

Creating a Great Online Customer Experience

For brands today, creating a great online customer experience is an ongoing process that involves careful planning, paying attention to changing customer needs and keeping up with technological developments. In 2013, Salesforce found that 55% of customers were willing to pay for a superior customer experience. Similarly, poor customer experience leads to the opposite – according to IBM's 2014 survey, 68.88% of online purchases result in abandonment. In 2020, customer experience will overtake both price and product as the key differentiator for purchase decisions (Walker, 2014). Here are some best practices for brands to adopt in creating a smooth online experience to bring customers straight to the online checkout counter.



Sources: Dimensional Research, Elegant Themes, Forrester Research, GoodUI, Mashable, Nielsen Norman Group, Quick Sprout, Roger Communication, Smashing Magazine, T.H. Baker, UX Movement