Luxury CX Benchmark

Powered by **Digital Marketing Transformation**

Methodology

Dates: from mid-February 2021 to mid-March 2021
Content tested: Homepage, Product Listing page, Product Details Page & Checkout funnel. Paid Google Search & Google My Business for drive-to-store capabilities.
Devices: iPhone 8 Safari & Pixel 3 XL Chrome

Pillar #1 — Landing Experience

HP Speed Index < 3s in 4G	/3 points
No image carrousel on Homepage	/2 points
Clear, descriptive CTA above the fold	/1 point
Clear benefit oriented value prop persistent across the funnel	/1 point
Display top categories/most popular products on HP	/1 point

Pillar #2 — Site Navigation

Clear menu, visible above the fold, expand sections & sorted by business importance	/1 point
Make FAQ and Customer Service visible in the menu	/1 point
Include a visible open search bar above the fold	/1 point
Search performs auto suggestions and handles spelling corrections	/2 points
Search always returns results, includes previous and top searches	/2 points
Wishlist is available and usable as guest	/1 point

Pillar #3 — Product information

Allow users to sort & filter products and is prominent	/1 point
Filters is sticky on scroll, update product # in the list and easy removable	/2 points
Price info above the fold on product pages	/1 point
Mobile-1st product descriptions: detailed, using bullet points, icons, expandable sections	/1 point
Add product reviews	/1 point
Product is viewable/tryable in 360°, 3D or video, AR	/1 point
Product images are highly zoomable and include IRL and landscape friendly	/1 point
Show delivery & return info on PDP (timing estimates, options, price)	/1 point
Offline availability of products is shown or can be requested on PDP	/1 point
Product recommendations/personalisation is available	/1 point
User is not redirected into cart after add to bag	/1 point

Pillar #4 — Online conversion

Limit exit points during checkout funnel	/1 point
Guest checkout is available	/1 point
Autofill is correctly configured to fill forms	/1 point
User can use social sign in for a fast checkout	/1 point
Value prop of account creation is present	/1 point
Use pagination or progress bar in checkout flow	/1 point
Mark mandatory form fields with asterisks	/1 point
Use inline realtime validation and useful error messages	/1 point
Optimize/reduce number of form fields	/1 point
Use correct keypads	/1 point
No dropdowns with < 4 options	/1 point
Use steppers, sliders and open fields for numerical entries	/1 point
Use GPay/Apple Pay or equivalent for quick checkout	/1 point
User can validate postal address (ex: with Google Places API)	/1 point
Password field has creation guidelines, realtime feedback and option to mask/show	/1 point

Pillar #5 — Delivery options

Return in store is possible	/1 point
Click and collect is available with payment happening online	/1 point
Reserve online, try/pay in store, collect in store is available	/2 points

Pillar #6 — Customer Support

Human support is present on LP + key pages (Click-to-call, live chat, bot)	/1 point
Email Contact response time	/1 point
Social Response time (eg. FB Chat, responded within a couple days)	/1 point

Pillar #7 — Boutique Finder

Store locator is available in 2 touches from HP and uses geolocation	/1 point
Direction to a specific store can be requested (ex: Google Maps)	/1 point
Opening hours & contact details of a specific store are available in the store locator	/1 point

Pillar #8 — Drive-to-store

Google My Business: Google My Business setup, basic information & interactivity	/2 points
Google My Business: Responding to bad reviews	/1 point
Google Media: Call extensions on Google Ads, Call reporting and/or bidding in Google Ads	/1 point
Google Media: Location Extension on Google Ads to activate Store Visits reports	/1 point
Google Media: Appearing in sponsored Ads in local areas for key words	/1 point
Google Media: Local Campaigns (as per the standalone product)	/1 point
Google Media: Omnichannel bidding (bidding to Store Visits signals)	/1 point
Google Media: Google Shopping with Local Inventory Ads	/1 point
Google Media: Store Sales Direct (if eligible)	/1 point