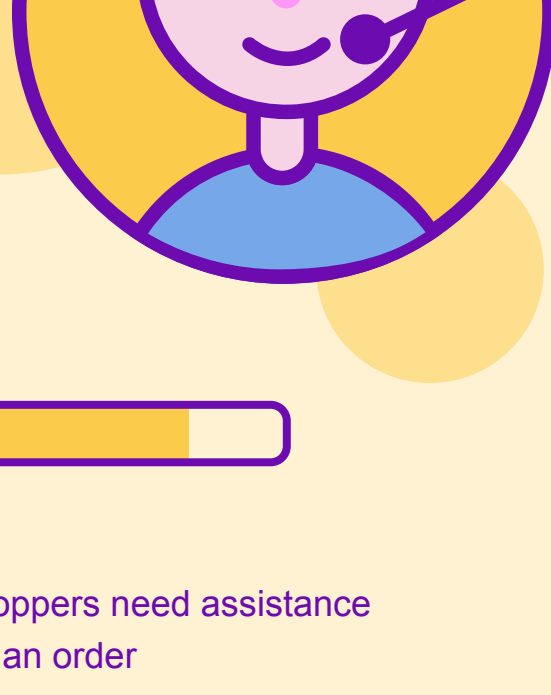


Why Ecommerce Companies Need to

WOW

In the face of fierce competition, ecommerce companies need to harness every opportunity to stand apart. Go above and beyond to wow your customers, and you'll drive more sales, more recommendations, and long-term customer loyalty.

Shoppers need help completing orders



ANY HELP!!!

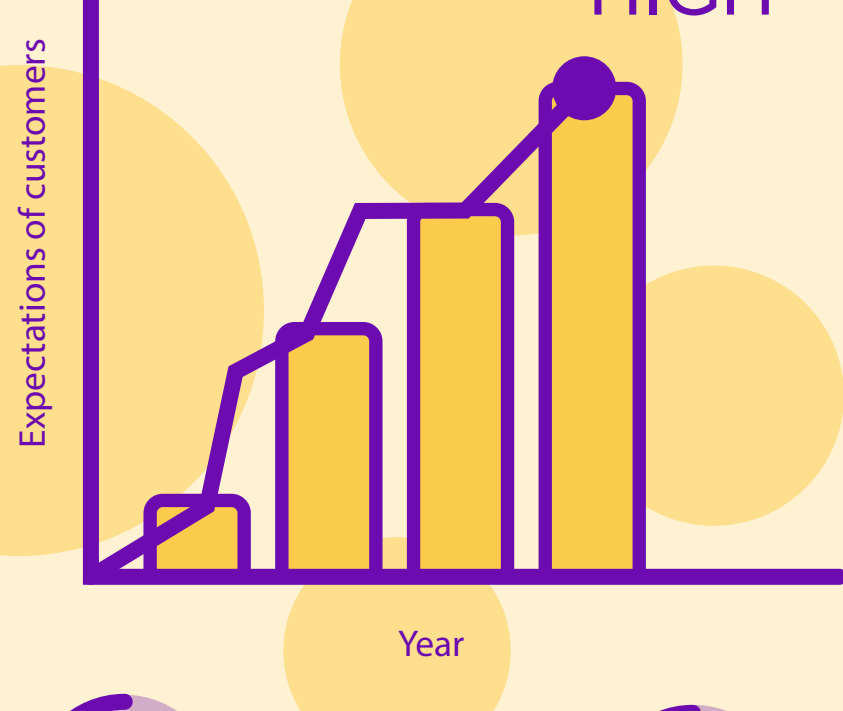
83%

of online shoppers need assistance to complete an order

77%

online retail shopping cart abandonment rate

And their support expectations are high



71%

71% of customers expect online assistance within five minutes

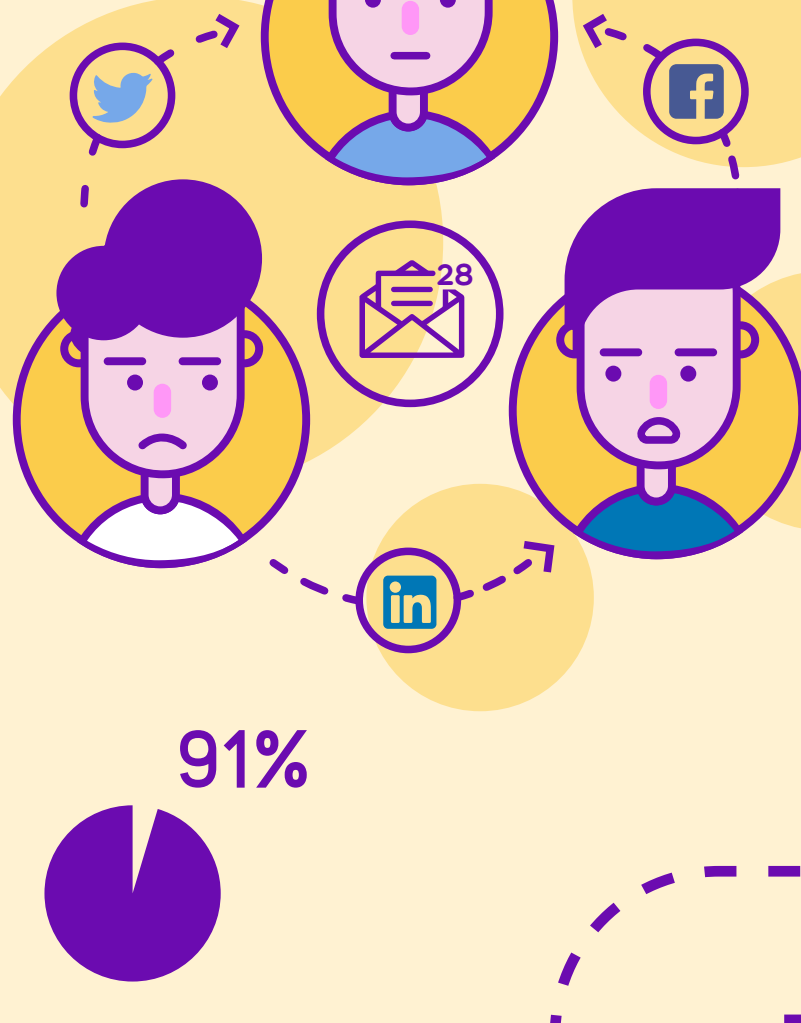
31%

31% expect immediate help

48%

41% will abandon an ecommerce site if they don't get the support they need

Fail to satisfy them, and you lose customers and advocates



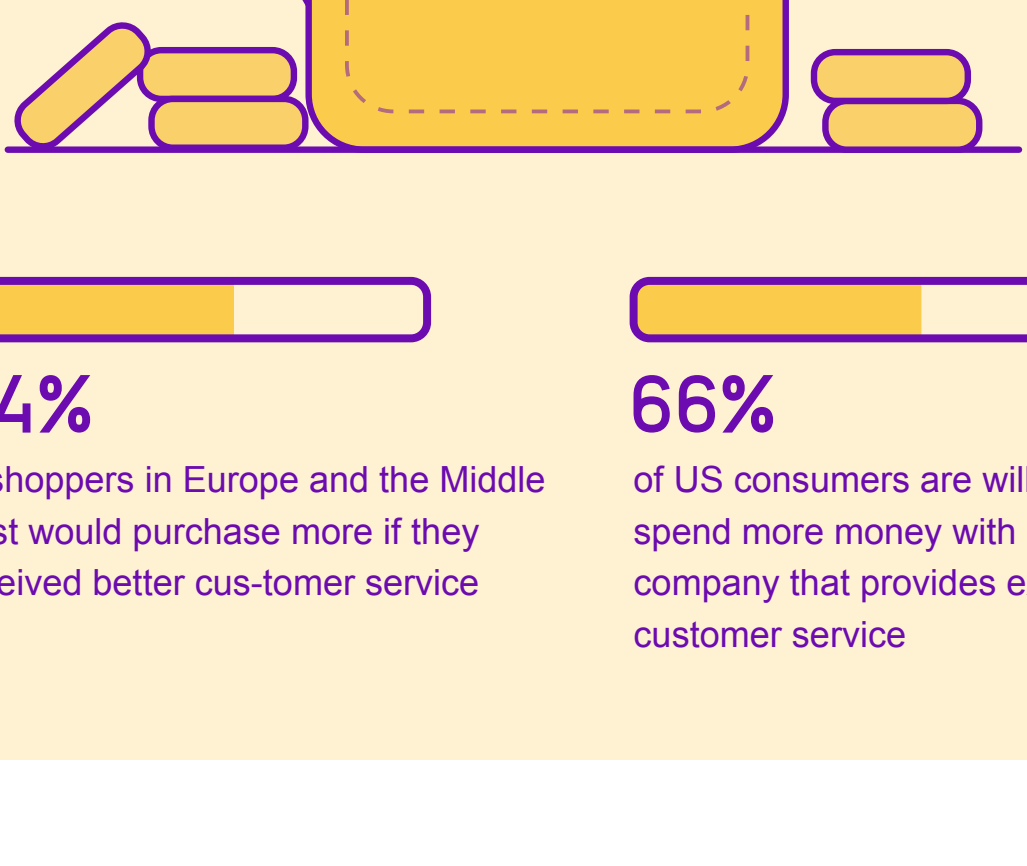
91%

91% of customers leave after a bad customer service experience

68%

68% of consumers share their bad experience on social media

But shoppers will open their wallets for good service



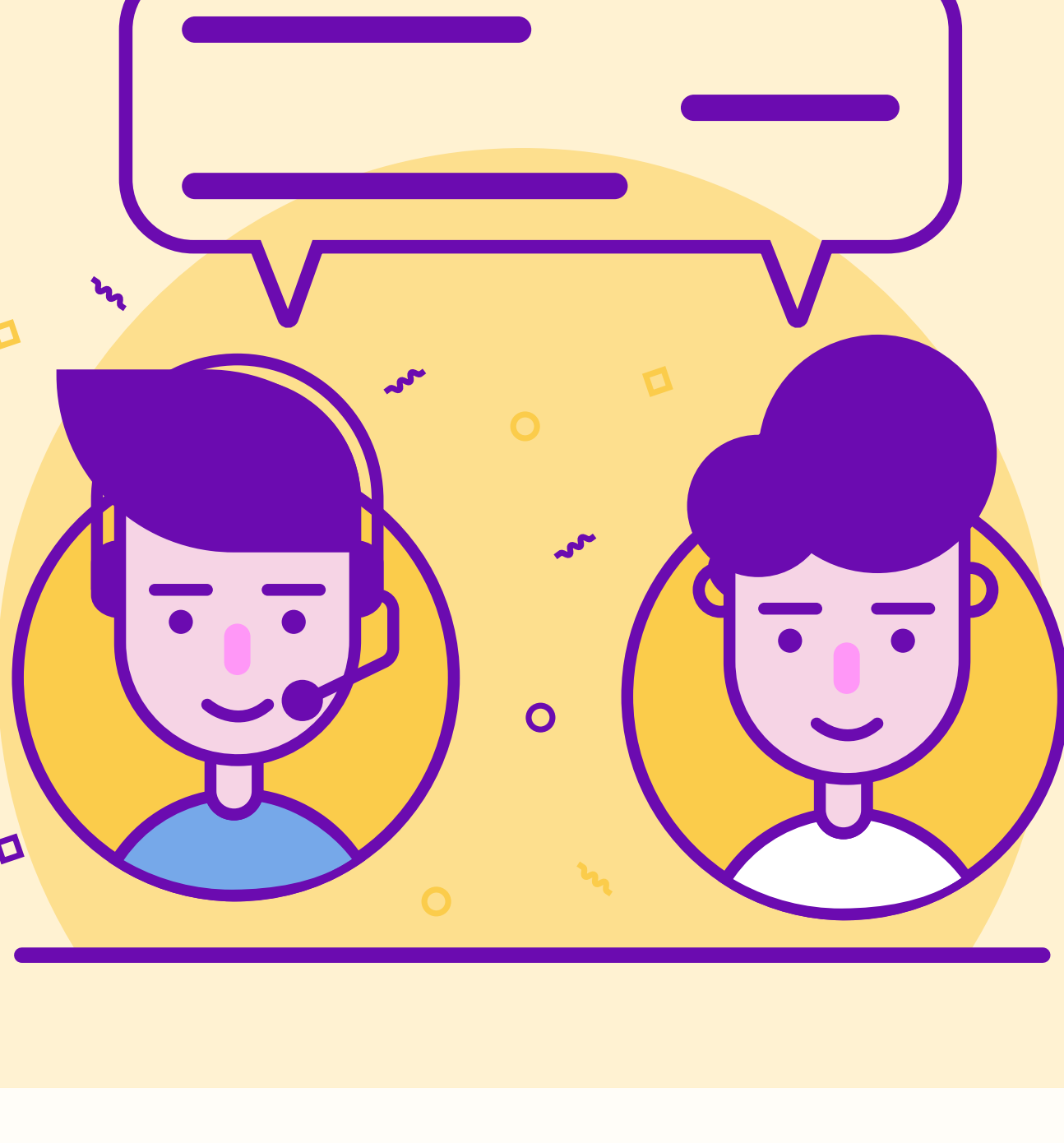
64%

of shoppers in Europe and the Middle East would purchase more if they received better customer service

66%

of US consumers are willing to spend more money with a company that provides excellent customer service

WOWing with Customer Support



1. Make it fast and convenient



84%

84% of customers want their problems resolved in one friendly service conversation

91%

91% say they would use a knowledge base if it met their needs

2. Be present where and when our customers are shopping and offer multiple support options

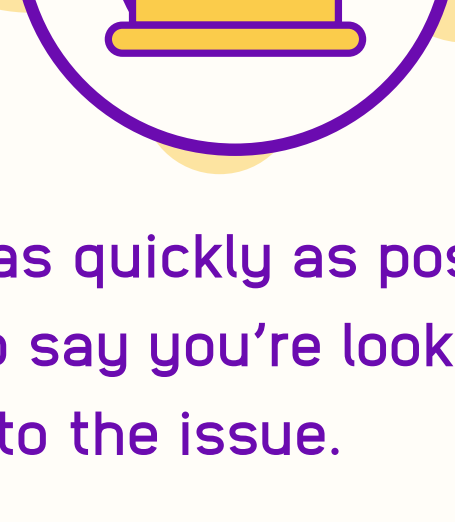
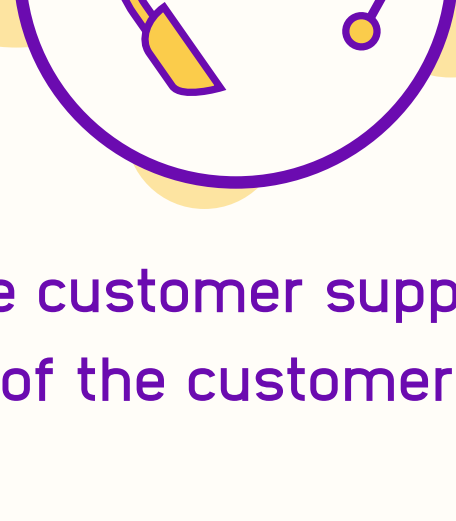


Companies that respond to customer service requests on social media gain 20% to 40% more in sales

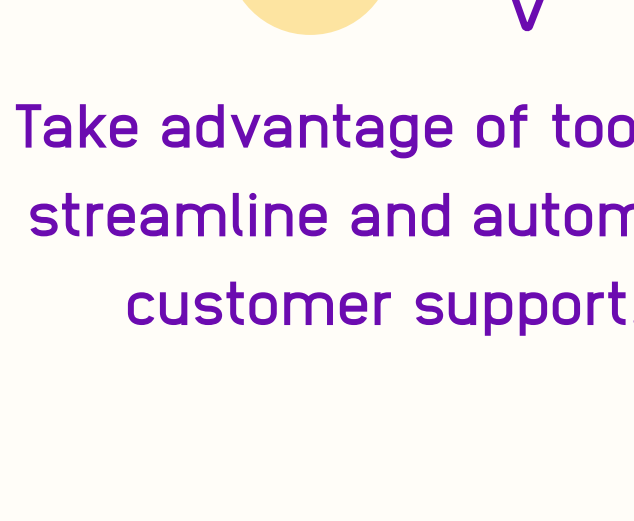
90%

90% of customers consider live chat helpful and "chatters" spend an average of 55% more than non-chatters

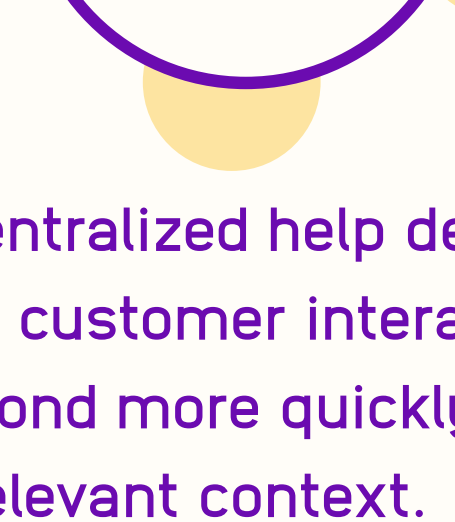
3. Make customer support an integral part of the customer experience.



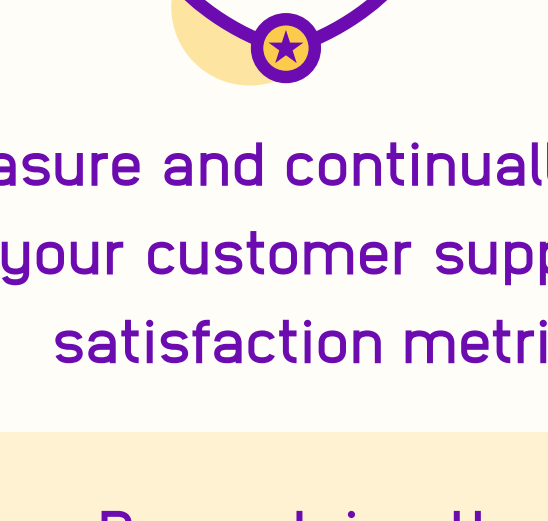
4. Respond as quickly as possible, even if to say you're looking into the issue.



5. Take advantage of tools that streamline and automate customer support.



6. Deploy a centralized help desk to consolidate all customer interactions and respond more quickly with relevant context.



7. Measure and continually improve on your customer support and satisfaction metrics.

By applying these best practices supported by an effective tool, and the right attitude and empathy when dealing with shoppers, your company will soon be WOWING its customers!

Put the right customer support tool in place with Freshdesk.

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