

## 30 seconds for a website

The results of a survey conducted by Tickbox showed that up to 89.5% of respondents said they would immediately switch to another website or online store if the site preferred. their stop working.



**Customers will not wait more than 30 seconds to see your site fully displayed on the browser. They will immediately switch to another site.**

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Mike Tobin, executive director of hosting provider TelecityRedbus, said that the Internet has given customers a lot of opportunities to buy and sell in many places.

' *Online brand loyalty is very fragile* ,' said Tobin.

Up to 85% of the more than 2,000 interviewed in this survey affirmed that the website stopped working has very negative effects on the reputation of the business.

' *The website of a company that must be deactivated for 10 minutes will only be a temporary issue. But if the company's download speed is very slow, it will mean that the company will lose a lot of revenue on its own. The cause of this problem is the frustration of customers who have to wait a long time* ,' Tobin said.

The survey also listed the top 3 reasons that customers moved to other websites including: too bad customer service (70.8% of the participants in the survey agreed), load time The website is slow (68.9%) and does not ship

properly according to orders (68.5%).

**Hoang Dung** - ( *ZDNet UK* )

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