

Ways we can help you to increase the performance of e-commerce

executives to build a genuine understanding of e-commerce as a *channel*, and provide specific changes for you to keep visitors on your website, persuade them to buy, and to retain them. Below is an *indication* of the areas on which we focus to maximise business potential (we actually look at over 1,000 areas).

This page is designed to give you an idea about the approaches we take to increase the top-line of your e-commerce operation. We work closely with our clients' board of directors and senior

Increasing Customer Conversion

E-retail conversion rates are typically 1 - 2%

60-75% of shopping carts are abandoned before the checkout page

45% of checkout pages are abandoned.

Examples of areas we concentrate on:

Persuasion workflow

Architecture of micro-conversions (click through) to macro-conversion (purchase). Functional specification for click-path sales.

Product location and selection

Product categorisation, product zones, navigation systems and structure, search and selection (including faceted search), etc.

Product detail

Layout and design of the product pages, image handling, creative copy, relevancy, pre-sales support, etc.

User behaviours

Eye-tracking of pages, scannable and skimmable design, experience architecture and usability.

Merchandising

Complementary and/or alternative SKU selection, up-sales, down-sales, cross-marketing, etc.

Impulse / Immediacy / Latency

Short click-path purchases (low ticket items) and long click-path and duration (big ticket items). Support functionality.

Workflow

Support for persuasion arc, sales journeys, customer profiling and persona creation, mission-based testing, etc.

Checkout abandonment

Forms and error handling, credibility, confidence, trust and security (all distinct from each other).

Improving Customer Retention

Only 42% of e-tailers meet with their customers' post-sales expectations.

Examples of areas we concentrate on:

Fulfilment

Post-sales support systems, delivery systems, returns and cancellations, order tracking.

KYC (Know Your Customer)

Customer segmentation, identification, age verification.

UYC (Understand Your Customer)

Profiling and personalisation, cross-marketing identification and strategy, increased per-head spend, etc.

Incentivisation (First-time vs. returning customers)

First-time customer inducements. Returning customer loyalty schemes and e-voucher redemption, etc.

Metrics and process improvement

Pattern prediction, trend recognition, rapid process improvement.

Preventing Website Visitor Leakage

Only 36% of website visitors remain beyond the second page. This drops to 5% beyond the 5th page and 2.5% by the 8th page.

72.5% of e-tailers present critical barriers that cause customer leakage.

Examples of areas we concentrate on:

Audience capture

Scannable / skimmable presentation and content (visitors are lost if they cannot scan a page within 1.3 seconds).

Engagement (and disengagement)

Landing pages, click-path micro-conversions, timeliness of information and features, etc.

Interaction

Navigation, search systems, forms, etc.

Performance

Page load times, broken links, impact of Flash, impact of advertising and site 'features', etc.

We are also compliance experts, particularly in the critical areas of the Data Protection Act (DPA), Disability Discrimination Act (DDA), and Payments Card Industry (PCI) requirements for credit card / debit card handling. And if you do not have in-house expertise, we can control your project deliverables to quality standards – around 80% of web development projects run over budget, and 70% fail completely. Please use the contact details below – we will be happy to discuss your e-retail issues.