

# Are Your Customers Smiling Right Now?

10 things that make customers smile (and buy) more

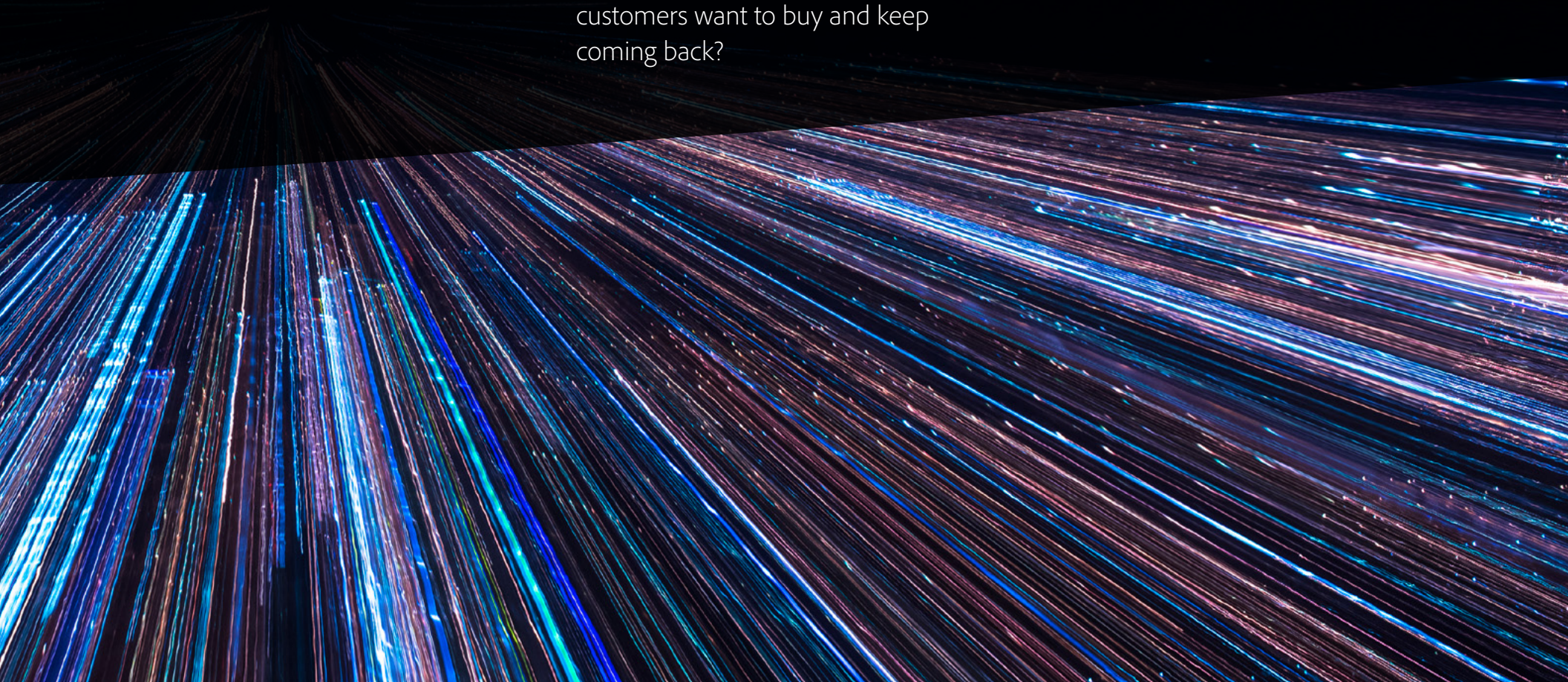


# You want to make your customers happy, but you have a sneaking suspicion you could be doing better.

Maybe you have a lot of mobile visitors but not a lot of conversions. Perhaps sales are flat, or you're seeing less customer churn. On the other hand, you may be growing steadily, but want to go faster.

How can you make your customers happier? Before you think about cutting prices or changing your product, take a look at your online shopping experience. Is it frictionless, accessible, and fun? Does it make customers want to buy and keep coming back?

This eBook covers 10 things that make online customers feel good (and click "buy"). Hint: If you think your online customer experience could be better, comparing your site against this list is a good place to start.



## The Basic

You should already be doing all of these things. If you're having trouble in any of these areas, drop everything and fix it.

### 1 "It's so fast."

Nearly half of web users expect a site to load in 2 seconds or less.<sup>1</sup> If your pages take longer to load than that, your customers won't wait. They'll leave.

<sup>1</sup>Akamai, 2018.

## A web store speed makeover

Rebel Athletic, a fashion brand that started with cheerleading uniforms, replaced five WordPress sites with one agile eCommerce platform. Load times dropped and holiday sales climbed **350% YoY**.



## 2 “It’s practically effortless.”

If your web store makes something—anything!—feel difficult, customers will stop shopping. 38 percent of people will leave a website if they find the layout unattractive.<sup>2</sup> Other reasons customers leave include lack of payment options, limited shipping choices, and unexpectedly high shipping costs.



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## 3 “I’m not scared to pay on this site.”

The eCommerce industry is one of the most vulnerable to attack, with 32.4 percent of online stores experiencing hacks last year.<sup>3</sup> It’s no wonder 36.4 percent of shoppers cite “concerns about payment security” as a main reason they abandon shopping carts. Obvious causes for suspicion include outdated layouts, missing images, and no SSL certificate.

### As effortless as a good night’s sleep

Soak&Sleep, a leading UK-based bed and bath brand, rewrote product descriptions and reshot images for more than 1,300 SKUs to give their store a new look and feel. They also stopped making shoppers register before buying.

<sup>2</sup>“The State of Content: Expectations on the Rise,” Adobe, 2015. <sup>3</sup>“Ecommerce Security Issues & Solutions in 2018,” Magneto IT Solutions, July 2018.

## The Better

Once you've mastered the Basic, you're ready to make things Better. All of these things will add value to your customers' experience and make them more likely to buy and tell their friends all about it.

### 4 “I want to share this with all my friends.”

Every day, more than 500 million people use Instagram alone.<sup>4</sup> Online stores that make their pages worth sharing and easy to share make customers happy—and attract new ones.



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<sup>4</sup>Buffer Marketing Library, 2018.

## 5 “It’s OK to get personal.”

Only 22 percent of shoppers are satisfied with the level of personalization they currently receive.<sup>5</sup>

And 36 percent of consumers expressed an interest in purchasing personalized products or services.<sup>6</sup> When it comes to personalization, the message is clear: more personalization equals more customer satisfaction.

## 6 “I’m always shopping on my phone.”

People love to shop on their phones. Mobile commerce represents more than 50 percent of eCommerce transactions in many countries.<sup>7</sup> An attractively designed mobile experience and smooth checkout will please your customers and prompt them to buy.

An Australian Magento customer, Retail Apparel Group, had an interesting problem: 50% of their traffic came from mobile devices, but not much of that traffic converted. After they invested in a mobile design makeover, site-wide conversions jumped 30%.



<sup>5</sup>The 2017 State of Personalization Report, Segment, September 2017. <sup>6</sup>Made to Order: The Rise of Mass Personalization, June 2015. <sup>7</sup>Q2 Global Commerce Review, Criteo, 2018.

## 7 “I love discovering new products...but I hate shopping.”



More than half of global eCommerce shopping happens on marketplaces like Amazon, Tmall, and eBay.<sup>8</sup> A growing number of shoppers are buying from Facebook storefronts. Many of those customers aren't likely to visit your web store. Instead, they want to buy wherever they spend the most time. To reach them (and make them happy), your eCommerce presence must extend into multiple marketplaces.

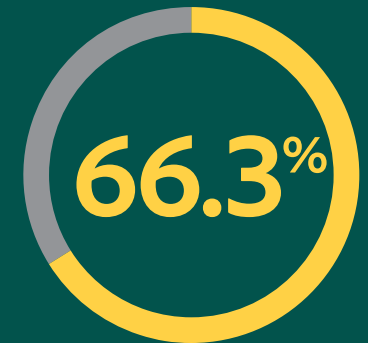
<sup>8</sup> Online Marketplaces Tracker (Global), Forrester Research, 2018

## The Next Level

If you're already delivering the Basic and the Better experience, it's time to take your eCommerce operation to the Next Level. Here are some innovations to explore.

### 8 “Give me something to remember you by.”

Loyalty programs are just as effective online as they are in-store. Loyalty apps are popular with millennials. 66.3 percent say they're more likely to shop from stores where they have joined a loyalty program.<sup>9</sup> Adding a digital loyalty program—and personalizing it—is another great way to make customers happy.



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<sup>9</sup>Aruba via Chain Store Age, 2018.



## 9 “It’s all about convenience.”

Your eCommerce store must fit into customers’ lives. Almost three-quarters of today’s consumers are multichannel shoppers.<sup>10</sup> They shop when and where it’s best for them. eCommerce stores that offer in-person pickup and access to apps and kiosks in-store are wildly convenient—and make customers wildly happy.

## 10 “Make it unique and ultra-relevant!”

Customers are looking for a one-of-a-kind and contextually relevant experience. For example, one innovative eyewear brand is allowing online customers to “try on” glasses virtually, simply by recording a quick video. Others businesses are using Google Beacon to send online content to shoppers walking by their physical stores. Of course, it isn’t easy to be both original and immediately relevant in today’s marketplace. But it’s worth the effort, especially when you’re doing everything else right.

### CLICK AND COLLECT—AND CUSTOMER HAPPINESS—COME TO AMERICA’S RURAL HEARTLAND

Farm supply store Rural King has 110 stores in 13 states. They also have a thriving eCommerce business. They brought them both together by allowing customers to buy online and pick up in-store—and everyone loved it. Online revenue increased by 34% YoY, and store traffic is up 95%.

<sup>10</sup> A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works,” Harvard Business Review, January 2017.



## What they really, really want

Have a great idea for making your customers even happier? Magento can help.

We saved the best for last. All of the businesses featured in this story use Magento. Learn how Magento is helping businesses everywhere deliver happiness to their customers.

| Ways to Bring Commerce to Customers | Helpful Magento Features  |
|-------------------------------------|---|
| One-on-one commerce                 | <b>Page Builder:</b> Keep customers engaged by easily building new pages and keeping content fresh.<br>Target content to specific audiences with customer segmentation. |
| Local and ultra-local storefronts   | <b>Magento Commerce:</b> Unify multiple localized sites through a single admin.   |
| Mobile-friendly experiences         | <b>PWA Studios:</b> Create responsive web pages that deliver an “app-quality” experience. Add mobile-optimized checkouts that improve conversion rates.                 |
| More and better omnichannel         | <b>Magento Order Management:</b> Integrate order and inventory management across all digital and physical storefronts.  |
| Maximum flexibility                 | <b>Magento Commerce:</b> Design your own customer experience without being restricted by rigid workflows and templates.   |

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### ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the largest eCommerce marketplace for extensions, all available for download on the Magento Marketplace.

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