

MEDIA RELEASE
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Internet Shopping Study Reveals Only Half of Online Businesses Get It Right

Wine-Searcher.com the place for wine information, location and price

Location (PRWEB) November 26, 2008 – Adon Kumar, the General Manager of Wine Searcher, www.wine-searcher.com, presented the results of the Online Mystery Shopping Study at the International Wine Clubs Association Conference in Vienna earlier this month.

A sample of 50 online wine retailers in the USA, UK and Europe were Mystery Shopped twice over an elapsed period of one month. The purpose of the study was to assess and benchmark a broad sample of online retailers and track retailer performance against online best practices. The study covered Wine Website design, E-commerce facility and retailer responsiveness to the mystery shoppers' requests for products and services.

The study showed that 49% of the retailer's websites were satisfactory in design rather than excellent in terms of online best practice. Nearly all the websites offered full e-commerce functionality to make online purchases. Retailer responsiveness to email query was overall positive but 34% did not respond to the mystery shopper's email. Around 67% of the shoppers found it easy to locate the email contact details on the websites. With respect to specific or personalized responses to email, 73% of the retailers provided specific replies, but 20% of the shoppers were disappointed with the results they got to their email enquiries.

In summary, the study showed that a small percentage of retailers provide exceptional service while another small group fell short in delivering basic customer service.

The full Mystery Shopping presentation is available online on Wine-Searcher's website at: <http://www.wine-searcher.com/mystery-shopping-study.lml>

Wine-Searcher, which hosts over 3 million wine offers, is the world's largest and most used wine search engine.

Wine-Searcher Limited is a NZ registered company and employs 10 staff including a qualified wine specialist and a sommelier. The company does not itself sell any wine.

Wine Intelligence is an independent consulting, branding and market research company dedicated to serving the wine industry globally.

The International Wine Clubs Association (IWCA) is a professional Association of wine clubs and direct selling wine merchants, with members in 17 countries over five continents.

For more information:

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