Consumer Tolerance to IT Downtime

Research suggests UK shoppers will overlook existing brand loyalties - jumping ship to a competitor - if their preferred retailer's website experiences even a minute of downtime.

To understand consumer tolerance to IT downtime in 2022, we conducted a survey (in partnership with leading research provider Censuswide) of 1,000 UK consumers.

Findings show that over **one third of UK consumers would move to a competitors' website after less than 30 seconds**, if their go-to brand suffered an outage. We view this as proof that eCommerce websites need to meet consumer expectations and provide consistently good user experiences - or risk losing them to a competitor.
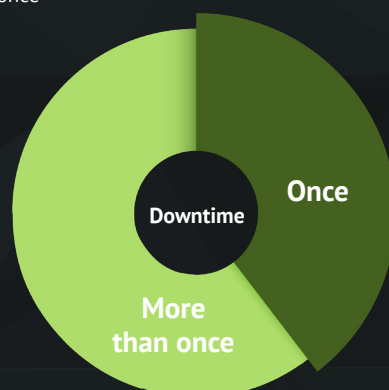
Every second counts

With commerce moving steadily toward an almost entirely digital experience, even a minute's downtime on an eCommerce website is a minute too long. A website being unavailable or slow to load can have a detrimental effect on consumer attitude, the likelihood of making a purchase, and overall opinion of the brand.

All online retailers have a duty to ensure that their IT infrastructure is reliable and resilient, and that their website can continue to serve customers at all times to avoid consequences that go beyond revenue loss.

We asked consumers about their experiences with downtime over the past 12 months...

38% of consumers have experienced downtime in the past 12 months

15.1% experienced it only once

22.5% experienced it more than once

When faced with this situation, UK consumers are willing to shop elsewhere, with **39% admitting they'd consider using a competitor's service.**

Downtime is becoming more common

Despite eCommerce usage growing and brands across all industries moving online, website downtime is still common among retailers. Downtime can occur at any time and be linked to a range of issues. One key driver is websites being unprepared for a sudden increase in visitors. However, even when a surge in web traffic is expected, issues can still occur without prior planning to manage peaks and effectively load balance.

Over one-third of UK consumers have been unable to access a company's website in the past 12 months.

21% of consumers were **unable to access a website** on a product launch day in the past 12 months.

13% **8.2%**

| Experienced it more than once | Experienced it only once |

Launch day downtime
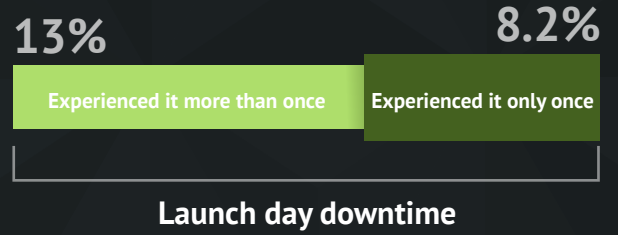
Combatting downtime: Building a future-proof solution

They say "time is money", and when it comes to IT downtime, it quite literally is. Any outage can be costly to a business - both in revenue and reputation.

Today's online buyers are not forgiving of technical issues, however minor they may be. Outages and website functionality issues can often be unpredictable, which is why a proactive IT team or managed hosting provider is key to future-proofing your business.

Moving to a competitor

Over 1/3 of UK consumers would move to a competitor's website after **less than 30 seconds,** if their go-to brand suffered an outage.

30s

If **your website suffers from frequent downtime** or functionality issues, get in touch today to discuss how we can ensure uptime for your business.

📞 **0800 612 2524**   ✉ **sales@hyve.com**

About the research and audience profile

We partnered with Censuswide who conducted the survey of 1,000 UK general respondents in May 2022.

501 Male   **499 Female**

Age 45-54
Age 54+
169
384
167
123
Age 25-34
Age 16-24
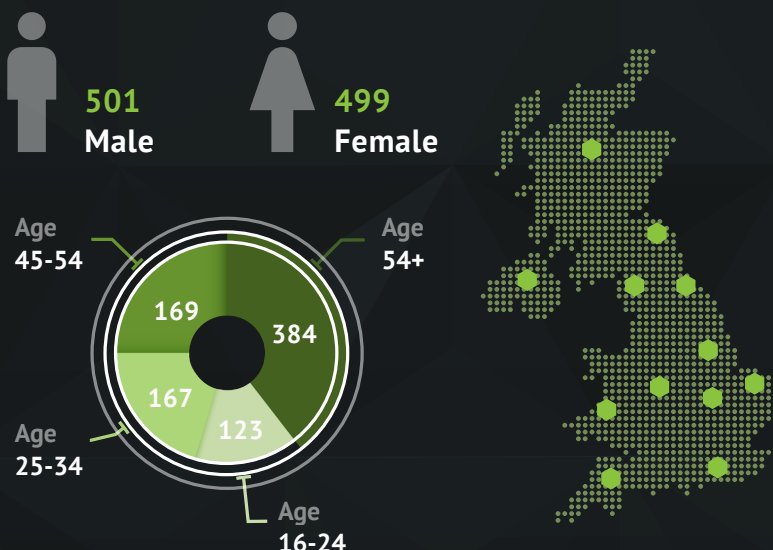
East of England	93
Greater London	131
East Midlands	73
West Midlands	88
North East	40
North West	110
Northern Ireland	28
Scotland	84
South East	137
South West	86
Wales	48
Yorkshire and the Humber	82