APPLAUSE

Where Are You Losing Sales In Your Omnichannel Ordering Process?

Throughout the omnichannel ordering process, there are many individual steps in which retailers can either earn conversions and establish customer loyalty or drive customers away.

89% of consumers began doing business with a competitor following a poor customer experience.[1]

65% of consumers have cut ties with a brand over a single poor customer service experience.[2]

Here's a breakdown of every step of the digital customer experience retailers must get right:

OPENING WEBSITE / MOBILE APP

STEP ONE

- **In as little as 50 milliseconds,** digital shoppers make a decision as to whether they are going to continue shopping.[3]

- **How Applause Helps:** Usability studies and accessibility assessments focused on customers' initial impressions with apps and websites enable you to ensure customers across all of your target markets feel welcome from the very beginning of their experience.

BROWSING & ADDING ITEMS TO CART

STEP TWO

- **90% of users** reported they stopped using an application due to poor performance.[4]

  38% of people will stop engaging with a website if the content/layout is unattractive.[5]

- **How Applause Helps:** Functional testing and usability studies provide instant feedback on customers' experiences and reactions while searching, filtering, and browsing for items.

CREATING & MANAGING AN ACCOUNT

STEP THREE

- **23% of users** will abandon their shopping cart if they have to create a new user account.[6]

- **How Applause Helps:** Surveys and focus groups exploring how customers would like to be approached to initiate and execute the account creation process help ensure customers are creating accounts on their own terms.

NAVIGATING THROUGH CHECKOUT FLOW

STEP FOUR

- **$260 billion** are recoverable through checkout optimizations.[7]

- **How Applause Helps:** Usability studies and surveys based on customers' experiences navigating through your checkout flow that identify key opportunities for improvement.

PAYING & PLACING AN ORDER

STEP FIVE

- **66% of online customers** havev abandoned their cart because of problems with the payment process.[8]

  28% of shoppers will abandon their shopping cart if presented with unexpected shipping costs.[9]

- **How Applause Helps:** Testers making purchases with locally relevant payment instruments ensuring all discounts are applied, all form fields and dropdown menus display correct formats for dates and currency, and all transactions complete successfully.

ORDER TRACKING

STEP SIX

- **A potential 20% lift in sales** is left on the table by not having an effective order tracking process.[10]

- **How Applause Helps:** Surveys and focus groups exploring current order tracking process in comparison to best practices across the retail industry.

RECEIVING/PICKING UP ORDER

STEP SEVEN

- **64% of retail shoppers** think delivery speed is important when purchasing online.[11]

  44% of shoppers are more likely to purchase online if they can pick up in the store.[12]

- **How Applause Helps:** Participants that live in each of your target markets going through process of ordering and receiving products, whether it is opening a package in the mail or traveling onsite for an in-store pickup, and offering feedback on the overall experience.

RETURNING ITEMS

STEP EIGHT

- **64% of items** ordered online are returned.[13]

  92% of shoppers say they would buy something again if they are happy with the return policy.[13]

- **How Applause Helps:** Surveys and focus groups that help you key in on the priorities of your customers while going through your return process.

ABOUT APPLAUSE

Applause empowers leading brands to deliver flawless digital experiences for their customers on any device, in every location. Applause testing, feedback, and research solutions enable businesses to delight customers, drive topline revenue and innovate faster.

Applause ensures digital quality for websites, mobile apps, IoT products and in-store interactions in a way no other approach can - via our technology platform and managed **global community of over 300,000 professional and on-demand testers.** Only real people on real devices in real locations can provide the real issues and feedback that

brands need to deliver great digital customer experiences. You can't hire, outsource or automate the increasingly converged digital-physical experience that defines real customer interaction, but you can replicate it with the crowdsourced approach provided by Applause.

Thousands of companies of every size — including Google, FOX, Nike, BMW, PayPal and Slack — rely on Applause to dramatically decrease the time and cost of delivering great digital experiences for their customers.

Learn more at: **www.applause.com**

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