

COST OF ONLINE CX

71% ABANDONED



- R34-billion

OPPORTUNITY COST

1 700 CONSUMERS SURVEYED

36% GP
25% WC
17% KZN



74% female



26% male

42% less than 10k
39% 10-30k
19% 30k +



14% - 18-24 years old
36% - 25-34 years old
34% - 35-59 years old
16% - 50+ years old

57%

HIGHER EARNERS WILL BUY MORE FROM A COMPANY THEY LIKE

32%

WILL NEVER USE A BRAND AGAIN THAT DISPLEASES THEM

WHERE ONLINE FALLS DOWN

