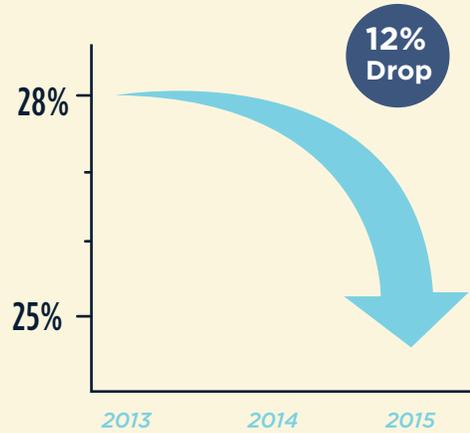


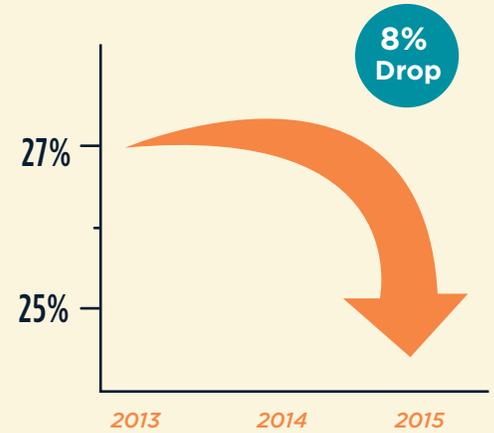
Smaller % of Shoppers Want Saved Information at Checkout

Shoppers more hesitant about automatic login

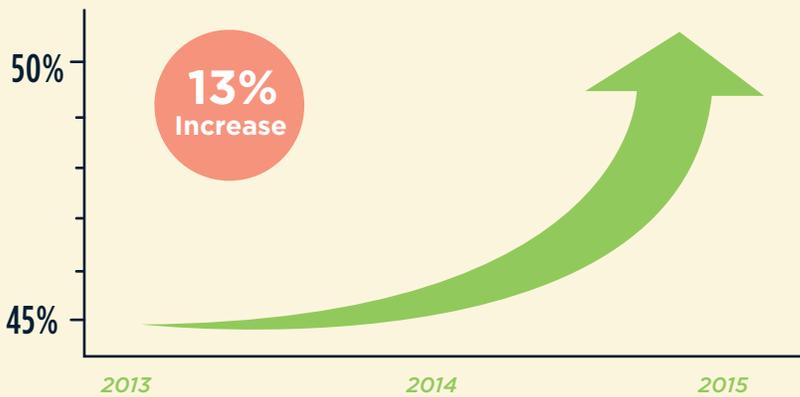
There's no question that online shoppers want an easier checkout process. But what are they willing to give up for it? When asked "Would you like this retailer to recognize and automatically log you in when you visit if it makes your checkout faster and easier?" only 1/4 of online shoppers in agree they want full auto login.



Yes, I don't want to have to enter any information.



Yes, I would like to be recognized, but enter my password.



No, I don't want to be automatically logged in

Interestingly, when compared against 2013 survey respondents, online shoppers in 2015 appear even less keen to have their information saved for easier checkout.

Meanwhile, the number of respondents who do *not* want to be automatically logged in jumped up from 45 to 50%—a 13% increase—in the last couple years.

Why are some online shoppers afraid of retailers storing their information?

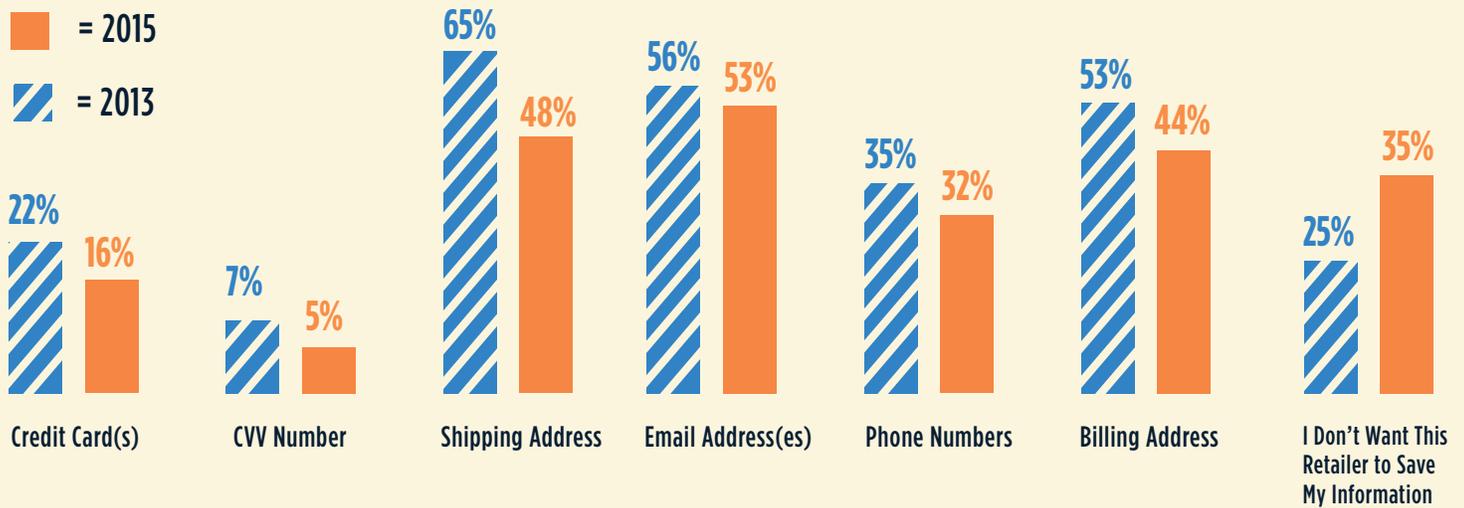
I would rather not take advantage of the expediency process options due to security concerns. Too much hacking going on these days.

I prefer to add in my information as opposed to having a website save it with the chance that a hacker could more easily get their hands on it.

In light of all the recent cyber attacks, I don't want my information stored.

It appears consumers are becoming more wary about retailers storing their personal information—but what specific data are they most protective of? Bizrate Insights asked online shoppers what information they would allow retailers to save for an easier checkout experience, and found some notable changes since 2013. While the shift varied depending on the type of personal information in question, all experienced a decrease.

In order to make checkout faster and easier, which of the following would you allow this retailer to securely save and prepopulate in checkout?



HAS CHECKOUT SATISFACTION CHANGED?

Although the percentage of online shoppers interested in pre-filled checkout has dipped since 2013, shopper satisfaction with checkout has actually grown from 8.96 to 9.02 in 2015. Perhaps storing personal information isn't the best way to the customer's heart when it comes to an easy checkout experience.

A PASSION FOR PAYPAL

Many respondents specifically requested that retailers offer PayPal. It autofills information for easier checkout, and some consumers perceive it to be safer.

Do your customers want saved information?

Want to know what your customers seek in a checkout experience?

[Embed our free point-of-sale survey here](#) for instant access to rich consumer feedback about your unique customer experience.

"Retailers must simultaneously simplify checkout while bolstering security around customer data—and market their data security to customers."

- Hayley Silver



Vice President, Bizrate Insights

About this Study

This Bizrate Insights Checkout Study was conducted via the Bizrate survey platform and offered at the Point Of Sale to customers purchasing from a retailer in the Bizrate Network of over 5,000 e-commerce retailers in the US and Canada. Data from this Bizrate Insights Ratings Study was collected during two distinct time periods, July 9-15, 2015 and August 5-Sept 20, 2013, garnering 3,746 and 100,995 responses respectively.

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