The perfect eCommerce basket

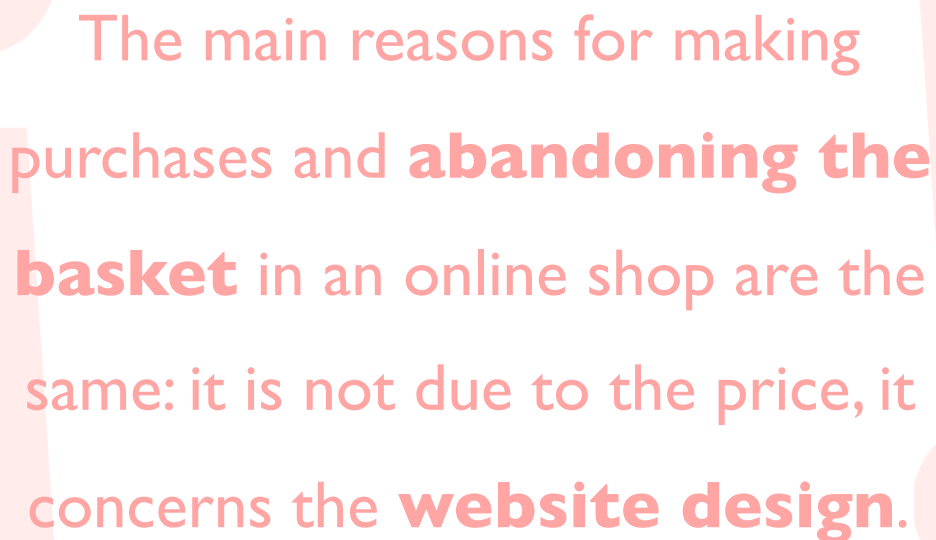12 WAYS TO REDUCE SHOPPING
CART ABANDONMENT

*Sales
Layer

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Before we start, we'll only say what's really true:

The main reasons for making purchases and **abandoning the basket** in an online shop are the same: it is not due to the price, it concerns the **website design**.

That is to say, is it your fault that a customer abandons the basket?
In the majority of cases...

YEAP.

1

You should stop making jokes about the web designer (he has feelings too)

The design of the payment process pages must not differ too much from the rest of the website. **Harmony and a certain visual transition** are essential to prevent customers from feeling transported to a very different place. That could be those feared external pages or a less reliable platform, if it seems that it is not so well taken care of like the rest of the shop.

2

Those figures that raise the total and final cost, which are unspecified additions in the product description, like **shipping costs**, or **extra charges and rates**. The administration and processing fees are usually the most common complaint: for example, if the customer is doing an automated transaction and printing their own tickets, why must they pay more than when payment is made at the ticket office?

YOUR CART

+ $20,50
+ $0,99
+ $14,01
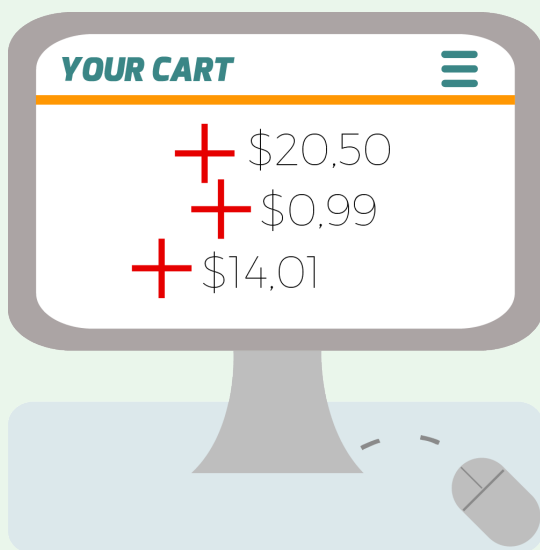
In addition, the client wants to calculate **the total amount in advance**, and not just at the checkout. If estimating the cost of the **extra expenses according to the shipping** address poses a problem, fixed rates per country, continent or zone are preferable and make it easier for the user to add up the total cost.

3 Say yes to vouchers?

The opposite situation also has to be avoided: the supposed advantages of discount vouchers. Some studies reveal the **negative influence** of the box that invites users to enter a discount voucher, if they have one, at the end of the payment process.

In many cases, the reason behind a purchase is not to take advantage of a voucher, it's because a customer is interested in the products or the shop. So, customers who suddenly realise that they could have a discount, but they don't have a voucher, may feel cheated or annoyed and decide to cancel the purchase knowing that they can buy the item at a reduced price. It is advisable that this box is discreet, or that the option is highlighted only during **sales times** when the voucher is offered publically through social networks, or on the home page as a strategy on Black Friday, Cyber Monday, anniversaries and the rest of the usual dates when discounts are offered.

4

Navigation: like a carriage ride in Central Park

Welcome to Our MAZE

START

Here, we'll check just **how important the categories are**: good e-commerce works the same as a shopping centre. If the shop is well organised, the physical or virtual space invites users to browse around, so they'll end up choosing something by jumping between interconnected sections and departments, finding ideas and items they fancy buying.

It goes without saying that **product descriptions are the key** to how this is all put together and the performance of a good adviser on catalogue information like **Sales Layer** will prove to be your best ally from the moment when the customer opens the first window.

5

The technical support must be on standby and available in **all places on the website**.

Contact through the help channel must be made easy in order to clear up any **doubts and incidents** on each page, and clearly visible wherever the user may be, either in a description, or during the payment process. It is best that none of this happens at all (hence it is crucial to have a good support team), but situations like **website errors, timeouts or declined payments** shouldn't cause an unpleasant surprise for customers who are in the middle of a purchase, or reserving their favourite products.

ERROR 404

oh-oh... 😖
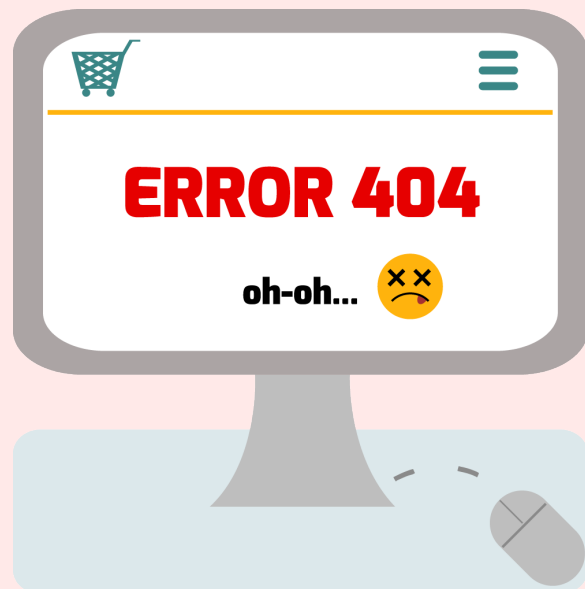
6 Shall we add some Mega fries?

It's very tempting, but it's best not to distract customers who have already made their decisions with suggestions like "before continuing, would you like to take a look at...?", or "perhaps you may be interested in these accessories...". When it comes to related products, the invitation to visit them can be very useful for customers, as long as this is not intrusive on the screen, and has been measured very well to offer **perfectly targeted suggestions** (like a study of which product combinations are bought more often in your shop). Customers want to have the feeling that **the shop anticipates their needs and questions**, and not to be tempted into spending more (although this is essentially the objective and the result).
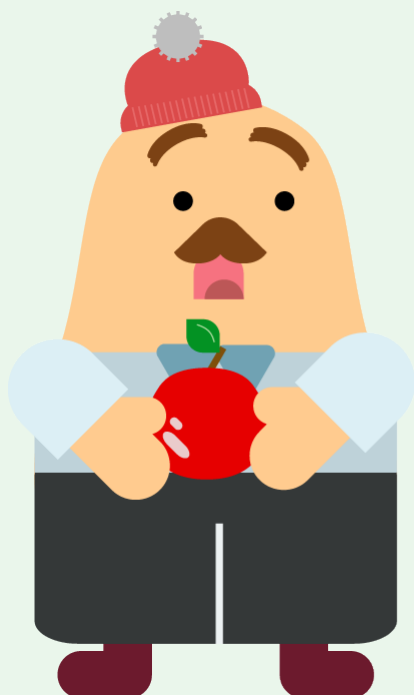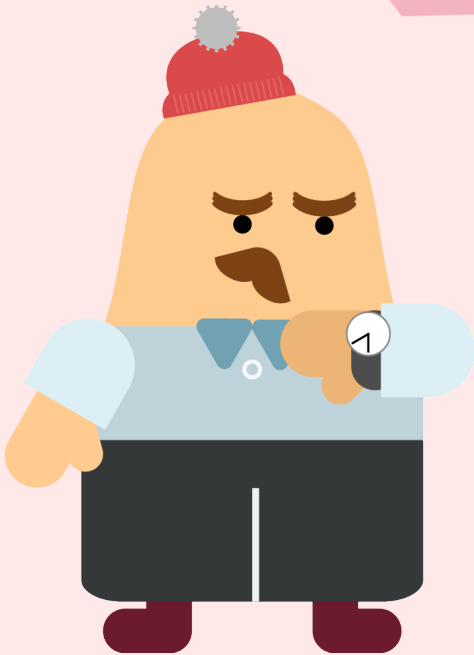
With the effort it takes to make your mind up, nobody wants to spend more time waiting in the queue at the checkout. That's why e-commerce has so much success over traditional shopping, so why add more hold ups and delays? The **payment processes that take too long** have to be avoided, so it's vital to decide between the compressed method on one page, or another one which is spread over various pages.

It seems like **one page** is more effective than having to go through **various tabs**, although important websites like Amazon use this method. With this kind of service, it's advisable to place a **progress bar** to convey a feeling of control and advance, and to execute a **progressive step by step**: start looking over the products, go to the shipping information and finally the payment information, which is the most aggressive and personal request for customers.

STEP 3 OF 217

NEXT
GO

8

MEMBERS ONLY

To **avoid the obligation of registering** on the website to make a payment means up to a 45% growth in sales. Gathering customer information is essential, but there are other more conciliatory methods. For example, offer a **discount voucher** if the customer subscribes to a newsletter, or invite customers to enter their email address to keep them updated on exclusive promotions. Nobody likes private clubs where everyone puts on airs and graces, but everyone loves to receive an invitation to join them.

Before your purchase...

Who are YOU???

birthday   dog's name   weight   allergies   underwear size

granma's nickname   job   address

school grades   age   credit card's pin

If there's no alternative besides registering, **this requisite must be made clear from the start** and not revealed as a surprise upon pressing the option to buy. Likewise, it must be simple to **recover the password and the name or registered email address** in case they are forgotten. And it's not only the first visit that has to be considered: many shops make the mistake of not redirecting users to the product description of the item that they wanted to buy when entering their registration details, which makes them have to search for the item again, which results in more time lost.

9

The payment should be like a ramen cup: safe and instant

First of all, **the shopping basket has to be made editable at the end**, as opposed to being uneditable in a way that customers have to go back through the process. Too many **security checks** during the payment start to make customers nervous, as well as other windows opening that redirect them to other websites. The commands must appear clearly defined on the keys, so instead of "next" there should be "pay", "make payment" or "verify payment". **The links and logos of safe payment methods** give users confidence, who also want to know from the start that they are going to pay the way they want to pay, so it would be good to include **any debit or credit card** company and other platforms like PayPal, but not to charge extra fees for some of these options.
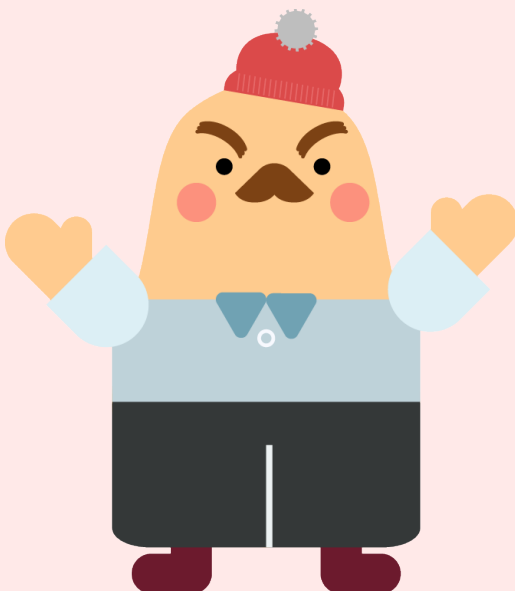
After payment has been made, there always must be a **confirmation page** and an **email** that arrives in the customers inbox immediately. Even after passing the crucial point, it is essential for customers to receive a receipt of purchase and **the possibility to process a return or a refund**.

10

Whenever possible, it is advisable to offer **free shipping** on all orders, at least on certain options and conditions (a minimum purchase figure, for example), as this attracts 69% of users. There also has to be a choice for **express shipping**, even if this involves an extra cost or a registration fee like Amazon Premium. All these options must be clearly shown before the payment process, and in a specific section once the order process starts, so customers don't have to open the FAQ tab to find vital information.
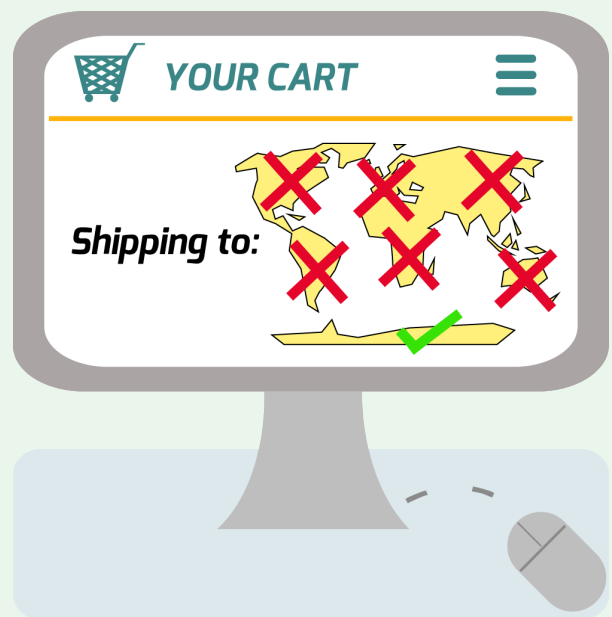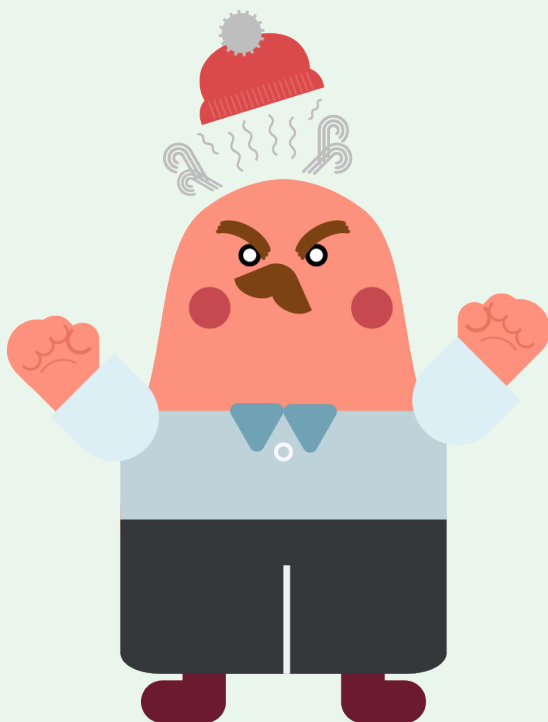
For this reason, no customers like to find every product labelled in a **foreign currency** of which they don't know the conversion and will involve mental calculations, or to search for equivalents in another tab with the risk of the process closing due to error or disgust.

There are two options: either the prices in product descriptions are instantly adapted according to the **geographic region** chosen by the user when they begin browsing, or there is an option for them to choose on a **list of currencies**. The more currencies there are to choose from, the more possibilities there are to satisfy a wide range of customers. But as we are sure that only a minority will be paying in Icelandic Kronas, the prices must at least adapt to the most common global currencies (dollar, euro and pound).

12

The customer buys alone but they are surrounded by other voices. Not from the great beyond, but from customers who have been there before and left **ratings and reviews** as a testimony about their shopping experience and the quality of the products sold in the shop. Despite the fear of receiving negative reviews (which can turn into an opportunity for the brand to end up solving the situation and showing their great customer service), it is highly advisable for an e-commerce business to show ratings and reviews, as these make buyers feel more confident, particularly when it comes to buying **brands which are not so well known**.
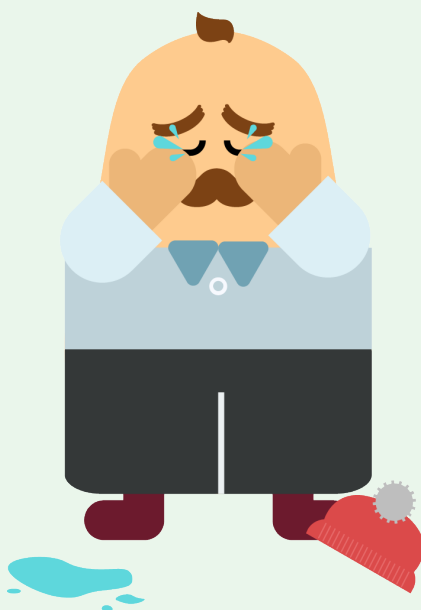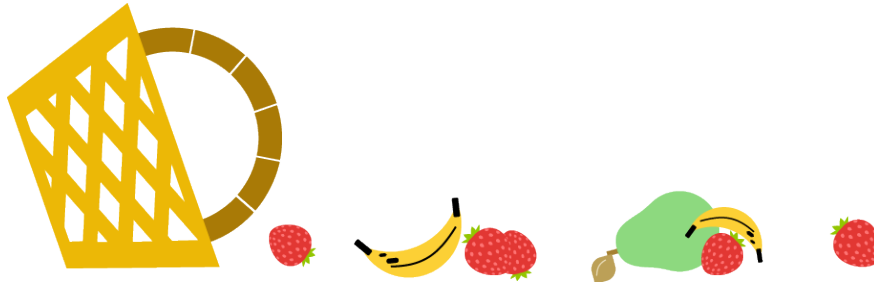
If a customer leaves without buying anything and leaves the basket empty, or full but then abandoned, there are **strategies to recover this customer** that require time to offer a result. Such strategies can be by **AdWords** to show adverts to the buyer on other websites, or to send the customer **personalised emails** that may make them angry and end up in their junk mail folder.

Before this point, the possibility has to be offered of **saving products for later** (many people get baskets ready for the sales period, for example). And first and foremost, you should design such **an attractive website**, fed by such a meticulous catalogue (which is why a PIM system is essential) so that there is no reason for anyone to abandon their shopping basket... Unless the "I'm just looking around" excuse is actually true for once.

Shopping baskets shouldn't only be a success in fairy tales; they should be a success

ALL YEAR ROUND

Sales Layer