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Why Do People Leave Your Store's Website?

Let's face it—consumers expect a seamless experience in-store, as well as online. Giving them a “wow” experience every time they visit your website is essential, as it can be a deciding factor for many consumers. In fact, in a global survey of nearly 6,000 people conducted by LivePerson (<http://www.creativevirtual.com/blog/?p=320>), 48% want issues resolved in a single interaction, and that interaction is expected to last five minutes or less, or else they will leave your website.

What are you doing to ensure a seamless online experience for your customers? And, more importantly, are you unintentionally driving away customers?

Email Address Required to Enter Your Website

Brick and mortar stores do not require consumers to give their email address to the salesperson at the door, so why do many brands require an email address before consumers can enter their website? Chances are that the intention is to

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collect email addresses to help build a brand's newsletter database. Unless there is a reason for requiring this information upfront, such as offering a coupon or entry into a contest, this is very annoying to many customers.

Information Overload

Customers love a streamlined online experience, which is why many websites offer one page checkouts and saved credit card information. However, some websites request information that is not relevant to the online shopping experience. Surely, you would not require an in-store customer to volunteer excessive information, such as where she works and how much she makes before you allow her to purchase a sweater. This would be unacceptable at a store, but it seems to be the norm online. If you would like to retain more online customers, make sure you only ask for pertinent information.

Can't Find Items With Search

If you walked into a grocery store you had never been to, you could probably manage to locate an item pretty quickly, or else you would probably find your way by reading store signage or asking a store associate to point you in the right direction. Can you navigate your favorite online store as easily? Many websites need to make sure that their search pulls exactly what the user is looking for; otherwise the user will get frustrated and try a different website.

Checkout Snafus

Have you ever waited in line at a store, only to find out that your card is being declined, despite having money/credit available and your card was just used at a previous store? Did you get extremely frustrated and abandon the sale? This same principle applies to online transaction errors—a customer will only put up

with so many error messages. If you would like to keep your customers coming back, constantly test your checkout process and make sure there are no errors, and also set up a system that alerts you when your website “breaks.”.

This Isn't What I Ordered

There is nothing more disappointing than ordering something in the mail, only to find out the item was not what you thought it would be. The best thing about brick and mortar stores is that you can interact with the actual physical product before you buy. Online consumers, on the other hand, have only a product photo and descriptive text to help them make a purchase decision. Videos and product zoom features are great ways to help users preview the product and make a more informed choice, making them less likely to feel like they are being taken advantage of.

At Baesman, we collect customer intelligence to identify how your target customers interact with digital technology. Contact us today (<http://www.surveygizmo.com/s3/1660945/Andrew-Kelly>) to see how we can interpret customer data to help create positive and profitable brand experiences.

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COLUMBUS DOWNTOWN (/INSIGHTS-MARKETING)

Insights & Marketing



274 Marconi Blvd.
Columbus, OH 43215

p 614.771.2300 (tel:1-614.771.2300)

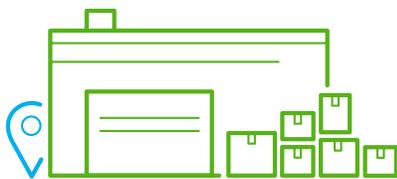
f 614.228.1107 (tel:1-614.228.1107)

e yoursolution@baesman.com
(mailto:yoursolution@baesman.com)

(/contact)

HILLIARD HEADQUARTERS (/PRINTING-FULFILLMENT)

Printing & Fulfillment



4477 Reynolds Drive
Hilliard, OH 43026

p 614.771.2300 (tel:1-614.771.2300)

f 614.771.2323 (tel:1-614.771.2323)

(/contact)

e yoursolution@baesman.com
(mailto:yoursolution@baesman.com)



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