So how can we address this vital issue?

Serve customers across all touch-points, channels, and journeys
Once we identify the key channels, we can connect with the customers, be
it through phone, email, live chat, video call, online help centers or
primarily what we propose is via our in-app experience. Integration and
optimization of these channels can be done by adding personalized messages
and offering one-to-one interaction with live chat or video calling via
our app to enhance and create cost effective ways to resolve the
customer's issue(S).

-Maintaining context is important , and can be done by directing
conversations based on a user's previous response. Keeping track of
customer conversations using parameters like user profile, one can always
respond contextually, irrespective of the channels they used.All this
becomes possible when we have detailed insights and data points about
various aspects of the customer as well as their browsing/shopping
Behaviour.

//Maintaining customer loyalty

//Interaction between different vendors on the E-Commerce platform

//Problem of Plenty

The online world provides too many options and it can be overwhelming for
the customer to make a choice. The absence of professional support,real
time interaction with other people/friends who have bought the sameproduct,which most
customers are used to in the in-store experience is
missing and this can make them chicken out of a purchase.

//Supply-Demand prediction impossible with techniques used today

//Direct communication between customers and retailers not implemented in
E-commerce marketplaces

//Lack of accurate customer insights in-turn to be used to benefit the
Customer

Who is s/he? What does s/he need? What problems does s/he have to solve?
What improvements does s/he look for? What does s/he value?
How customers will benefit?
Exceeding customer expectations should be a primary goal for your online

venue. The only way to do this is to know who your customers are and what exactly they need before they tell you.

Customers are most loyal when they see a company has already anticipated their needs, customers prefer to use self-service support or interact with other people who are buying the same product or are users of the same platform, rather than phone or email support, to find answers/suggestions. This means your business needs to maintain a knowledge base of frequently asked questions or common problems, based on customer feedback, with which to empower customers so they can efficiently resolve issues on their own.