COST OF ONLINE CX

71% ABANDONED 😽



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

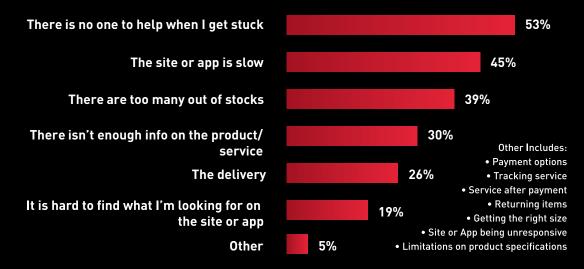
57%

HIGHER EARNERS WILL BUY MORE FROM A COMPANY THEY LIKE

32%

WILL NEVER USE A BRAND AGAIN THAT DISPLEASES THEM

WHERE ONLINE FALLS DOWN



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