PSN Support Review: Automatically Adding Products to Cart
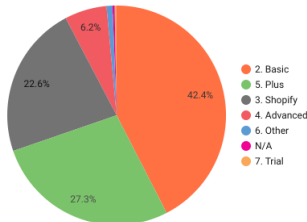**Owner:** Falah Bashir | **337 tickets** | **Reviewing** VoC: Automatically Adding Products to Cart from Jan 17, 2024 - Feb 17, 2024

Context

When a merchant sets up a Buy X get Y discount, the "Y" product may not always be obvious unless the merchant uses custom code, a banner, or third-party apps. This problem is even more pronounced when the "Y" product is free: the customer either ends up not utilizing the offer set up by the merchant or they assume there is an issue with the site when the product is not automatically added to their cart, resulting in lower conversions.

🔥 Falah's Hot Take 🔥 Despite there being third party apps like Bold, USO Discounts, and EG Auto Add, there is a MF on this issue with nearly 2800 pieces of feedback suggesting a recurrent pain point for many merchants. In the last month, this feature was also requested by nearly 25% of all Plus merchants, suggesting an area of opportunity for our enterprise clients(example ticket where a Plus merchant tried to use a Flow to add a free product but support said they were better off using an app). Furthermore, the average annual ticket cost is estimated at **$49.66K** or an **average of $34/per ticket** which suggests an area to reduce to support costs as well.

Ticket Cost
$11.46K

Ticket cost is for last 3 months using search parameter .(auto|automatically).*(add to cart|add).*(free product).*

Themes

Issues with Discount Codes (39%): Many merchants have reported issues with automatic discounts not working correctly. This includes discounts not being applied in the shopping cart or payment window, and free products not being added to the cart when customers use a discount code. In many scenarios, there is confusion as to why the free product is not being added.

- "the challenge is we want them to use a discount code and when used automatically add the free product… if it's possible through a third-party and it won't cost that much we can consider it." (ticket)
- **"**Hmm yes this is not great for our customers, I am not being rude but they won't get it, I really need to have it so simple. Is there a way to auto add this product from a link?... honestly our customer demographic just will not get it, we will be inundated with contacts." (ticket)

Setting Up Promotions (26%): Merchants have faced difficulties in setting up promotions such as 'Buy X Get Y Free', 'Buy One Get One Free', and creating a discount code that automatically adds a free product to the cart when a certain amount is purchased. In these tickets, they reach out to support for advice on whether it is possible to create this type of function.

- "The current challenge is that I don't want the customer to have to add Y to the cart. Instead I would like to have Y get added to the cart when they enter a discount code." (ticket)
- "I would like to create a TOY promo code and by entering the promo code automatically add the product to their basket. How to do? I can make the price of product Y free but it is not automatically added to the basket" (ticket)

Note that these issues fell under different level 4 taxonomies: Creating discount codes, Managing discount eligibility and restrictions, Implementing discount codes and promotions,Creating test promotions and discounts, etc so a sample of the data was irrelevant such as fraud orders and some auto add to cart issues were categorized under **Problems with Shopify Apps and Features (22%)**, so this review focus on the two major themes from the sample (i.e. merchants having an expectation this was a feature and merchants asking for advice on how to implement this feature).

Recommendations

- Given the difficulties many merchants are having with setting up promotions and using discount codes, it would be beneficial to **improve the documentation and guidance** on these features and **explore feature enhancements.** It is worth further exploring the demand for this feature as it does seem to be a popular merchant frustration, is a common issue for many Plus merchants as well, can reduce support debt, and an implementation of an auto add to cart feature could solve other frustrations such as Automatically add product to cart based on cart contents (no discount).