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Combat Shopping Cart Abandonment

ESSENTIAL STRATEGIES TO CONVERT LOST CUSTOMERS

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Introduction

Shopping Cart Abandonment (SCA) is the rising phenomenon of users filling their virtual carts with everything they want, but leaving your site before they complete their purchase.

This increasingly common disruption is costing you potential customers, valuable opportunities and most importantly, it's costing you money.

This ebook will address the typical problems eTailers face and give the essential (and easy-to-implement) strategies to combat Shopping Cart Abandonment.

SCA as an Opportunity

As more and more people are making the move to shop online, Shopping Cart Abandonment (SCA) is on the rise. SaleCycle gathered data from over 500 of their global clients for a Q2 2016 report, which presented a staggering average SCA rate of 74.52%. What's more, this figure was actually a 0.2% percent increase from their previous Q1 report.

However, an abandoned cart does not necessarily mean a missed opportunity. A reported **75%** of shoppers claim that they will *return* to the cart to complete the purchase. So, how can we go about securing and even increasing that percentage? Turns out there are a wide range of actions you can take in order to mitigate SCA.

In the following pages, we divided these solutions based on **Customer Experience (CX) and User Experience (UX)** best practices.

UX Versus CX

Before we dive in, we need to quickly establish the **definitions** of User Experience (UX) and Customer Experience (CX).

CX includes every interaction a shopper has with your brand, from the start to the end of their journey. CX can be measured through factors such as overall experience, the probability of the customer to continue using your website and the likelihood they will share your site with others.

According to Beyond Philosophy, CX is a blend of an organization's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.

UX is the totality of end-users' perceptions as they interact with a product or service. These perceptions include effectiveness, efficiency, emotional satisfaction, and the quality of the relationship with the entity that created the product or service (Kuniavsky, 2010).

UX can be measured using metrics such as success, error and abandonment rates, as well as the time it takes to complete a particular task and the ease of use rating.

NOT THIS — CX & UX

OR THIS — UX / CX

OR EVEN THIS — UX / CX

BUT THIS — CX / UX

Now, we must ensure to not mistake UX for CX. In this illustration, inspired by Digital Gov, we can see that UX is a more specific component within CX. UX is primarily concerned with the usability of your products or website. On the other hand, CX encompasses the experience of your entire brand.

Customer experience (CX) is an emerging trend in the world of business. Although it can be considered a derivative of customer service, it very much stands on its own as a discipline to be valued.

Practicing good CX can be a way to alleviate and prevent shopping cart abandonment. In the next section, we look at various methods to perpetuate good CX in ecommerce.

Key Takeaways │*CX Versus UX*

- UX is an embedded component of CX

- UX is the quality of experience a person has when interacting with your product

- CX encompasses the entire experience your brand provides to the customer

CX Solutions

Offer Support

Making it easy for your customers to get in touch with you is paramount for creating customer loyalty and practicing good CX. With regards to customer support, you should provide various options and allow the consumer to select the one that best fits their needs.

Email, contact forms, social media, phone and live chat are the main channels usually provided by ecommerce websites. Make sure these options stand out especially on product and checkout pages.

Good CX in this case means being there for your consumer every step of their buyer journey. This makes the consumer feel assured and more inclined to complete their purchase.

Guest Checkout

Have you ever found something cool online, and were really looking forward to buying it, but then halted at the sight of a "login" prompt?

Prompting users to make an account in order to purchase goods significantly reduces conversions. A solution is to allow the user to checkout on your site as a *guest*. Guest checkouts will allow your customers to initially visit your site to make a quick purchase with minimal barriers to conversion. A study by UI Engineering showed a **45%** increase in conversions when user registration was avoided.

> *Avoiding ecommerce user registration can boost conversions by 45%*

Source: *UI Engineering*

TWEET THIS

Offer Free Shipping

Shopping online versus bricks and mortar retail has its benefits; the main one probably being the ability to shop around in a virtually limitless marketplace, all while in the comfort of your home. However, what the experience lacks is immediacy. Unfortunately shipping and handling (S&H) takes time, and to top it off, it costs money too.

[Data from UPS](#) shows that, of all the cost associated with online retail, S&H costs are the most universally loathed. These fees can add an unanticipated sum to the total cost of the user's cart. Suddenly, a $20 purchase can become a $30 purchase, which negatively impacts user expectations.

What can you do to maintain customer satisfaction? Simple. Add free or express shipping to their purchase. Help them get acquainted with their products sooner, faster and for less.

If you can afford to take this route, it will prevent your potential customers from finding what they need elsewhere - another reason UPS uncovered as to why users were not checking out. If they are already on your site looking to buy, then why not just sweeten the deal and provide a little push towards a successful conversion.

32% of users were found to abandon their carts as a result of the overall price being too expensive. Free shipping can offset some of those costs and push the consumer further down the funnel.

56% of users did not convert when they were presented with last-minute fees that were not displayed earlier in the checkout process. That is why it is important to display shipping costs earlier in the checkout process if you can't offer free shipping.

Feature Customer Reviews

Users often have internal and personal inclinations that convince them not to complete a purchase. Sometimes it is a matter of cost and sometimes it is a matter of doubt or lack of faith in your product.

An easy way to address this, is to feature customer reviews and testimonials on the product page. Social proof directly impacts conversions. According to an article by eConsultancy, 50 or more reviews per product can mean a **4.6%** increase in conversion rates, as well as an average **18%** uplift in sales.

Ensure that there are areas on your site to provide customer reviews. It is also important to follow up via email after a customer makes a purchase, in order to encourage them to provide a review. Offering a discount coupon or incentive can motivate the user to do so.

Offer Price Match

With the ever-expanding ecommerce landscape, you are up against an array of competitors. Consumers are going to do their best to seek the best deal possible. **36%** of users abandoned their cart as a result of finding competitive prices on another site. Offering a price match service can assure users that your website is competitive and encourage them to complete their purchase.

Voice of Customer Tools

As a company you want to provide the best experience possible to your customers. Think about it, you spent a lot of time creating a platform to market and sell your products, but what if your customers see an issue with your page and leave immediately? Wouldn't it be nice to know why they left so suddenly?

Voice of Customer or Feedback tools are a great solution for gaining user insights. Anything from bugs on your site to the quality or variety of your product selection. Besides, **your users know what they want, so listen to them.** Usabilla provides an industry leading solution for both websites and apps to get user feedback at the click of a button.
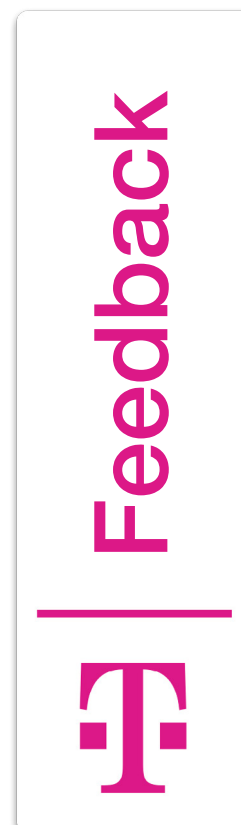
Ad Retargeting

Ad Roll claims that **2%** of shoppers convert on the first visit to an online store but the other 98% can potentially be reclaimed through ad retargeting. Website visitors who are retargeted with display ads are **70%** more likely to convert.

Ad Retargeting can be a powerful and effective tool to recover those missed opportunities by drawing the attention of fleeing customers back to your products. Retargeting tools keep track of people who visit your site but then bounce. These tools then expose your lost customer to ads specific to that product or product category while they visit other sites. Some tools for Ad retargeting include **Google AdWords**, **ReTargeter** and **AdRoll**.

37% of users abandon their cart as a result of casual browsing. Ad retargeting has been proven to be effective in bringing window shoppers back, while simultaneously boosting brand awareness.

Email Recovery Campaigns

Abandoned Cart Emails are another solution that can be quite effective for drawing customers back to your site to complete purchases. You can set up these emails to be sent to customers who did not make it through the checkout process. These emails can be quite effective as **46%** of customers open these emails, and nearly **35%** of these opened emails lead to a completed conversion.

Here are three **best practices** to keep in mind for recovery emails:

1. Provide a reminder of what the customer has left behind.

2. Include images of the products they've abandoned.

3. Pay attention to the copy in the email as it is a second chance to market yourself and the product. What you say must be compelling and the email should be visually stimulating to the reader.

Some tools to help you with Email Recovery Campaigns include:
Shopify, **Cart Rescuer** and **ReJoiner.**

Key Takeaways │ CX Solutions

- Always make it easy for the consumer to get in touch

- Offer guest checkout option

- Offer free shipping if possible

- Feature customer testimonials & product reviews

- Offer price match services

- Utilize customer feedback tools

- Make use of ad retargeting

- Follow up with missed customers using recovery emails

UX Solutions

The surface or the visual elements of your website is what will make or break the experience for the user. They don't necessarily care about what is under the hood. They came with a purpose to either browse or buy. If your site has good UX then the experience will be uninterrupted and seamless to the user. But rest assured that if your site has poor UX, this will directly impact the user's overall experience and result in an increase of abandoned carts.

So, how can you begin to incorporate UX principles, as well as UI elements, to optimize your site for conversions?

Thumbnails

First of all you need to ensure that every single one of your products have thumbnails. Thumbnails are little images next to the icons of the listed products in a search query. Users will quickly scroll through that list and take a glance at the price and the image. Once they decide to click on something, they will arrive at the product landing page. What do they expect to see? More images of the product with greater detail. There should never be any doubt or questioning in what the product is. Product images will allow the user to proceed to the checkout with confidence.

Prevent Errors

Errors on your site can be quite costly. An estimated **$44 billion** worth of revenue will be lost as a result of minor errors. These can include information mistakes, user errors or even flaws in the user interface. Regardless, an error will cost you and is something that needs be monitored and addressed. Having a dedicated person or team monitoring and preventing both information errors and user errors is important. One common example of site errors is misinformation regarding the stock availability of a desired product. Be sure that updated item inventory is clearly present on the product page. Frustration will arise if the user arrives at the final checkout point only to realize that want they wanted is not available.

Progress Indicators

If your checkout process is multi-page, then ensure that each page is concise and only collects vital information. **21%** of users in a Statista Study did not finish checking out because the process was taking too long. As the user fills out the required input fields, they should also be aware of how many more steps are required to complete their checkout. In this context, it is important to feature a progress bar that informs the consumer on how far along in the process they are, but also to indicate how many steps remain.

| 1 BILLING & SHIPPING | 2 REVIEW | 3 PAYMENT |

Calls to Action

REMOVE FROM CART	CHECKOUT	ADD TO CART

CTA's are vital to keep the buyer journey alive and well. The user cannot convert if there are no user CTA buttons placed throughout the site to guide them through their journey. These buttons need to be **concise, consistent and prominent**, in order to be effective. Placement of these buttons are also crucial to success.

It would be foolish to place the "complete purchase" button next to the "remove from cart" button. In order for these buttons to stand out visually, ensure that they are adequately sized in relation to the text and visual elements on the page. The colour of the CTA should be contrasted with the colour of the landing page.

Security Verification

Users need to feel secure when they are using your site. Especially since they are providing you with very personal and private credit or debit card information.
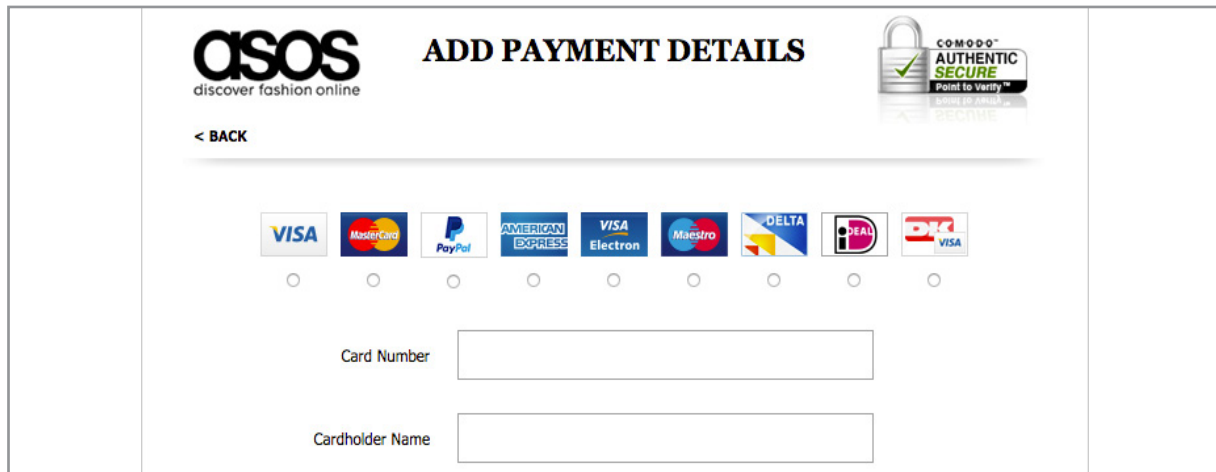
In a survey conducted by Actual Insights, almost **61%** of users admitted to not purchasing something because trust logos were missing.

Therefore, it doesn't hurt to test how your customers react to the placement of security verification icons on your site.

Because this is a visual element, it's important to A/B test with different landing pages to determine what works best in boosting conversions.

Diverse Payment Methods

As an ecommerce business, having diverse payment methods is an absolute must! As well as ensuring the icons of these payment methods are clearly displayed on the checkout page. In the Statista Study, **11%** of users did not complete their purchase because their payment was declined.

Plus, with **55%** of mobile payments being made by users aged 18-34, a variety of payment methods means your brand remains accessible to the demographic that spends the most. So, by allowing customers to choose the payment option that suits them best, you will see a significant **decrease** in SCA.

Cart Changes

Consumers can often have a change of heart at the last minute. It is important to be accommodating in this scenario, and provide them with the option to easily remove or add products to their cart. Place an "edit cart" or "revise items" button on the checkout page. The button should be both **intuitive** and easy to use.

Cart Saving

Unlike traditional retail stores, in ecommerce you have the ability to track what your users are leaving behind. If your site can provide the ability for users to save their cart for when they return, then there is an increased probability that they will complete their purchase. When users return, notify them that their items have been set aside and what they selected is right where they left it. This will also allow you to keep track of what type of products they are interested in. With this information, you can send follow up emails to registered customers to remind them of their saved items. The CX company **Monetate** states that "many customers use their shopping cart as an idea collector for the future". According to Shopify, the easiest way to recover customers from SCA is through cart saving and follow up **emails**.

Key Takeaways │ *UX/UI Solutions*

- Provide clear thumbnails of the products you sell

- Prevent both technical & UI errors

- Display a progress bar during checkout

- Have appropriately placed CTA buttons

- A/B test the placement of security verification icons

- Offer an choice of payment methods

- Allow for cart changes and cart saving

Conclusion

For ecommerce companies, combating Shopping Cart Abandonment is absolutely vital in order to increase conversions and build customer loyalty.

We hope this ebook has given you the quick-and-easy insights you need to effectively reduce SCA and grow your online revenue.

Let us know what you think! **Tweet us**

Remember - unconverted customers are not necessarily lost customers. Listen to your users and *let them tell you* why they didn't complete the desired action. User feedback is one of the most valuable tools you can use in the fight against Shopping Cart Abandonment and at Usabilla, user feedback is what we do.

If you're serious about growing your ecommerce site and increasing conversions, find out more about how Usabilla can help via the link below.
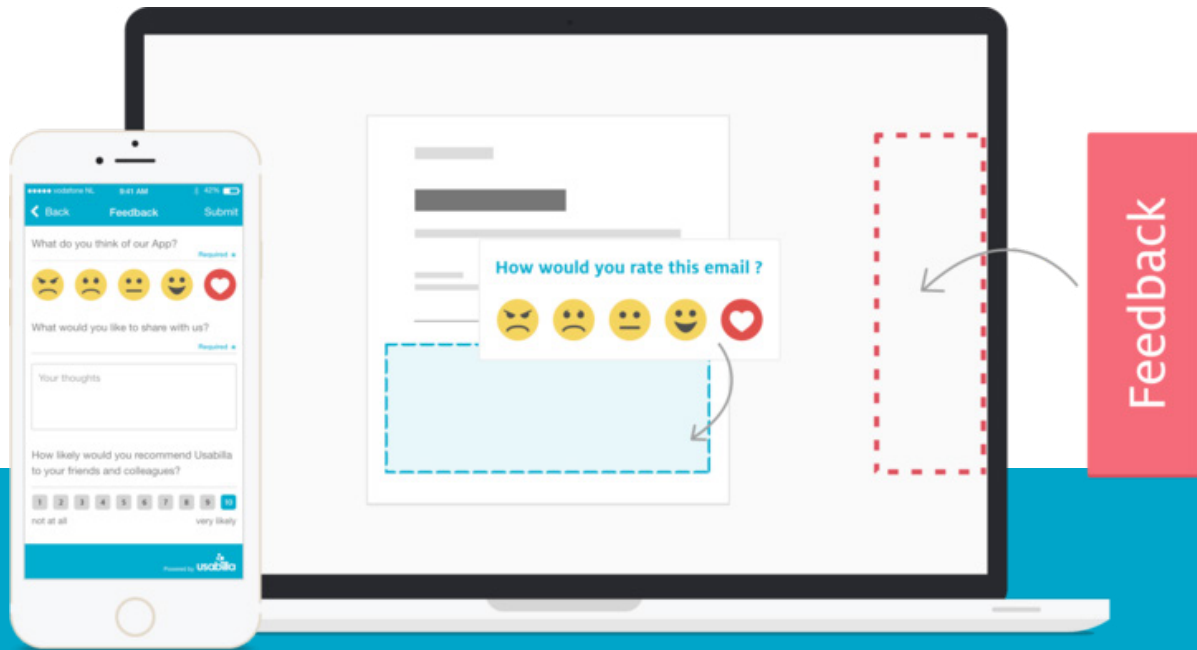
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