

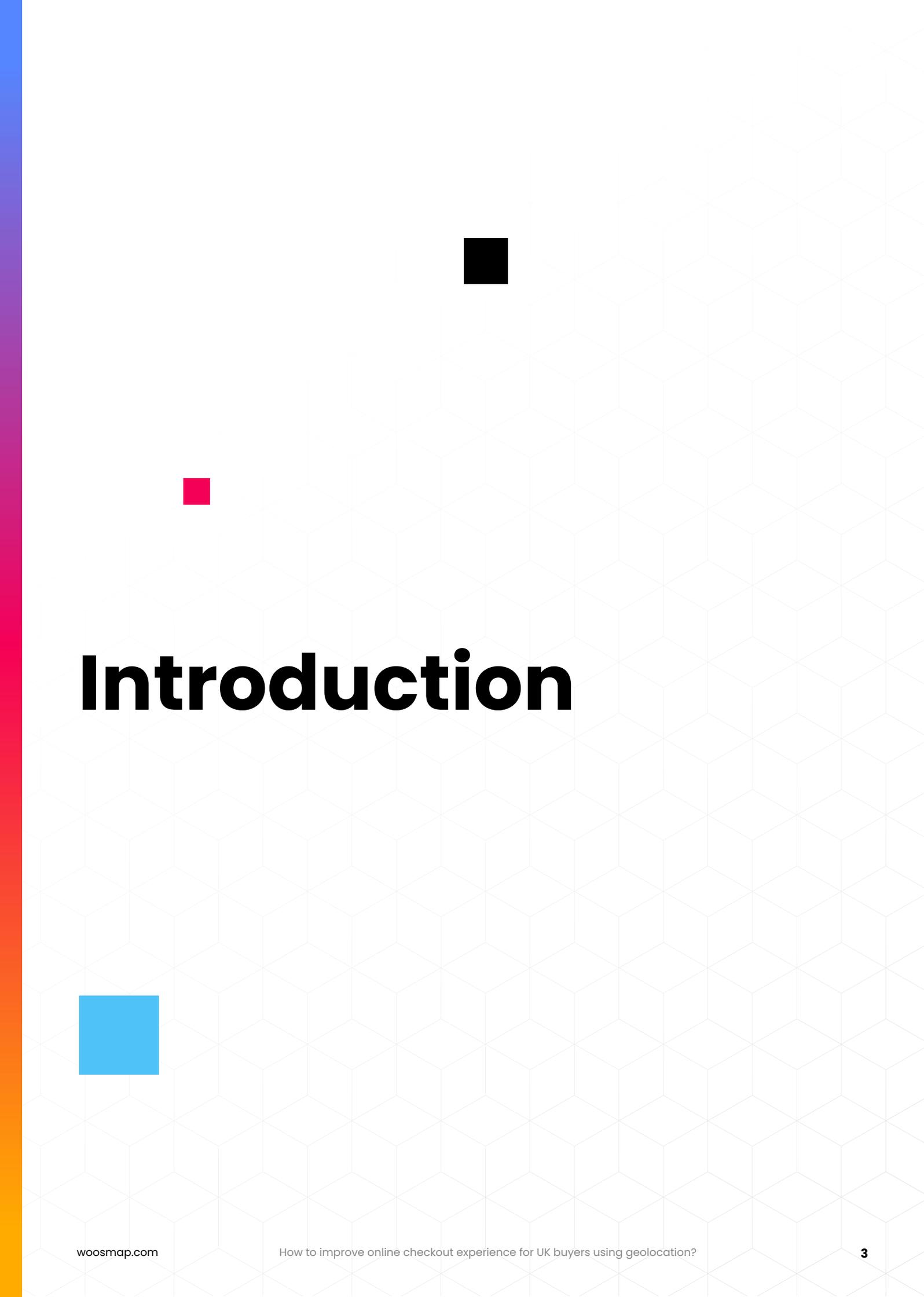


Top 100 UK online retailers benchmark

How to improve online checkout experience for UK buyers using geolocation?

Table of Contents

Introduction	3
Online checkout: best and worst practices	7
The importance of autocompletion	14
5 lessons learnt while conducting this study	21



Introduction



Directly after the start of the pandemic, retail sales in the UK fell dramatically due to the closing of non-essential stores. The silver lining, however, was that non-store sales increased swiftly right from the onset, mainly thanks to online shopping. Although, another big factor was the fact that consumer wallets were stuffed with at the time.

Before the Covid-19 outbreak, online retail sales only accounted for 20% of all retail sales. This figure almost doubled to reach 36% in February 2021, remaining at a high 29% even as stores fully reopened in April 2021. Click and collect, also known as “buy online, pickup in store”, became one of the hottest retail trends at that time, increasing by more than 500% year on year.





**The share of online
retail sales in the UK
almost doubled during
the pandemic**

It goes without saying the fact that a seamless online customer experience is one of the main differentiators of successful retailers, the most critical step being checkout, where a sale can be won or lost. Countless websites offer a poor checkout experience, only to wonder why so many people abandon their online basket.



What is the key to a seamless checkout process? How can it be improved?



To answer these questions, we've conducted a series of polls to create a benchmark covering the checkout processes of the UK's 100 biggest retailers.

In this study, we'll delve into the best and worst practices regarding the checkout and explain how autocomplete solutions could be the key to a fluid checkout experience, be it on desktop or a mobile device.





Online checkout: best and worst practices



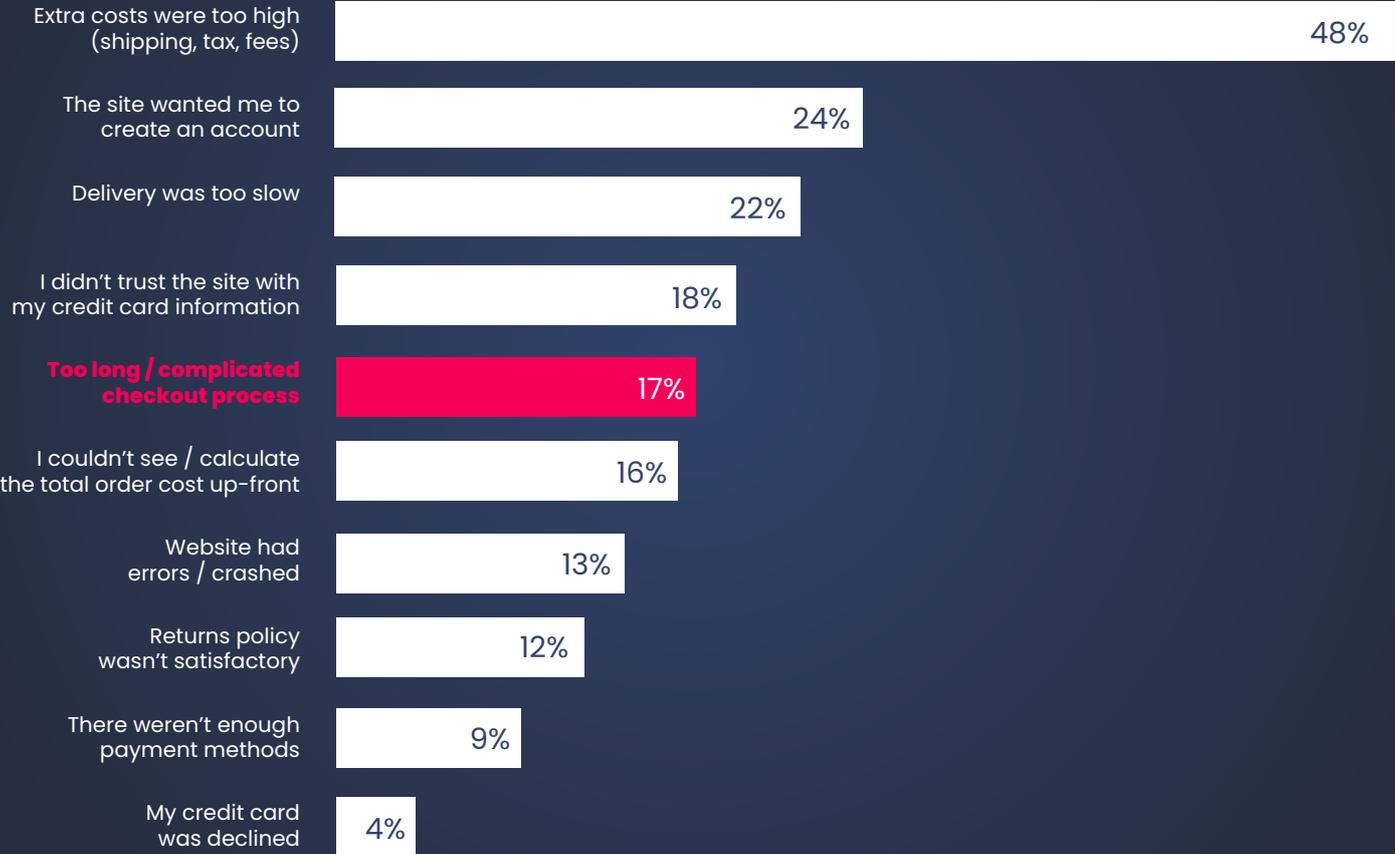
There are many reasons for cart abandonment. If we exclude the shipping cost factor, we'd find that **compulsory account creation** and **lengthy checkout processes** are among the main culprits.



Reasons for Abandonments During Checkout

4,384 responses • US adults • 2022 • © baymard.com/research

“Have you abandoned any online purchases during the checkout process in the past 3 months? If so, why ? ”



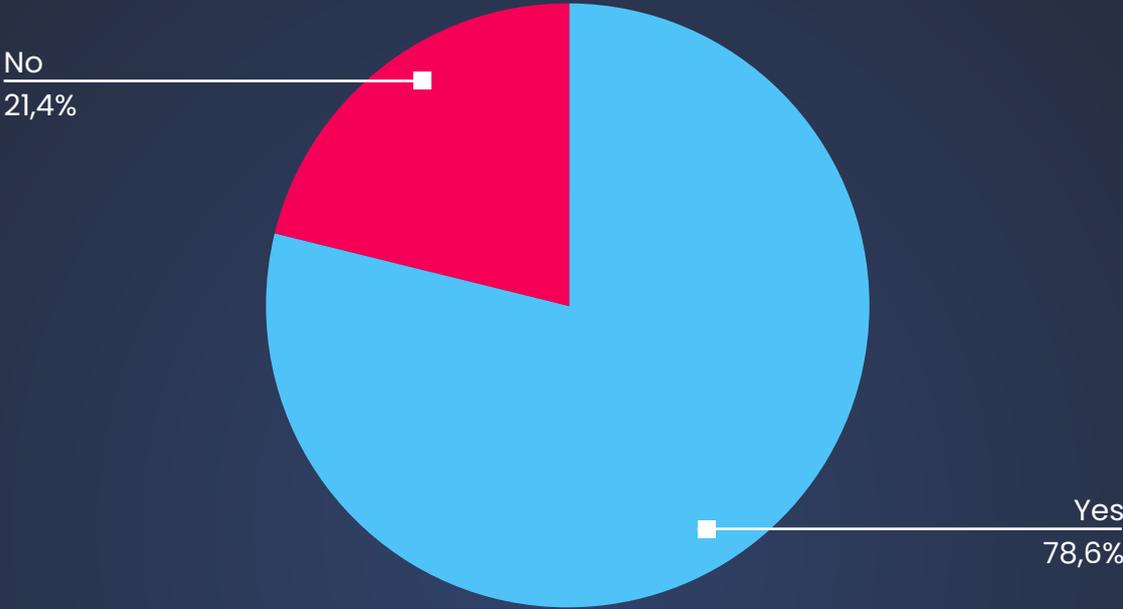
Mobile shopping is the new normal

Let's first focus on mobile shopping. Mobile retail commerce sales have skyrocketed in the past 5 years, jumping from 52% to 73% of total e-commerce sales worldwide.

73%

of online retail purchases are made
from a mobile device

Do the retailers offer a mobile app?

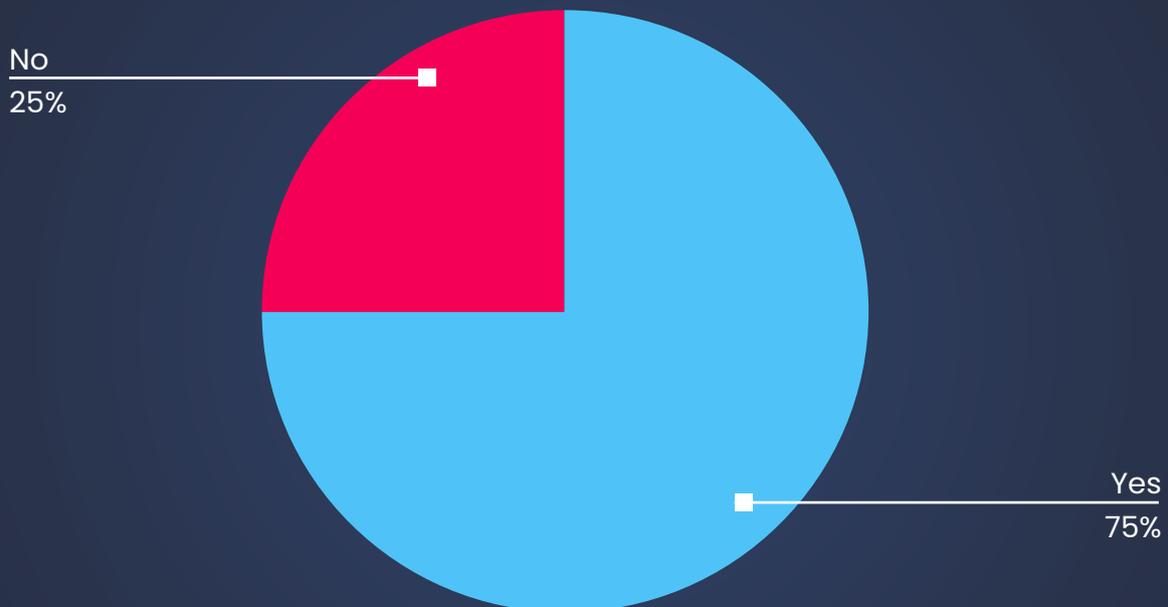


Whilst almost all e-commerce websites are now responsive, some of the online retailers still don't have a mobile app, leading to often tedious form filling on mobile devices and unnecessary loss of custom.

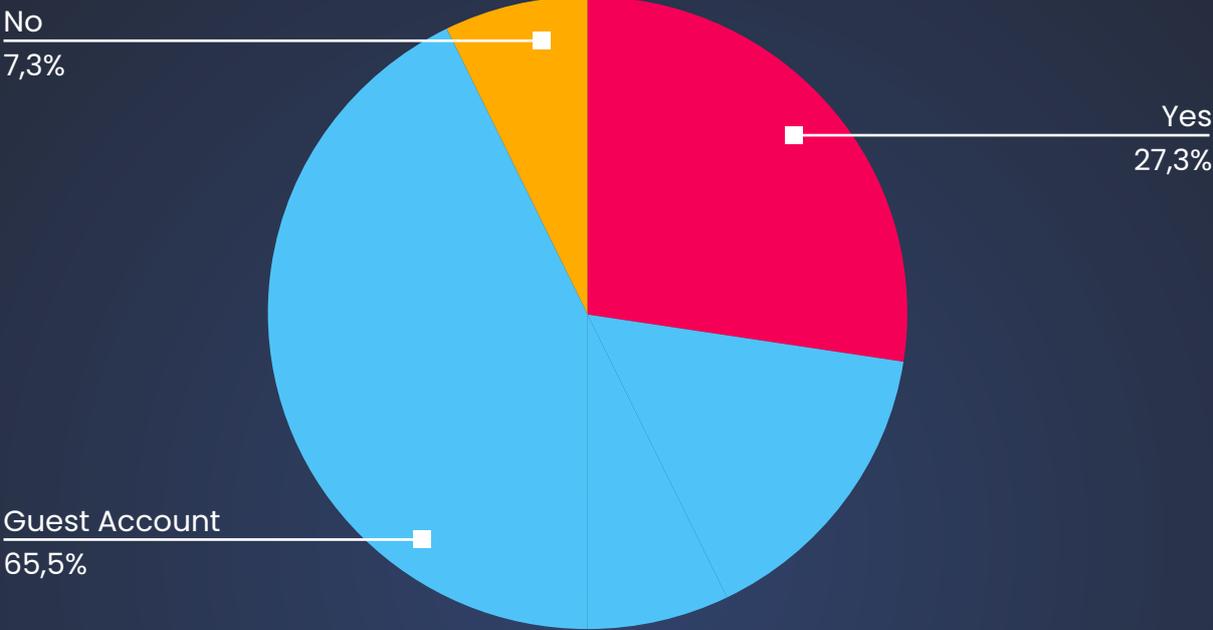
Accelerating the customer journey

As mentioned above, the pandemic has led prompted a dramatic increase in the usage of Click and Collect. This has many companies to offer this service, which has in turn allowed them to survive during these tough times.

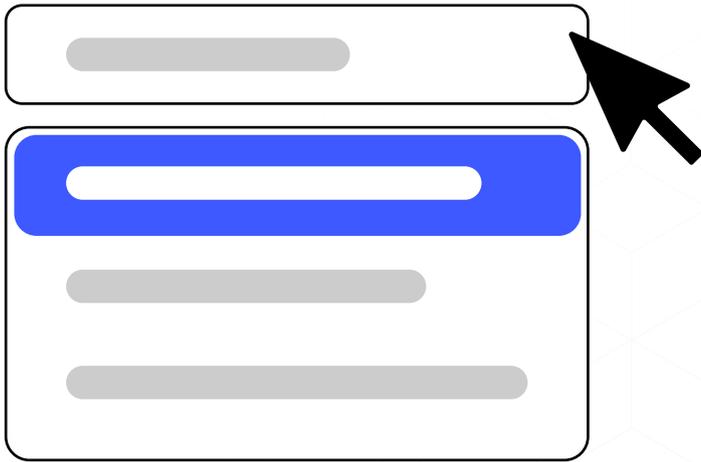
Does the website offer Click & Collect?



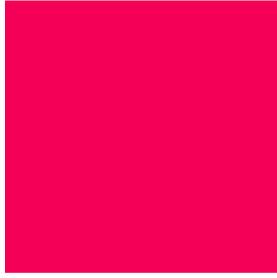
Is account creation compulsory?



When focusing on the main steps of a checkout process, we can see that account creation is often the way to go. However, we discovered that almost two-thirds of these companies have gone down the guest account route, implying that compulsory account creation could be a big hurdle in the checkout process:



The importance of autocomplete

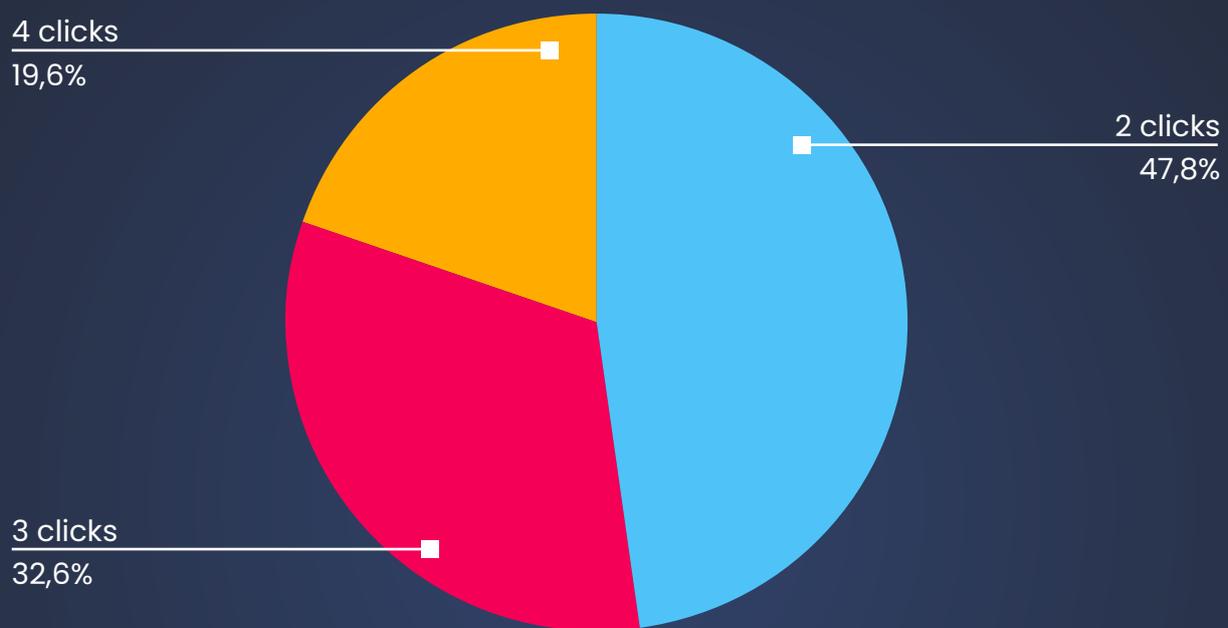


Sometimes overlooked, the address filling stage of the checkout process is the last crucial step with regards to securing a purchase.

Our findings reveal that almost half of companies have managed to reduce the number of clicks required to fill an address section down to just 2. Whilst this is certainly a step in the right direction, it doesn't solve completely the address accuracy issue.



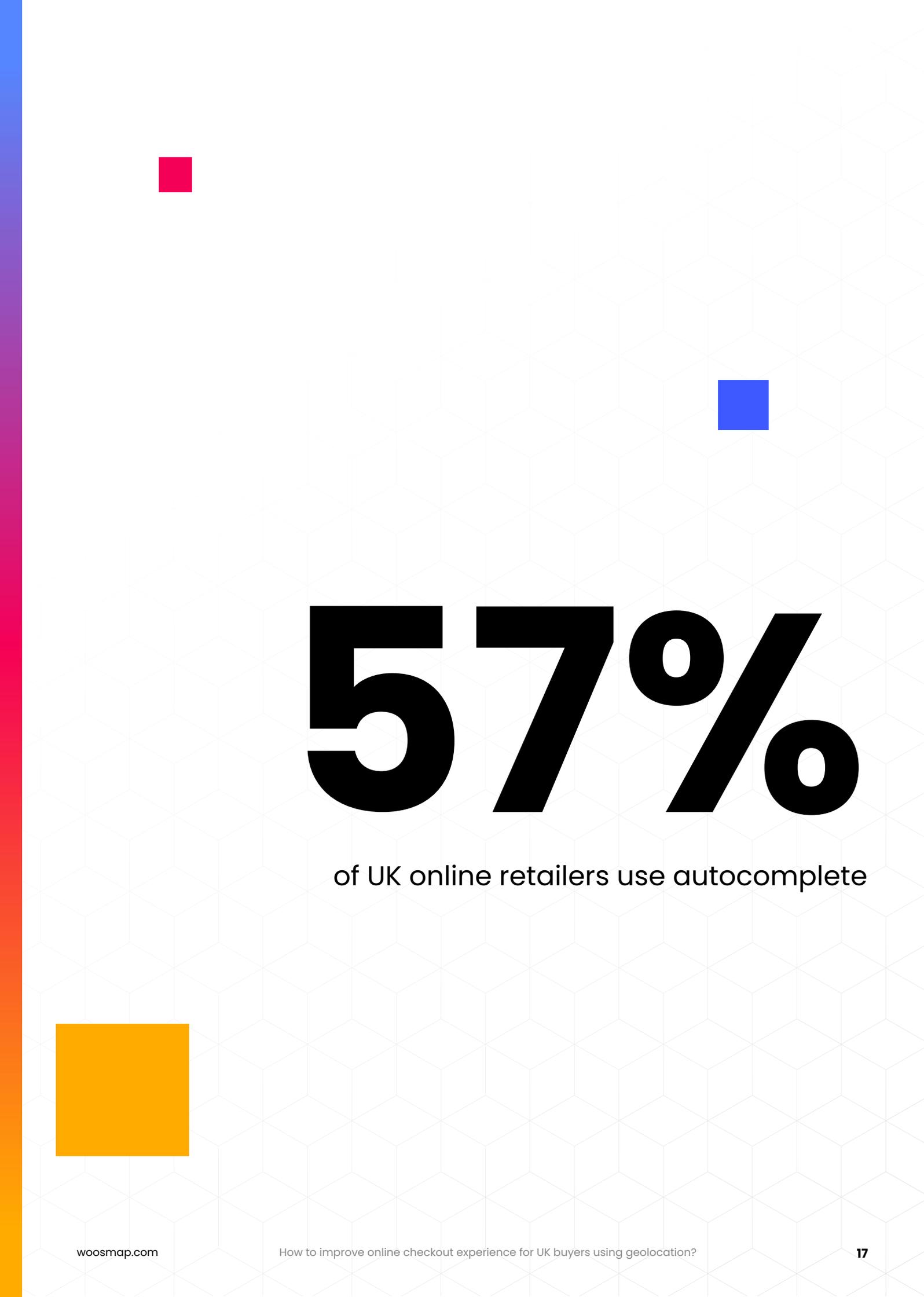
How lengthy is your address-filling process?



To make matters worse, some websites force people to choose their address from a long dropdown list, which is enough to discourage even the most motivated of buyers.

This is where autocomplete comes into play and often makes the world of difference.

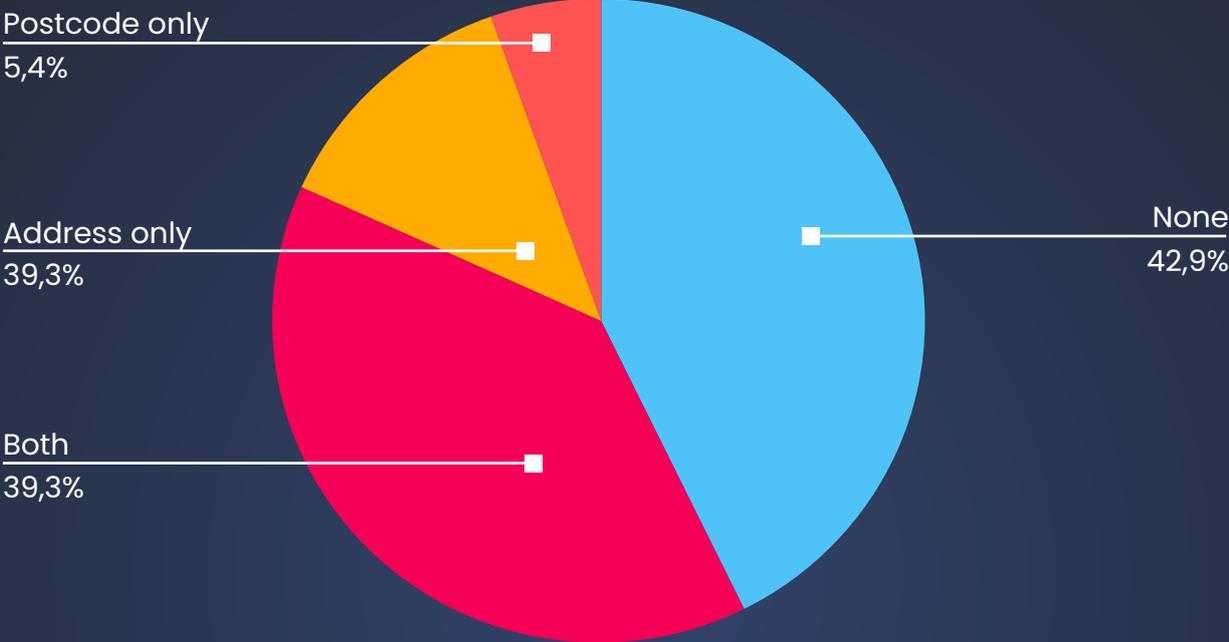
Though the majority of online UK retailers rely on autocomplete, more than 40% of them don't have a solution in place.



57%

of UK online retailers use autocomplete

How is autocomplete used?



There is more to it than just black or white; there are varying types of auto-complete.

Some companies use solutions offering autocomplete from the first letter typed, which is very expensive. A very small amount of them only autocomplete postcodes, whilst a little more of them purely restrict themselves to address autocomplete.

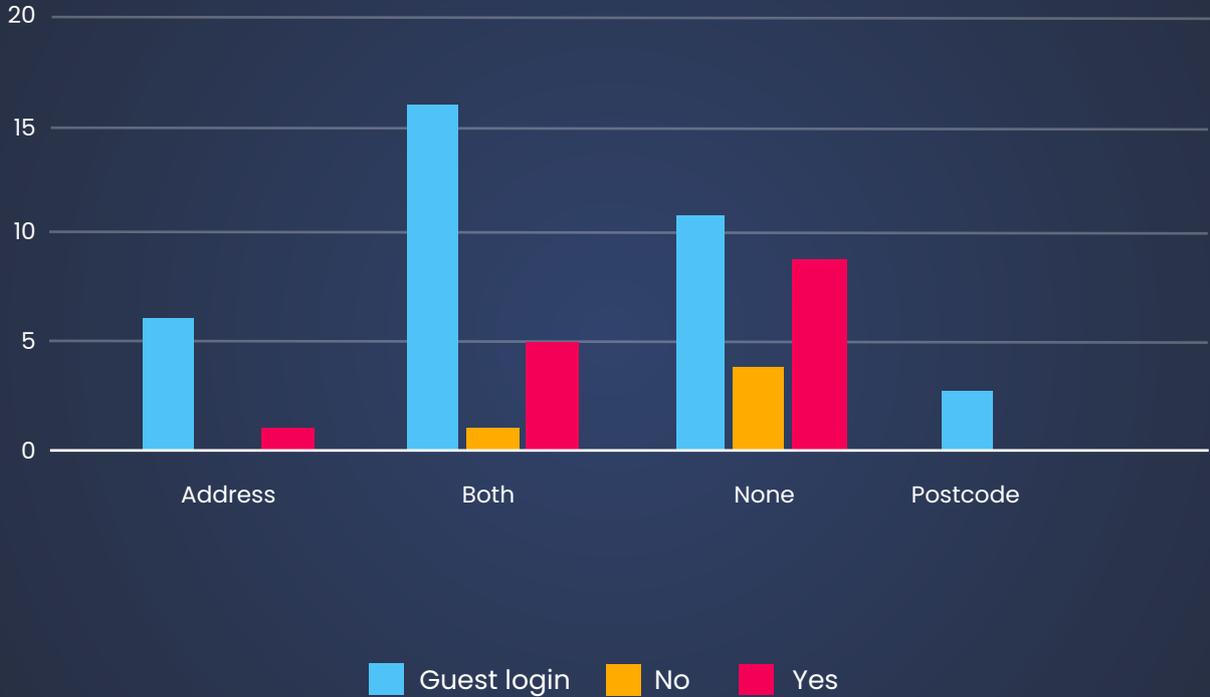


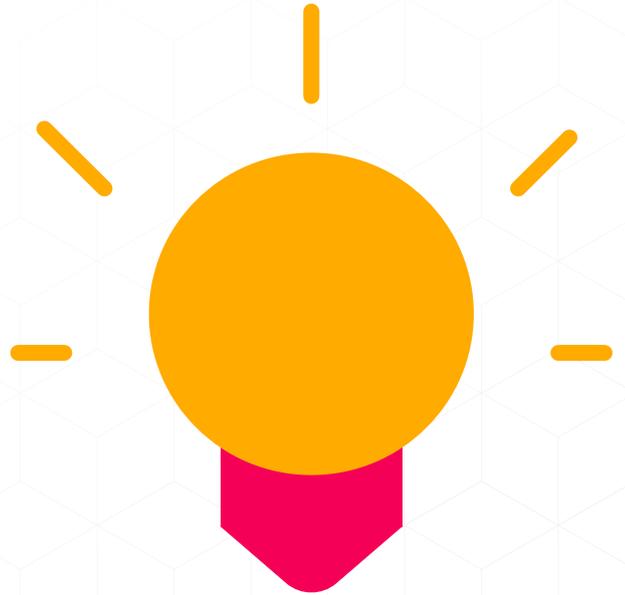
After crossreferencing this data we noticed that the best performers offered autocompletion and didn't force their users to create an account



Combined best practices: Guest login and autocomplete

Autocomplete for:





5 lessons learnt whilst conducting this study



To ensure a smooth checkout experience, online retailers need to follow a few good practices:

- ✓ Include checkout in their customer journey UX reflexion right from the start
- ✓ Ensure access to comprehensive and up-to-date address database
- ✓ Verify the addresses in order to prevent delivery issues
- ✓ Prevent users from reinputting the same information during the checkout process
- ✓ Display all Click & Collect locations on a map so that customers can easily select their preferred one



Best-in-class address autocomplete solutions offer all these features, and more.



With over 10 years of experience in geolocation, we have developed an autocomplete solution combining versionless and secure APIs which eliminate 99% of address errors and spelling errors before they even enter your information system.

With Woosmap, your customer will reap the benefits of a seamless experience:

- ✓ **Accurate**
Comprehensive and up-to-date address database
- ✓ **Time-efficient**
Fast displayed results
- ✓ **Reliable**
No more delivery issues due to incorrect addresses
- ✓ **Smart UI**
No more double entry address information
- ✓ **Convenient**
No more doubts about where to pick up a parcel! Visualising all pickup points on a map helps your customer to make their choice.

Some of the UK's leading retailers (Screwfix, Toolstation and Mitchells & Butlers) already rely on our solutions to offer a seamless checkout experience.

Are you ready to get to the next level of checkout?

[Try our Address Autocomplete solution for the UK](#)



woosmap

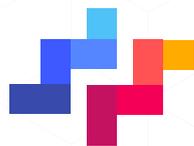
Location-based Search Platform

Woosmap is a unique combination of search, map, distance calculation APIs, without collecting any personal data.

Developers, build the best Location-based User Experience, increase conversion rates or optimise logistics, for millions of users.

100% GDPR Compliant.





woosmap

woosmap.com

Woosmap. All rights reserved 2022

Source

Top 100 Ecommerce retailers UK benchmark, Woosmap Checkout Flow Research, Baymard Retail Trends 2021, Deloitte Retail sector in the UK, House of Commons Library Key Figures of E-commerce, Statista