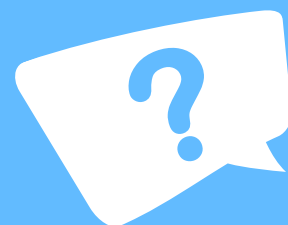


NEW LOCKDOWN WHAT ONLINE SHOPPERS WANT TO KNOW



As the UK and other countries enter a new lockdown, shoppers are left with many questions about orders they made or were planning to make.

To help retailers inform their customers, TokyWoky lists the trends and most asked questions right now:

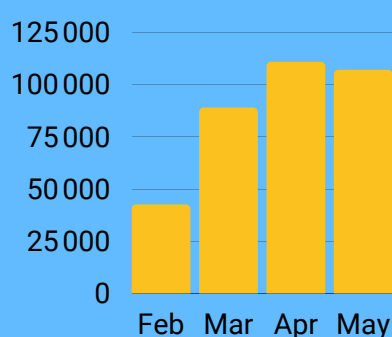


TRENDS

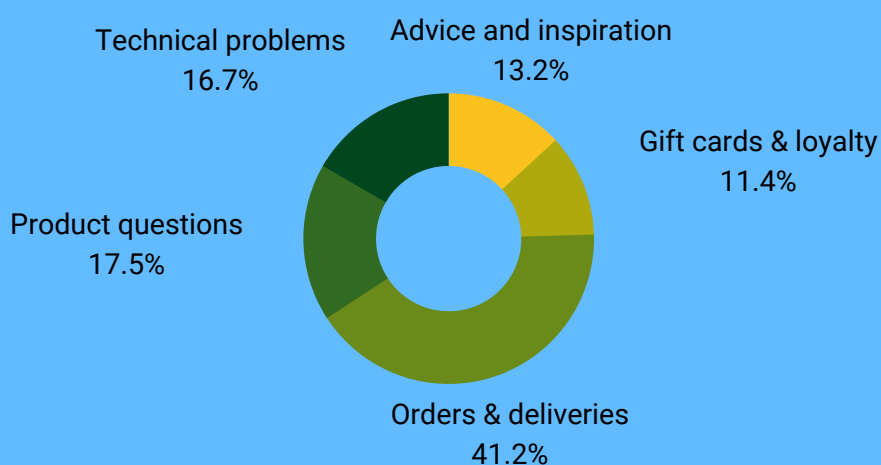
1 SHARP INCREASE IN CUSTOMER Qs

Since the start of the lockdown, we're already seeing a **30% increase in customer questions** on ecommerce websites. We're expecting a sharper increase as the Holiday season approaches.

+260% customer questions
during the 1st lockdown



A mix of **technical questions**
and **need for advice**



TOP QUESTIONS

2 STORE OPENINGS

Will stores remain open? Do you offer curbside pickup or click & collect? Can I come get my in-store delivery? Can I still go to my in-store appointment?



3 ONLINE ORDERS

Can I still order online? Will there be online discounts to compensate for store closures? Will there be a delay in order fulfillment for new orders? How can I reach out to Customer Support? Customer Support isn't answering, what can I do?

4 DELIVERIES

Should I expect delivery delays? If your online stores are closed, are you still delivering orders made before then? I had to relocate due to the pandemic, can I change my shipping location? Will you make online deliveries free to compensate for store closures? Which pick up locations are still open?



5 RETURNS

How can I return items during the lockdown? Are return deadlines extended if I'm unable to return my item because of the lockdown? Should I expect delays in payment post-return because of the lockdown? How can I return items that I bought in store?

6 GIFT CARDS & LOYALTY

Are gift cards or coupons extended if we're no longer able to use them because of the pandemic? I received a birthday offer but stores are closed in my area, will I be able to redeem the offer when this is over?

