PROBLEMS

Consumer-centric Challenges faced by companies in E-Commerce space today:

//Building a community

//Converting shoppers into paying customers

//Retaining customers

//Personalization

Modern e-Commerce thrives on delivering the best personalized experience to their consumers. Managing a data-silo of customer data is a challenge in itself, added to that e-Commerce companies have to understand how to use that data and extract insights from the data in addition to analysing customer behaviour and providing a personalized recommendation and browsing experience in the form of advertisements, special offers etc.

//Scarce information on the product description and lack of metrics to define Product Quality.

Quality issues The biggest problem while buying things online is that the user has no guarantee of the product's quality. Reviews are not always reliable and all the research can't assure you of a product's quality; fraudulent sellers who intentionally mislead customers to increase sales are the prime reason for faulty/sub-par products being sold online. With the volume of goods e-commerce companies handle these days, it can be quite difficult for them to conduct quality checks on each and every one of the products they're selling. Additionally, the issue of getting the correct size remains a serious drawback for buying clothing and footwear online. Sizes vary from brand to brand, and since you can't try out the products before buying them, selecting the size is always a gamble!

//Delivering an circular customer experience