

EBOOK

BOOST CONVERSIONS PLAYBOOK

10 USEFUL TIPS TO BOOST ONLINE CONVERSIONS

How Simplifying the Checkout Process Improves Fulfillment & Leads to Greater ROI

melissa

Marketers have a truism: make it easy for customers to give you their money. Simplifying the checkout process goes a long way toward achieving this goal. But designing a customer experience (CX) that facilitates conversions and sales begins long before customers are ready to click “buy now” – and continues long afterward.



HERE ARE MELISSA'S 10 TIPS TO REDUCE FRICTION AND INCREASE ROI:

1 ADDRESS AUTOCOMPLETE & VERIFY

E-tailers and marketers can smooth the path for customers by using programs that suggest a correct and complete street and email address as the customer types. Solutions like Express Entry and Address Autocomplete reduce data entry errors to ensure only correctly formatted, deliverable and accurate email and street addresses enter your system. Verified email and street addresses reduce shipping errors and improve conversions.

2 DELIVERY TYPE MATTERS

Knowing whether you are delivering to a residence vs. business can make a big difference when it comes to carrier fees. Since most carriers charge a higher price for residential deliveries, using a service that automatically appends residential delivery information to an address gives you delivery type status ahead of time. This means you can plan accordingly when choosing a carrier (USPS® vs. a private carrier) and maximize your savings potential.

3 REQUEST LESS

Marketers often don't realize small ways they could streamline the checkout process. For example, if your credit card payment processor can complete transactions without using the card verification value number (the three or four-digit number on the backs of many credit cards), they shouldn't ask for it. And if the billing and ship-to addresses are identical, customers should be able to populate these fields with a single click.

4 OPTIMIZE CHECKOUT FOR MOBILE

The checkout process should be easily completed on screens ranging from phones to tablets. The portability of these types of devices means that transactions are less likely to take place while seated in work areas and more likely to be done while the customer is standing or walking in a variety of lighting. If your design team always prefers gray-on-gray design, pull the reins back. The features on this page should be high-contrast and easily activated.





5 ACCEPT ALL THE MONEY

Beyond cash and credit cards, customers have several ways to pay for their desired items, including electronic wallets such as Apple Pay and Google Pay Send, Paypal, and even Bitcoin and other alternative currencies. Business-to-business marketers have additional considerations, such as purchase orders and alternative billing options. Customers need to see all accepted payment options, and transactions should be easily completed regardless of which option is chosen.

6 BE SENSITIVE TO SHOPPERS' STRESS

Holidays, whether Christmas, graduation season or Valentine's Day, represent the right time to ramp up support staff, or temporarily bring extra processing power online. Customers are likely to express their holiday frustrations by clicking away from the endlessly "processing" checkout page, resulting in an abandoned order.



23%

of shoppers abandon a shopping cart during checkout because the process is too complicated

7 USE ANALYTICS

The customer checkout experience starts several clicks before the purchase page. If customers are dropping off at specific points, the first question a user experience manager asks is whether said pages offer single-click access to checkout.

Business-to-business sites are notorious for making customers click two or three times before checkout, but consumer sites are occasionally guilty of this as well. Every unnecessary click is an opportunity for browsers to abandon your site.

AN AVERAGE LARGE-SIZED E-COMMERCE WEBSITE CAN CONVERT

35% MORE WITH A BETTER CHECKOUT SYSTEM ALONE



8 TEST, TEST, TEST

Here's a new twist on this classic sentiment: Bring in fresh eyes to test. Relying on in-house testers who know the basic system will skew modification usability results. CX testers should mimic the experience of someone new to, or who has less patience with the checkout interface.



9 CONSOLIDATE RESPONSIBILITY FOR CX

Marketing has ideas regarding what it wants to sell. IT knows the functional limitations of the website. The logistics department has a balky, antiquated supply chain management system. And mobile operations were established as an independent entity, accountable to, and interacting with, no one. So who is responsible for guaranteeing customers have the best possible experience? If you can't name a specific individual, chances are the answer is "nobody."

10 DON'T BE SHY ABOUT YOUR INNOVATIONS

Making the customer experience smoother and more rewarding takes hard work. Done correctly, it results in a more pleasant shopping experience. Why hide this information? Share it! Messaging that reflects your understanding that a customer's time is valuable will be appreciated.

ABOUT MELISSA

Our 35+ years of address expertise started with ZIP+4 and turned into so much more. Melissa is a single-source vendor of global address management, data quality and identity verification solutions that help organizations harness accurate data for a more compelling customer view. Our industry-leading solutions have processed over 1 trillion address, name, phone and email records, making it clear why thousands of businesses worldwide trust Melissa with their data quality needs.

© Copyright 2021 by Melissa Inc. All Rights Reserved.

www.Melissa.com | 800.MELISSA (635-4772)

melissa