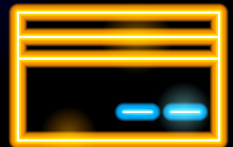
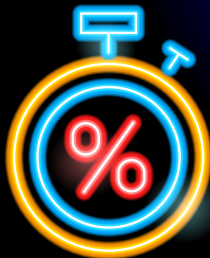
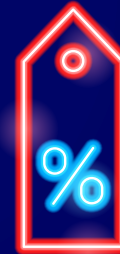


Retail eCommerce:

TOP 5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILERS HOLIDAY

The essential guide to delivering an awesome ecommerce customer experience.



THE 2019 SHOPPING SEASON IS HERE!



Retailers love the holiday season and the increased revenue that comes along with it. The average retailer brings in **20% - 40%** of their annual revenue between late November and December.

Despite market pressures — such as trade, interest rates and global risk factors, the Holiday Season 2019 predications are looking merry. eCommerce sales are expected to rocket between **14 – 18%** on last year figures, with total global digital sales of **\$768B** globally and **\$140B** from the USA alone.

However, this year shoppers and retailers lose almost a week of holiday shopping, thanks to a U.S. Thanksgiving Day that's six days later than last year. This places digital teams under greater pressure, as retailers need to achieve higher revenue gains in less time.

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DISCOVER STELLER CUSTOMER EXPERIENCE

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PEOPLE LOVE A BARGAIN - BUT YOU NEED MORE!



Undoubtedly, snagging a bargain is an important part of holiday shopping for many consumers.

- **Forty-seven percent** of shoppers say they'll only buy items on sale this holiday
- **Promo codes** are the **#1** factor influencing their holiday purchases.

And they will be rewarded! Cyber Monday is predicted to be the best day of the year for securing the best digital discounts, with an average discount rate of a massive **29%**. Adobe expects Cyber Monday to see record-breaking sales this year, climbing to **\$9.4 billion** for the day — an **18.9% increase** over last year.

However, you are going to need more than just price cuts to win the battle for the shoppers heart. To win hearts and turn opportunistic shoppers into loyal customers retailers will need to maintain CX across all digital channels.

A survey of 10,000 global consumers reveals that on average, shoppers use eight different channels to engage with brands across the shopping journey.

HOT HOLIDAY SEASON STATISTICS



85% of shoppers prefer free shipping to fast shipping.



Mobile will account for nearly **50%** of retail holiday growth in the U.S.



62% of 'high spenders' plan to use their smartphone to shop.



Nearly half of consumers expect a web page to load in **two seconds** or less.



40% of shoppers will abandon a site if it takes more than three seconds to load.



A **one-second** delay in page response and a 7% reduction in conversion.



Buyers that engaged with AI product recommendations had a **26%** higher average order value in 2018.



53% - Last minute extra costs is the top major reason for shopping cart abandonment in 2019.

SUPERCHARGED CX IS THE ANSWER



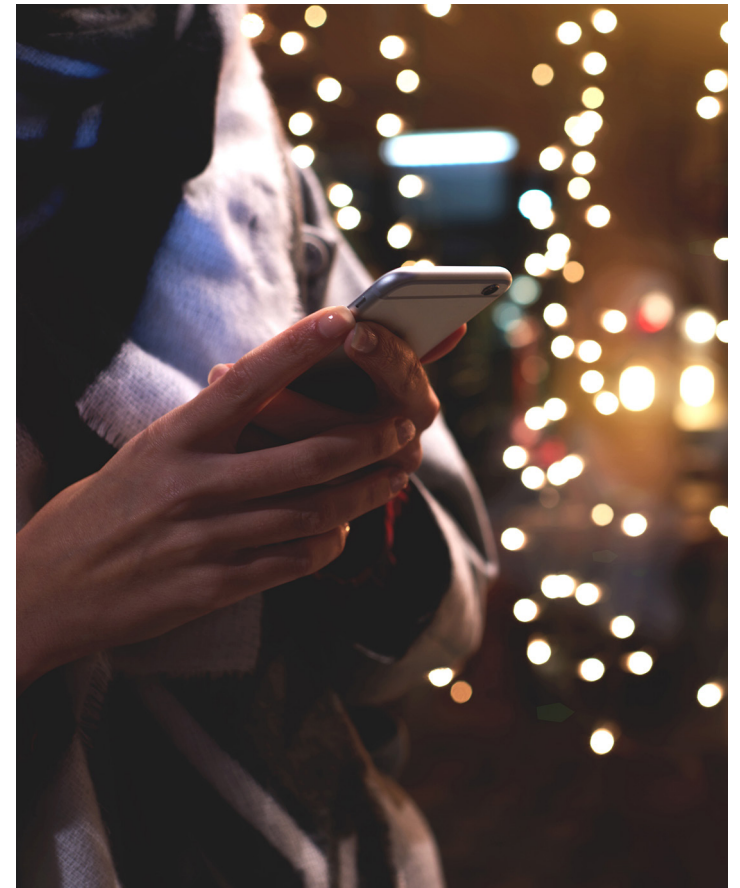
Good customer experience minimizes frustration, maximizes efficiency and intertwines technology with AI and a human element.

Only 47% of executives say they understand clearly how AI will improve customer experience. - Deloitte.

AI has the power to transform CX, as it provides automated insight on consumer behaviour in real-time. Real-time alerts allow digital teams to act in the moment, so they can, for instance:

- **Trigger** targeted on site promotions
- **Trigger** product recommendations, or even
- **Alert VoC** teams to struggle as it happens, so a customer service representative can address frustration directly in real-time.

The end results is consumers feel listened to and understood. They get the products they want, when they want them and retailers hit the headlines for the right reasons and not just discounting.



5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILER'S HOLIDAY



Cart abandonment is an issue for eCommerce retailers all year, but holiday shoppers are particularly impatient when it comes to CX issues. In fact, **85% of holiday eCommerce shoppers have abandoned a cart at least once** – and that's not to mention the customers who never even get that far before struggling with the CX.

The following 5 common eCommerce issues are enough to ruin any shopping season:



5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILER'S HOLIDAY



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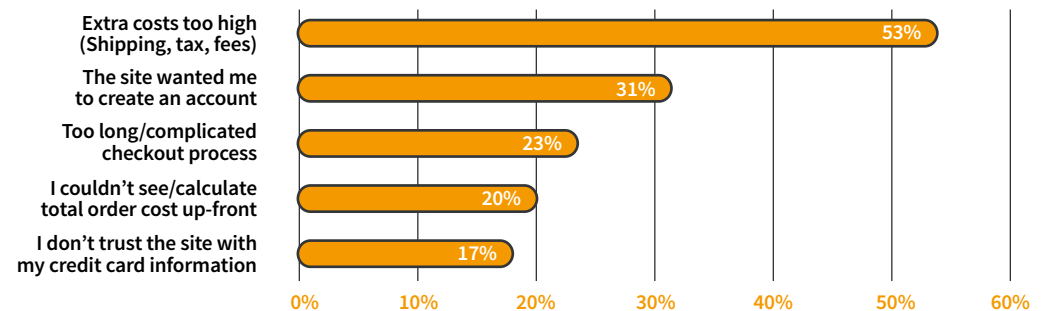
STREAMLINE ACCOUNT LOGIN AND CHECKOUT ARE A MUST

A streamlined checkout and account login process is essential during the peak season. As although not everyone who decides to buy from you will actually complete their purchase, it is proven that most of those people will leave your site due to frustrations with the checkout or account login, not while browsing your store.

A 2019 study from the Baynard Institute revealed the top abandonment reasons during checkout in the USA.

Reasons for Abandonments During Checkout

© baynard.com/research



So, retailers need to be flexible during the peak season and put your customers and ease of purchase first. By fixing checkout frustrations in advance retailers can increase conversions and minimise the cart abandonment rate.

5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILER'S HOLIDAY



FORM FIELD ERRORS ARE A TURN-OFF FOR CUSTOMERS

Many eCommerce retailers don't put as much thought into their form fields as they should. For example, a properly-designed form field can result in **56% more conversions** and nearly **36% greater completion** rates for busy shopping season customers.

However, design isn't the only factor that comes into play when it comes to leaving money on the table due to form field errors.

Whether through validation rules that do not accept required characters, mandatory fields that aren't applicable to certain customers, or the form not being supported on a user's mobile device, online forms can cause endless customer frustrations. These issues can often be fixed quickly, but identifying them amidst the holiday rush can be difficult.

5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILER'S HOLIDAY



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ECOMMERCE SEARCH FUNCTIONS CAN CAUSE MORE FRUSTRATION THAN A BLACK FRIDAY CROWD

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Google has set a high standard for consumer search expectations. Even when customers have left Google and are on an eCommerce website, they expect the same level of functionality when searching. The problem is that many retailers **haven't optimized their search functions:**

2.6x

of eCommerce websites don't facilitate product browsing

38%

of eCommerce website have over complicated search hierarchies

Retailers are under pressure to ensure products can be easily found and they need to make sure that customers receive relevant results on terms they expect to be able to use – or risk losing revenue to competitors as impatient shoppers search elsewhere.

5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILER'S HOLIDAY



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SOME RETAILERS DON'T SPREAD THE HOLIDAY JOY TO ALL PAYMENT METHODS

Many retailers operate as a marketplace, offering products from multiple suppliers. Customers don't know (or care) that the contents of their baskets may come from different suppliers—they expect a consistent experience with no hidden costs.

Unfortunately, many retailers are struggling to **get e-commerce goods to customers** with shipping options consistently a problem; especially under the heavier demands of the holiday season. This is a major turnoff for customers with:

The free shipping rate peaked at **80% on Cyber Monday** in **2018**.

Customers expect the same options for delivery and are increasingly expecting free shipping as well as the ability to use any promotional codes they may have, for their entire transaction. Even a slight misstep in consistency can lead to lost revenue.

5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILER'S HOLIDAY



DON'T LET THIS BE THE YEAR OF ONLINE FRAUD

Online fraud may not be directly related to CX, but it certainly has an impact on holiday eCommerce success. Hackers are often motivated by financial gain, so it should come as no surprise that **online fraud can jump by as much as 43%** over the big shopping season

Ever since the high profile hacks of 2014 and onwards, eCommerce retailers have been on high alert to protect their sites against hackers looking to hide within the spiked traffic during the holiday season. Suffering a cyber attack on Black Friday or Cyber Monday can have multiple effects on a retailer.

In the case of a DDoS attack, eCommerce companies stand to lose revenue as customers can't access the website. Whether the site is down for a half hour or multiple hours, the reality is that eCommerce companies lose immediate revenue on top of long-term damage to their reputation.

5 ECOMMERCE ISSUES THAT CAN RUIN A RETAILER'S HOLIDAY



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Another option for hackers is to **steal** customer **personally identifiable information** (PII) and sell it for monetary gain. While this may not result in direct revenue loss, the long-term effects on the company's reputation (in addition to the money necessary to respond to a cyber attack) can nullify any profit from the holiday season.

eCommerce retailers can't leave their customers out in the cold this holiday season – websites must be prepared for increased hacking attempts.



HOW THE RIGHT CX TOOL CAN PUT A SMILE ON RETAILERS' FACE



BY LEVERAGING THE FULL
POWER OF BIG DATA,
RETAILERS COULD
INCREASE THEIR
OPERATING MARGINS

BY UP TO 60%

The rise of eCommerce has created a data-rich retail environment. Using the abundance of eCommerce traffic and behavioral data to gain insight into the customer journey is invaluable. By leveraging the full power of big data, retailers could increase their operating margins by up to 60%, **according to McKinsey research.**

With big data and a complete view of the customer journey, retailers can overcome the CX challenges that result in lost revenue both year-round and during the shopping season rushes. Retailers have already earned the right to the revenue being lost by CX issues—it's just a matter of capturing the opportunities. Collecting the revenue that is being left on the table during the holiday season (and all year) requires a three-fold approach to customer experience analytics:

A THREE-FOLD APPROACH TO CUSTOMER EXPERIENCE ANALYTICS



At UserReplay, we help organizations paint the picture behind every customer interaction to drive performance optimization and the continual improvement of customer experience.



Actionable insights, the story behind the data

Reveal the true experience your customers are facing, across the Web and Mobile Apps. Sophisticated insights powered by machine learning and events detects struggle, reveal lost revenue and unlock meaningful, quantified CX data that can be acted on immediately or analyzed for trends.



Data driven innovation that makes a difference

With 100% of the technical and interaction data at your fingertips you have the power to interact with a struggling customer at a time where you can influence conversion. Feed the valuable Web and Mobile App data into wider data initiatives to help create the 360 degree view of the customer and delive a personalized service.

Constantly improve the customer experience

Providing a consistent and streamlined customer experience is essential across all digital touchpoints. Visualize issues with high fidelity replay, funnel analysis and heatmaps. Prioritize resolution by understanding the revenue impact of groups that are struggling on your site.

The Value: In the first 30 days, UserReplay clients identify an average of **\$3.1 million in annual lost revenue due to CX inadequacies**. Increase revenue, improve conversion, decrease fraud, accelerate find and fix, reduce costs and streamline capabilities throughout the business while never losing focus of the customer.

If you want to learn more about how the UserReplay customer experience platform solution can help you during this busy holiday shopping season and beyond, **contact us today for a free trial or a demo.**

