

Amazon.co.uk

Our Price: £15.77 You Save:

Anything Is Possible / Evergreen [SINGLE]

- Will Young
Average Customer Rating:

Trailblazing e-tailer Amazon. co.uk's ambition is to be the world's most customer-centric company.

The fact that 97 per cent of its four million customer base profess themselves "satisfied" or "very satisfied" and that repeat purchase stands at 73 per cent suggests it has gone some way toward achieving that aim.

Personalisation is particularly important to Amazon.co.uk.
Customers are able to edit the personalised recommendations they receive by rating their purchases to build a picture of what they like. A 'wish list' service allows customers to tell their friends and family what

they would like for Christmas and birthdays, while the site's patented 1-Click ordering system means purchasers can buy products with one click of the mouse without having to fill in order forms.

Features:

Note: this Video Gar

Features:

lable for Toys, Electronics, Software or

Amazon.co.uk's WAP service, Amazon.co.uk Anywhere, means customers can order products wherever they are.

Updates are sent to consumers at every step of the ordering process. A record of all the addresses where orders have been sent in the past saves time and gives customers the option of sending to multiple addresses. Orders can be changed or cancelled at any time until the item is posted.