AMPERSAND

amp.co

MOBILE RETAIL REPORT

2016 UK Edition

Report analysing the mobile web experience offered by multi-channel retailers in the UK, based on the core tenets of multi-channel retailing on a mobile device.

FOREWORD

Mobile Retail Report: 2016 UK Edition

The unique feature of a mobile is that it can be used on the go. Retailers have a chance to be by their customers side all day everyday, literally in their pocket, giving shoppers immediate access to information about their nearest store, which products are in stock and in which size or colour. Google reports that 82% of smartphone users say they consult their phones on purchases they're about to make in a store.   According to Ofcom over two thirds of UK adults own a smartphone.   This makes 35 million potential customers in the UK alone that are using their mobile phone to help make purchasing decisions.

The question is which retailers are using this to their advantage and which retailers are still missing a trick when it comes to mobile commerce?

Our research identifies the retailers that are getting it right by understanding how their customers use mobile as part of the overall shopping journey. We also identify the retailers that could improve through some sensible changes to their mobile strategy.

All is not lost, there are still gains to be made. Our report aims to help retailers identify where those wins are and how they can make the most of being immediately accessible to their customers all day long, wherever their customers are, through the smart use of mobile technology.

Darryl Adie
Managing Director, Ampersand

THE CRITERIA

This is a report about multi-channel retailers, defined as those that sell online and in at least one physical store.

We surveyed 162 retailers with a physical branded store presence, not including concessions, that also sell online. The data in this Mobile Retail Report is based only on those 158 retailers that also had a transactional mobile website.

The Ampersand Mobile Retail Matrix score for each retailer is based on the overall mobile web experience. We have considered a wide range of factors including UX, mobile speed, easy to use keyboards in the checkout process and geolocation tools. These are all features that are applicable to specialist multi-channel retailers and impact user experience when using mobile to interact with retailers. The full criteria can be accessed by downloading the Mobile Retail Matrix from our website. The Matrix identifies the best-performing multi-channel retailers in the UK, when compared by the mobile web experience.

RETAILERS

Adidas	Coast	Fortnum & Mason	Homebase	Lloyds Pharmacy	Paul Smith	Superdrug
American Golf	Corgi (Hornby)	Foyles (W&G Foyle)	Hoopers	Lush Retail	Prada	Tesco Direct
Ann Summers	COS	Fred Perry	Hornby	Majestic Wine	Reebok	The Body Shop
Anya Hindmarch	Cotswold Outdoor	French Connection	Hotel Chocolat	Mamas & Papas	Richer Sounds	The Entertainer
Apple	Cotton Traders	Furniture Village	House of Fraser	Manor Pharmacy	River Island	The Fragrance Shop
Aquascutum	Crabtree & Evelyn	Game	Hughes Electrical	Maplin	Robert Dyas	The Pen Shop Ltd
Argos	Craghoppers	Gap	Ikea	Marc Jacobs	Rohan	The Perfume Shop
Armani	Crew Clothing	George	Interflora	Marks and Spencer	Rowlands Pharmacy	The Whisky Shop
Asics	Currys	Go Outdoors	Jaeger	Matalan	Ryman	Thomas Pink
B&Q	D&G	Gucci	JD Sports	Menkind	Schuh	Thorntons
Barbour	Debenhams	H&M	Jessops	Michael Kors	Screwfix	TJ Hughes
Bathstore.com	Diesel	Habitat	Jigsaw	Miu Miu	Scribbler	TK Maxx
Bensons for Beds	Dior	Halfords	Jimmy Choo	Molton Brown	SCS	Top Shop
BHS	Disney Store	Hamleys	John Lewis	Mothercare	Selfridges	Toys R Us
Blacks Outdoor Division	Dune	Harrods	Karen Millen	Mulberry	Simply Be	Vodafone
Boots	Dunnes Stores	Harvey Nichols	Kiddicare	Multiyork Furniture	Smyths	Waterstone's
Build A Bear	Early Learning Centre	Harveys Furniture	Kurt Geiger	Nespresso UK Ltd	Smythson	WH Smith
Burberry	Estee Lauder	Hawkin's Bazaar	L'Occitane	New Look	Snow & Rock	Whistles
Cameraworld	Evans Cycles	Hermes (GB)	Laithwaites	Next	Space NK	Whittard of Chelsea
Carphone Warehouse	F Hinds	HI Weldricks	Laura Ashley	Nike	Specsavers	Wickes
Clarks	Fat Face	Hobbs	Lego	O2 UK	Speedo	Zara
Clinton Cards	Field & Trek	Hobbycraft Group	Liberty	Oak Furnitureland	Sports Direct	
	Flannels	Holland & Barrett	Links of London	Paperchase	Staples	

RESULTS / TOP

BURBERRY

92/100

Lost points for: Low mobile speed score, requires log in to use wishlist.

Excelled at offering wishlisting, offering a persistent cart, offering geolocation, displays prominent store locator, offers stock check in a specific store, good form usability.

GO Outdoors

88/100

Lost points for: Low mobile speed score and low UX score, no wishlist offering.

Excelled at offering a persistent cart, offering geolocation, displays prominent store locator, offers good form usability and offers same day reserve and collect options.

HOMEBASE

88/100

Lost points for: Low mobile speed score and low UX score.

Excelled at offering a persistent cart, offering share and save basket options, good form usability, offers stock check in store, displays prominent store locator, offers geolocation and reserve and collect on the same day.

JIMMY CHOO

88/100

Lost points for: Low mobile speed score, requires log in to use wishlist.

Excelled at offering persistent cart, has good form usability, offers stock check in store, displays prominent store locator and offers geolocation. same day.

Boots

83/100

Lost points for: Low mobile speed score and low UX score.

Excelled at offering a persistent cart, offers a share basket option, has good form usability, offers stock check in store, displays a prominent store locator and offers geolocation.

DEBENHAMS

83/100

Lost points for: Low mobile speed score, there is no save basket option and no stock check option.

Excelled at UX, offering a persistent cart, offering wishlisting, displays a promintent store finder, has good form usability and offers geolocation.

HOUSE OF FRASER
SINCE 1849

83/100

Lost points for: Poor mobile speed score and poor UX score, there is no geolocation offering.

Excelled at offering a persistent cart, offers wishlisting, displays a prominent store finder, has good form usability and offers stock check in store.

STAPLES

83/100

Lost points for: Low mobile speed score and low UX score, dpesnt offer stock check options.

Excelled at offering a persistent cart, offering wishlisting, gives a save basket option, displays a prominent store locator, has good form usability and offers geolocation.

TOPSHOP

83/100

Lost points for: Low mobile speed score, no wishlist option and no save or share basket option.

Excelled at UX , offering a persistent cart, has good form usability, offers stock check in store and offers geolocation.

bensons for beds

79/100

Lost points for: Low mobile speed score and low UX score, no wishlisting, no save or share basket option.

Excelled at offering a persistent cart, displays a prominent store finder, good form usability, offers stock check in store and geolocation.

33%

of retailers allow users to check stock in a specific store (up 10% from our 2015 report)

9%

of retailers offer a reserve and collect option

27%

of retailers still don't operate a persistent cart

RESULTS / BOTTOM

MULTIYORK
SOFAS & INTERIORS
25/100

Lost points for: Low mobile speed score and low UX score, no persistent cart offering, no wishlisting, no save or share basket offering, no geolocation offering, no option to stock check in store.

Excelled at displaying the store locator in a prominent position and displaying store hours.

PRADA
25/100

Lost points for: Low mobile speed score and low UX score, no persistent cart offering, no wishlisting, no option to save or share basket, no geolocation offering, no option to stock check in store.

Excelled at displaying store hours.

Thorntons
25/100

Lost points for: Not offering a persistent cart, a hard to find store locator in footer, no store hours displayed and no geolocation offering.

Excelled at UX with a score of 100, offers wishlisting and save basket options.

vodafone
25/100

Lost points for: Low mobile speed and UX scores, no persistent cart offering, no wishlisting, no option to stock check in store.

Excelled at offering a share basket option, offering geolocation and displaying store hours.
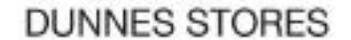
DUNNES STORES
21/100

Lost points for: Low mobile speed and UX score, no persistent cart offering, hard to find store locator in footer, poor form usability, no geolocation offering.

Excelled at offering wishlisting, offering save and share basket and displays store hours.

F.HINDS
JEWELLERS SINCE 1856
21/100

Lost points for: Low mobile speed and UX score. no persistent cart offering and no wishlisting offering, no option to stock check in store, no geolocation offering and doesn't display store hours.

Excelled at offering a share basket option and offering a reserve and collect option.

Hughes
21/100

Lost points for: mobile speed score <81, no persistent cart, no wishlisting, no geolocation, doesn't display store hours.

Excelled at UX score 100, stock check in store available.

LINKS
LONDON
21/100

Lost points for: mobile speed score <81, UX score <100, no persistent cart, store locator in footer can't stock check a specific store, no easy to use keyboards in checkout.

Excelled at offering share basket option, gelocation, displays store hours.

LIBERTY
LONDON
17/100

Lost points for: : Low mobile speed and UX score no persistent cart offering hard to find store locator in footer, no option to stock check in store, poor form usability, no geolocation offering.

Excelled at offering wishlisting and displays store hours.

rowlands pharmacy
17/100

Lost points for: : Low mobile speed and UX score, no persistent cart offering, hard to find store locator in footer, no option to stock check in store, poor form usability.

Excelled at offering geolocation and displays store hours.

1. TECHNOLOGY

We used Google's PageSpeed Insights tool on all 158 sites. The resulting scores for mobile speed and mobile UX were used as part of the ranking criteria.

Overall the mobile speed scores have improved dramatically, with almost 70% of retailers scoring between 50 and 100. UX scores have fallen compared to the 84% of retailers who scored 99 and above in our 2015 report, with only 58% of retailers scoring 99 and above, although reassuring only 3% of retailers fell below 85.

Fashion retailer Schuh had the overall highest score with a combined total for both categories of 183 out of a possible 200. Smythson, B&Q and Jessops all performed poorly with mobile speed scores of 8, 11 and 11 respectively from a possible score of 100, although all three had more respectable UX scores of 96, 99 and 99. The lowest UX

scores were achieved by Snow & Rock and HI Weldricks who both scored 61 out of a possible 100. If we give this more context by comparing these outliers with the whole group, over 70% of retailers were managing a mobile speed score of over 50 and 95% of retailers managed a UX score over 75
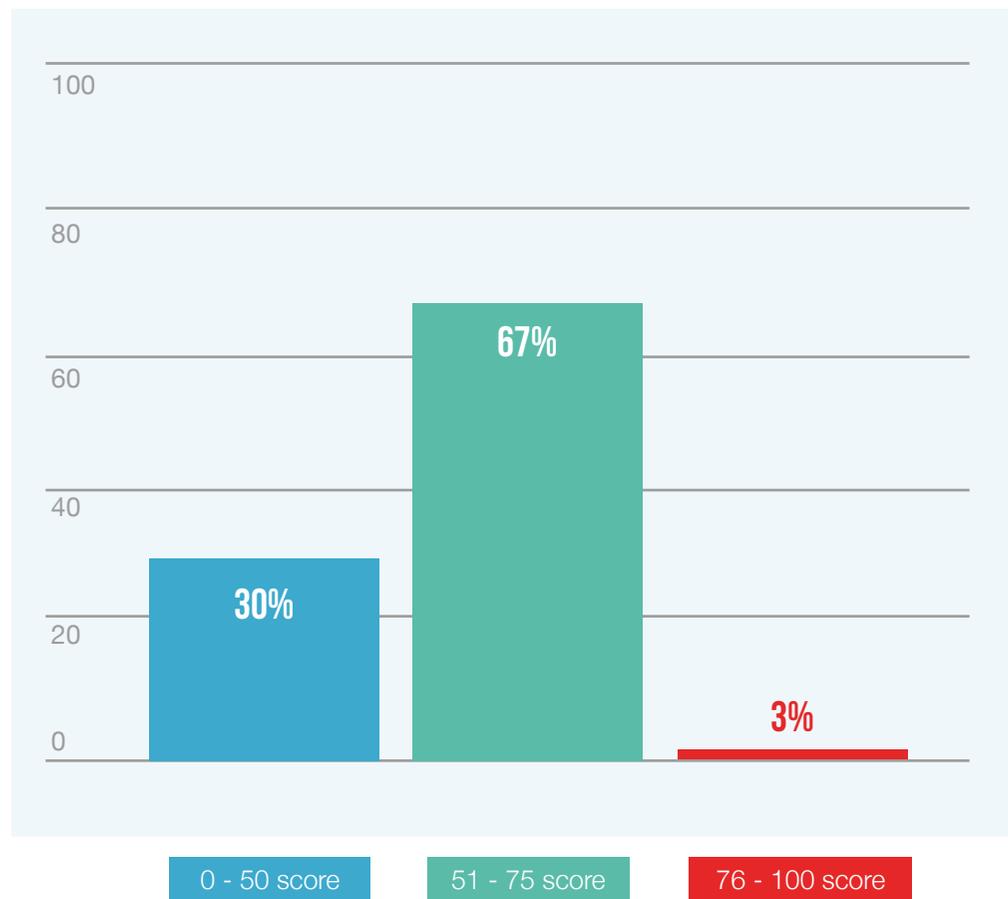
See how you compare. Download the Mobile Retail Matrix (Excel file).

Click here

MOBILE SPEED

Number of retailers, separated by mobile speed score.

Mobile speed scores still have room for improvement with only 3% achieving top scores of 76 – 100.

0 - 50 score	51 - 75 score	76 - 100 score

2. CUSTOMER JOURNEY

The customer journey describes the key moments that lead a consumer to making a purchase.

Retailers need to understand how consumers use mobile as part of this journey and what will influence the user to to purchase - even if that purchase isn't completed on a mobile.

Retailers can use their mobile strategy to encourage footfall and in store purchases by making it easy for customers to not only find their nearest physical store but also to find out whether an item is in stock before they get there. The ability to check stock in a particular store was available across 33% of the retailers we analysed, so there is still a way to go before this becomes common practice, despite the obvious benefits to consumers.

Fashion retailer Karen Millen deserve a mention for their approach to this, displaying the nearest 5 stores with the item in stock, in not only the size you are looking for but the size either side, plus the opening hours and contact details of that store all in a neat, pleasing to the eye popup.

Geolocation functionality is a smart way to make it really easy for users to find their nearest store when they are on the move, making their decision to drop in and buy a much easier one, however still less than half the retailers we surveyed offer this. More disappointing is the 23% of stores that make it tricky to find a physical store at all by hiding the store locator in the footer. Worse still are the 9 retailers who didn't feature a store locator at all, or at least not one that we could find on their mobile site.

GEOLOCATION

Number of retailers offering geolocation on their mobile site.

Mobile phones are used on the go more than any other device. Enabling automatic geolocation allows customers to use their current location to find your stores when they go about their day to day activities.
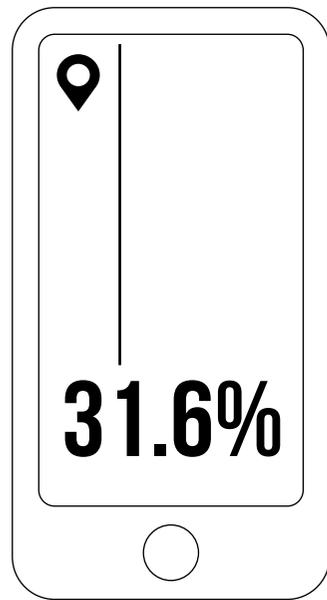

56.3%

43.7%

80

60
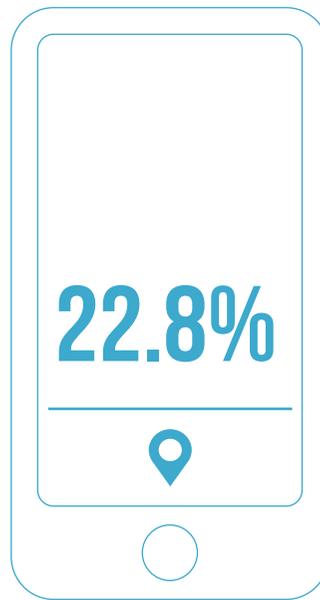
40

20

0

Geolocation | No Geolocation
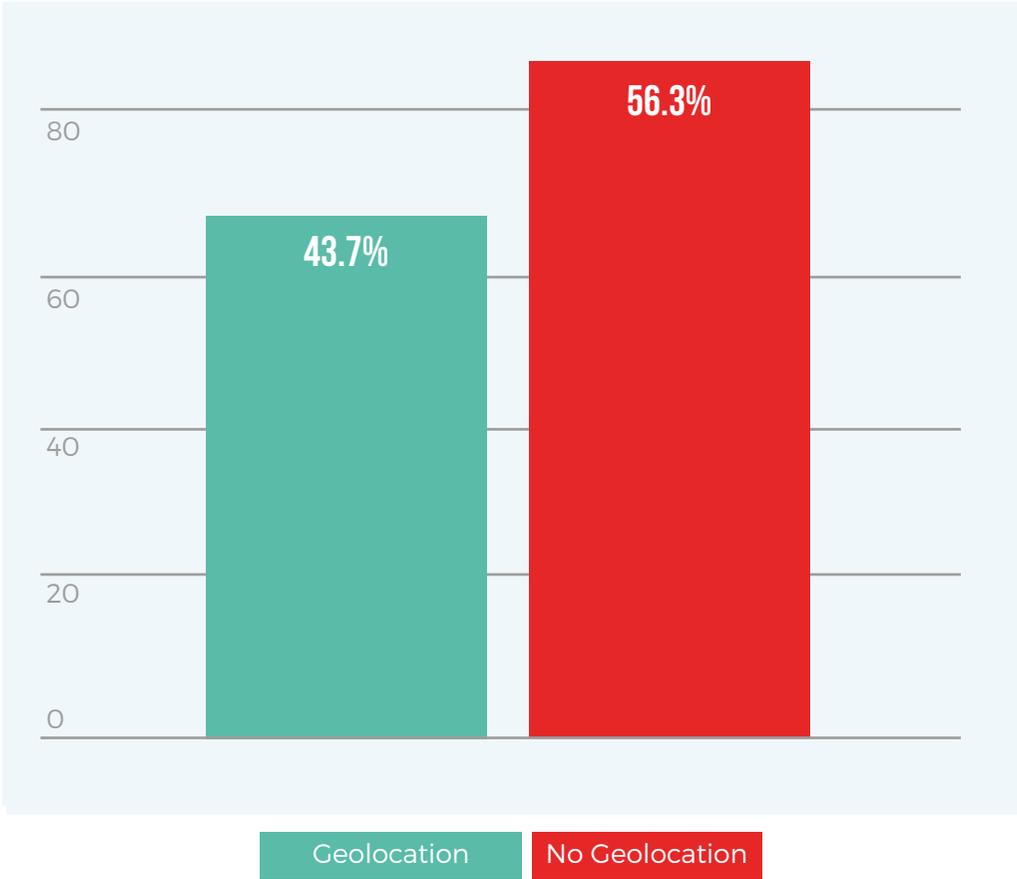
STORE LOCATOR POSITION

Number of retailers separated by placement
of store locator on the page.

39.9%

Top Menu

31.6%

Hidden Menu

22.8%

Footer

0.6%

Homepage content

5.1%
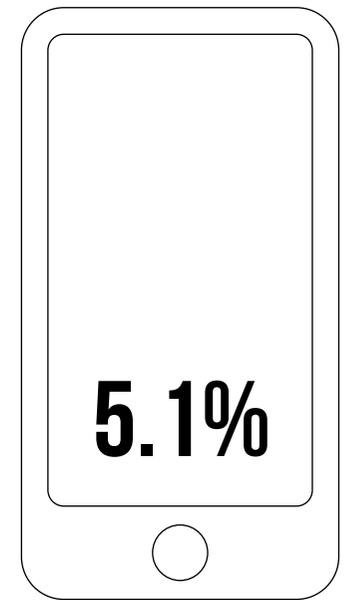
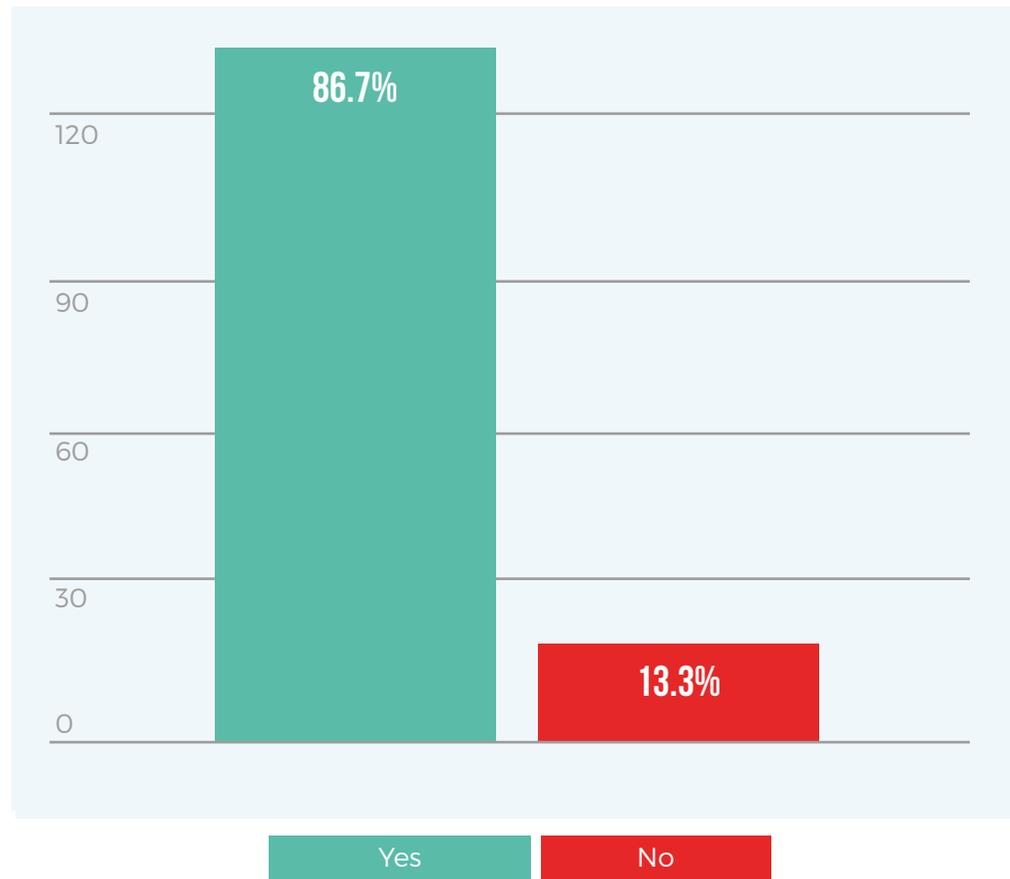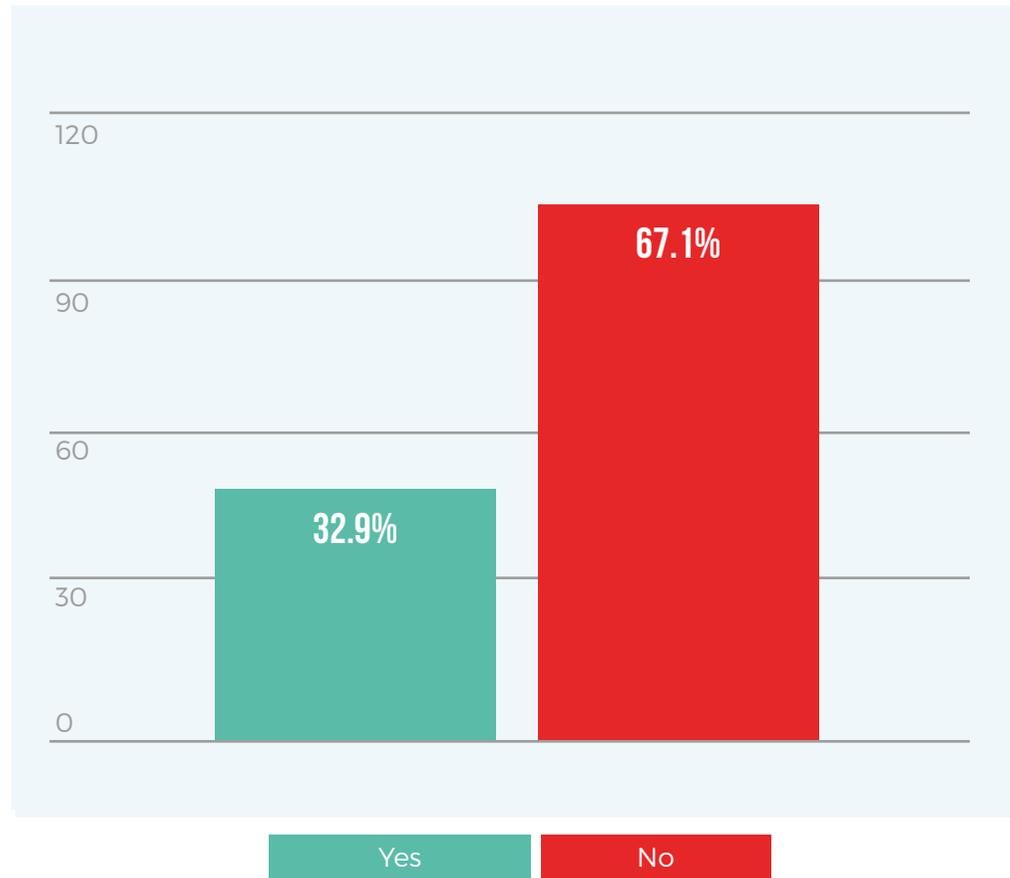None

OPENING HOURS

Number of stores displaying opening hours.

Does it's store locator display store hours?

STOCK CHECK

Number of retailers that allow users to check stock in a particular store.

67.1%

32.9%

120

90

60

30

0

Yes   No

Can you check stock in a specific store?

3. DESIGN FOR INTERUPTION

Collectively UK consumers check their smartphones over a billion times a day with over half doing so within 5 minutes of waking. Popular places for mobile phone use (not including making a call) include public transport, at work and while shopping. This way of using a mobile device to browse and shop directly influences user behaviour. Browsing is frequently interrupted by competing influences both in the real world (getting on and off public transport, actually working at work, having real human contact in public) and by other notifications on their phones from emails, apps, texts and maybe even an actual phone call.

The option to save a basket either through sharing it by email or saving it is one way retailers can help shoppers that are being frequently interrupted to purchase, yet still only 28% offer this, seeming to prefer the wishlisting option. Wishlistiing is a useful feature and it's pleasing to see that over 50% now offer this, but it is different to save or share basket and should be treated as such. Retailers are still prioritising data capture over making it easy for customers to save products to their wishlist with the vast majority requiring an email sign up to save a wishlist and some asking for full address details too, totally undermining the benefits of providing this feature in the first place. It is for individual retailers to decide whether data capture for marketing purposes outweighs providing a more enjoyable and easy to use shopping experience for their customers.

SAVE OR SHARE A BASKET

Retailers offering save or share a basket options.

The nature of mobile shopping is disjointed with interruptions to the shopping journey. Save or share a basket options allow customers to return and pick up where they left off at a later date.

120

90

72.2%

60

30

27.8%

0

Yes   No
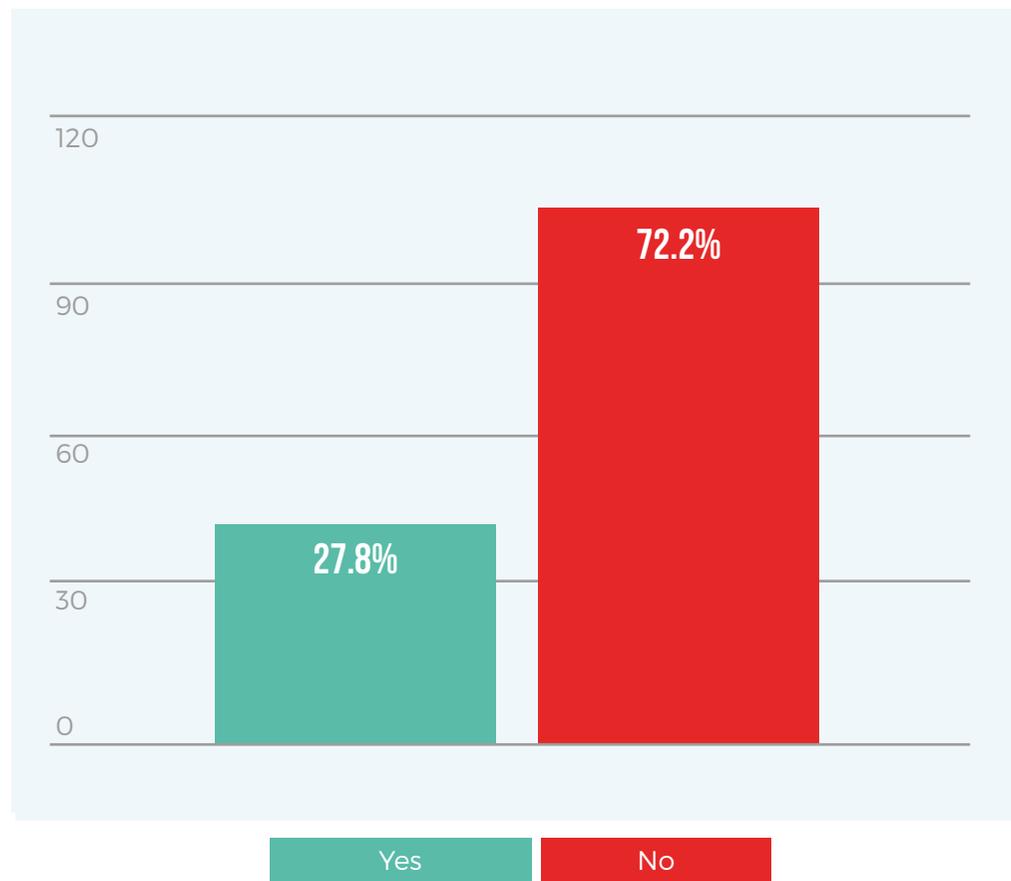
Is there a save/email basket functionailty?

WISHLISTING

Retailers offering wishlisting, separated by sign up requirement.

Is achieving sign up as important to retailers as making the wishlist easy to use? The results indicate that retailers think so with over three quarters requiring login to use the wishlist.

41.2%	46.2%
12.6%	

80
60
40
20
0

| Yes (with login) | Yes (without login) | No |
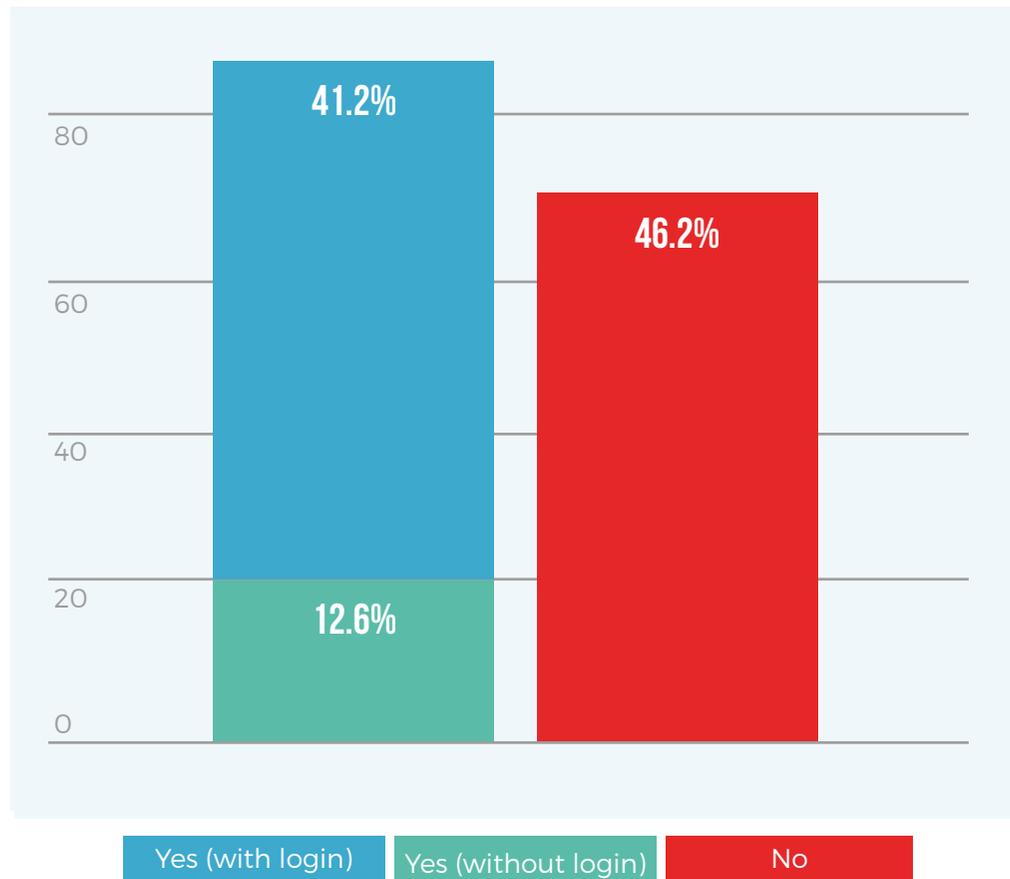
Does it offer saving / wishlist fuctionality?

4. FEATURES AND BENEFITS

An interesting aspect of many mobile sites is the various chat and help options available. For those sites that were missing some of the more advanced stock check options, alternative solutions had been implemented. For example, Richer Sounds asks users to select a store before taking you to a "click and call that particular store to check stock" option. Online chat features on several sites, including Furniture Village, Game, Paul Smith and Karen Millen which ensures they can offer a more personal approach to providing assistance to users and encouraging a purchasing decision. The question retailers need to ask is whether this is a feature benefit of their mobile site or a clunky approach to integrating mobile commerce into their omnichannel strategy.

More sites are using social media as a way for users to share specific products including H&M, French Connection, Habitat, Harvey Nichols, Hermes, Majestic,

Manor Pharmacy, Matalan, MuiMui, Molton Brown, River Island and Sports Direct. A word of advice to retailers adding external links to their site: links should open a new tab rather than taking users away from their website; Hobbs and Nespresso we're talking to you here. Specialist sites like Hobbycraft and Hornby offer users the chance to upload photos to the site which they will then share, demonstrating a good understanding of their consumers and how mobile is used not only for shopping but also as a leisure activity.

The features most retailers are interested in are the ones that encourage or inhibit a purchasing decision. If that's the case why are so many still failing at the last hurdle – the check out process? Over 50% still aren't providing easy to use numerical keyboards and only slightly more offer easy to use email keyboards.

FORM USABILITY

Number of retailers that offer email and number specific keyboards at checkout.

Mobiles have smaller screens and use touch screen technology. Providing numerical and email specific keyboards makes the checkout process easier for shoppers.

Both	Email only	Numerical only	Neither type
36.1%	19.6%	10.1%	34.2%
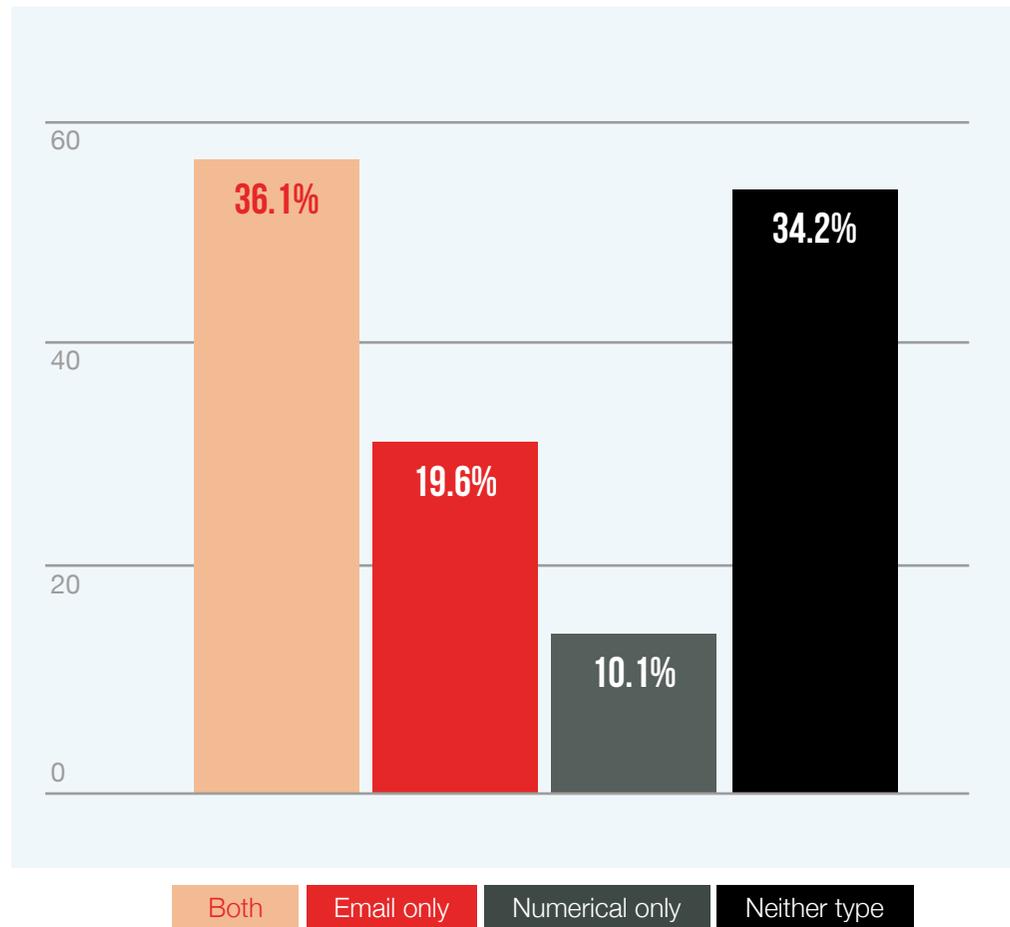
RESULTS / BENCHMARKING

Comparing Mobile Retail Matrix scores by sector.

See how you compare. Download the
Mobile Retail Matrix (Excel file). **Click here >**

75
Median score
Department

58
Median score
Fashion

54
Median score
General

There are improvements all round from retailer's median scores with department
stores still setting an example of how it should done with a large lead.

LEARN AND IMPROVE

What can retailers take from this report? Firstly, there are the areas which you need to implement now if you don't want to be left behind. If you've gone to the trouble of having a mobile site and an option to create an account, a persistent cart should be a given. Three quarters of the retailers we surveyed offer this so it should be considered a fundamental rather than a nice-to-have feature.

Retailers that want to beat the competition should address how they help customers to browse, save and dip in and out of their site in an interrupted way. Save or share basket options and wishlisting without requiring a complex sign-up are features that provide a useful and less frustrating visit to your mobile site.

Speaking of frustrating your customers we'd urge you to think about your check out process. Regardless of whether your mobile site is a tool for information gathering rather than shopping, you should still make it as easy as possible for customers to complete a purchase on a mobile if they want to. Easy to use keyboards at checkout make the whole process that little bit more slick and easy for the customer.

Finally the most important lesson to learn is that it's not all about pushing sales figures directly through the mobile site, as that isn't always what it's used for. Looking at mobile sales revenue in isolation isn't a fair reflection of how mobile is used in the shopping journey. It's about using mobile as part of the overall omnichannel strategy to drive sales online and in store. Retailers have to make it as easy as possible for consumers to buy from them across all channels – even if the final purchasing action doesn't happen on a mobile.
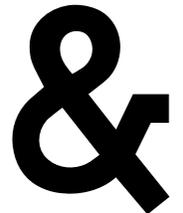
Let's talk.

Darryl Adie
Managing Director, Ampersand
da@amp.co
+ 44 161 236 5504

&

METHODOLOGY

To create the list of retailers used in this research, we first aggregated various existing lists. We used IMRG financial rankings, web traffic data from Hitwise and Sitemorse's usability list. This gave us over 2,000 companies to research. We eliminated retailers that did not have a UK presence, had no ecommerce presence, no transactional mobile website and no physical stores. The final list comprises 158 multi-channel retailers.

The Ampersand Mobile Retail Matrix criterion represents the core tenets of retailing online, specifically using the mobile web to shop on a mobile device.

The remaining retailers were split into their appropriate sectors.

The Ampersand Retail Matrix criterion are our view of the core tenets of multi-channel retailing on a mobile device.

The criteria includes:

Whether the retailer has a mobile optimised, transactional website.

Page load speeds and performance mobile using Google Developers PageSpeed Tools.

Where retailers placed the link to their Store Locator and whether or not store hours were displayed.

Whether or not the retailer offered product zoom on product pages.

GPS/location information – whether customers can find the nearest store by using geolocation.

Whether or not the retailer offered easy to use numerical and email input keyboards within checkout

Retailers were then scored against the criteria and with a weighted formula, ranked in the Retail Matrix.

To calculate the base score marked out of 24 possible points from 15 criteria, a retailer was awarded 1 point if it scored positively for each of the criteria mentioned above, with these specifics:

- Offering reserve and collect same day

- Mobile Speed >71

- UX Score >99

We awarded 4 total points for the following criteria:

- Placing the store locator in a prominent location

- Persistent cart

- Using both numerical and email keyboards

- Featuring keyboard zoom

We then calculated the final score to be out of 100:

=100/24*SCORE.

All research was completed in Greater Manchester, UK on an iPhone 6 using the Safari browser on iOS8 in April and May 2016.

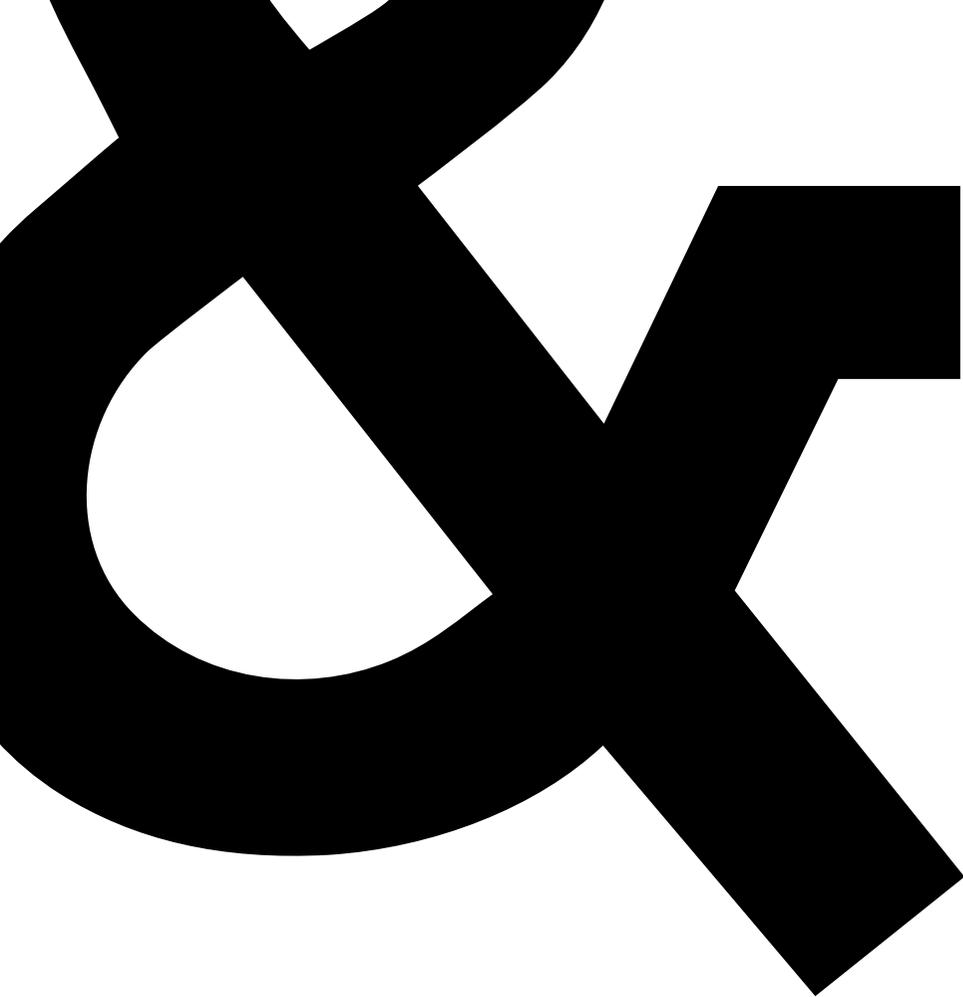All research on retailers is copyright Ampersand Commerce Ltd.

Data can be quoted in any medium but requires credit either by name or link back to amp.co

For press enquiries, please contact **ko@amp.co**

See how you compare. Download the Mobile Retail Matrix (Excel file).

Click here

AMPERSAND

amp.co | +44 161 236 5504

Ampersand is an award-winning commerce agency that helps established high street retailers build better online stores. Ampersand works with multi-channel retailers, such as Harvey Nichols, Poundland and Bensons for Beds to help increase conversion and efficiency through the strategic use of technology.