**Online Shopping \_ E-commerce performance in Kenya**

Online purchase of goods is fast gaining traction in Kenya. A growing youthful, tech-savvy middle class is attracted by the convenience of online shopping and door-delivery offers by merchants. This has been forefooted by the E-commerce, which use data analytics to track and engage with individual customers, offering them superior customer experience on the platform and converting them into loyal buyers. Below are some of key internet metrics in Kenya by Communications Authority of Kenya.

**Internet Users in Kenya**

**21,248,977** million: (**45 %** of total population)

* Value estimated at **Kshs 4.3 Billion**
* **63.2%** online businesses still in the startup stage
* **73.7%** attract more than **100,000** unique visitors each month

**(Communications Authority Quarterly report - Jan 2017)**

**In Nairobi, most of these shops can make fast deliveries, and I often receive most of my orders within a day or two.**

**Jumia**

**Kilimall**

**Mimi**

**Jumia market**

**Bidorbuy**

**Cheki**

**Chinabuy**

**Vitu mob**

**Overall goals should be to:-**

1. Provide **unrivalled customer** experience to visitors of the e-platform
2. **Position** the e-platform as the best portal for sale of goods
3. **Create a viral** movement of loyal customers and brand ambassadors for your goods.

**The Strategy**

One must have a creative way of pushing sales and creating brand loyalty. This calls for the use of data analytics to track and engage with individual customers, offering them superior customer experience on the platform and converting them into loyal buyers. A website is like an online show room. The above calls for Strategy, Data Mining and Management of Traffic. I recently bought a gift for a friend at Masoko but unfortunately something was off. I tried reaching out to them and the response was “We sincerely apologize for that. We have taken this as feedback to the vendor on the quality. ^WW”. The ideal way of handling this was to recall the I team back and apologize.

**Aspects of E-commerce performance in Kenya (Please note that below should be the bear minimum).**

* **Live Chat** - The team will provide this service by walking “digitally” with a customer till he makes a purchase.
* **Feedback Promotion -** This will help the team to us understand why customers are buying a certain type of wine and not considering others.
* **Order tracking -** The team will remind customers on the order confirmation by using an SMS.