

# AdNews

## OZ retailers online shy

A recent online retailing report released by the Leading Edge confirms what many already knew – online shopping has stagnated because Australian retailers are not jumping on board.

In my view, retailers are their own worst enemy when it comes to retail ecommerce. Put simply, they're making it too hard for consumers to conveniently shop online. Visitation to conversion rates are embarrassingly low, mainly due to clunky shopping carts and complex sales funnels. Customers are abandoning the shopping cart because they're not given all the information to make an easy purchase decision.

Successful ecommerce is all about the seamless blending of business function with a relevant brand experience. That's why just adding an out-of-the-box shopping cart to a site simply won't cut it. No wonder Gerry Harvey doesn't sell anything online!

International online experts are miffed at the extent to which large Australian retailers fall behind their US and European counterparts.

And we've got a long way to go. The UK has recently undergone a renaissance in ecommerce, with High St retailers such as Marks & Spencer reinvesting heavily in their ecommerce infrastructure, along with Harrods, Tesco and Asda. We've even seen Dixons remove their brand from High St to focus their selling effort online.

Australian retailers are failing to take advantage of branded ecommerce and the opportunity to build consumer engagement and sales through consumer profiling and understanding online consumer behaviour.

For Australia to catch up and surpass international e-tailers, we need to craft relevant brand experiences that engage consumers as they move through the purchase process. We need our big retailers to understand this too. The key challenge – and opportunity – is to get the online customer experience right. Only then will we see ecommerce really take off.

**Peter Noble**  
CEO, Citrus