

Script video 3 :What is so great about online retail giant Amazon ?

Amazon is the biggest online retailer in the world bringing in nearly 75 billion dollars globally last year alone. And here in the UK, we've visited amazon.co.uk more than 2.8 million times every single day.

So, for this week's Summit street survey, I'm asking shoppers: what's so great about Amazon?

"It's easy, it's very simple" (young woman)

"Yeah, it's very simple, it's very quick. The service is always good. Er... good products really. I can't say anything more" (young woman's boyfriend)

"Yeah, I don't think there's anything you can't kind of search and find on Amazon. There's always an option." (young woman again)

"Price and the shipping, and also the communication that you can have with the Amazon staff." (foreign young man)

"I think that the price is right, I think the delivery is right. It comes very quickly, I think..." (elderly man)

"The choice" (elderly man's wife)

"Infinite choice, pretty much. Uhm, Good price in options, er... tracability of the product, you know where it's coming from. Er... just instant access." (young man)

"Post and package like, honestly, that's like the only reason because it's really cheap. And you know it's gonna come up quickly, and I don't have to pay like the earth to get something to arrive tomorrow..." (young man's girlfriend)

"I'd say it's easy to return things, you know, when you purchased things online, sometimes, it doesn't work and they make it very easy, very customer-friendly. And I know where I buy something, I'm gonna get it within a few days." (woman)

So, it's Amazon's ability to deliver on every customer need that makes them so formidable. But UK retailers can tackle them alone on a few key areas. Things like personalized service, product quality and emphasizing your UK roots can win you loyalty and ultimately sales.

Sam Thom, Retail Reporter, Summit

