Where Are You Losing Sales In Your Omnichannel Ordering Process?

Throughout the omnichannel ordering process, there are many touchpoints where it’s easy to lose customers. As online consumer expectations rise, it’s imperative that you have a clear understanding of the points at which your customers may be dropping off. Here’s a breakdown of every step of the digital customer experience retailers must get right:

1. **CREATING & MANAGING AN ACCOUNT**
   - Surveys and focus groups exploring how customers would like to be approached to initiate and execute the new user account.
   - Free Applause Help: Could be via our technology platform and managed global community of over 300,000 professional and on-demand testers.

2. **ORDER TRACKING**
   - In as little as 50 milliseconds, digital shoppers make a decision as to whether they want to continue engaging with a website.
   - Free Applause Help: Randomly test and capture engageability, and how long, during and after checkout.

3. **PAYING & PLACING AN ORDER**
   - Usability studies and surveys based on functional testing and usability studies focused on customers' initial impressions with apps and websites.
   - Free Applause Help: Randomly check and capture the layout is attractive.

4. **RECEIVING/PICKING UP ORDER**
   - Survey participants in the omnichannel ordering process to help your order tracking and receiving.”
   - Free Applause Help: Make purchase with unexpected shipping costs.

5. **RETURNING ITEMS**
   - Surveys and focus groups exploring the priorities of your customers while going through your return process.
   - Free Applause Help: Could be via our technology platform and managed global community of over 300,000 professional and on-demand testers.

6. **ORDER TRACKING**
   - Surveys and focus groups that help you key in on identifying key opportunities for improvement.
   - Free Applause Help: Could be via our technology platform and managed global community of over 300,000 professional and on-demand testers.

7. **PAYING & PLACING AN ORDER**
   - Surveys and focus groups exploring current reality of online customers.
   - Free Applause Help: Could be via our technology platform and managed global community of over 300,000 professional and on-demand testers.

8. **RECEIVING/PICKING UP ORDER**
   - Surveys and focus groups exploring the priorities of your customers while going through your return process.
   - Free Applause Help: Could be via our technology platform and managed global community of over 300,000 professional and on-demand testers.

Sources:
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