**Final Group Project – Scenario C**

Group Members: Virajkumar Patel

Chitrangi Ambegaonkar

Subject: Issue regarding the final purchase on our company’s website

Dear Sir/Madam,

I am writing to convey recent drop down of the customer not finalizing the purchase at the checkout page. It has been observed that customers are adding the items in the cart but they are not making a purchase. The Sales and Marketing Department has to say that the only reason behind this situation is to do something with the website. Customer service is an essential but overlooked aspect of our business. It is the key to retaining as well as nurturing the isolated moment that each customer presents. The potential customer-service may sometimes lead to risks which are stated below:

a) Lack of email responses from our side.

b) Waiting time on customer service support.

c) No online shipping status.

d) Delays in refunding money.

These risks are the most highlighted one. To overcome this we can have a team organized who can only work for responding to customers email. Also, customer service support team should reduce transferring calls to higher authorities. There should be no delays in refunding customers money. As we know customer service is essential for any business we should implement some strategies. The well established and more profitable strategy is social media. Social media as the power to attract the customer to a website which will automatically increase the sale. The other that we should implement is the customer’s feedback. The reason behind this is that we will come to know what exactly our customers want. Always provide some incentives such as coupon or referral code that will directly affect their purchase.

As the technologies are changing day by day we have to update with those technologies on our website. This has been our major reason that made an impact on customer satisfaction. Other then technical failure, information security is the major concern that we have look upon. Customers are not purchasing an item from our website because they are feeling insecure to give their bank related details. To overcome this, we should use the best web security system that provides full satisfaction to the customer’s information. The following steps can help to lead a good profit in business:

* Advertise about website especially in schools and colleges.
* Use best shipping services.
* Provide promo codes and coupons.
* Analyze the customer's purchase.

Thus, this is what you can discuss with the Sales and Marketing department. If you have any queries and concern please email me.

Sincerely,

Virajkumar Patel

Chitrangi Ambegaonkar

(Developing Team)

Sales and Marketing Department Email

Subject: Issue regarding the final purchase on our company’s website

Dear Sir/Madam,

I am writing to acknowledge you as well as thank you for your concerns regarding our website. I have reviewed the problem and conveyed your message to my manager. Your concerns are firmly recognized and a few major steps have been decided which would be discussed in the meeting by my manager.

As you said that the layout for the website is not up to the mark so, we have looked into it and we have developed some strategies which would attract the customers and which may lead increase in sale. The layout for the website have been thoroughly and some changes will be made so that the customers get satisfied. Few major strategies I would like to highlight are:

* Get customer’s feedback.
* Best security services.
* Social media promotion, etc.

We also found out why customers are not satisfied with our services and to improve that we have planned to increase the support service. Further, we came across some best practices that can be implemented on our website to obtain the high sale and that will be discussed in more details in the upcoming meeting.

If you have any queries or concerns then mail me. Thank you for your patience and cooperation.

Sincerely,

Virajkumar Patel

Chitrangi Ambegaonkar

(Developing Team)