

## Abandoners Want Retailers to Help Complete Their Order

# 85%

of website abandoners who experience...

- Technical difficulties
- Site usability problems
- Payment issues

say they would like the retailer that they just abandoned

**to contact them to complete their order**

### Why do Shoppers Abandon?

These site abandoners wanted to complete their purchase. What common hurdles prevented them?



Couldn't get items to show up in cart. Just got "**processing**" message.



Website looks ok but too many technical flaws. Half the **buttons and tabs don't work**. Disappointing.



So, I wanted to buy an Email **gift card**. Delivery wasn't clear... not sure I'd get it on Sunday delivery when today is Thursday.



Website unresponsive in **processing PayPal** payment.



Very frustrated!!! It's been impossible for me to create an account.



Checked to see sizes in stock. I would have given a better rating if they showed sizes were out of stock rather than trying to **add to cart and then seeing they were out of stock**.

### Bring Your Abandoners Back

Want to find out why your shoppers abandon — and how to bring them back to purchase? Learn about our new & improved Abandonment Survey Program: [Click here](#)

"Offering help during a transaction or after abandonment can not only produce sales, but also allow Customer Service to quickly pinpoint problems that can be corrected to reduce abandonment, reduce the costs of customer assistance, and raise customer satisfaction and loyalty."



- Hayley Silver  
VP, Bizrate Insights



**About this Study:** This report is based on 328 online shoppers in the U.S. and Canada collected April-June 2016. [Click here to learn more.](#)