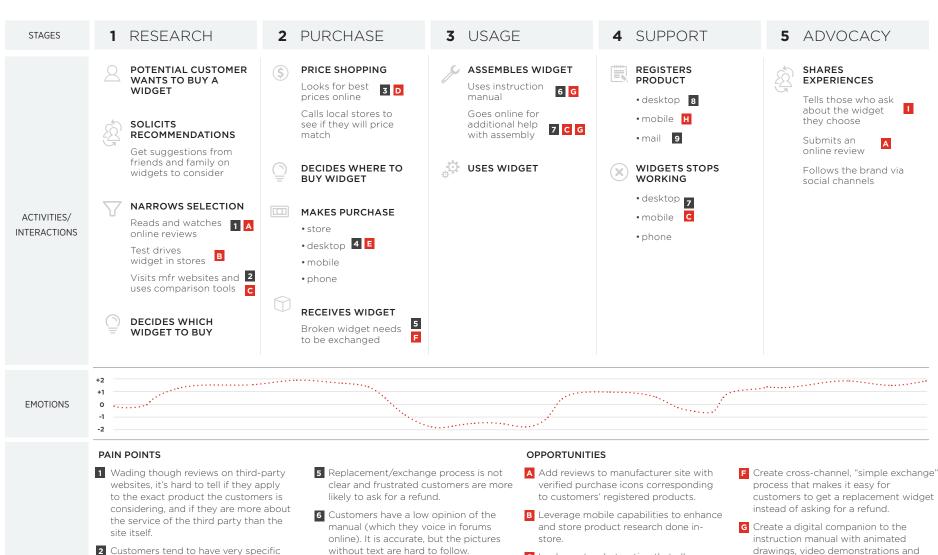
Content + Commerce: The New Customer Journey

As companies strive to understand consumer pain points, emotional drivers and engagement opportunities, the customer journey has become both increasingly complex and personal. Mozu and Lokion have created a new guide to help you navigate the explosion of communication and interaction channels and understand the new customer experience.

To learn more about the transforming relationship between content and commerce. download our latest eBook.





questions. Right now, they have to fill out

hard to line up hidden costs like shipping

and handling, removal of the old widget,

a form, call a hotline, or go to a store.

3 When comparing prices for widgets, it's

- without text are hard to follow.
- 7 Official online support is lacking customers spend time looking for it on the mfr site, then just Google it.
- 8 Online form has a lot of fields to fill out-many people abandon and don't complete registration.
- 9 Customers who mail in their registration don't receive any confirmation.
- c Implement a chat option that allows customers to ask questions and get answers in real time.
- Promote free shipping and widget removal service visibility across site and wherever pricing is listed. Include zip code search box for tax information and estimating on all product pages and comparison pages.
- E Optimize cart for mobile and other touch environments.

- customers to get a replacement widget
- drawings, video demonstrations and a moderated area where specific user questions are answered.
- H Create a one-step registration process leveraging mobile and/or unique registration codes and simplify the form-offer incentives to customers who provide additional, optional personal information.
- Facilitate online sharing of widget users with user submitted photos.



taxes, etc.

PAIN POINTS &

OPPORTUNITIES