

2012 e-Commerce award winners

At the recent South African e-Commerce Awards, which recognise and reward those South African websites that have demonstrated excellence in their use of the internet as a platform for e-Commerce, Groupon won for the second year in succession in the category Best Group Buy site. Yuppiechef walked away with the Best e-Commerce Store title and HomeChoice was named The Public's Favourite e-Commerce Website.

Winners:

- **Best e-Commerce Store:** Yuppiechef
- **Best e-Commerce Services Website:** Bidorbuy
- **Best Group Buying Website:** Groupon SA
- **Best Classifieds Website:** Property24
- **Best Design, Standards & Ease of use:** TravelGround
- **Best Shopping Process:** Yuppiechef
- **The Public's Favourite e-Commerce Website:** HomeChoice

The judging process was comprised of public voting, which saw each member of the public having one vote per email address. The second element to the judging process took the form of orders being placed to the respective nominee websites by Jump Internet Technologies, under pseudonyms to evaluate the ordering process and customer service.

Judging criteria

- Ease of use
- Website design, usability and navigation
- Customer care / Communication
- Refund / returns policies
- Product range
- Pricing
- Payment methods
- Ordering process
- Quality of data

"These awards are an important yardstick for the company to determine how it is measured in the industry and we are proud and encouraged to receive this award once again," says Daniel Guasco, CEO of Groupon South Africa.

"We are grateful to the South African public not only for voting for us but for their continued support. This award is testament to our commitment and efforts in the customer service space, an area of our business that we are continuously striving to develop and improve."

For a full list of winners and runners up, go to www.ecommerceawards.co.za.

