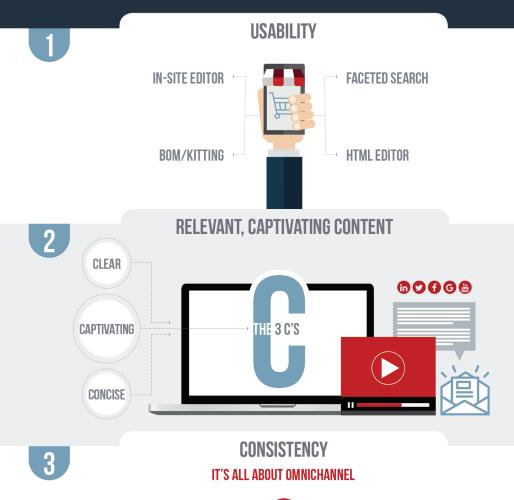
7 ESSENTIAL FACTORS FOR

AN EXCEPTIONAL ONLINE BUYING EXPERIENCE







Website







Personal



SPEED



Can you find the right product quickly?







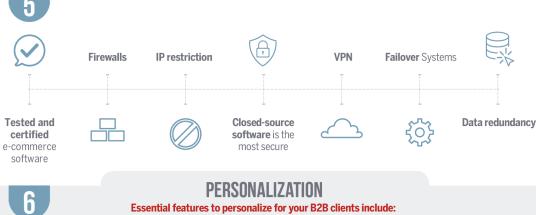
Can you make your payment? **SECURITY**



Can you easily enter personal details like billing and shipping address?

- Web store should automatically provide these details for repeat customers
- make it easy to select multiple billing and shipping addresses

B2B web stores should





Pricing

Shipping Emails: abandoned and delivery



Product

catalogs

cart emails, special



FAQ

Optimize the search functionality in your FAQ.



Make sure that your customer service agents are able to fill any gaps left by your FAQ. Collect data and satisfaction surveys on every

customer service interaction for improvement.

MANUALS AND DIY INSTRUCTIONS TO PRODUCT **DESCRIPTIONS**

ATTACH





READ OUR FREE WHITE PAPER FOR MORE TIPS, TRICKS AND ADVICE ON PROVIDING AN EXCELLENT CUSTOMER EXPERIENCE.



