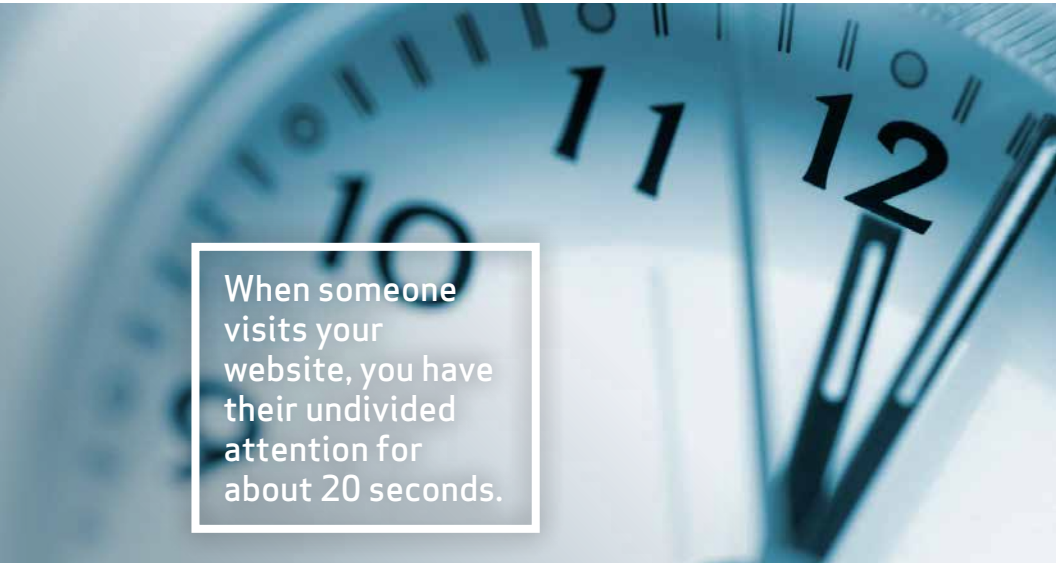


CUSTOMER-CENTRIC RETAIL

3 QUICK FIXES TO PERSONALIZE THE ONLINE CUSTOMER JOURNEY





When someone visits your website, you have their undivided attention for about 20 seconds.

The competition online has never been tougher, not only for ecommerce sales, but for attention, time and loyalty. And your customers' latest greatest experience with a brand becomes their new expectation of you.

How can you be the one to set that bar and make that lasting impression?

Creating a great first impression with a site that distinguishes your brand is important, but that's just scratching the surface. In order to be **remembered, revisited and recommended**, the shopping experience has to be **easy, personalized and engaging**.

WIN HEARTS AND WALLETS WITH DIFFERENTIATING EXPERIENCES



64%

of customers choose a brand based on experience over price.¹



86%

are willing to pay more for a better customer experience.²



89%

of companies plan to compete on the basis of customer experience.¹

THIS GUIDE INCLUDES TIPS, TRICKS AND BEST PRACTICES:

- Build a modern e-commerce site that's responsive and SEO optimized.
- Personalize online experiences for first-time and returning visitors.
- Ensure a fast and fluid online checkout process with no surprises.
- Steal a page from a client success story.
- Discover the solutions to help you succeed.



1 / RESPONSIVE DESIGN



For your customers, there's absolutely no difference if they're browsing your site at home, on their laptop at work, tablet on the train or mobile device in your store. That means either you have different sites and templates for different devices (not a great idea), or you've upgraded to a **CMS with built in responsive design**, coded to automatically adapt to any display screen (perfect).

A bad mobile website experience is very bad for business:



75%

of smartphone users abandon sites that aren't mobile responsive.³

57%

of consumers will not recommend a business with a bad mobile site, and 40% will turn to a competitor.¹

43%

will visit a competitor's site next after a poor mobile shopping experience.¹

On the other hand



67%

are more likely to buy if they have a positive mobile website experience.⁴

TIPS

If your ecommerce site is not adapted for digital screens, it's time to upgrade your CMS to one with built-in responsiveness capabilities - no coding or design required!

Here are 5 undeniable reasons your website must be responsive⁴:

1. Mobile usage is exploding.
2. A positive user experience is a must.
3. Responsive design is preferred for SEO.
4. A speedy responsive website is key.
5. Responsive adapts for future devices.



2 / CONTENT PERSONALISATION

If you remember the following two new rules of engagement, you can wow visitors every time they come to your site. 1) You only have a few seconds to make an impression and 2) You have tons of data to work with. By leveraging this information to serve up relevant content and exciting offers, you can **increase revenue, time on site, product views, conversions, average order value, site visits and email sign-ups.**

Make it all about them from the get-go.

- Welcome back visitors with content and special offers based on past search and orders. Or even reminders of items left in their cart.
- Identify a new visitor by the site they come from and what they're searching for, and serve up XYZ.
- Add a welcome message to encourage signing up for your emails.



TIPS

HOW TO GET PAST THE 20-SECOND DANGER ZONE

If you're going to push personalized content on your website, you absolutely need the right data source. Which is why so many retailers are implementing **a unified commerce platform** to integrate their ERP, CRM, ecommerce and other platforms to share **one single version of the truth**.

The real-time content should be based upon the individual's browse behavior, for example:

- What they've purchased in the past
- What products they've browsed
- The products in their shopping cart
- Abandoned products

What you should personalize:

- Home page content
- Online flyers
- Product level recommendations
- Cross-selling based on relevant complementary products

3 / SIMPLE CHECKOUT

Tip the scale in your favor and get more sales! There are three critical elements in the online checkout process that can make or break a sale: **Simplicity, Speed and Trust**.

Last-minute surprises at checkout lead to abandoned carts¹:

67% of online consumers abandon their cart because of problems with the payment process.

23% of shoppers will abandon their shopping cart if they are forced to register an account.

28% of shoppers will abandon their shopping cart if presented with unexpected shipping costs.



TIPS

10 WAYS TO CONVERT MORE CARTS

1. Add one-click 'add to cart' buttons wherever possible.
2. Make cart visible and editable at all times.
3. Give them shipping options up front.
4. Allow for quick and easy guest checkout.
5. Let them create a profile for future purchases.
6. Offer payment options and show security badges.
7. Allow loyalty point accumulation and redemption.
8. Allow gift card payment.
9. Make it easy to review/edit an order before processing.
10. Provide customer service chat or phone number.

★ SUCCESS STORY: MONDOU GETS UP CLOSE AND PERSONAL WITH PET LOVERS

Challenge

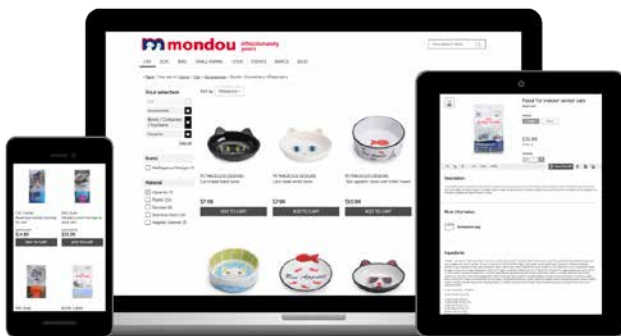
Mondou, a leading pet care and supplies retailer, understood the need to digitize its business so it could be where its customers are: online and on mobile devices.

Solution

Mondou launched a beautifully responsive website in two languages, with rich product information and faceted navigation, home delivery, and the ability to collect and redeem loyalty points. Now, customers can spoil their pets right from the comfort of home. All with a unified commerce platform built on Microsoft Azure as the foundation for their digital transformation.

Use Case

Lisa sees her dog's favorite food is on special this week and because she can easily order online and have it delivered to her door, she orders three of the largest, heaviest bags. Plus she takes advantage of other great specials, and collects more loyalty points.



[Download the case study](#)

[Watch the video](#)

READY TO GET MORE PERSONAL WITH YOUR ONLINE SHOPPERS?

Innovation is no longer an option when it comes to personal service, product selection, value and convenience.

New channels and touchpoints, disparate systems, and increasing global competition have made it seemingly impossible for retailers to deliver the differentiating experiences they need to win. The gap between what your customers want and what you can do with your existing technology will continue to widen.

In order to fill that gap, **Orchestra Commerce Cloud** and **C1 CMS Cloud** have all the modern capabilities you need to innovate your online business for retail success.

Discover 9 more ways to personalize experiences!
Download Ebook now. >

ABOUT ORCKESTRA

Orchestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. Built on the Microsoft Azure open cloud, our Commerce Orchestration™ platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints, and helps enterprise organizations grow their business successfully in the global marketplace. We fuel digital innovation for leading retailers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.

REFERENCES

1. Lunka, R (2015). *Retail Data: 100 Stats About Retail, eCommerce & Digital Marketing*. Retrieved from <https://www.nchannel.com/blog/retail-data-ecommerce-statistics/>
2. Beal, A. (2014). *86% of buyers will pay more for a better customer experience (infographic)*. Retrieved from <http://www.marketingpilgrim.com/2014/07/86-of-buyers-will-pay-more-for-a-better-customer-experience-infographic.html>
3. Karr, D (2016). *20 Key Factors Impacting E-Commerce Consumer Behavior*. Retrieved from <https://marketingtechblog.com/e-commerce-consumer-behavior/>
4. Summerfield, H (2014). *6 Undeniable Reasons Why Your Website Should Be Responsive*. Retrieved from <http://blog.hubspot.com/marketing/responsive-design-list#sm.0000ngkpe31c0rfjprkq18trxmmcf>

CANADA
1111, St-Charles Street West
Longueuil, (QC) J4K 5G4
SALES: +1 877 398-0999

DENMARK
Adelgade 12. 1. Floor
1304 Copenhagen

ORCKESTRA.COM

