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Happiest customers stick to specialist sellers, says survey

Expert sites are best for shoppers

SHOPPING websites which offer a specialised service have the happiest customers, according to a new survey out today.

Consumer website Which.co.uk asked more than 5,000 people to rate the shopping websites they used and found that sites which were "more expert" scored the highest for customer satisfaction.

In the entertainment category, AbeBooks.co.uk, which searches for books from independent sellers, and Play.com shared first place with scores of 89 per cent for overall sat-

by John Houseman
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isfaction. The internet entertainment

giant Amazon.co.uk came a close third (87 per cent) and was the most popular site, with four out of five shoppers using it.

For clothes, lingerie specialist Figleaves.com (82 per cent) scored the highest.

Clothes shoppers rated range, user-friendliness and ordering and delivery procedures over the price factor, according to Which.co.uk.

JohnLewis.com (84 per cent) was the favourite website for electricals, scoring high with customers for its simple ordering and returns arrangements.

Jess Ross, editor of Which.co.uk, said: "It was really interesting to see that it was the specialist shopping websites, like Abebooks.com, Play.com and Figleaves.com, that

came out top in our survey.

"It appears that you can't put a price on customer service.

"With a third of UK adults going online to shop, it's going to get more and more important for retailers to

put their efforts into creating a great online service that's easy to use, value for money and quick to deliver.

"Let's hope that all the shopping websites can rise to the challenge."

Which.co.uk has a list of guidelines for shoppers going online, including a warning to make sure the webpage address is secure - starting 'https', not 'http' - before entering payment details.

It also recommends that people pay by credit card for any larger purchases, so they are protected by the Consumer Credit Act if anything goes wrong.

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