Furniture and homeware online

A customer sentiment analysis from +81,000 reviews. What do customers love and hate?

swoon   MADE⊕   habitat   ✖wayfair

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Methodology

Background

E-commerce furniture penetration has undoubtedly been on the rise in recent years. Expected CAGR for the next four years is 16% thanks to trends in evolving home and living concepts and an increase in ecommerce penetration across the board. However, COVID-19 slowed the market's growth due to falling confidence and future uncertainty. Read more about the online furniture market [here](#).

Research goals

To leverage publicly available data (online customer reviews) to study prevailing customer experience trends.

Our approach

We trained our AI model to the industry and used machine learning to identify and recognize topics in the data. This meant that thousands of reviews could be categorized in minutes.

Channel

Trustpilot reviews

SentiSum

Data

Data overview

We analysed 81,000 reviews.

Companies	Volume
Wayfair	39,695
Made	35,178
Habitat	4,982
Swoon	2,601

Themes

Which split into 5 main themes.

Themes	% of reviews
Product experience	40%
Delivery experience	29%
Service experience	12%
Value	11%
Order experience	8%

Topics overview

And further into 26 sub-topics.

Themes	Topics
Order experience	Tracking of orders, order process, etc.
Product experience	Damage, stock levels, quality of product, packaging, etc.
Service experience	Customer support, installation, returns, refunds, etc.
Delivery experience	Delivery punctuality, delivery partners, delivery cost, etc.
Value for money	Value for money, discounts

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Industry-wide shifts

+81,000 reviews shown on a quarterly basis

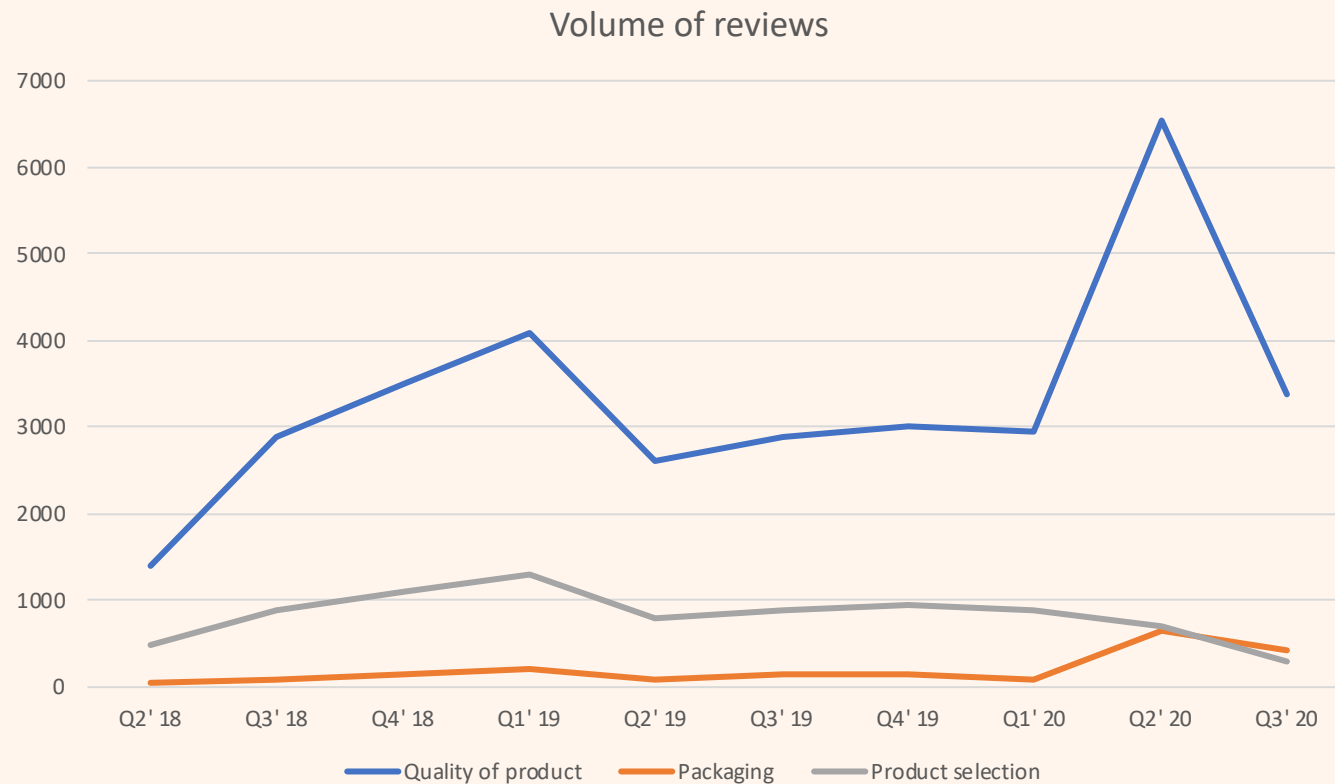## Number of reviews quarterly

There was an almost 40% decline in reviews between Q1 2019 and Q2 2019, which then rose of the year by 28% up to Q1 2020. The sharp decline from Q1 to Q2 repeats in both years we looked at.

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Product experience

+43,000 product experience (quality, selection, and packaging) reviews shown on a quarterly basis

Volume of reviews

Quality of product especially drove customers to leave positive reviews. Around 53% of total reviews mention these topics.

In Q2 & Q3 2020, overall satisfaction across quality of product was 89%, satisfaction with packaging was 88%, and product selection was 90%.

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MADE vs Wayfair

% of customer who mention product experience who had a positive sentiment

Q2 2020 % Satisfaction

MADE ■ Wayfair

**Q3 2020 % Satisfaction**
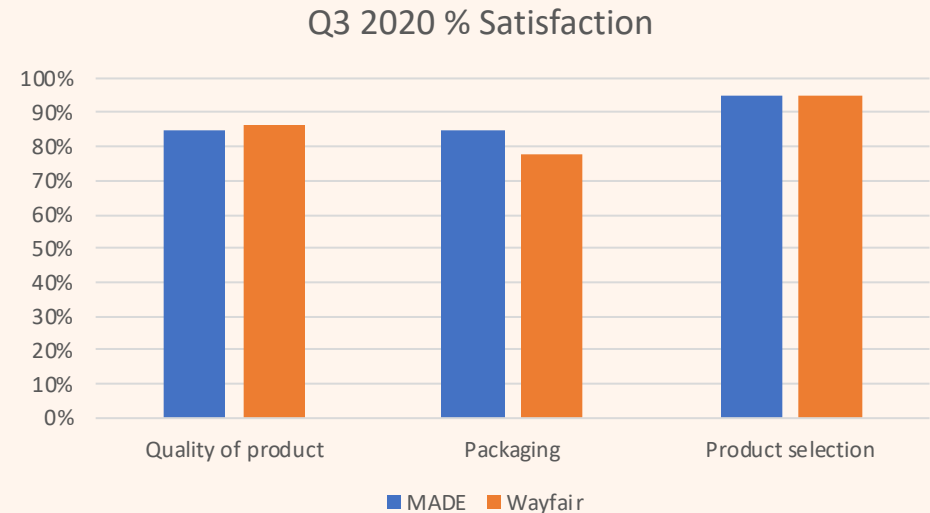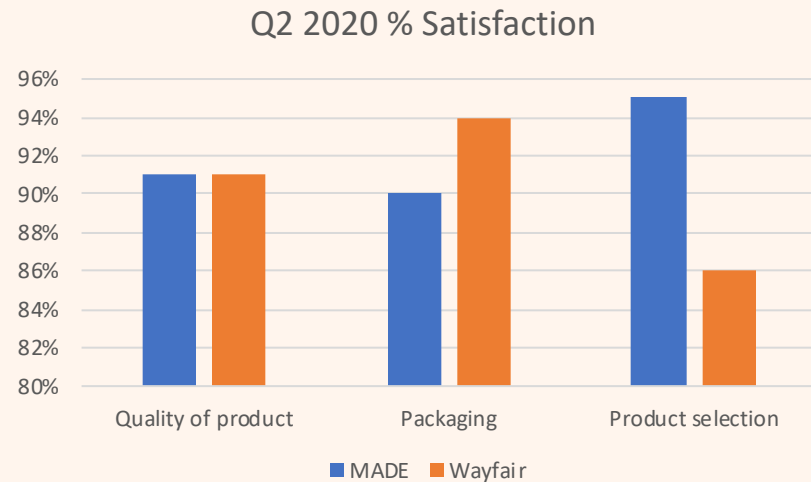
MADE ■ Wayfair

MADE.com (5,820 reviews) and Wayfair (5,698 reviews) over Q2 and Q3 2020 earned the most Trustpilot reviews for topic cluster 'product experience'. Here's how their customer sentiment compares.

Interestingly we see a similar level of customer sentiment on product quality, but customers mentioned Wayfair's packaging more as a 'delight' inducing experience.

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Delivery experience

Delivery punctuality and partners in the past 24 months

% of total reviews that discuss topic per company (last 24 months)
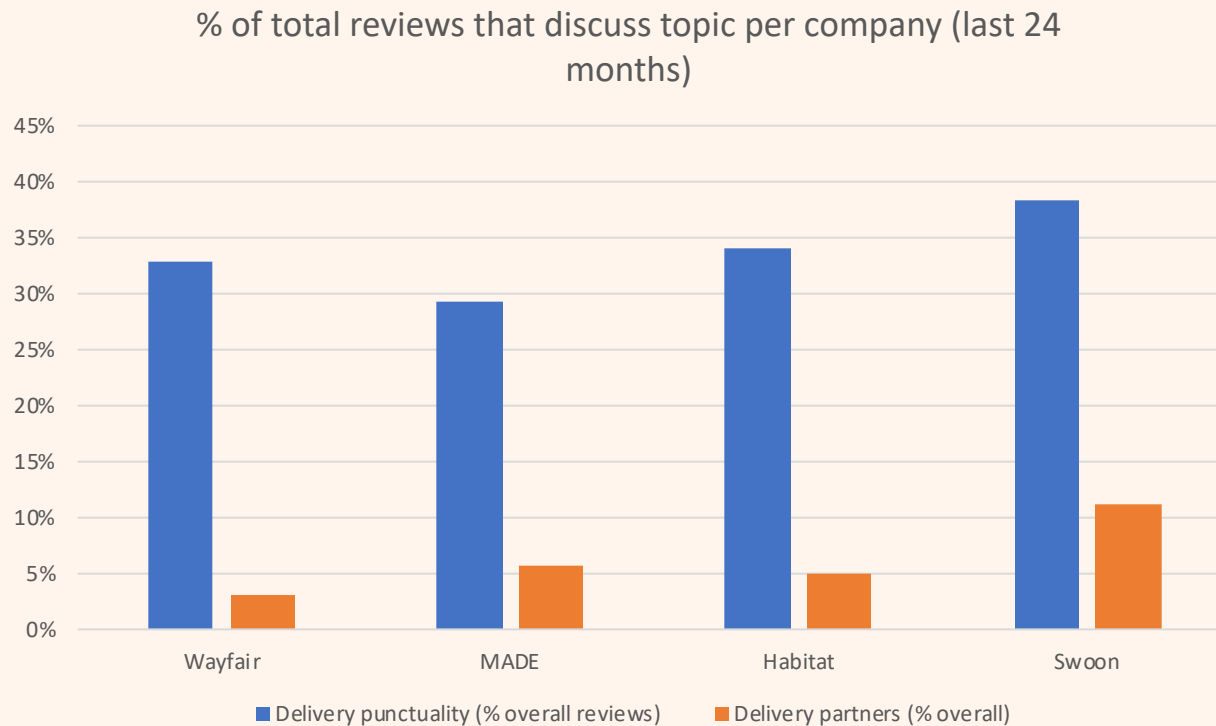
As a proportion of overall reviews, Swoon had the highest volume that discussed both punctuality and external delivery partners (which covers mentions of delivery man and courier service in general).

The below chart shows that Swoon's customers were also less satisfied with both topics. Perhaps, customers are most likely to leave a review when dissatisfied.

	Punctuality	Partners
MADE	87%	75%
Wayfair	89%	64%
Habitat	85%	56%
Swoon	75%	71%

■ Delivery punctuality (% overall reviews)   ■ Delivery partners (% overall)

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Product damage

Usually, reviews are tagged damaged when the product arrived damaged to the customer.

% of total reviews that mention damage
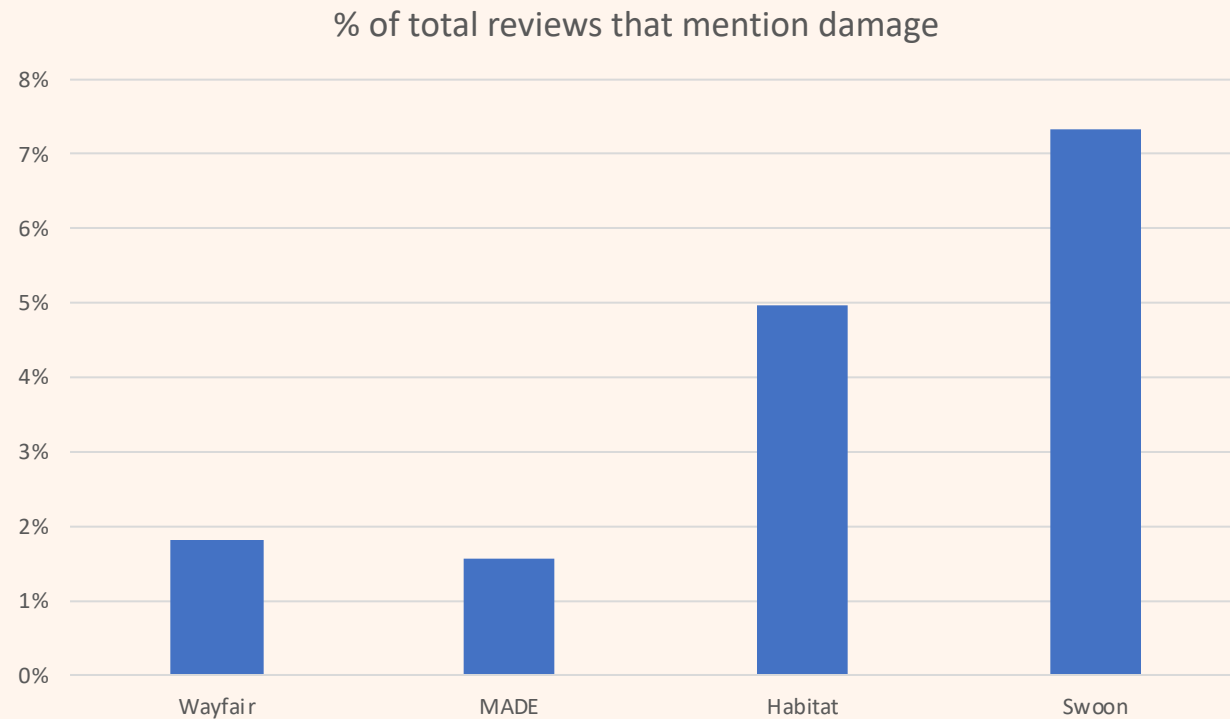
The most significant driver of negative customer sentiment was product damage. Swoon had the highest proportion of reviews that mentioned damage, at 7%.

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Other findings

38%   **Of reviews mention delivery Punctuality:** 'earlier delivery' reduces wait time.

53%   **Of reviews mention Product quality:** 'touch and feel' is good, but 'quality of wood' and 'fabric quality' need to be improved.

5%   **Of reviews mention Tracking of orders:** 'seamless communication' on delivery dates by email helps the customer to plan their workday accordingly. 'no communication' on delivery dates increases calls to the contact centre.

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Other findings

14% Of reviews mention delivery Customer Support: 'impeccable' customer service helped them shop online easily.

10% Of reviews mention value for money: 'reasonable price' compared to high street shops attracts them to shop online. Whereas, 'price disparity' of the products on the same day causes concern.

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Thank you

SentiSum is a customer analytics software platform.

Your customer feedback data (the contents of support tickets, NPS surveys and customer reviews) is analysed by our NLP engine, which automatically tags each data point with a topic and sentiment.

Our SaaS dashboard then allows you to understand drivers of customer contact, complaints, and frictions in their journey at the click of a button. You'll have the ability to respond to events in real-time, while also tracking long-term trends affecting your customers.

Reach out directly at harry@sentisum.com and we'll show you what we do. We back our AI tech, so we offer a free trial so you can prove value yourself.