



## ResellerRatings Survey: Smaller Online Retailers Get Better Customer Satisfaction Ratings from Consumers

*When rated by overall satisfaction, small and mid-size online retailers get more positive reviews from shoppers than the big online sites and multi-channel retailers. This holiday season, when deciding where to buy online, shoppers should look beyond price and consider the reputation and customer service track record of an online merchant.*

**AMERICAN CANYON, Calif., December 14, 2009:** ResellerRatings — the Web's leading independent source for unbiased consumer reviews of online merchants — has published a holiday season guide to the most popular online stores and retailers. ResellerRatings compared thousands of online resellers based on their reputation with consumers as expressed in more than 350,000 trusted consumer reviews of online merchants posted to its website, and then calculated individual ratings for thousands of online retailers — large and small — across three popular gift categories computers, cameras, fashion accessories & jewelry.

### SURVEY FINDINGS

While it is the larger brands and multi-channel retailers that dominate each category when measured by revenue and visits, small and mid-size retailers come out on top when compared by consumer satisfaction. These online merchants have developed a reputation for excellent customer service among shoppers, and are attracting a loyal following among shoppers, who gave them much higher marks in authentic reviews posted to ResellerRatings.com.

Top-rated resellers for each category are listed below (ranked by six-month consumer rating), along with, for comparison purposes, the two largest e-tailers in that category. (Highest possible score is 10.)

Computers: small/mid-size e-tailers		
Reseller	Six-month rating	Lifetime rating
Puget Systems	10	9.92
Malibal	10	9.88
Portable One	10	9.66
AVA Direct	9.64	9.53
National e-tailers in this category		
Buy.com	4.61	4.17
Dell	2.25	3.93

Cameras: small/mid-size e-tailers		
Reseller	Six-month rating	Lifetime rating
B&H Photo	9.74	9.57
Unique Photo	9.62	9.12
Adorama	9.55	8.84
Beach Camera	9.39	9.05
National e-tailers in this category		
Amazon	7.80	6.53
Walmart	4.77	4.87

Fashion accessories: small/mid-size e-tailers		
Reseller	Six-month rating	Lifetime rating
BuyYourTies.com	10	10
Cascadia Design	10	10
Action Village	10	8.87
CreationWatches	9.78	9.75
ChronoShark	9.25	9.67
National e-tailers in this category		
Macys	5	3.33
Target	4	3.6



“Our survey shows that smaller e-tailers are aggressively competing for business by taking customer satisfaction very seriously. These online merchants monitor how consumers are rating them on our site, and respond swiftly to remedy any negative opinions or reviews,” said Scott Wainner, founder of ResellerRatings. “Our advice to consumers shopping online this holiday season is to consider the smaller retailers — you might be surprised by the excellent treatment you’ll receive, and you can be assured that they will take your feedback to heart.”

### **Survey methodology**

ResellerRatings examined more than 350,000 reviews posted by consumer for the 10,000+ online retailers tracked in its rating system. The overall consumer ratings of e-tailers of all sizes were calculated across three popular holiday categories: computers, cameras, fashion accessories & jewelry. To be included, an e-tailer needed to have a minimum of 10 customer reviews in the last 6 months. A rolling 6-month Customer Satisfaction Index, based on actual reviews by consumers, was calculated for each e-tailer, along with a lifetime (cumulative) score. Each e-tailer was ranked within its category and compared with a dominant online retailer in that category.

To rate an online retailer, customers are asked to score it on:

- Overall satisfaction
- Competitive pricing
- Likelihood of shopping there again
- Shipping process
- Customer service
- Experience with returning a product

### **Where to find ResellerRatings around the Web:**

Rate and review online reseller consumer ratings at: [www.ResellerRatings.com](http://www.ResellerRatings.com)

ResellerRatings on Facebook: [www.facebook.com](http://www.facebook.com)

Follow ResellerRatings on Twitter: [www.twitter.com/ResellerRatings](https://www.twitter.com/ResellerRatings) — @ResellerRatings

### **How ResellerRatings works**

Founded in 1998, ResellerRatings is the #1 destination where consumers write reviews about their experiences with online retailers. ResellerRatings reviews have top placement on Google.com, Google Products Search, The Find.com, and Shopwiki.com. ResellerRatings.com is an Alexa top 15,000 website, and a Quantcast top 5,000 website. To maximize the integrity and authenticity of merchant review information and to ensure that only actual customers post reviews, Reseller Ratings requires a verifiable order number with each review and uses other fraud-detection techniques to prevent and detect fake reviews. ResellerRatings gives e-tailers a voice in the review process by encouraging online merchants to post replies in response to individual customer reviews, to contact consumers to resolve disputes, and to flag reviews from non-customers. [www.ResellerRatings.com](http://www.ResellerRatings.com)