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CONSUMER SURVEY

Global digital experience trends for 2023

Find out what makes your company's digital
experience win—or lose—customers.

Across continents and industries, customer retention is big business. Data shows that just a 5% increase in retention can increase a business's profits by up to 95%. But when a competitor is a click away, customer loyalty can be hard to come by.

In fact, a new global consumer survey reveals that a startling 44% of global consumers “don't care which shop or site” they transact with, “as long as it works.”

Consumer loyalty does exist, but not in the ways a company might assume. Around the world, consumers are loyal to great digital experiences—not to brands.

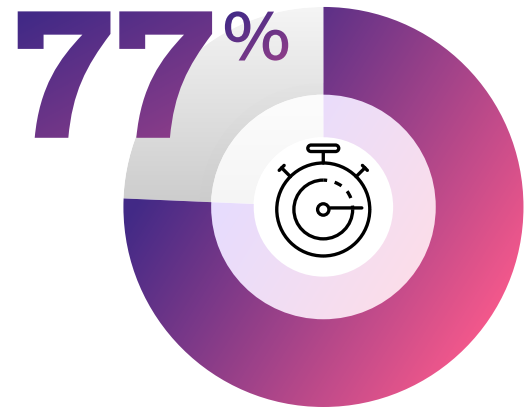
To find out exactly which digital experiences keep people coming back, we surveyed 7,000 consumers from around the world to learn about their online interactions with 12 major industries.

This report explores the key findings from the survey, including consumer priorities, changing spending habits, the most frustrating DX issues, the industries with the best and worst digital experiences, and more.

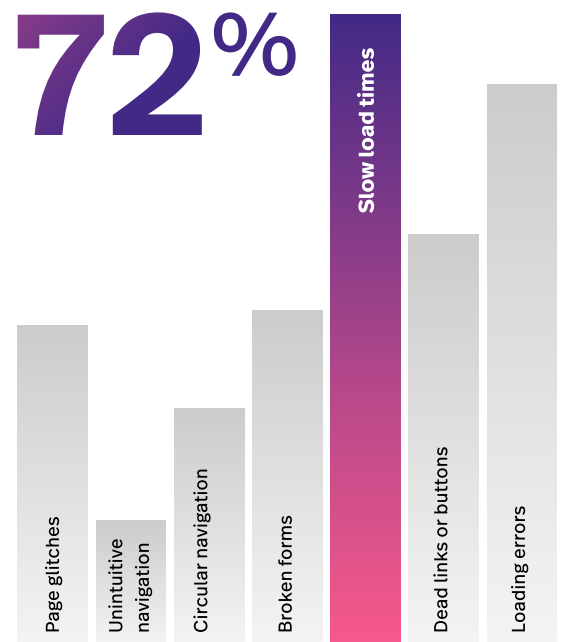
TREND NO. 1

Above all, consumers want speed and simplicity in digital transactions.

Modern consumers are growing increasingly intolerant of digital transactions that take longer than they should to complete. Of the global survey respondents, **77% say their top priority when transacting on web and mobile is to “quickly accomplish what I came to do.”** While aspects like privacy, personalization, and customer support are also on consumers’ minds, none of these ranks as high in importance as simply being able to finish what they came to do quickly.



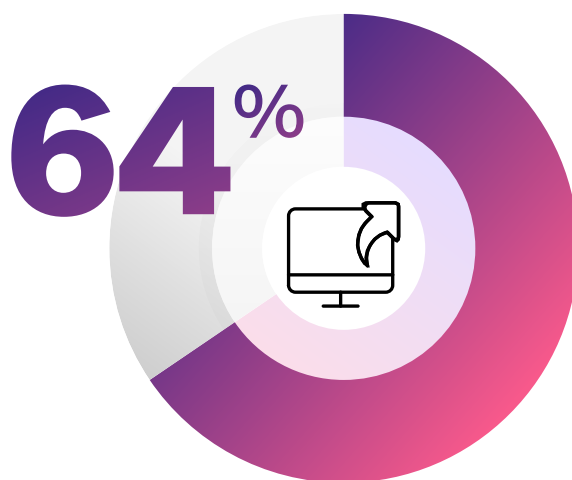
In fact, when asked about the most frustrating issues on websites and apps, respondents double down on the importance of speed. The survey shows that **72% of consumers cite slow page load times to be the most frustrating technical issue to encounter online**—more frustrating than dead links, broken forms, or page glitches.



Frustrated consumers will leave quickly—and may not return (or tell you what went wrong).

Today, consumers have fewer qualms about simply leaving for another site or app when a digital experience doesn't meet their expectations.

When customers experience a digital problem or frustration, **64% report that they're likely or very likely to leave without completing their transaction.**



Combine that with the fact that 55% say they are unlikely to return to a business that has provided a poor digital experience in the past, and the revenue implications are tremendous.

In the survey, 72% of respondents say they've Rage Clicked when a site or app wasn't responding. But only 43% of global consumers are likely to leave feedback when they experience an issue with a site or app.

So how do digital businesses know when consumers are leaving out of frustration? With Digital Experience Intelligence, the answer is simple: by monitoring frustration signals like Rage Clicks, Dead Clicks, Error Clicks, and a dozen more. For organizations that aren't measuring frustration signals, user feedback that can cost—or save—crucial revenue is being left on the table.

TREND NO. 3

Many consumers would spend more for a flawless digital experience.

Just how much do global consumers value fast, simple online transactions? According to our survey, it's more than you might think. Nearly 60% of respondents said they would be willing to pay more money for a product or service if they were guaranteed a flawless digital experience.

Exactly how much more are consumers willing to spend for this convenience?

Our survey reveals the numbers:

- One in 10 would spend 25% more
- One in five would spend 15% more
- Three out of 10 would spend 5% more

THERE WERE TWO NOTABLE OUTLIERS:

In Indonesia, a whopping 74% of respondents would be willing to pay more for a flawless digital experience. Conversely, in Australia, only 46% of consumers would spend more for ultimate digital convenience.



- Willing to pay 25% more
- Willing to pay 15% more
- Willing to pay 5% more
- Unwilling to pay more

TREND NO. 4

Global economic uncertainty is making the competition fiercer than ever.

Perhaps unsurprisingly, the survey revealed that nearly half of consumers around the globe are cutting back on their online transactions due to the current economic climate. And for mobile apps specifically, one in 10 consumers are avoiding the temptation to spend by uninstalling shopping apps from their phones.

The industries that will be hardest hit by consumers guarding their wallets include travel, luxury goods, and in-store shopping, with over 40% of respondents reporting they will cut back spending in these areas.



TREND NO. 5

Some industries are nailing digital experiences, while others disappoint.

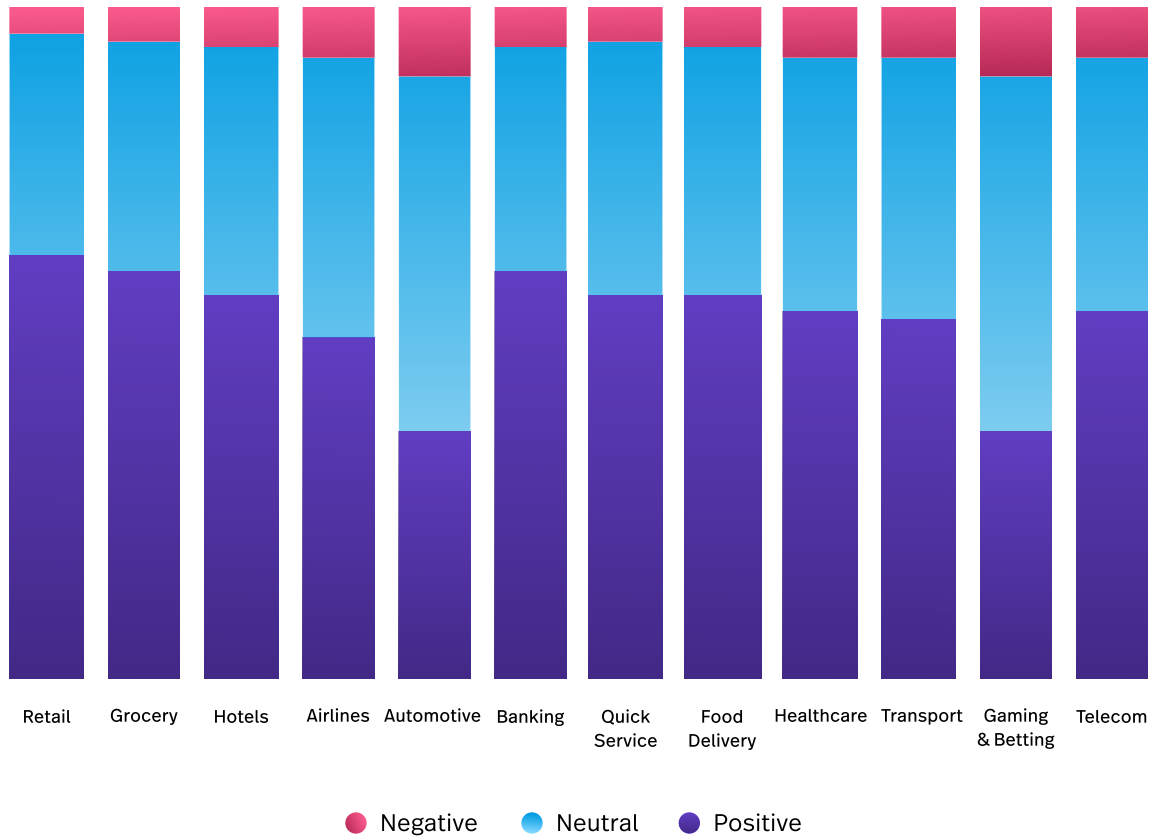
When asked to describe their digital experiences with retail, healthcare, travel, utility, financial services, and grocery sites and apps, one in three global consumers cited them as difficult, stressful, or stagnant. Considering that these are organizations that consumers are likely to interact with frequently—weekly, or in some cases even daily—those numbers are pretty dismal.



Some industries are providing more positive experiences than others, though. Here are some of the highlights from our global respondents:

- Across the board, **retail provides the best digital experiences**, with 63% of consumers citing positive digital experiences and only 6% citing negative ones.
- **Grocery is a close second for best digital experiences** all around: 61% of respondents rated them positively and only 8% negatively.
- On the other end of the spectrum, **the automotive industry has room for improvement**. Thirty-seven percent of respondents report positive experiences, while 14% have had negative encounters.
- Finally, **gaming and betting sites and apps aren't winning the DX jackpot**: Only 38% of global consumers cite positive experiences, while 14% cite negative ones.

Across industries, positive and negative site and app experiences remain somewhat uniform, with substantive dips in positive sentiment in automotive and gaming/betting experiences.



The bottom line is this: Organizations that fail to provide easy-to-use digital experiences will lose customers.

Finding and fixing digital experience issues begins with analytics—and FullStory’s Digital Experience Intelligence is best-in-class for understanding user behavior, prioritizing revenue-impacting fixes, and optimizing conversions. In 2023, great digital experiences—not branding—will drive consumer loyalty.

Start your DXI journey today with FullStory. [Request a demo →](#)

About FullStory

FullStory's Digital Experience Intelligence platform enables businesses to continuously improve their digital customer experience across sites and apps. The platform proactively surfaces actionable insights from billions of data points, helping thousands of companies, including Fortune 100 companies and the world's most innovative consumer brands, make evidence-based digital improvements that reduce costs and reclaim revenue.

The company is headquartered in Atlanta and privately held with backing from Permira, Kleiner Perkins, GV (formerly Google Ventures), Stripes, Dell Technologies Capital, and Salesforce Ventures. For more information, visit www.fullstory.com.

Survey methodology

Survey respondents include 7,000 consumers evenly distributed among the UK, Germany, Australia, the Netherlands, Singapore, Indonesia, and the United States. Respondents were asked to rate and describe their digital experiences with 12 key industries: Retail, grocery, hotels, airlines, automotive, banking/finance/insurance, quick service restaurants, food delivery, healthcare, transportation, gaming/betting, and telecommunications/utilities.