

The Independent, 10 November 2017

Homebase website named the UK's worst online shop in Which? rankings

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Make-up retailer allbeauty.com topped the annual *Which?* survey of the best online shops.

Homebase.co.uk has been named the UK's worst online shop in an annual ranking by consumer group *Which?*

10The list was topped by discount make-up retailer allbeauty.com. Consumers chose the firm, which sells beauty brands at a cut price, as the best online retailer for the second year running in the Which? survey.

The website achieved a customer score of 91 per cent, with shoppers rating it as excellent for price and range of products.

15It was closely followed by home entertainment retailer Richer Sounds on 87 per cent and appliance store ao.com on 85 per cent.

Which? asked more than 10,000 members of the public to rate 100 of the most popular online shops, considering factors including price, product range, deliveries, product quality and the returns process.

20The survey revealed dissatisfaction with prices on Homebase's online shop, which achieved an overall rating of 62 per cent and the lowest position in the ranking.

But it still received some praise for ease of finding products and the ordering process.

Consumers thought WHSmith.co.uk was average for the range of products, price, ordering process, deliveries and products being in stock, giving it an overall score of 64 per cent.

25Richard Headland, *Which?* magazine editor-in-chief, said: "We can still see a big gap between the top and bottom of the table, with people generally rating the top online shops better for their prices and range of products."

"Consumers are expected to spend millions online during Black Friday this year, so we encourage shoppers to do their research and pick their deals, and where to buy, with care."

A Homebase spokesperson said: "We are disappointed by these results and have recently upgraded our website to make it easier to browse and discover great ideas and advice.

"We are also committed to always offering customers low prices."

Josie Clarke (314 words)

35*Which?* = name of a consumer group

Ranking = to give a rank/ a position (like n° 1 or n°10)

upgrade (v) = improve, make better