

Ilina Öörni

Customer service in e-commerce

Ecosto online store

Thesis

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SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

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Thesis abstract

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Author(s): Iina Öörni

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This thesis was commissioned by the Ecosto online store, a Finnish online retailer that sells environmentally conscious products for home, wellness and leisure. The purpose of the thesis was to improve Ecosto online store's customer service.

The theoretical framework focuses on customer service in an online context and describes the customer service channels commonly used for this purpose. A quantitative customer satisfaction survey study was conducted in order to determine the current level of satisfaction with the company and to reveal areas for improvement.

The results indicated that the typical customer of the online store is a 45 to 54-year-old woman. Most of the respondents also identified themselves as occasional customers. The results did not reveal any obvious weaknesses in website usability, ordering and delivery, or customer support. The customers' preferred methods for contacting customer service were e-mail, followed by chat, phone, and finally social media. The overall shopping experience was rated as very positive by over half of the respondents. The majority of the respondents also said they were likely to recommend the online store to a friend or colleague.

Keywords: e-commerce, customer service, customer satisfaction

SEINÄJOEN AMMATTIKORKEAKOULU

Opinnäytetyön tiivistelmä

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Opinnäytetyön toimeksiantajana toimii Ecosto verkkokauppa, joka myy ympäristöarvot huomioon ottavia, kestäviä ja laadukkaita kodin ja vapaa-ajan tuotteita.

Teoreettisessa viitekehyksessä määritellään asiakaspalvelu käsitteenä ja tuodaan tätä kautta esiin verkkoasiakaspalvelussa huomioitavia erityispiirteitä. Lisäksi teoriaosuudessa käydään läpi yleisimpiä verkkoasiakaspalvelun kanavia.

Työssä toteutettiin kvantitatiivinen asiakastyytyväisyyskysely. Tutkimuksen tavoitteena oli mitata ja kehittää Ecosto-verkkokaupan palvelun laatua. Tutkimuksen tuloksista selvisi, että Ecosto-verkkokaupan tyypillinen asiakas on 45–54-vuotias nainen. Suurin osa vastaajista luokitteli itsensä satunnaiseksi ostajaksi. Tuloksissa ei noussut esiin selkeitä heikkouksia käytettävyydessä, ostoprosessissa tai asiakaspalvelussa. Suosituin yhteydenottokanava oli sähköposti, jonka jälkeen tuli chat, sitten puhelin ja viimeisenä sosiaalinen media. Yli puolet vastaajista myös arvioi asiointikokemuksensa Ecosto-verkkokaupassa erittäin hyväksi; lisäksi suurin osa asiakkaista suosittelisi verkkokauppaa myös ystävilleen.

Asiasanat: verkkokauppa, asiakaspalvelu, asiakastyytyväisyys

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1 INTRODUCTION

The purpose of this thesis was to improve Ecosto online store's customer service, consequently increasing their customer loyalty and sales. The topic came from the commissioning company. Ecosto online store operates under a Finnish consumer electronics retailer Hakaradio Ltd, selling products for home, wellness and leisure. They have a value based business model, built on transparency and sustainability.

The author is familiar with their operations through a six-month practical training, participating in the daily tasks of the online store. At the moment, Ecosto manages their customer service contacts primarily by phone or e-mail, and they are active in social media channels Facebook and Instagram. The staff currently handles these along their other tasks, but as the company grows and expands, it might become necessary to hire a person solely dedicated to customer support and social media.

Industry leaders, like Amazon, have already realised the importance of customer service in online retail, and as others are beginning to follow suit, customer service has quickly become the new battleground in e-commerce. The road to better customer service begins by considering what service really is and what it means in an online context. To implement a new service strategy, it is also necessary to become familiar with the different channels that are used to serve customers online.

A customer satisfaction survey was used to find out what is working and what is not, as well as to determine a starting point from where to begin improving their service. The survey was targeted towards the existing customer base of Ecosto online store, and narrowed down to those who had made a purchase within the past six months.

2 DEFINITION OF CUSTOMER SERVICE

We live in a service society, where different services form an integral a part of our daily lives, whether we are using public transportation, shopping for groceries or meeting friends at a café (Korkeamäki, Pulkkinen & Selinheimo 2000, 9).

According to Hämäläinen, Kiiras and Korkeamäki (2016, 8) customer service includes everything that is done for the benefit of the customer, either directly or indirectly. In other words, customer service is a series of actions, with the purpose of making sure that the customer is satisfied with a product or service (Investopedia 2017). In practice, this usually means a helpful and positive interaction with the customer either in person, on the phone or online, that may take place before, during or after a transaction.

Korkeamäki et al. (2000, 12) state that the basic parameters of customer service should be included in the business plan, because clearly defined protocols are much easier to transfer into practice, and everyone in the company must have a clear idea of how to treat the customer in order to fulfill the company's service expectation.

However, Korkeamäki et al. (2000, 12) also note that customer service is always case and situation specific, making it different every time. They say that the quality of customer service can determine the entire future of the customer relationship, claiming it takes just as long to produce good service as it does to produce bad one.

3 CUSTOMER SERVICE IN E-COMMERCE

According to Tschohl (2001, 63) it is a common misconception that online customer service equals self-service. While consumers do enjoy the speed and convenience of online shopping, they also want the service experience of traditional shopping.

In e-commerce, there is generally less interaction between the buyer and the seller. In fact, most customers make their decision to buy or not to buy without contacting customer service at all, and even when a customer service contact does take place, it is generally initiated by the customer. Therefore, it is important to make contacting customer service as simple and easy as possible. (Lahtinen 2013, 242)

Online communication abides by the same rules as any other written content, although the style of writing varies from channel to channel. For example, e-mails are still considered relatively formal in style, while chat takes up a more casual tone. When communicating in writing it is also good to keep in mind that the reader cannot rely on any other physical cues, such as body language or a tone of voice to interpret the message, so intent must be expressed in writing. (Kortesuo & Patjas 2011, 10)

From a sales perspective, it is vital to transfer traditional sales psychologies online. Being present and taking an interactive approach are two key elements of selling. Even though a complete physical and personal presence cannot be achieved online, there are other ways to create a sense of connection. For example, a chat window at the corner of the page creates the feeling that help is available if needed, and just knowing this can forge a more positive shopping experience. A good sales person eliminates hesitation and encourages a purchasing decision. (Parviainen 2013, 224)

Online customer service includes other aspects as well, such as a working web-site, on-time deliveries, flexible return policies, and much more. The end goal is to make shopping as easy and effortless as possible for the customer. (Tschohl 2001, 67)

4 CUSTOMER SERVICE CHANNELS

Online customer service channels can be broadly classified into two categories: self-service and assisted service. Self-service includes all the information and tools that the company provides for their customers to help them solve the problem on their own, such as detailed product descriptions or frequently asked questions page. Assisted service, on the other hand, refers to the help that is provided by a service representative through different mediums. Here we will focus on the assisted service channels, which usually include phone, email, chat and social media. (Robin 2016)

When organizing real-time customer service channels, such as phone or live chat, it is important to take into consideration that consumers generally shop online outside the typical office hours, from early afternoon until late in the evening. The opening hours of customer support should be designed to reflect this and response times monitored to make sure that the waiting times remain reasonable. The faster your response time is, the better. Even if e-mail is not real-time by nature, the customer's clock will start ticking the very second that the e-mail has been sent, and having to wait more than a day can be a big drawback. (Lahtinen 2013, 244)

While phone, e-mail and chat are still the most common customer service channels, these days customers are increasingly seeking help also through social media. Every channel that the company has a presence in should be closely monitored and actively participated in by the customer support staff. (Lahtinen 2013, 243)

"Omni-channel" or "multi-channel" is the latest buzzword in online customer service, referring to customer support that is provided across multiple channels seamlessly. However, customers don't really think in terms of channels, they just want their questions answered as fast as possible with the least amount of effort from them. And what customers really want from you is quick, friendly and effective service. This means that the response times should be minutes, rather than hours or days. It also means personalized, human conversations. And most importantly, it means that the problem should be solved in a one single interaction. (Robin 2016)

4.1 Phone

Despite the variety of channels available, customers still rely heavily on the phone. Loudhouse (2013) surveyed 7,000 consumers in seven countries and found out that phone remains the most popular service channel, with 54% using it for first contact.

The biggest challenge with a phone service from the company's perspective is that they need to be able to pull up the customer's order and conversation history to see when the customer has called last, and properly analyze the issue without the customer having to re-explain their previous issue every time they call. One solution to this could be phone registration that is offered by many sites, which automatically adds every conversation into the customers calling history. When used correctly, phone can be an effective channel for resolving issues in one contact. (Robin 2016)

4.2 E-mail

Some might say that e-mail is dying, but Korteso and Patjas (2011, 52) believe otherwise. They think that at best, the role and significance of e-mail may change. In fact, according to a study conducted by Statistics Finland (2016), 79 percent of the population in Finland had used e-mail within the past three months.

Lahtinen (2013, 150) has listed some best practices for e-mail, which include using an address that the customer can reply to, keeping the title short by using key words, informing the customer about how they are expected to proceed next if necessary, keeping the message short and simple by placing the important information first, and including the company's contact information. Korteso and Patjas (2011, 55) add that the language that is used in e-mails should be as grammatically correct and comprehensible as possible to avoid any misunderstandings or confusion, because people generally tend to read text on a screen by only glancing it through.

4.3 Chat

Chat customer service is still a relatively fresh concept in Finland, and as such it can provide a competitive advantage over your competitors, when properly executed. The advantages of chat in comparison to phone or e-mail are indisputable. A skilled customer servant can handle multiple conversations at the same time, and it is even possible to create some standard replies to the most frequently asked questions. Chat also leaves a written documentation of everything that has been discussed. It is faster and more communicative than e-mail, allowing a real-time conversation, while being less expensive than a phone service. (Kortesuo 2009, 57)

Even the name “chat” implies that it is all about conversation with the customer. This also means that using spoken language is more acceptable than in other channels. While spoken language is commonly used in chat conversations, you should think about what style of communication suits your company the best. A general guideline would be to use simple sentence structures and common words, while avoiding jargon, slang or dialects. (Kortesuo & Patjas 2011, 68)

The demands for a chat customer service representative are high, because they need to be skilled writers and fluent communicators, while doing it all in real-time. They also need to have good knowledge of the company and its products in order to provide the customer with accurate advice. This naturally requires a certain personality type that is comfortable with multitasking. (Kortesuo & Patjas 2011, 66)

Although chat has high satisfaction ratings, it does not come without its challenges. The number one challenge for the company is that everything happens in real-time, meaning that the response times should be in seconds, not minutes. And the more customers you have online at once, the more challenging it becomes to manage. Providing good customer service over chat can be difficult, but if you do it right, the rewards are also high, and you will end up with more loyal and satisfied customers. (Robin 2016)

4.4 Social Media

Social media is an online network or community, where people with similar interests can gather to share information. It is the modern-day version of a market square, represented by a large number of different web applications. (Parvinen 2013, 269)

It is important to get acquainted with the different types of social media platforms and recognize their differences. This does not mean you need to be active in every channel, but you should be where your customers are. (Kortesuo & Patjas 2011, 80)

More than half of the Finnish population has a Facebook account, making it the place to be for most businesses. Google+ also has a steady 18% user rate, and Instagram is followed by 16% of the population. Twitter is still relatively new in Finland, but it still has 10% of the population using it. (Ecommerce Europe 2015)

Businesses tend to see social media solely as a marketing channel, not realizing its potential for customer service. But customers may choose to contact the company through any channel, and when they do, you need to be prepared to handle them. (Kortesuo & Patjas 2011, 14)

Responding to customer contacts is the corner stone of social customer service. Social media is not suitable for ordering, cancellations or service changes. However, it is a great tool for providing product and service information, answering simple price enquiries, and receiving feedback or development ideas. (Kortesuo 2014, 66)

5 METHODS

The purpose of this study was to improve Ecosto online store's customer service, consequently increasing their customer loyalty and sales. To do this a quantitative study was conducted in the form of an online customer satisfaction survey.

Quantitative method is a data collection technique commonly used in business that generates numerical, measurable data (Saunders, Lewis & Thornhill 2012, 161). Survey strategy was chosen, because it allows the easy collection and comparison of generally applicable data from a large population (Saunders et al. 2012, 177).

The main advantages of this method are that it is a cost-effective and time-efficient way to measure the general opinion of a larger group and produce statistical data. Possible disadvantages could include poor design or an unrepresentative sample. The risks were minimised by carefully planning and testing the survey.

The sample size was calculated based on the total number of registered customers, which was approximately 13,000. A 95% confidence level and 5% margin of error was then used to come up with the sample size needed, which was 374 responses. The response rate for an online survey was estimated to be around 10%, so the survey was sent to 4,500 customers to achieve the sample size necessary. The actual sample size reached turned out to be slightly lower, at 317 responses. However, collecting customer feedback can still give valuable insights on how to improve a business, regardless of whether the sample is statistically significant.

The survey was created using Webropol survey and reporting tool. It was sent out to all registered customers who had made a purchase within the past six months. Three 50€ gift cards to Ecosto online store were also raffled among the respondents as an enticement to participate in the survey.

The questionnaire consisted of ten easy questions that were designed to measure customer satisfaction and loyalty. The survey started with demographic questions, after which the respondents were asked about their shopping history and loyalty. Then they were presented with three matrix questions regarding website usability, ordering and delivery, as well as customer support, to gain a better understanding

of the strengths and weaknesses related to the online store's purchasing processes. The next question was designed to map out preferred customer service channels. Then the respondents were asked to rate their overall shopping experience and provide feedback, so that nothing would be overlooked. Finally, Net Promoter Score was used to measure customer experience and predict future business growth.

6 RESULTS

The survey was conducted in March 2017. It was sent to about 4,500 customers, and received a total of 317 responses, translating to a response rate of 7%. Answers were collected and analysed using Webropol survey and reporting tool.

6.1 Demographic

According to a study conducted by Statistics Finland (2014) online shopping was most common among those aged between 25 and 34. The average age of the respondents for this survey was slightly higher, placing between 45 and 54. The female respondents distributed evenly over the three largest age categories between the ages of 25 and 54, while the male respondents were slightly older, standing mainly between the ages of 35 and 64. The number of over 65 year olds also surpassed the amount of those under 25, even though the general trend might suggest that online shopping would be more popular among young generations.

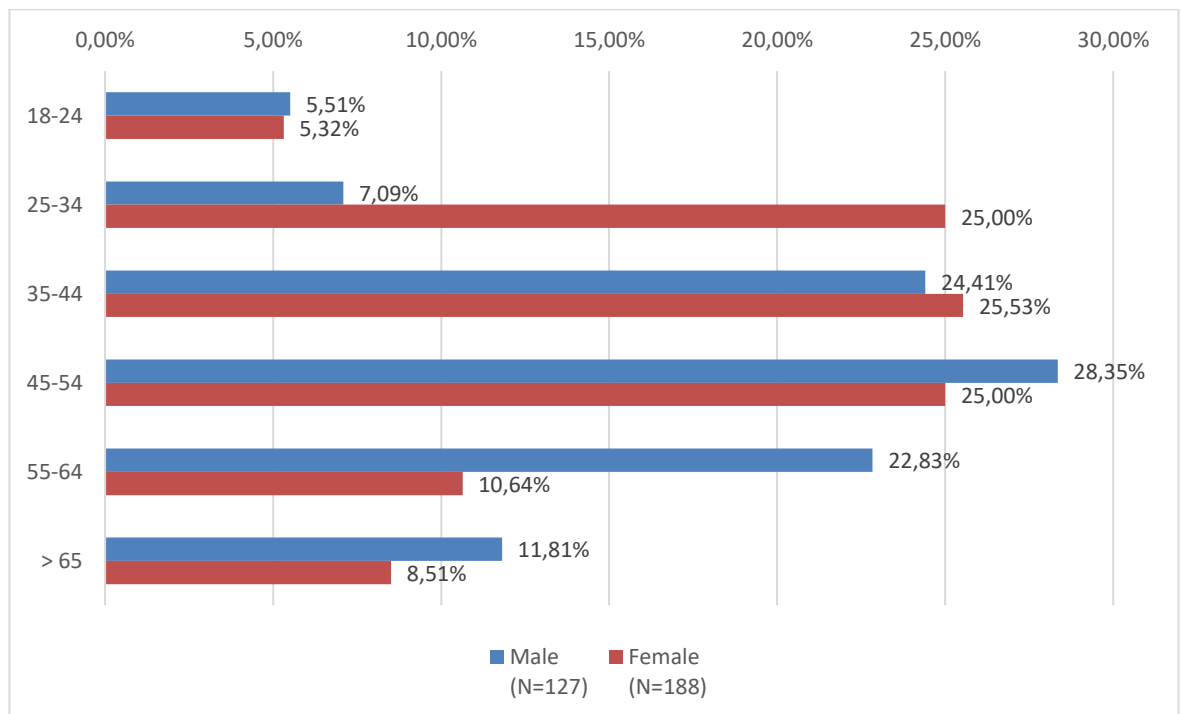


Figure 1. Distribution of age by gender.

6.2 Customer loyalty

Loyal customers make profitable business. There are so many expenses associated with acquiring a new customer, that they easily surpass the profit from the first sale, but loyal customers return to the store again and again without big marketing efforts. Loyal customers are also more likely to recommend to others. Best case scenario, they form an emotional bond with the brand that is hard to crack by competitors. That is why businesses should always aim to get the customer to return to the store, because after a second purchase, their bond to the store is already a lot stronger than after their initial purchase. (Lahtinen 2013, 238)

Because customer loyalty is subjective, and as such difficult to measure in numbers, the respondents were instead asked to determine for themselves whether they are first-time customers, repeat customers or loyal customers. About one third of the respondents were first-time customers, over half identified as repeat customers and approximately five percent considered themselves loyal customers. While there is clearly some room for improvement in customer loyalty, the number of repeat customers indicates that there is also great potential for building a loyal customer base.

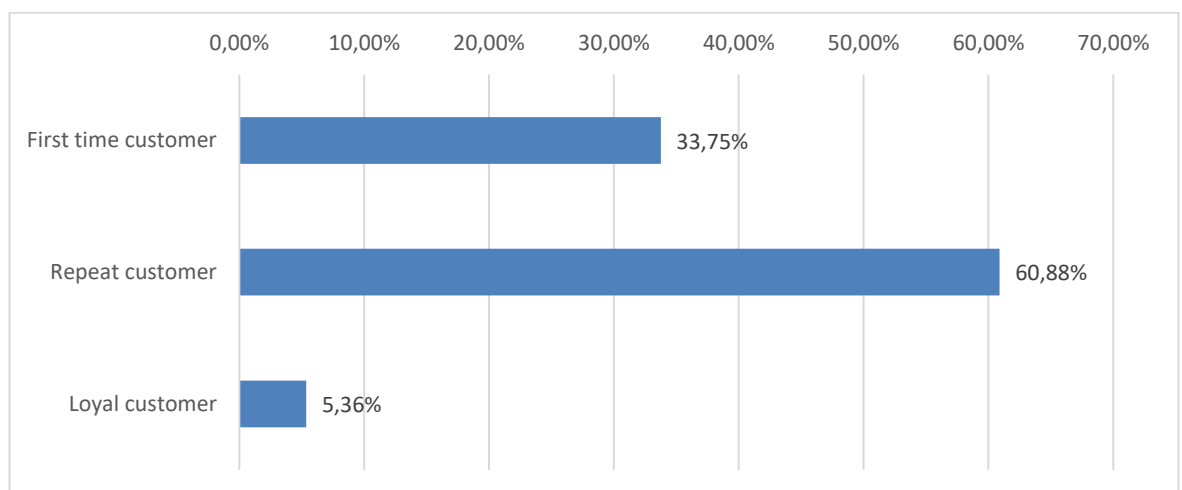


Figure 2. Percentage of first-time, repeat and loyal customers.

6.3 Website usability

Website usability plays a key role in the purchasing process of an online store, because everything is so easily available online. When visiting a physical store, the customer might have to drive to the other side of town to a competing store, but when shopping online, the competing store is always just a few clicks away. This means that even the slightest hindrance in the purchasing process can have a significant impact on the conversion rate of an online store. (Lahtinen 2013, 113)

The respondents were presented with five different statements relating to usability and asked to evaluate their accuracy on a scale from one to five, one meaning they completely disagree and five meaning they completely agree with the statement. The statements were 'website was easy to find', 'website looked appealing', 'products were easy to find', 'product categories were clear' and 'selection met my needs'. Product findability was rated the highest of these, with an average score of 4.42, which is surprising, because the customer feedback indicated that the customers had trouble finding the product they wanted using the search function of the website. Product categories were also considered clear, receiving an average score of 4.27. Website appearance was rated 4.24, website findability 4.20. Selection was rated the lowest at 4.18, which was also voiced in the comments with customers hoping for a larger selection of environmentally sustainable products.

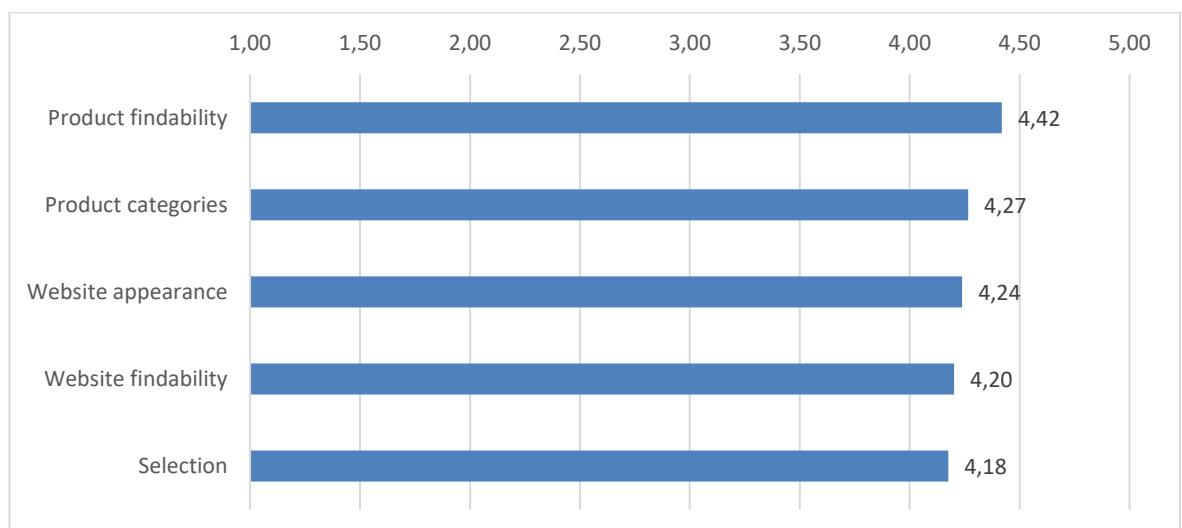


Figure 3. Website usability dimensions, average score on a scale of 1 to 5.

6.4 Ordering and delivery

Ordering process should be the most reliably operating function of an online store. Once the customer has made a purchasing decision, they should not encounter any problems in finalizing their order, or it will reflect directly on your sales revenue. (Lahtinen 2013, 138)

Ordering and delivery had the best satisfaction ratings in comparison to website usability and customer service. Payment methods were rated the highest at 4.81, followed by shipping options at 4.76. Ordering process was considered effortless, earning an average score of 4.72. Delivery times were also seen as reasonable, placing in at 4.60, but there was a lot of variation between the respondents on this. Based on the customer feedback, it seems that while most customers were very happy with a fast delivery, some had also experienced long and frustrating delays. Returning an item received the lowest score of 4.17, which could indicate that the process should be made easier. It could, however, also be affected by the small size of the sample, as majority of respondents had no experience of returning an item.

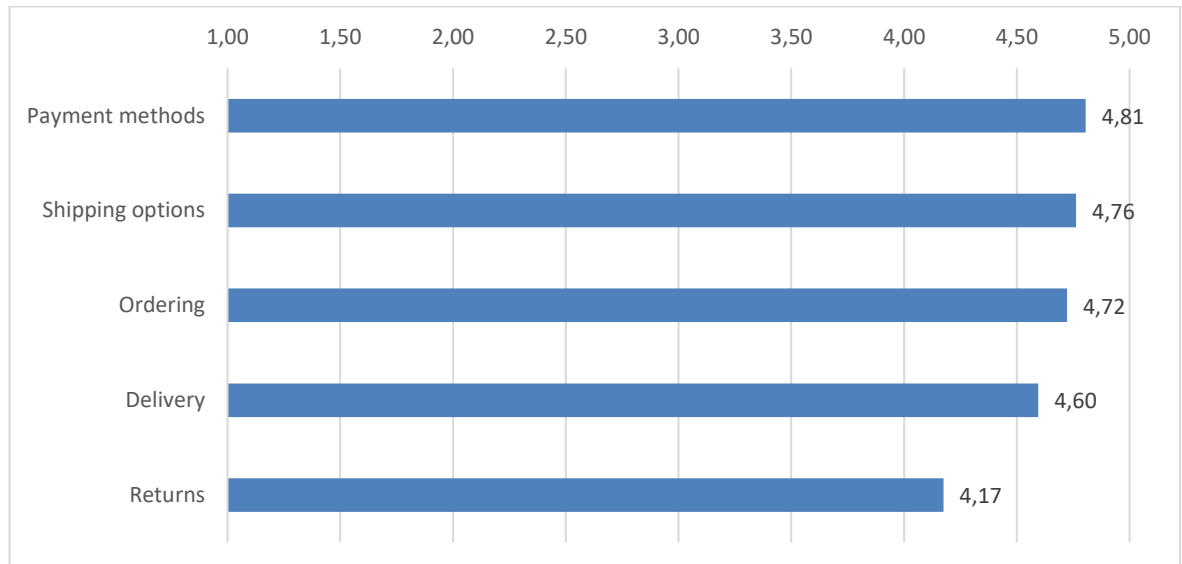


Figure 4. Ordering and delivery dimensions, average score on a scale of 1 to 5.

6.5 Customer support

Whether the customer is buying a car or a computer, they want to know that there is someone out there who will acknowledge them and consider them important. That is why it is crucial to give the customer the opportunity to contact a living person. Never forget that businesses are there to serve their customers. (Tchohl 2001, 66)

The respondents were given five statements to evaluate on a scale from one to five, which included 'contacting customer service was easy', 'customer service replied quickly', 'customer service was friendly', 'customer service was professional' and 'the matter was resolved effortlessly'. All dimensions set out evenly around 4.5. Respondents who had not been in contact with customer service were not included.

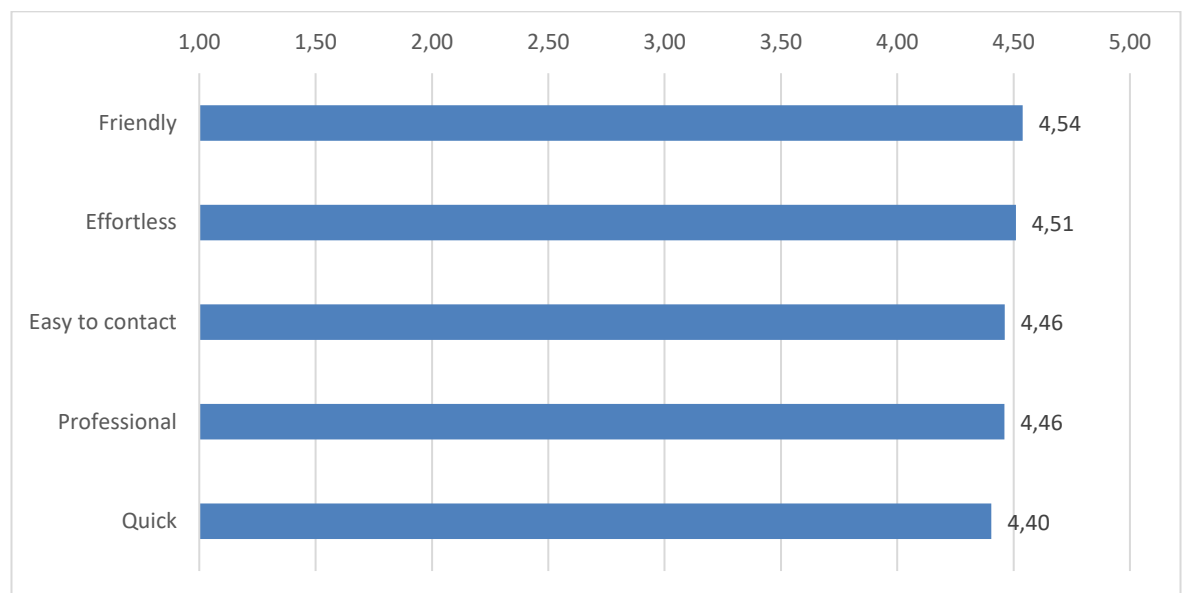


Figure 5. Customer service dimensions, average score on a scale of 1 to 5.

6.6 Preferred channels

To determine the best channel strategy, the respondents were asked to choose which channels they prefer to use when contacting customer service. In order to get a comprehensive overview, they were given the option to choose multiple answers.

Over half of the respondents still chose e-mail as their preferred method of contact. The second most popular service channel was chat receiving 25% of the responses, even surpassing the traditional phone call, which came in third at 20%. Social media is still a relatively new tool for customer service, which was reflected in the answers, with only 4% choosing it as their preferred method for contacting customer service.

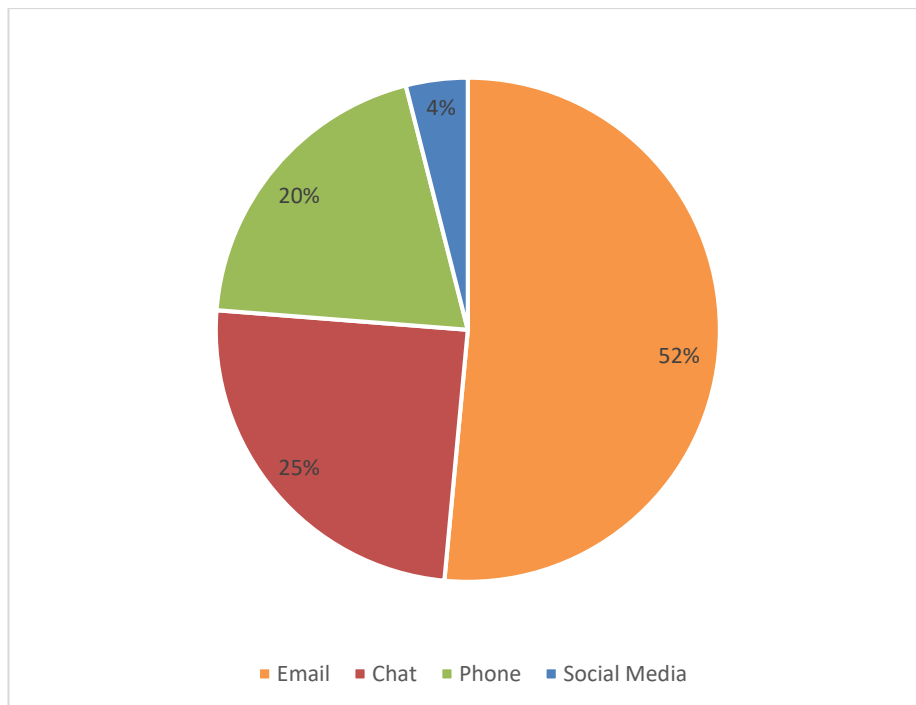


Figure 6. Preferred methods of contacting customer service.

6.7 Overall experience

The overall customer satisfaction was very high, with over half (54,14%) of the respondents rating their shopping experience very positive, and 39,17% as positive. Approximately five percent rated their experience as neutral, while a less than one percent rated their experience as negative (0,64%) or very negative (0,32%).

The main reasons for negative experiences were long delivery times or delayed deliveries, promises of a replacing product or a gift card that were never received, and difficulties with contacting customer service, as well as slow response times.

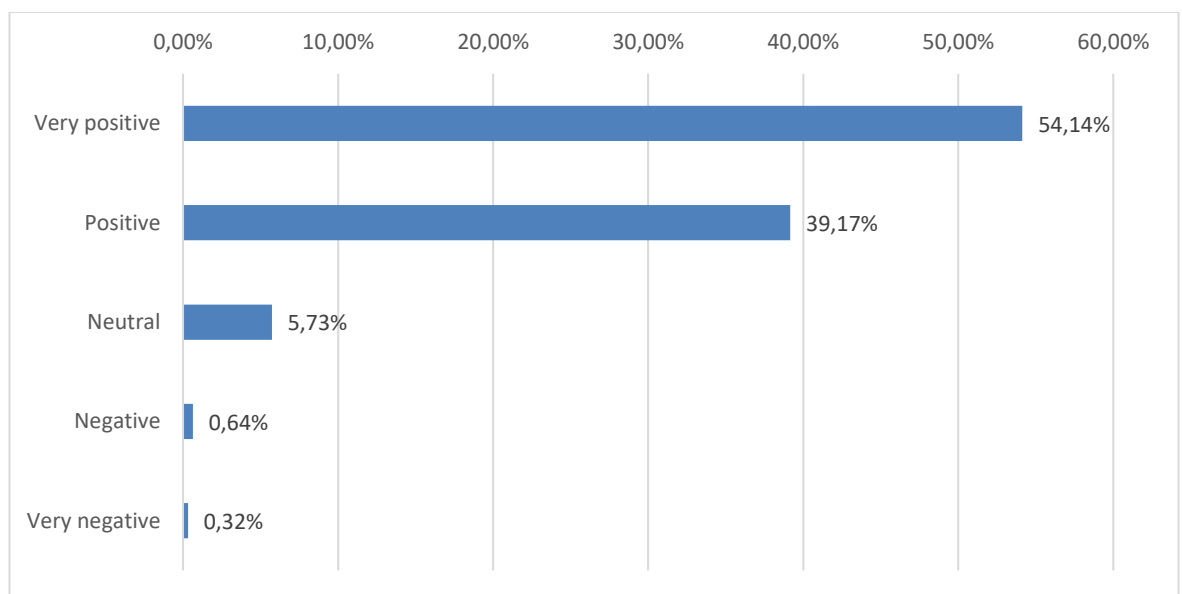


Figure 7. Overall shopping experience.

6.8 Net Promoter Score

Net Promoter Score was developed by Fred Reichheld (2003) and first introduced in his article “The One Number You Need to Grow” on Harvard Business Review. In his study, he discovered that one question: “How likely is it that you would recommend [company X] to a friend or colleague?”, had the highest correlation with repeat purchases and referrals. He then developed a scale of 0 to 10 to score the responses, with zero being “not at all likely” and ten being “extremely likely”. To calculate the total score, the answers are divided into three categories: detractors (0–6), passives (7–8) and promoters (9–10). Then the percentage of detractors is deducted from the percentage of promoters to achieve the final score (Figure 8).

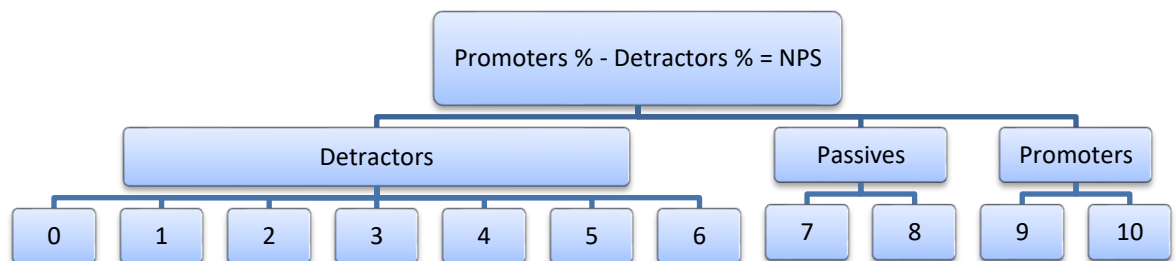


Figure 8. Net Promoter Score.

Sixty-five percent of the respondents evaluated their likelihood to recommend to others either a nine or a ten, classifying as promoters. Promoters are considered loyal customers, who are likely to continue buying from the store and refer to others. Twenty-seven percent gave a score of seven or eight, categorizing as passives. Passives are generally satisfied, but not very enthusiastic customers, who are more likely to switch to a competitor for a better offer. Eight percent of the respondents gave a score between zero and six, falling into the category of detractors. These are dissatisfied customers, who might be harmful by spreading negative word-of-mouth.

Ecosto online store received a Net Promoter Score of 57 (scale from -100 to 100). The score is best utilized as a starting point for the company’s own internal benchmarking, providing a simple one-question method to track progress over time.

7 CONCLUSIONS

Based on the survey responses, Ecosto online store's typical customer would be a 45- to 54-year-old woman (Figure 1), which could indicate that online shopping has been well adopted by middle-aged consumers. The relatively high average age of the respondents might also be explained by the nature of the products that are sold at Ecosto, as well as the environmental values that they represent. This particular age group is also more likely to have spendable income, because they are generally still active in working life, but their children have already left home.

The research also revealed a gap between repeat customers and loyal customers: While 61% of the respondents identified themselves as repeat customers, only 5% considered themselves to be loyal customers (Figure 2). In order to close this gap, Ecosto should focus on building stronger customer relationships, by identifying those repeat customers, paying attention to their actions, and responding to them.

Respondents were generally satisfied with website usability, ordering and delivery, as well as customer support. The best ratings were given for ordering and delivery, and the lowest for website usability, leaving customer support in the middle. The feedback did reveal some room for improvement in selection, which could be expanded with items such as sustainable clothing and domestic products.

The most popular customer service channel was e-mail, followed by chat, phone and finally social media (Figure 6). Based on the results, it might be advisable for Ecosto to invest in a chat service, which they do not currently have available. This does require some additional resources, but as the company expands, the investment is more likely to be returned in the form of satisfied, loyal customers.

The research revealed that the overall satisfaction at Ecosto was high (Figure 7). The satisfaction ratings gradually increased by age, which could indicate that the demands of younger generations for online shopping are relatively higher. One possibility for attracting younger customers could be through a mobile application.

Net Promoter Score also suggested that 65% of the respondents were very likely and 27% somewhat likely to recommend Ecosto to their friends and colleagues.

Overall, the results of the study were very positive, indicating that the customers of Ecosto online store are generally satisfied with their services.

While the aim of the thesis was to improve customer service at Ecosto online store, and the study might provide some useful insights for the commissioning company, it failed to provide a strong link between the theoretical and empirical framework. The thesis could have been improved by expanding the theoretical framework and covering other areas such as the effect of customer service on customer loyalty, which was left out due to the limited time and resources that were currently at hand.

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APPENDICES

APPENDIX 1. Questionnaire

APPENDIX 2. Customer feedback

APPENDIX 1. Questionnaire

Tämän kyselyn tarkoituksena on selvittää Ecosto verkkokaupan asiakastyytyväisyyttä ja tunnistaa mahdollisia kehityskohtia. Kysely sisältää 10 kysymystä ja vastaamiseen kuluu aikaa noin 5 minuuttia. Vastanneiden kesken arvomme 3 kpl 50€ lahjakortteja Ecosto verkkokauppaan. Voit osallistua arvontaan jättämällä yhteystietosi kyselyn lopussa. Voittajille ilmoitetaan henkilökohtaisesti ja voittajien nimet julkaistaan Facebookissa. Emme kerää henkilötietoja muihin tarkoituksiin. Tutkimus toteutetaan osana Ecosto verkkokaupan toimeksi antamaa opinnäytetyötä. Vastausaika 1.-19.3.2017.

1. Ikä

- ☐ 18-24 vuotta
- ☐ 25-34 vuotta
- ☐ 35-44 vuotta
- ☐ 45-54 vuotta
- ☐ 55-64 vuotta
- ☐ yli 65 vuotta

2. Sukupuoli

- ☐ Mies
- ☐ Nainen
- ☐ En halua vastata

3. Asiakkuus

- ☐ Uusi asiakas
- ☐ Satunnainen tilaaja
- ☐ Vakioasiakas

6. Asiakaspalvelu

	1 Täysin eri mieltä	2 Melko eri mieltä	3 En samaa enkä eri mieltä	4 Melko samaa mieltä	5 Täysin samaa mieltä	Minulla ei ole kokemusta tästä
Sain yhteyden asiakaspalveluun helposti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sain vastauksen kysymykseeni nopeasti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sain asiani hoidettua vaivattomasti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asiakaspalvelija oli asiantunteva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asiakaspalvelija oli ystävällinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Minkä kanavan kautta olisit mieluiten yhteydessä asiakaspalveluumme?

Voit valita useamman vaihtoehdon.

- ☐ Puhelimitse
- ☐ Sähköpostilla
- ☐ Chat-palvelussa
- ☐ Sosiaalisessa mediassa

Muu (täsmennä)

☐

8. Miten arvostelisit asiointikokemuksesi kokonaisuutena?

- ☐ Erittäin hyvä
- ☐ Melko hyvä
- ☐ Neutraali

- ☐ Melko huono
- ☐ Erittäin huono

9. Miten voisimme parantaa palveluamme?

10. Suositteletko Ecosto verkkokauppaa ystävilleesi?

0 1 2 3 4 5 6 7 8 9 10

En lainkaan todennäköisesti ○○○○○○○○○○ Erittäin todennäköisesti

APPENDIX 2. Customer feedback

Arvostelijat (arvosana 0-6):

- Jos lupaatte ottaa asiakkaaseen yhteyttä, pitäkää lupauksenne. Tilasin tuotteita ja kun ne saapuivat, niissä oli parasta ennen päiväys menossa umpeen (normaalisti näissä tuotteissa on yli vuoden käyttöikä). Pyysin uusia "tuoreempia" tuotteita tilalle koska purkillista voidetta ei ehdi käyttämään parissa kuukaudessa. Minulle luvattiin lähettää uudet mutta niitä ei koskaan tullut. Todella negatiivinen kokemus enkä tilaa enää toiste. Lisäksi asiakaspalvelusta vastauksen saaminen oli erittäin hidasta. En voi suositella.
- Tilaamisen jälkeen tulevat uutiskirjeet ovat ikäviä, eikä niiden peruuttaminen ole onnistunut. En ole myöskään mielestäni antanut lupaa uutiskirjeille. Itse ostotapahtumaan olin hyvin tyytyväinen, mutta uutiskirjepommituksen jälkeen olen sitä mieltä, etten asioi koskaan enää Ecostolla uudelleen.
- Tavarantoimitus kesti ikuisuuksia, syitähän oli mutta.... Sitten luvattiin jokin lahjakortti tämän viivästyksen takia. No eihän sitäkään ole kuulunut eli sama tahti jatkuu. Ei oikein luo luottoa. Suuret lupaukset pienet teot....
- Hinnat eivät ole kilpailukykyisiä. Kotiinkuljetus ylihinnoiteltu.
- Hintakilpailukyky
- Pesukoneen asennus ei mennyt ihan nappiin: Oletin että asennusta tulee tekemään 2 miestä. Tulikin vain yksi, joka ei saanut itsekseen pesukonetta laitettua paikalleen. Piti sitten säätää, odottaa ja soitella ennen kuin saatiin 2 asentajaa paikalleen. Toimitusta sopiessa asennusfirman olisi siis pitänyt kysellä enemmän kohteesta. Muista verkkokaupoista tulee aina 2 asentajaa, joten en osannut arvata, että teillä on toisin. Asentaja vei mennessään pesukoneen tukiraudat, joita tarvitsemme, jos joskus siirrämme pesukoneen toiseen paikkaan. Mistäs saisin uudet?
- Ostaessa kirjautumisen edellyttäminen ja tilaaminen ilman kirjautumista, oli jotenkin vaikeaa ja sekavaa.
- 8-10 päivän toimitusaika ei ole nykypäivää eikä hyvää palvelua.

Passiiviset (arvosana 7-8):

- Tuotevalikoimaa lisää.
- Hyvä valikoima, kuitenkin jotain tuotevalikoimaa rajallisesti, mikä taas vaikuttaa tilaamistiheyteen esim. jos tilaan pyykinpesuun ja käsienpesuun aineita, mutta toisesta löytyy vain yhtä vaihtoehtoa, jää tilaus tekemättä...
- Mitä selkeämmin on esillä tuotteita, jotka ovat ekologisia monin tavoin ja kaikkea tärkeää huomioitu, sen parempi :)
- Asentaja ei ollut täysin kartalla kaikesta, mutta liesi on asennettu nyt turvallisesti.
- Sähköpostipalautteisiin on vastattu pääasiassa hyvin. Viimeisimpään asiaani ei tosin ole vastattu, mutta se ei ehkä johdu teistä vaan tuotteen valmistajasta. Tuotteen ollessa huollossa ja teidän kaivattessa lisätietoja minulta, olisi ollut hyvä usean sähköpostin ja kuluneiden päivien sijaan soittaa minulle, homma olisi hoitunut nopeammin. Muuten ehkä valikoimaanne voisi kehittää kotimaisempaan suuntaan niiltä osin kuin se voisi olla mahdollista. Symbolisysteemi on hyvä, mutta siihenkin voisi tuoda vähän lisää läpinäkyvyyttä.
- Kyselyä koskien: minulla on useita asiakaspalvelukontakteja Ecostoon, osa on ollut hyviä, osa todella puutteellisia, eli lomake ei anna ihan oikeaa kuvaa, kun on sekä hyvää että huonoa sanottavaa....
- Olisi mukava nähdä toimituskulut sitä mukaan, kun lisää tuotteita ostoskoriin.
- Valintamahdollisuus tuotekategorioihin, joista tekee usein heräteostoksia. Valittuun kanavaan tarkkaan harkittuja megatarjouksia Ecoston toimesta.
- Kaikkea voi aina parantaa. Itse etsin vastuksia, ja niitä on niin valtava määrä tarjolla, että juuri oikean tyyppisten tuotteiden löytäminen oli melko työlästä. Välillä hakukone meni jumiinkin, eikä löytänyt tietyn tyyppisiä, vaikka äsken oli löytänyt, ja tietyillä hakukriteereillä haku ei oikein hyvin toiminut. Hakukoneen toiminnassa ainakin olisi parantamisen varaa.
- Valikoimaa voisi laajentaa esim. Vastuullisesti tuotettuihin vaatteisiin
- Koneiden tekniset tiedot voisivat olla täydellisemmät. Haun pitäisi sisältää myös kaikki kuvaustekstit jne. Nyt ei niin näyttäisi olevan? Näkyvyys hakukoneissa ei ole niin hyvä kuin se voisi olla? Tuo etusivulla mainittu (arvioitu?) käyttöikä ei näy laitteiden teknisissä tiedoissa. Missähän se näkyy?
- Olettekos koskaan ajatelleet tekevänne kodinkoneille leasing sopimuksia? Vaihtuu uuteen määrävälein? Rikkinäinen korjataan/korvataan? Muuttoapu uuteen kotiin?

- Tuotteiden määrää voisi lisätä ja laajentaa esim. kodintuotteilla.
- Sivut voisivat olla modernimmat

Suosittelijat (arvosana 9-10):

- Jos toimitusaika jostakin syystä viivästyy siitä ajasta mitä osto sopimuksessa on sovittu, tulisi siitä ilmoittaa tekstiviestillä tai sähköpostilla. Kiire ei ole syy jättää ilmoittamatta, niin kuin minulle kerrottiin, kun sain vihdoin yhteyden.
- Valikoiman laajentaminen, enemmän taustatietoja tuotteista.
- Nopeampi toimitus ja ehjänä perille.
- Palvelu hyvää, mutta tuntevatko asiakkaat Ecoston? Itse hain tiettyä tuotetta, jota ei Suomessa myy kukaan muu - vain siksi asiakkaana.
- Toistaiseksi homma toiminut erittäin hyvin.
- Toivoisin toimitustavaksi myös pakettiautomaattia.
- Kosmetiikan puolelta tuotteita on hankala löytää, kun samassa kategoriassa on niin paljon erilaisia tuotteita. Yritin myös joskus etsiä sähkövatkaimia, mutten löytänyt niitä helposti (paitsi hakusanan avulla lopulta).
- Valikoiman kasvattaminen ja hyvät tarjoukset saivat minut palaamaan uudestaan ostoksille.
- Ostin Bamix paketin, jossa oli lisälaitteena raastin eri terillä. Ei tullut mieleenkään, että siinä on tehottomampi sauvasekoitin, kuin vanha joka palveli yli 25 vuotta. Oli pettymys, sillä huomasin sen vasta kun ensimmäisen kerran käytin konetta. Vanhemmassa oli käyttöaikakin 10 min. tässä uudessa vain 5 min. Se on liian vähän. Laite on sen verran kallis, että uutta ei ole varaa hankkia.
- En vielä tiedä, kun asioin ensimmäistä kertaa, mutta oli miellyttävää ja nettisivut toimivat hyvin.
- Paketin mukana tullessa kuitissa oli numero ainoastaan pakkaamon, josta ei osattu vastata kysymykseeni (missä puuttuva tuote). Minut ohjattiin etsimään oikea numero Ecoston sivulta, koitin soittaa, numerosta ei vastattu, soitin myöhemmin uudelleen ja sain sitten vastauksen.
- Hyvä kauppa!
- Kaikki sujui hyvin!
- Kokemukseni perusteella ei ole tarvetta parantaa. Pitäkää tämä!

- Kiva, että on tällainen sivusto, joka kerää laadukkaat ja turvalliset tuotteet yhdelle sivustolle.
- Tuotteen saatavuudet voisi olla ajan tasalla.
- Lisää hyviä ekologisia tuotteita! Jatkakaa samaan malliin! Tarjoukset kiinnostavat-- tarjous-s-postiviestinne innoittamana tilasin itselleni ja äidilleni koko vuoden ekologiset pesuaineet teiltä!
- Arvostan paljon ilmaista toimitustanne! Se voi olla ratkaiseva tekijä tilata tuotteita teiltä, jos saman tuotteen saisi myös toisesta verkkokapasta.
- En osaa sanoa. Kokemukset ovat olleet erittäin hyviä. Sekä palautuksen, että vaihtamisen suhteen. Olen suositellut monelle!!
- Sivunne ovat upeat!
- Ei ideoita, palvelu toimii minulle mieluisasti.
- Hyvin hoitui kaikki!
- Tuli nopeasti perille, ja tuote oli sellainen, että sitä ei löytynyt mistään Vaasan marketeista, mutta teiltä löytyi - kiitokset hyvästä valikoimasta! :-)
- Palvelu toimii hyvin. Vaikea sanoa parannettavaa.
- Palvelu ei kaipaa päivitystä.
- Lisää tuotevalikoimaa ja parempi haku/löydettävyys.
- Kaipaisin vaatteita tai asusteita valikoimiin, koska vastuullisia suomalaisia nettikauppoja on hankala löytää.
- Nopea toimitus, hyvä.
- Olin todella yllättynyt, että tuotteet tulivat niin nopeasti. Kiitos teille:)
- Lisää tuotteita, ja tuotteita joissa käytetty kierrätettyä materiaalia.
- En keksi oikeastaan mitään parannettavaa. Minun kohdallani palvelu on ollut aina erinomaista ja olen ollut tyytyväinen tuotteisiin.
- Kiitos, että olette perustaneet tällaisen kaupan. Hieno, että on paikka mistä tilatessa tietää ostavansa vastuullisia ja kestäviä tuotteita!
- Hävitin jo takuutodistuksen. Se, siis takuutodistus, voisi tulla myös sähköpostitse pdf -tiedostona.
- Helppo ostaa, nopea toimitus ja tuote vastasi odotuksiani hyvin.
- Selkeyttää nettisivuja, esim. etusivun kategoriat valikko on liian pienellä
- Pyysin toimituksen palautettavassa pakkauksessa. Vasta jälkikäteen selvisi, että palautuksesta saakin lahjakortin. Voisitte kertoa enemmän vaihtoehtojen

menettelytavoista sivullanne. Sinällään oiva tapa ja syy Ecoston käyttöön onkin periaatteenne

- Jos vielä parannatte jotain, olette liian hyviä....:)
- Kokemusta on tuotteestanne ja erinomaisesta asiakaspalvelustanne. Suosittelen ja olen suositellut teitä ja tuotteitanne ystävilleni.