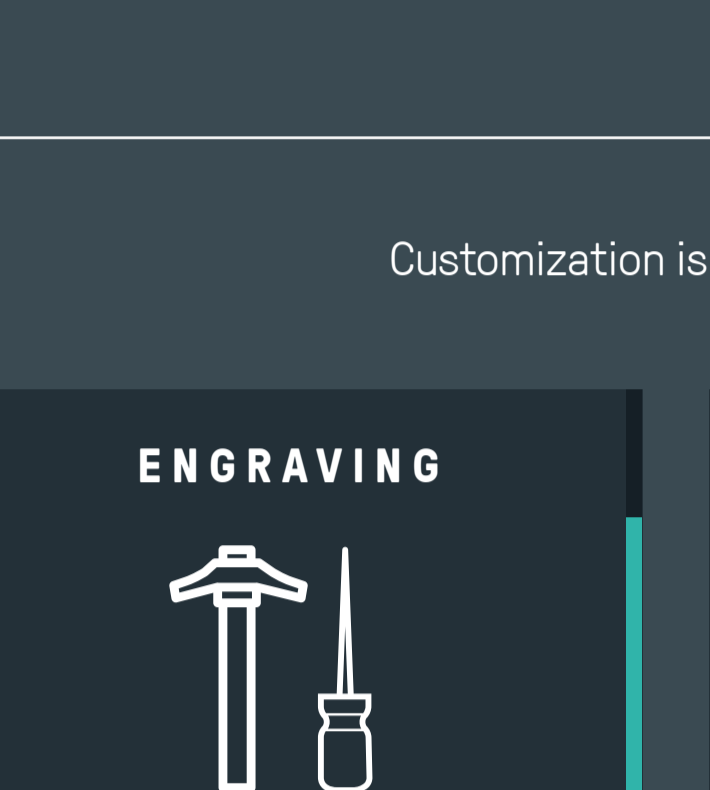
user experience

VALUE PROPOSITION



86% of sites give details on brand history and know-how

Only **23%** of sites allow you to make an appointment in-store



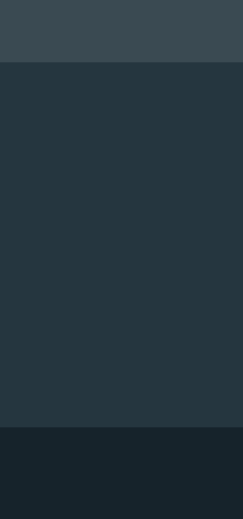
52% of brands that sell online offer delivery

This is the case for 40% of multi-category sites, compared with 100% in the watch-jewelry sector, and 100% of pure player

CUSTOMIZATION

Customization is offered by **35%** of brands via 3 main offers:

ENGRAVING



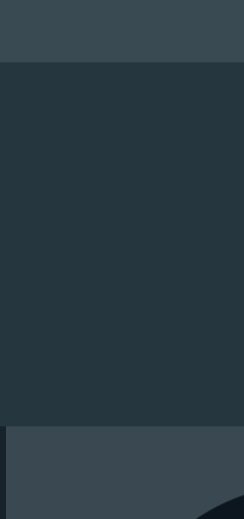
80% of brands offer this type of additional service, representing 28% of all brands assessed.

CUSTOMIZATION OF ALL PRODUCTS



40% of brands offer this type of additional service, representing 14% of all brands assessed

MADE TO MEASURE



33% of brands offer this type of additional service, representing 12% of all brands assessed

ALSO IMPORTANT TO NOTE **100%** of sites in watch-jewelry sector offer this service, compared with 40% of multi-category sites

CLARITY OF THE OFFERING



Only **72%** of brands offer multiple images for the same product

93% for the e-commerce sites

100% for pure players

Only **47%** of sites have images of the product being worn



37% offer information on the origins of the product and only 19% of watch-jewelry sites

AVAILABILITY & SPEED OF DELIVERY



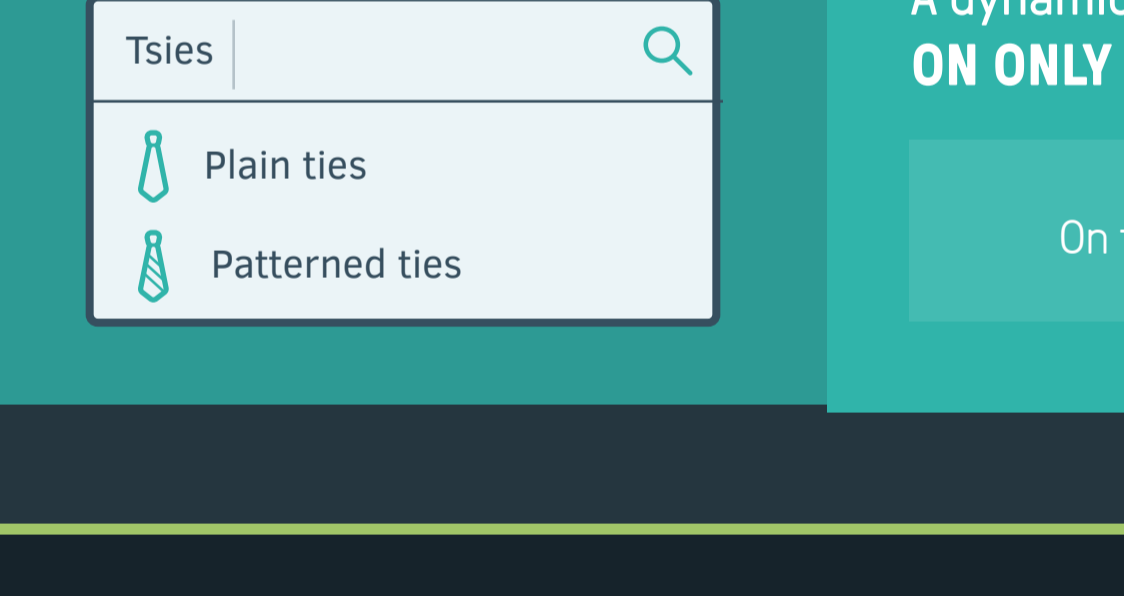
59% of sites offer delivery within 24h driven by pure players who all offer this service..

Only 3 brands offer the option to refund or exchange an item in-store :

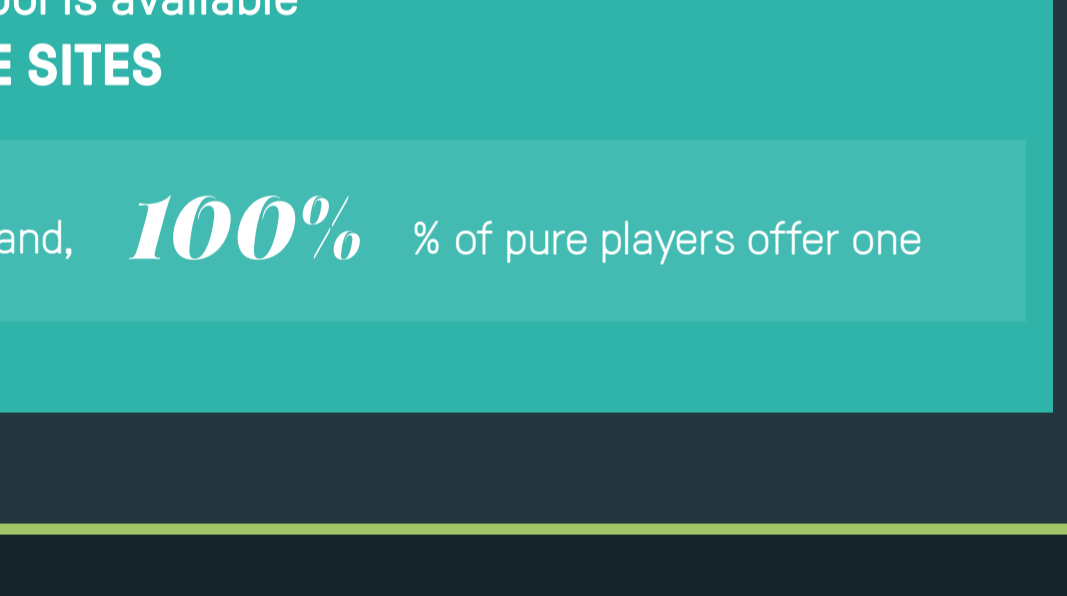


And **21%** of sites do not have a store locator with branch opening hours

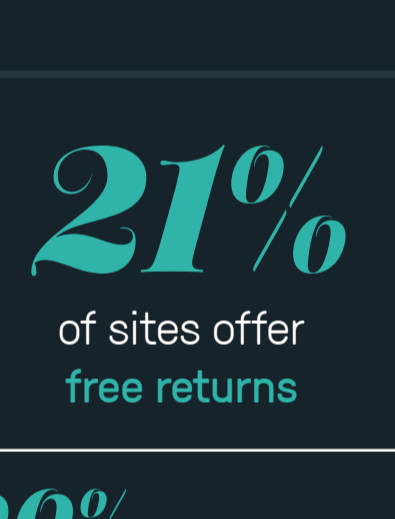
THE AVAILABILITY OF PRODUCTS IN-STORE is starting to be shown online, but is still offered by 5 brands only:



Only 5 brands offer the « **CLICK & COLLECT** »

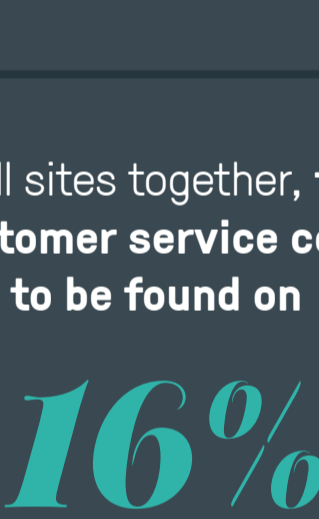


CONCERNS



21% of sites offer free returns

100% of pure players



Taking all sites together, there is no customer service contact to be found on

16%



02 96 94 77 59

59% of sites have a toll free number in place with the opening hours for the call center.



A dynamic search tool is available ON ONLY HALF THE SITES

On the other hand, **100%** of pure players offer one

digital maturity

CODE OPTIMIZATION



92 HTML errors | **252** CSS errors

per page according to WC3 criteria



0,37' average server response time

Google PageSpeed is **59/100**

(Compared with 89/100 for grocery e-commerce sites)

HERMÈS
HARRY WINSTON
Have the code best adapted for people with a disability.



The average rating from Tanaguru – specialists in accessibility for people with disabilities – is poor:

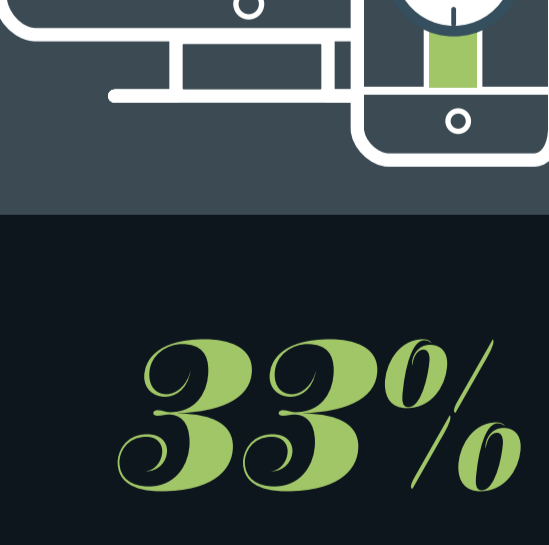
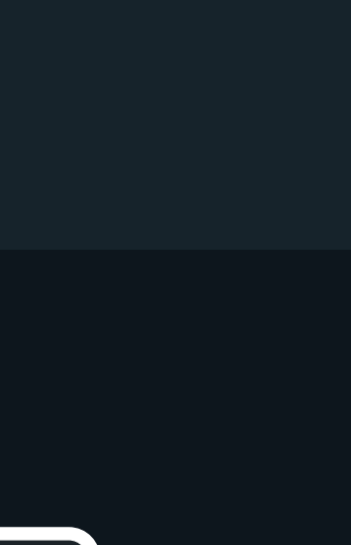
50/100 Tanaguru

ANALYTICS AND PRIVACY



ALL THE PARTICIPANTS use a web analytics solution

12% of companies use an AB Testing tool

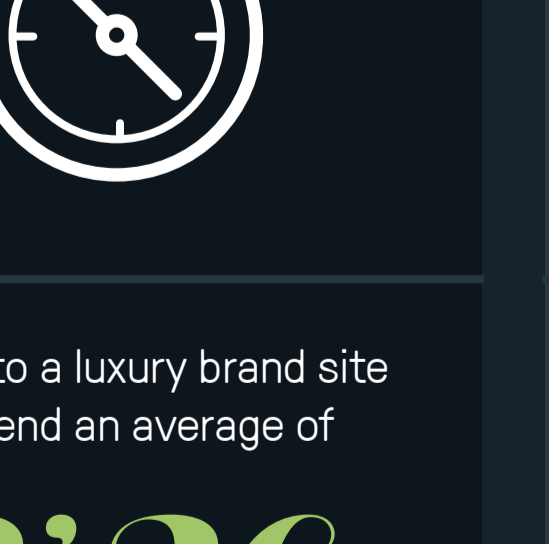


30% of companies do not adhere to CNIL guidelines in terms of their cookies policy (CNIL is the French body responsible for the protection of personal data)



58% use a Tag Management tool

MULTI DEVICE



33% of sites do not use responsive design



60% have no iOS or Android app

TIME SPENT ON SITES



A visitor to a luxury brand site will spend an average of **3'36** on the site



An average of **4,85** pages are viewed per visit

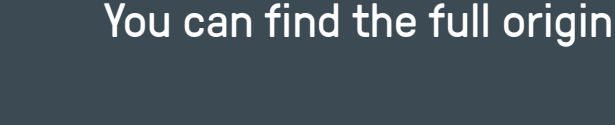


28% of users leave a site having viewed only one page

LOUIS VUITTON

Vuitton has the best customer engagement with an average of **13.8 pages viewed per visit and an average visit length of 5m 44s**

SOCIAL NETWORKS



76% of brands had a presence on all 6 of the social networks considered

BEST PERFORMANCE: **CHANEL**

Facebook: 16 042 080 likes

Instagram: 10 200 000 followers

Twitter: 11 200 000 followers



Multi-category brands have on average **2X** as many followers as watch-jewelry brands.

2 511 421 Followers (on average) on twitter