



Item Navigation



Reflect on your experience as an e-commerce customer

For an e-commerce store, customer engagement is more effective when customer interactions are personalized. Online customers who feel like they have received good service and personal attention are likely to return.

Think about a good customer experience you have had with an online store and consider the following questions:

- What in particular made your customer experience good?
- If your session was customized, what was personalized, and how did that improve your connection to the purchased brand or store?

Please write 3–4 sentences (60–80 words) as a response to this prompt. Then, go to the discussion forum and, recalling the best practices you learned about customer engagement, comment on at least two posts from other learners.

Participation is optional

Your Reply

Type your response here...

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Reply

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69 learners have submitted a response.

