

Consumer Buzz

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The Customer Connection

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Radial and CFI Groups recently surveyed online shoppers to learn how they connect with retailers. Four in 10 check the status of their orders using the self-help section of retailers' websites, and overall, 83% use self-service options when available. More than 60% use social media to interact with retailers and 76% said they expect retailers to respond within the day on social media. Just 2% don't expect to hear back at all. **GP**