A Mailjet Research Study

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How Transactional Email Problems Impact Customer Loyalty

mailjet

The Research

In August 2017, Mailjet commissioned a new piece of research conducted by Morar Consulting to understand consumer views on business critical transactional emails, and what was they mean for brand loyalty. The consumer survey was taken by over 2,000 consumers across the UK and France.

The research looks at the types of transactional email consumers interact with the most, as well as how they interact with these business critical emails. We also aimed to uncover consumer views when a transactional email experience goes wrong. Discover our findings in this research report.

Executive Summary

Lost emails can cost brands customer relationships in under 60 seconds.

93% of consumers would consider choosing a rival brand following a negative experience, with frustration from a missing purchase confirmation or e-receipt beginning in seconds. There is an alarming risk to customer retention around business critical transactional emails - regardless of the monetary value associated with these emails. While this still presents enormous opportunity for direct marketing campaigns, the stakes are high for getting these communications right.

Ultimately, customers would consider choosing a rival provider following a negative transactional email experience, affirming the need for brands to monitor these email distributions very closely and exposing the probable cost of failing to do so. The time taken to fix email mishaps is the most important things as it affects more than just technology; it impacts customer services, revenue and reputation. There is a real opportunity for brands to be on the front foot and spot issues early.

Companies can't just focus on sorting delivery, though. The dominant factor that cause customers to lose confidence in a brand is transactional emails that contain poor spelling, grammar or foreign languages. Similarly, email including sensitive data such as login details or a password in plain text would knock consumer confidence in a brand, and inconsistencies in how the brand is visually represented in communications is a concern.

Would you benefit from a feature that monitors your business critical transactional emails?

Consumers Are Familiar With Transactional Emails

How often do you receive transactional emails per day?
By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.

Overall

- 1-3
- 4-5
- 6+

72%

12%

16%
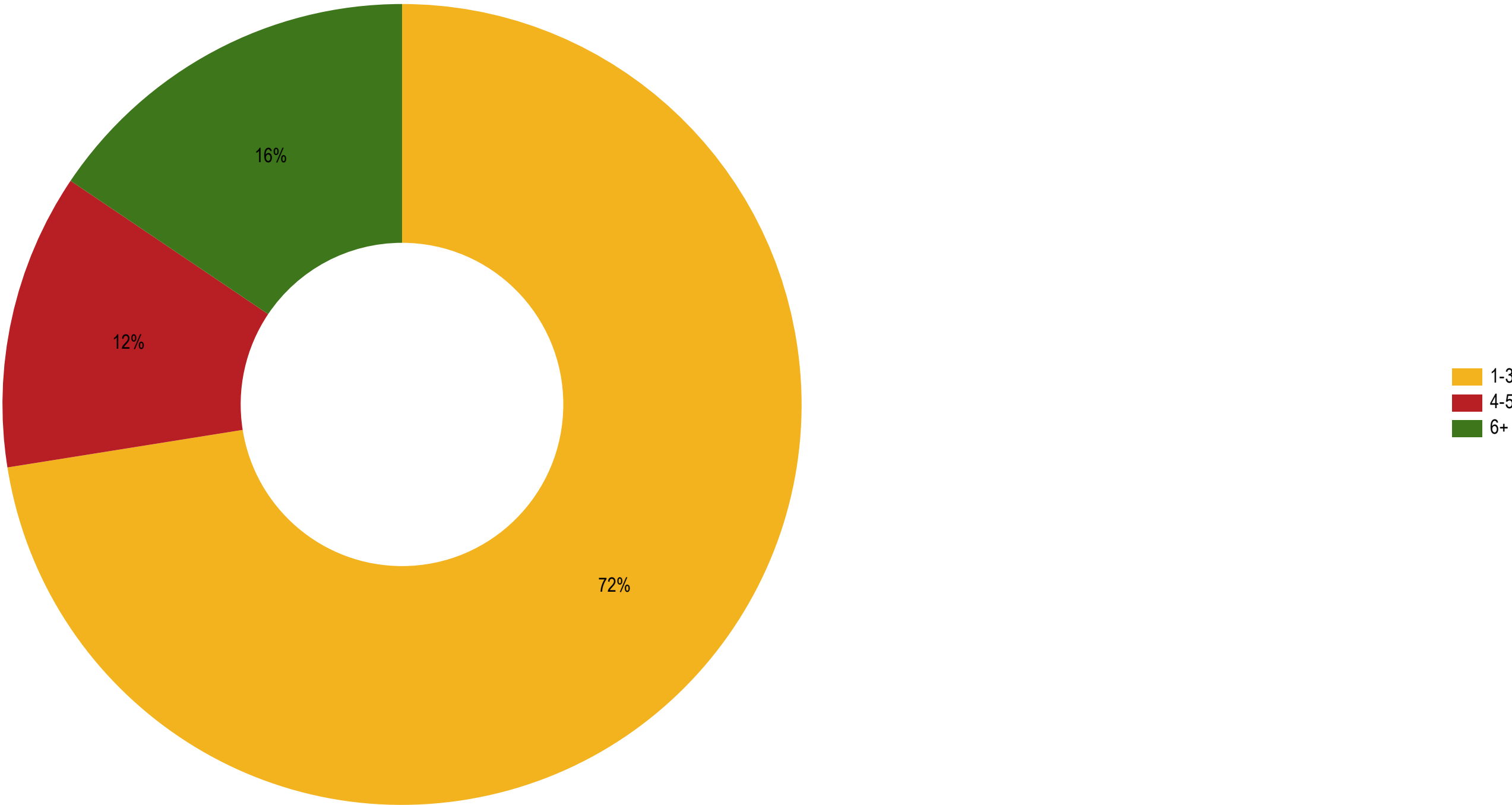
28% of consumers across the UK and France now state they receive transactional emails four or more times per day.

Millennials On Top

How often do you receive transactional emails per day?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.
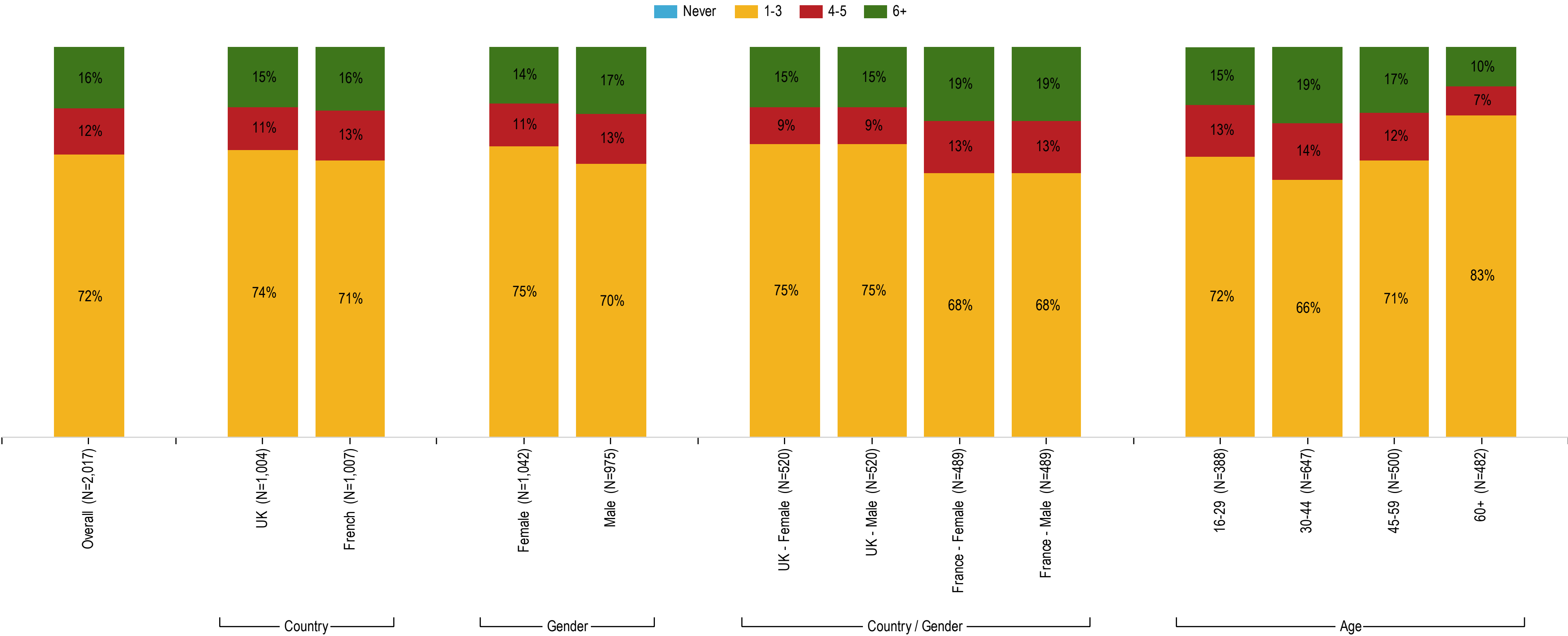

Legend: Never · 1-3 · 4-5 · 6+

	Never	1-3	4-5	6+
Overall (N=2,017)		72%	12%	16%
UK (N=1,004)		74%	11%	15%
French (N=1,007)		71%	13%	16%
Female (N=1,042)		75%	11%	14%
Male (N=975)		70%	13%	17%
UK - Female (N=520)		75%	9%	15%
UK - Male (N=520)		75%	9%	15%
France - Female (N=489)		68%	13%	19%
France - Male (N=489)		68%	13%	19%
16-29 (N=388)		72%	13%	15%
30-44 (N=647)		66%	14%	19%
45-59 (N=500)		71%	12%	17%
60+ (N=482)		83%	7%	10%

Country · Gender · Country / Gender · Age

Millennials receive the highest quantity of transactional emails, with one third (33%) receiving four or more per day.

UK Consumers More Vigilant

How often do you check that you've received the following types of transactional emails?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.
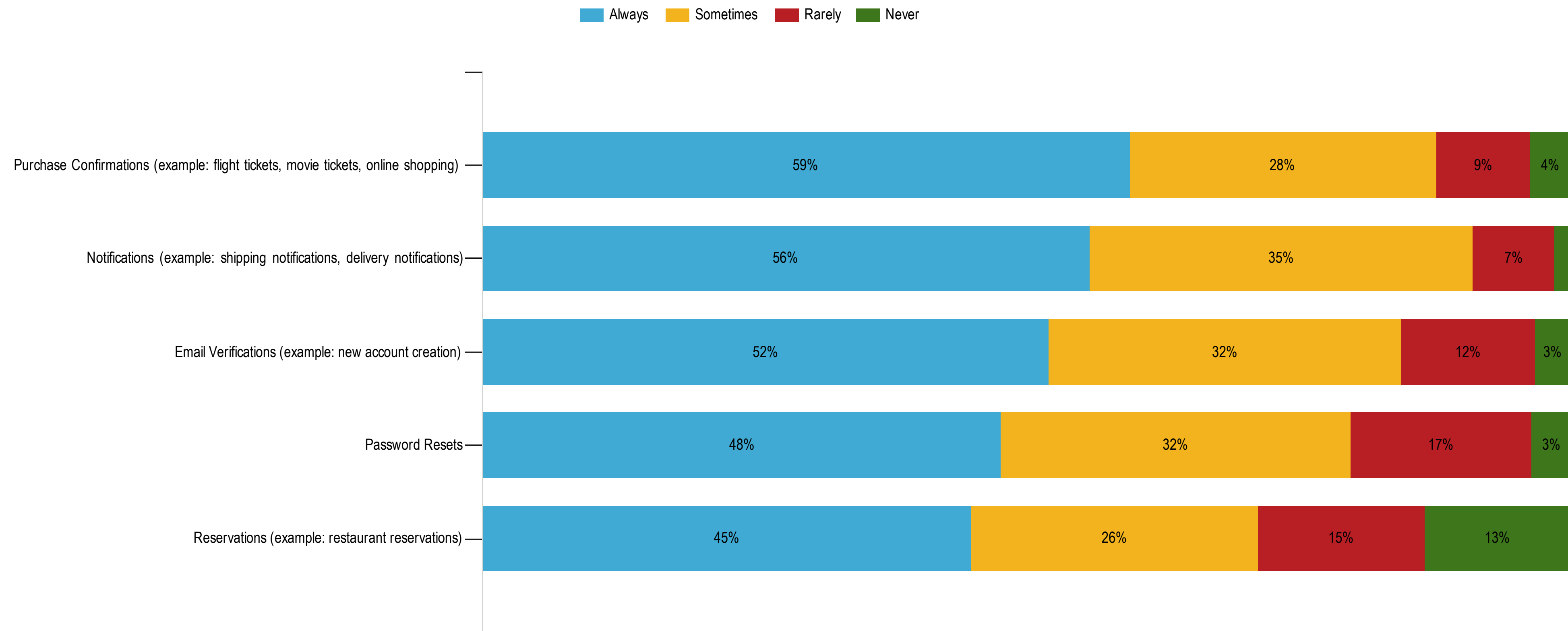
■ Always ■ Sometimes ■ Rarely ■ Never

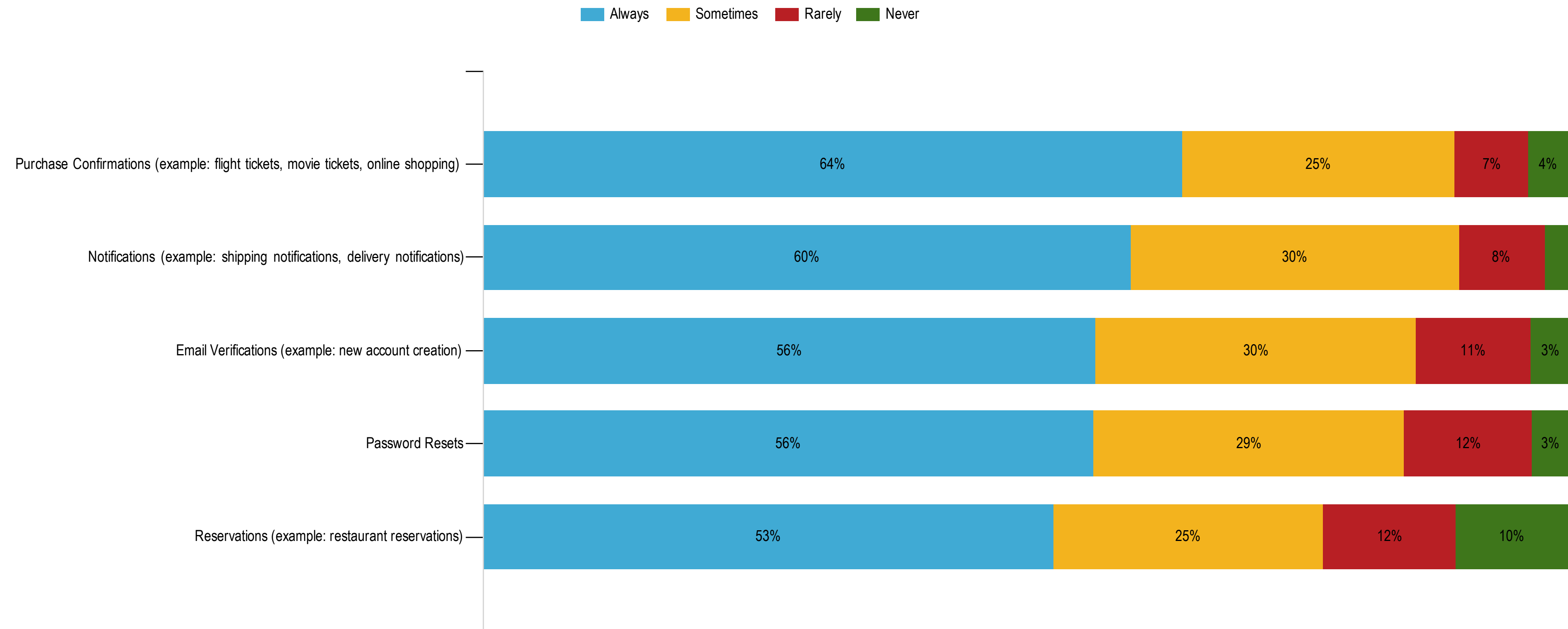|	Always	Sometimes	Rarely	Never
Purchase Confirmations (example: flight tickets, movie tickets, online shopping)	59%	28%	9%	4%
Notifications (example: shipping notifications, delivery notifications)	56%	35%	7%	
Email Verifications (example: new account creation)	52%	32%	12%	3%
Password Resets	48%	32%	17%	3%
Reservations (example: restaurant reservations)	45%	26%	15%	13%

77% of UK respondents state they always check that they have received a purchase confirmation email. This drops to 67% in France, where one quarter of respondents (26%) would only check they've received confirmation for purchases over €10 in value.

Consumers Pay Attention

How often do you open the following types of transactional emails?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.
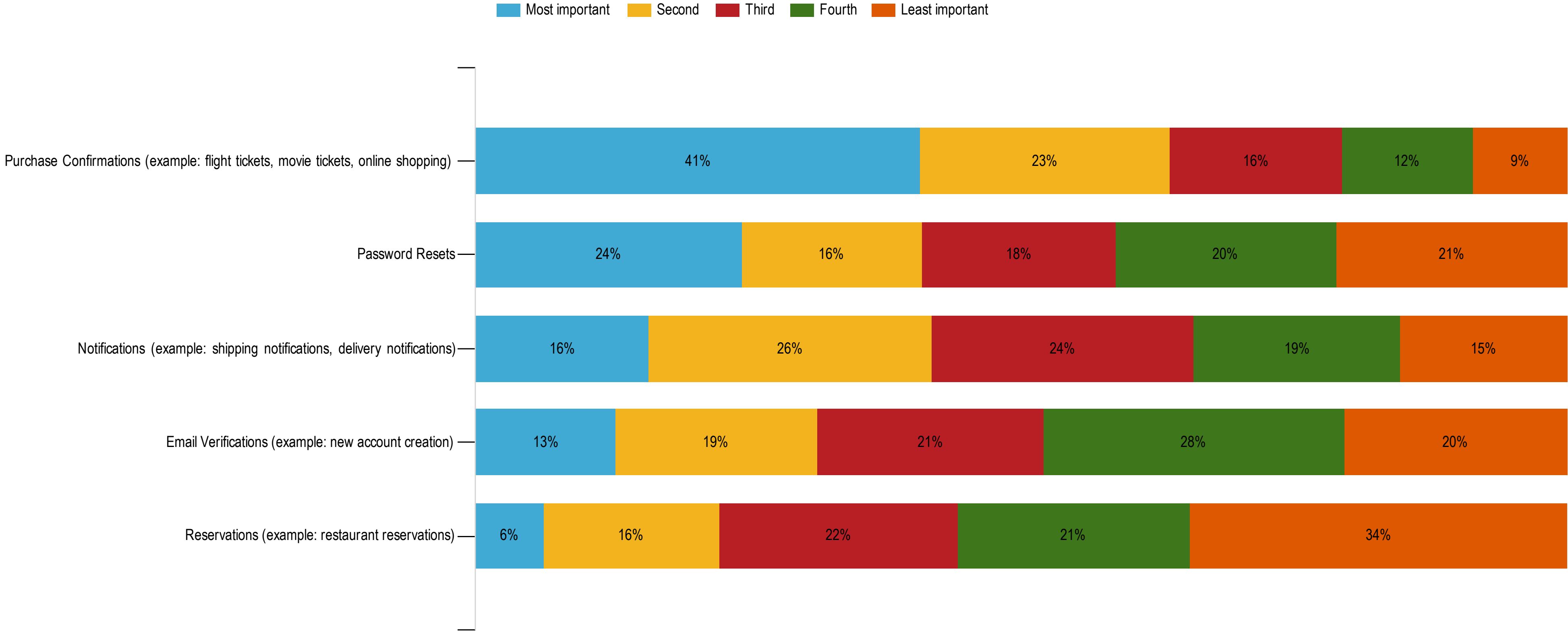
■ Always ■ Sometimes ■ Rarely ■ Never

	Always	Sometimes	Rarely	Never
Purchase Confirmations (example: flight tickets, movie tickets, online shopping)	64%	25%	7%	4%
Notifications (example: shipping notifications, delivery notifications)	60%	30%	8%	
Email Verifications (example: new account creation)	56%	30%	11%	3%
Password Resets	56%	29%	12%	3%
Reservations (example: restaurant reservations)	53%	25%	12%	10%

Transactional emails matter, with reservations viewed the least (22% rarely or never look at them).

Monetary Values Ranked Highest

How would you rank the following types of transactional emails in terms of importance to you?

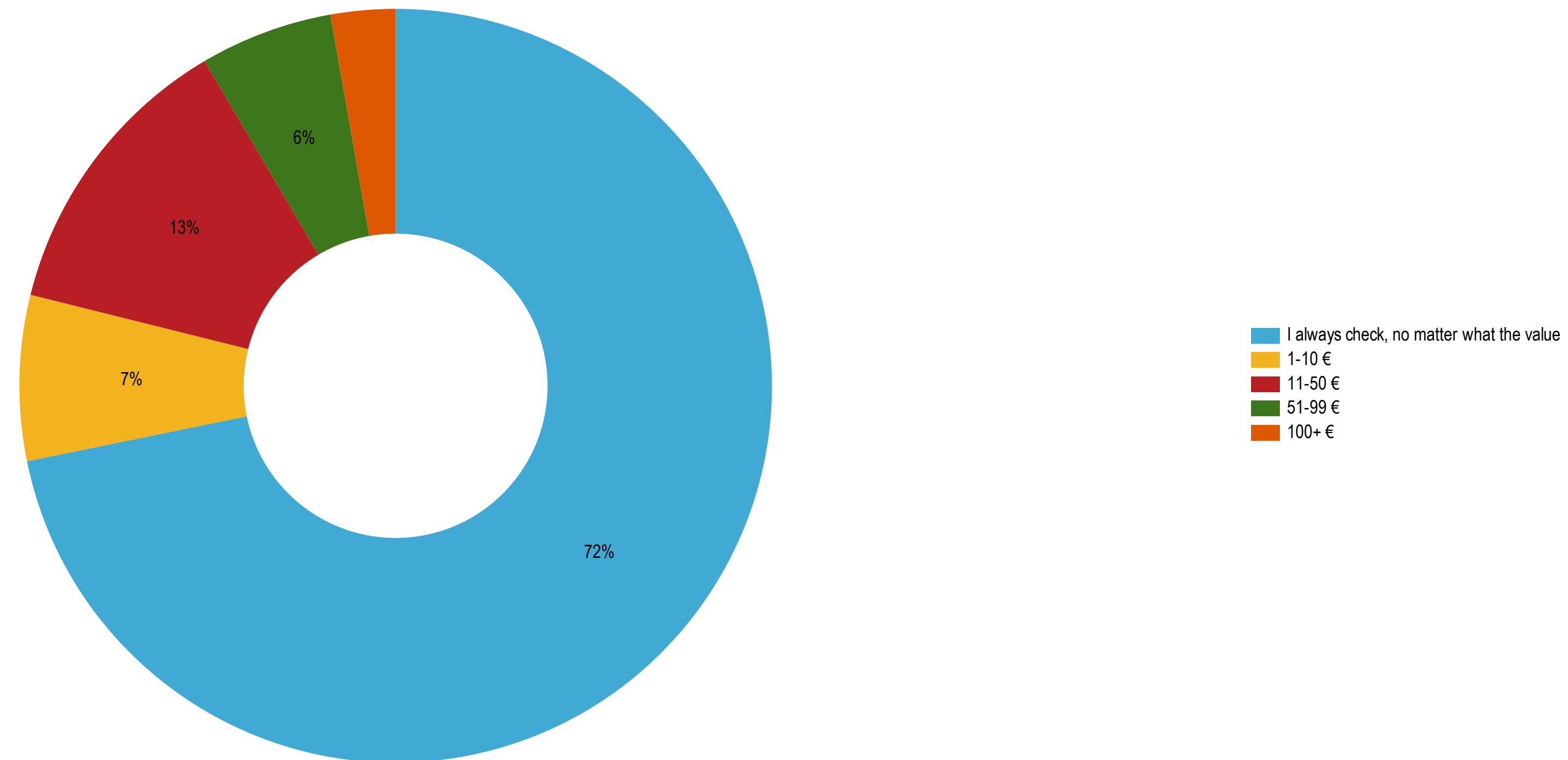1 being the most important, 5 being the least important

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.

Legend: ■ Most important ■ Second ■ Third ■ Fourth ■ Least important

	Most important	Second	Third	Fourth	Least important
Purchase Confirmations (example: flight tickets, movie tickets, online shopping)	41%	23%	16%	12%	9%
Password Resets	24%	16%	18%	20%	21%
Notifications (example: shipping notifications, delivery notifications)	16%	26%	24%	19%	15%
Email Verifications (example: new account creation)	13%	19%	21%	28%	20%
Reservations (example: restaurant reservations)	6%	16%	22%	21%	34%

Less than 1 in 10 (9%) rank purchase confirmations as the least important type of transactional email.

Critical To Consumers And Brands

When making an online purchase, what is the minimum value for which you always check that you've received the purchase confirmation email?
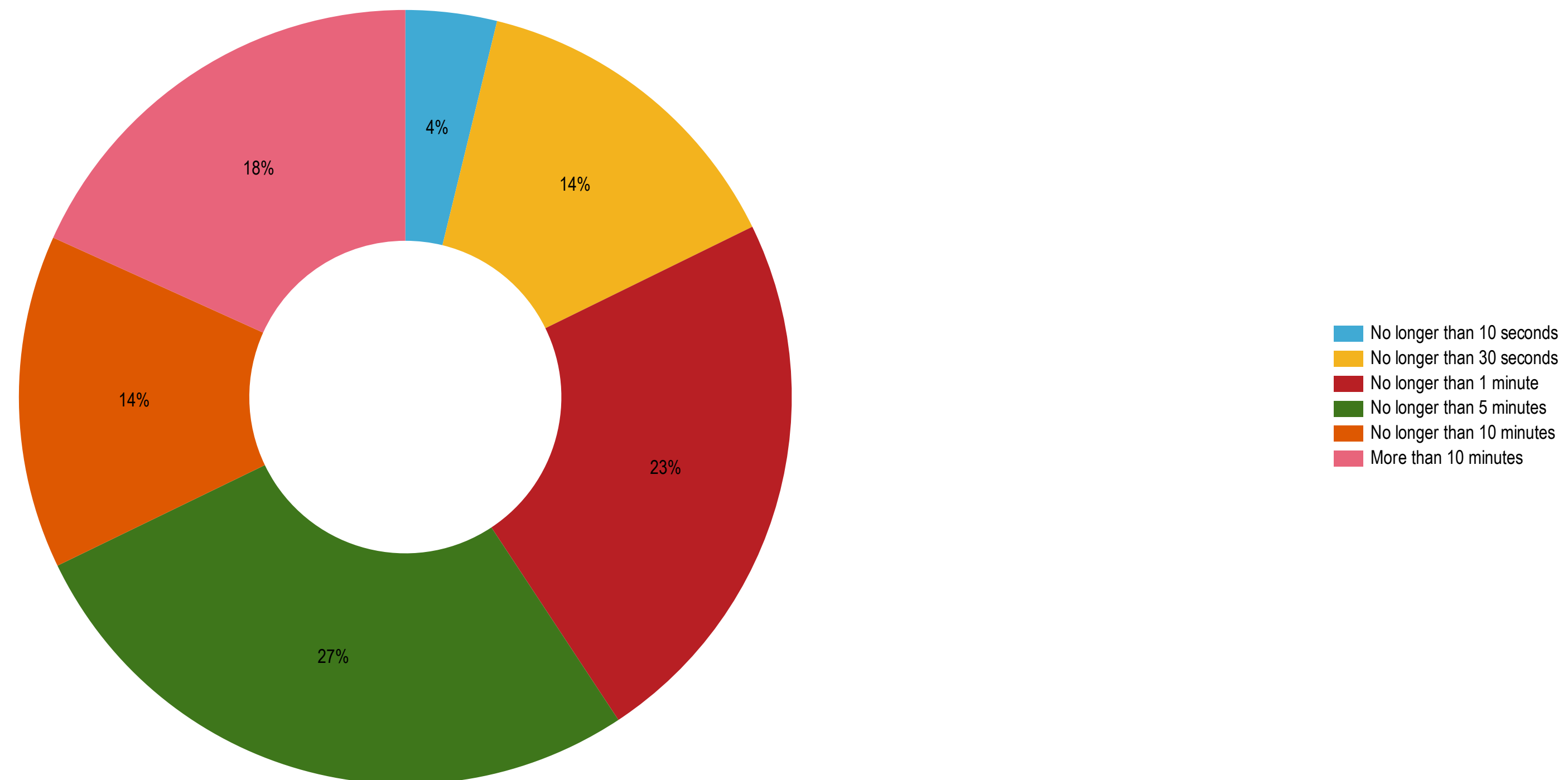

Legend:
- I always check, no matter what the value
- 1-10 €
- 11-50 €
- 51-99 €
- 100+ €

Regardless of the monetary value associated with these emails, 72% of consumers will always check they've arrived safely.

Consumers Get Impatient In Seconds

How long do you accept to wait for a transactional email to arrive in your inbox before getting annoyed?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.

- No longer than 10 seconds
- No longer than 30 seconds
- No longer than 1 minute
- No longer than 5 minutes
- No longer than 10 minutes
- More than 10 minutes

41% of consumers in the UK and France won't wait more than one minute for a transactional email to arrive in their inbox before getting annoyed with the company they are using.
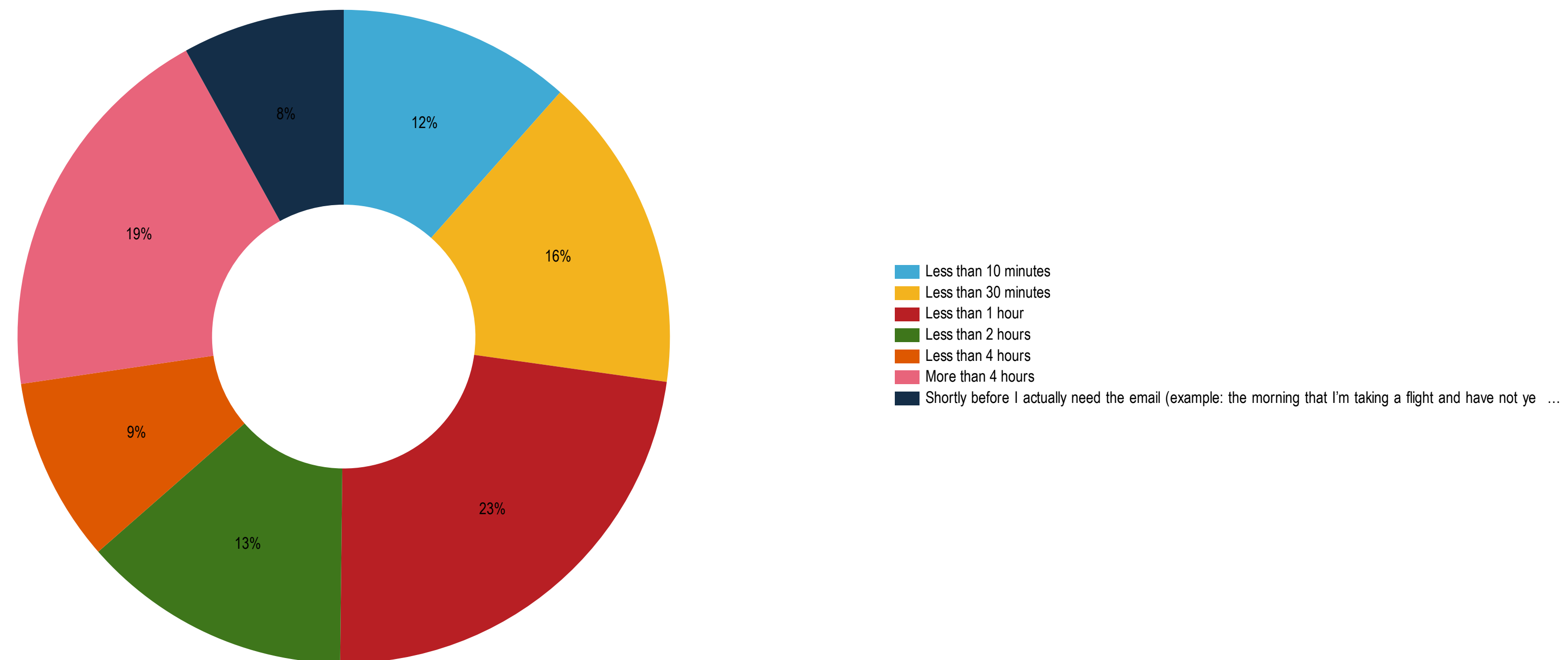
Save time on troubleshooting.

With alerts that signal unusual sending volume, timing, statistics and errors, <u>Real-Time Monitoring</u> provides you with clues to investigate the possible root-cause of your delivery issue.

Time Is Of The Essence

If you didn't receive a transactional email that you are expecting, how long would you wait before contacting the company?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.
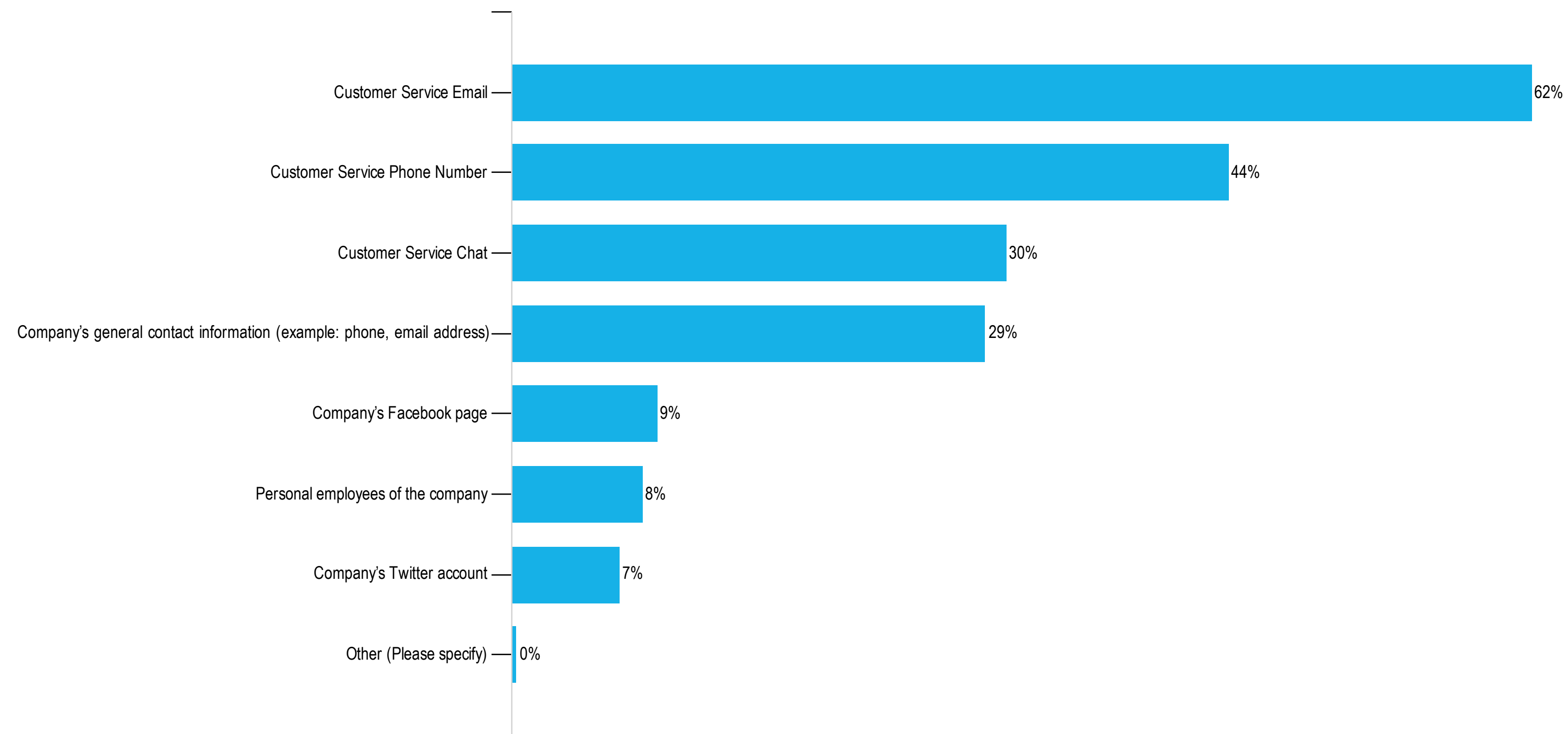

Legend:
- Less than 10 minutes
- Less than 30 minutes
- Less than 1 hour
- Less than 2 hours
- Less than 4 hours
- More than 4 hours
- Shortly before I actually need the email (example: the morning that I'm taking a flight and have not ye …

49% of customers will wait in excess of one hour before contacting the company to point out the issue.

Email Is The Best Port Of Call

If you didn't receive a transactional email that you are anticipating, how would you contact the company?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.
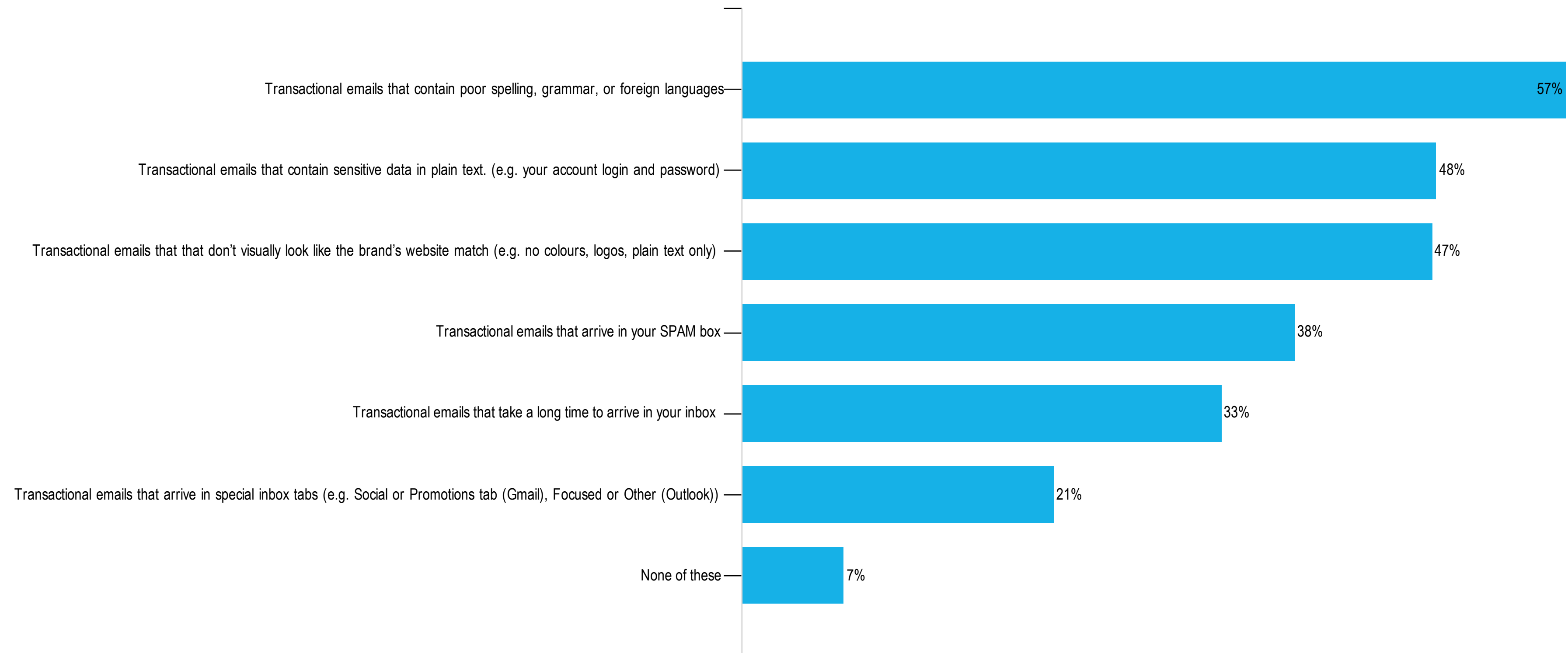
Channel	Percentage
Customer Service Email	62%
Customer Service Phone Number	44%
Customer Service Chat	30%
Company's general contact information (example: phone, email address)	29%
Company's Facebook page	9%
Personal employees of the company	8%
Company's Twitter account	7%
Other (Please specify)	0%

The trusted channel to reach out to brands if they haven't received a transactional communication is the customer service email address (62%).

Consumers Lack Confidence With Poor Grammar

Which problems with transactional emails make you less confident in a company?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.

Transactional emails that contain poor spelling, grammar, or foreign languages — **57%**

Transactional emails that contain sensitive data in plain text. (e.g. your account login and password) — **48%**

Transactional emails that that don't visually look like the brand's website match (e.g. no colours, logos, plain text only) — **47%**

Transactional emails that arrive in your SPAM box — **38%**

Transactional emails that take a long time to arrive in your inbox — **33%**

Transactional emails that arrive in special inbox tabs (e.g. Social or Promotions tab (Gmail), Focused or Other (Outlook)) — **21%**
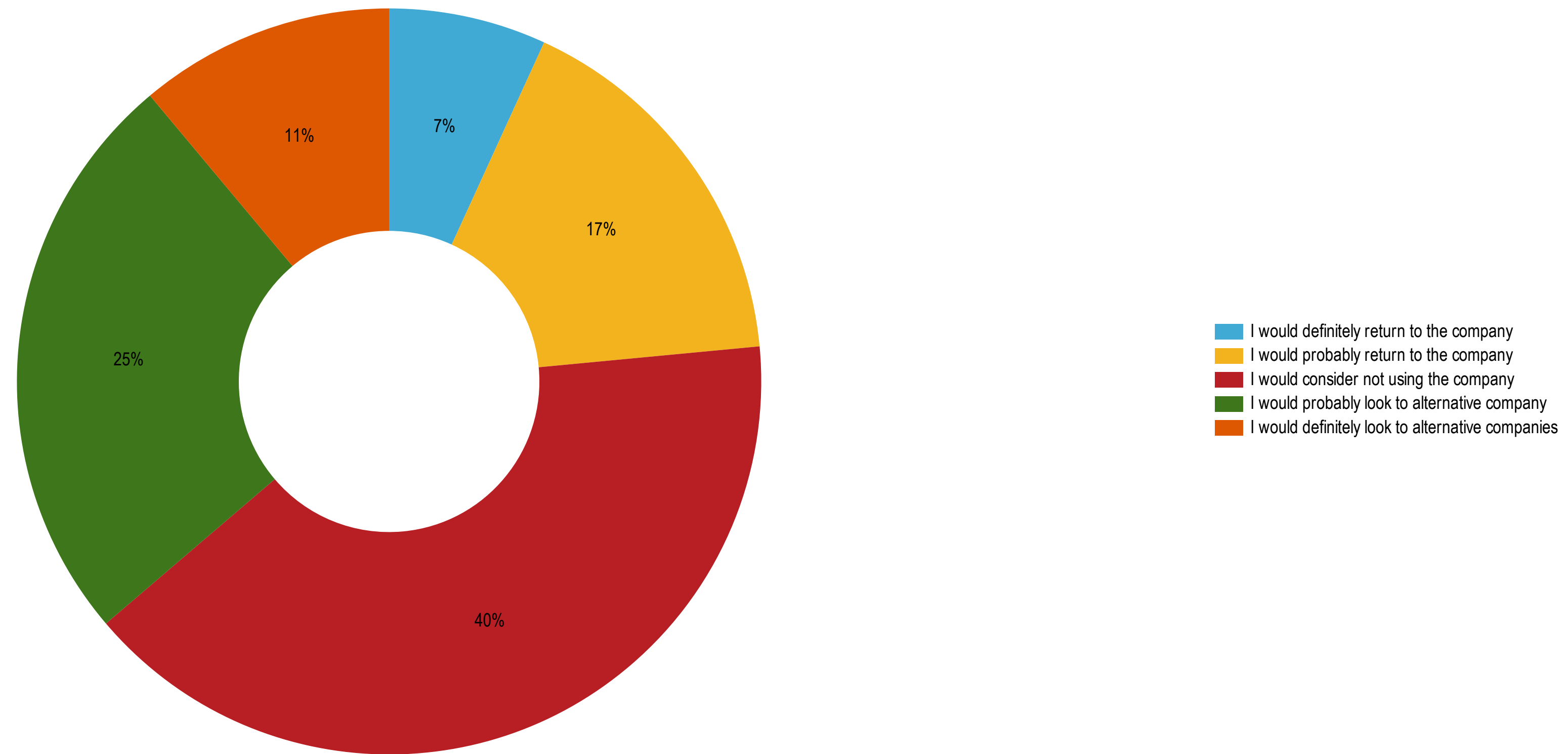
None of these — **7%**

The dominant factor that causes customers to lose confidence in a brand is transactional emails that contain poor spelling, grammar or foreign languages, which ranked highest at 57%.

The Stakes Are High

How would a negative transactional email experience impact your likelihood to make a return purchase?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.
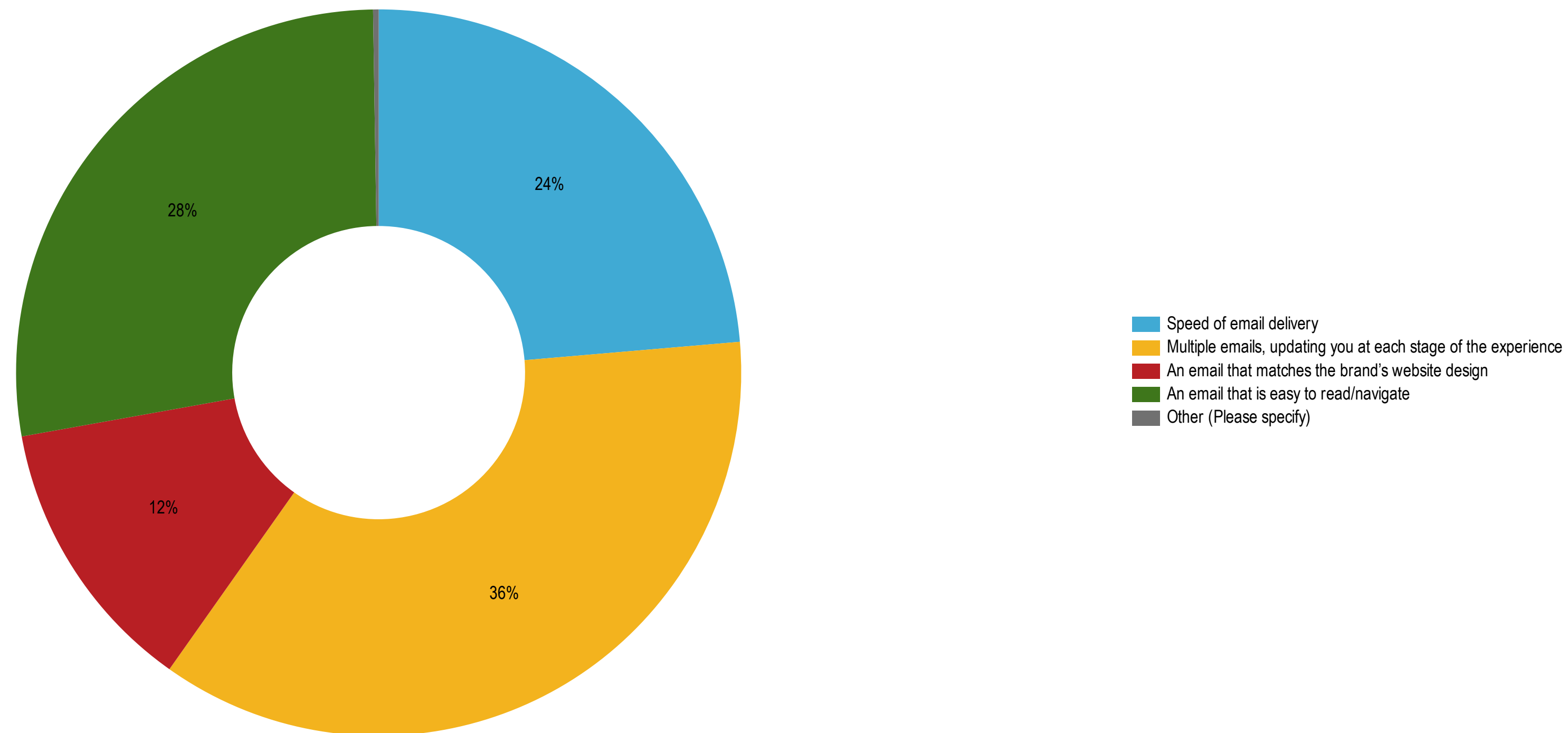

- I would definitely return to the company
- I would probably return to the company
- I would consider not using the company
- I would probably look to alternative company
- I would definitely look to alternative companies

Ultimately, 93% of customers would consider choosing a rival provider following a negative transactional email experience, affirming the need for brands to monitor these email distributions very closely and exposing the probable cost of failing to do so.

Consumers Look For An Easy Experience

What matters most to you regarding a transactional email experience?

By transactional emails, we mean emails such as purchase confirmations (e-tickets, online shopping confirmations), account notifications (new account creation), password resets, etc.

24%

28%

36%

12%

- Speed of email delivery
- Multiple emails, updating you at each stage of the experience
- An email that matches the brand's website design
- An email that is easy to read/navigate
- Other (Please specify)

Consumers ultimately look for factors that they know can help to make an easy and efficient experience. 36% will even look for multiple emails, updating them at each stage of their purchasing experience, highlighting the need for brands to get this right.

Mailjet's View:

In no uncertain terms, brands can't afford to let the customer report back these issues, as they might have already taken their loyalty elsewhere. Brands must monitor and rectify this from their own end to limit the risk of revenue and business operational impact. Features like Mailjet's new real-time monitoring tool allows for communication anomalies within transactional emails to be flagged and resolved at no risk to the customer relationship and overall brand experience.

Unsurprisingly, brand consistency is a vital element in building trust with customers. While the deliverability of transactional email is an essential pillar of selling goods and services effectively online, for marketers the challenge remains creating a consistent experience across channels. With GDPR coming into force in May next year, these are vital communications not just for a smooth experience, but also to ensure the continued consent of existing customers toward future marketing communications.

Advanced Tools To Master Email
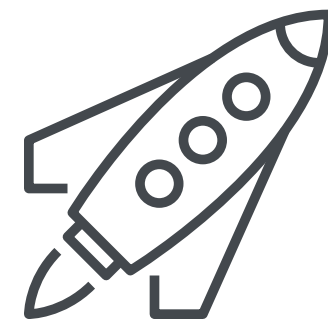
Fly Higher With New Features

Mailjet is the first email solution to provide you with the capability to detect and address delivery issues with your important transactional messages right away. This innovative feature helps you keep an eye on your account creation notification, booking confirmation, cart abandonment reminder, etc., so you can address any problems as soon as they arise.

A True Email Partner

Mailjet's sophisticated analytics tools and simple APIs give businesses the best understanding of how to maximize the benefits to each individual contact of every email sent. Founded in France, Mailjet achieves exceptionally high deliverability rates for its global customer base through a combined emphasis on achieving the email sender's goals and safeguarding brand reputation over time.

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Thank You

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