



Study Reveals New Insights into Holiday Shoppers' Growing Expectations

The 2016 holiday shopping season is upon us and it's game time for retailers. Nothing is more important than the customer experience. But first you need to know what today's "anytime, anywhere, anyhow" shoppers expect.

To find out, we partnered with the CFI Group to survey consumers about their preferences and expectations in the areas of ordering, fulfillment and delivery, and customer service.

Here are a few things we learned:

- **91%** of shoppers are willing to spend more to qualify for free shipping
- **71%** of shoppers expect their online orders to arrive within 5 days
- **83%** of shoppers prefer to use a self-service option when they need assistance

Download our report to learn what matters most to shoppers so you can effectively prepare your retail business, boost sales, and increase customer loyalty this holiday season.

[Download](#)

Contact us

