



Building the Ultimate Shopify Customer Experience

How to Drive Retention & Lifetime Value

EcoCart

Postscript

shōgun

ShoppingGives

sezzle

nosto

VIDEOWISE

NOFRAUD

recharge

Richpanel

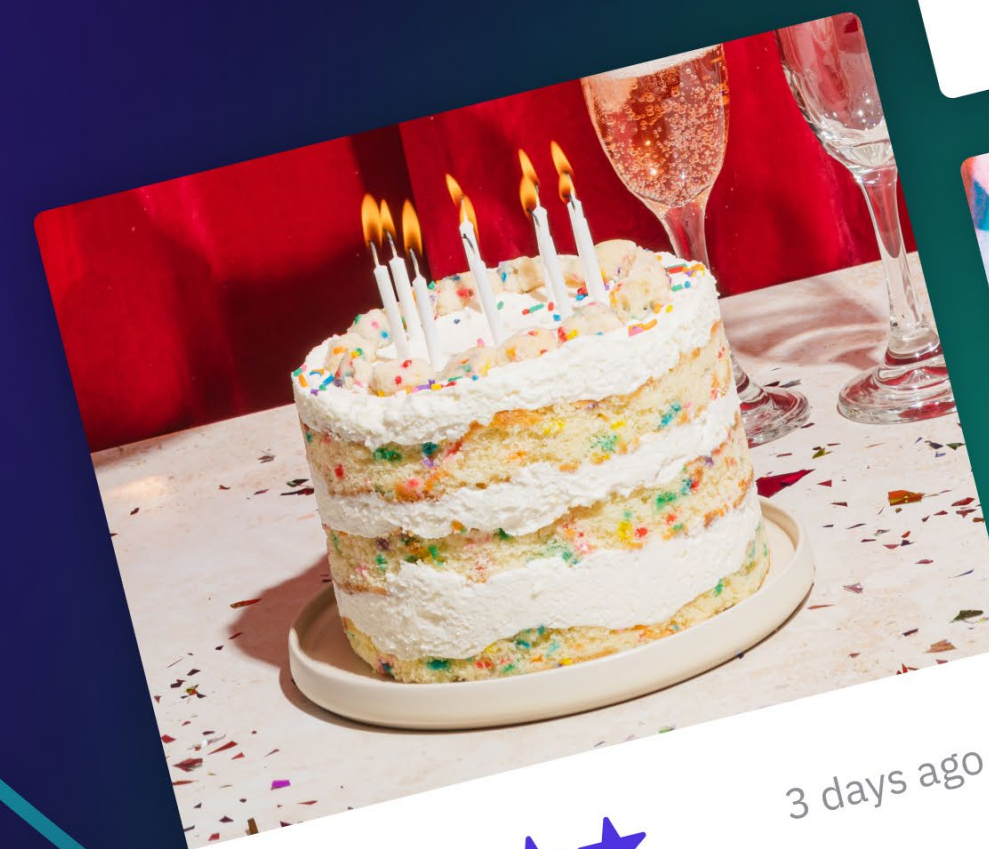
ShipBob

YOTTAA

LOYALTYLION

GATSBY

aftership



Gorgeous plates for every
occasion

3 days ago

ER

Erica R.
Verified Buyer

Referrals



Add To Bag

Add To Bag

How would you rate your
shopping experience today?

1 2 3 4 5

Not satisfied Very satisfied

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INTRODUCTION

What is Customer Experience?



Over the past few years, we've seen customer experience (CX) leap from the marketing presentation into the boardroom as C-suites realize its importance as a key competitive differentiator. Indeed, CX has quickly become a defining feature for brands – one that has the power to separate the winners from the losers in this increasingly competitive landscape.

But as chatter about consumers' ever-evolving expectations grows louder and ramps up the pressure on Shopify brands to optimize CX delivery, its meaning is often lost. We know it's crucial for survival today. As explained by Shopify in its recent [Commerce Trends 2023 report](#), “Consumers want their shopping to be personal, instant, and responsive—and they want that high-value experience anywhere.” But do we know what it entails, or what

it means in the eyes of those that matter most: our customers?

To put it simply, **CX is the impression your customers have of your brand at every point of their buyer's journey.** Whether you deliver a great customer experience or a subpar one, CX influences your customers' views and attitudes toward your brand, which means it also has an enormous impact on your bottom line and revenue.

This is what makes CX so important for Shopify sellers. Of course, there's a strong pride component to doing business today. Every brand wants to build a product that genuinely solves a pain point for their customers, or brings them a great amount of joy. But your business can't survive without money. And the more we learn about CX, the more we know about its tremendous bottom-line benefits. In fact,

brands that focus on CX have been found to increase revenue [by 80% on average](#), as well as being 60% more profitable than companies that don't.

Meanwhile, other benefits of consistently delivering a top-notch CX include improved loyalty and retention and increased brand advocacy. Providing your customers with a quality CX will entice them to keep doing business with you. Moreover, an impressed customer base is often your best resource for growing brand awareness. As research from [eMarketer](#) shows, 84% of customers would recommend a company after excellent experiences. With customer acquisition costs (CAC) on the rise, these benefits cannot be taken for granted.

Considering all this, it's not a surprise that aside from growing revenue, improving customer experience is the top priority for

global businesses according to [Shopify](#). It's important to note, though, that the wheels of change are still turning fast. A fact that continues to push the value of CX to new heights. **In this ebook, we outline everything you need to know about the customer experience, from what it is and how it builds brand trust, all the way through to how you can optimize CX delivery to meet your shoppers' unique needs.**

We're proud to pull in help from experts at some of the most innovative Shopify apps, who share their industry tips and strategies for optimizing your CX to increase customer engagement, boost loyalty and retention, and drive more revenue for your Shopify brand.

Without further delay, *let's get started.*



CHAPTER 1

Building Trust with Your Products

A lot goes into a brand's customer experience, but there's one thing above all that's at the center of it: your product. The reality is, if a customer likes your brand but doesn't like your product, you will struggle mightily to retain them.

This is why it's so important to set accurate customer expectations. The de-influencing trend that took over TikTok in the opening

months of 2023 is the perfect example of what can happen if you build your product up to be more than it's not. Your customers will fight back in a way that certainly hurts their experience and potentially your brand's reputation.

Indeed, managing your customers' expectations is important to every business – no matter your size.

And one of the biggest ways customers form expectations is by reading reviews from other shoppers. Throughout this next chapter, we're going to dig into a few ways you can leverage reviews to communicate important information about your products to prospective shoppers. First, let's take a look at how they build an authentic image of your brand.



Using Reviews to Build Trust Between Your Customers and Your Products



Lindsay Kolinsky
Sr. Marketing Lead



Creating Authentic Experiences for Shoppers

Online reviews have always been a lifeblood for ecommerce brands. In today's digital-first landscape, however, it's safe to say that they've taken the place of word of mouth as the ultimate driver of social proof. In fact, [Okendo research](#) shows that 95% of consumers say they believe reviews are at least somewhat important when making a purchase decision, with a significant portion (34%) asserting that they are “extremely” important.

As the value of reviews has gone up, it's easy to understand why. They are, after all, the most authentic source of information for consumers. A detailed review from an existing customer that provides a realistic representation of a product can have more of an impact than even the best ad copy. Reviews that feature user-generated content (UGC), in particular, have an enormous impact on your customers' perception of your brand and product. For instance, our data also found that 87% of shoppers say UGC included in product reviews improves their value in informing their purchase decision. 42% said it improves value "significantly".

But what reviews also provide your customers with is a unique insight into

how you communicate with your shoppers. This includes whether or not you truly care about their feedback, and even how you respond to criticism. You see, customer reviews aren't just about showcasing the best of your brand. Bad reviews are important, too. Not only do they alert you to potential blindspots in your customer journey, but when you show your customers that you value their feedback both good and bad, it can build valuable trust. Something every ecommerce seller should strive for.

Not every review is created equal, though.

Driving Trust Through High-Impact Reviews

The quality of your reviews is just as important as the quantity, and reviews that are rich in content are the holy grail.

These are what we call ["high-impact"](#) reviews because they provide the most in-depth product feedback and social proof. Because they're descriptive, authentic, and transparent, they have the power to grab the attention of prospective buyers and drive conversions.

So what exactly does a high-impact review look like?

1. User-generated product photos and videos. Staged photoshoots and influencer advertisements are flashy to look at. But new shoppers are more likely to connect with content that comes from real customers. This is why reviews that include this type of UGC are incredibly effective at building trust between shoppers and your product, which as

a result, gives a huge boost to your conversion rate.

2. Product attributes. In addition to gauging customer satisfaction, shoppers often turn to reviews to learn more about the specifications or attributes of the product. For example, when considering an item of clothing, such as a sweater, a customer may want to know if the product runs large, small or true-to-size, as well as how the material feels on the skin.

3. Customer attributes. Customer attributes allow new shoppers to align their purchasing decisions with other customers who have similar characteristics or needs. When shopping for a skincare product, for example,

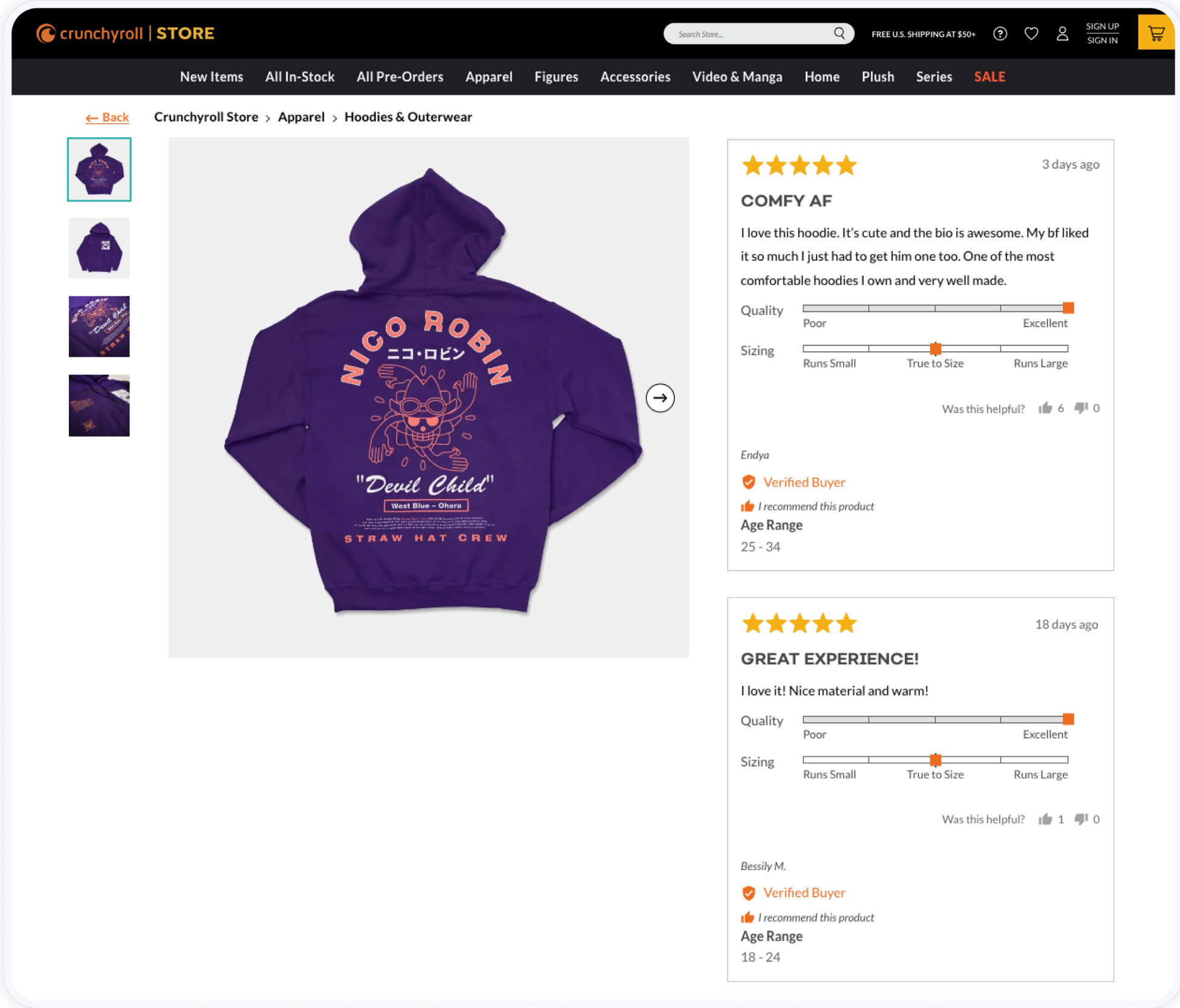


a customer may want to know how the product worked for a customer who has the same skin tone, or who shares a similar vulnerability to allergic reactions. Similar to product attributes, providing easy access to this information can reinforce trust and increase the likelihood of conversion.

Take the anime and manga streaming service, [Crunchyroll](#), for example, who completely [transformed the quality of their reviews and reviews widgets using Okendo](#). Unfortunately, the brand had been dealing with a high-volume of “troll” reviewers who threatened its ability to

deliver a seamless customer experience and build trust with shoppers. However, Okendo’s review widget capabilities allows the team to collect and display the most relevant customer feedback in a way that gives potential customers the exact information they need to make a more informed purchase.

Crunchyroll is just one example of the success ecommerce brands can drive using reviews. Reviews help customers pick the product that’s right for them, which helps ensure you’re managing and meeting their expectations.



Shoppable Videos. The Rise of Commerce-Centric Video.



Vitaliy Verbitskiy
Head of Marketing



To create a flawless customer experience, you must be up to date with what shoppers want when buying online. Over the last few years, the preference of shoppers for video content has highly increased. According to [a recent study](#) by Wyzowl, 91% of consumers want to see more video content from brands, and 70% of non-video marketers plan to start a video marketing strategy in 2023.

One of the most efficient and easiest ways to kick off with video marketing is using shoppable videos. The concept is that simple – if your company has brand and UGC videos across any social media platforms or websites - this is where commerce-centric video slides in. It takes your brand and UGC videos and converts them into shoppable videos.



Shoppable videos allow viewers to purchase products while watching the video content. Shoppers are most engaged with your content while watching the video, and giving them the possibility to shop instantly will increase on-site engagement and will quickly turn viewers into shoppers. The fun part is that you can embed shoppable videos on product pages at scale.

Traditional video platforms allow videos to be embedded in just one video per page at a time. Platforms like [Videowise](#) are explicitly built for ecommerce from day one to help online stores manage and publish video at scale on a virtually unlimited number of product pages, collection pages, or blogs. It’s a tremendous time saver for the store owners.

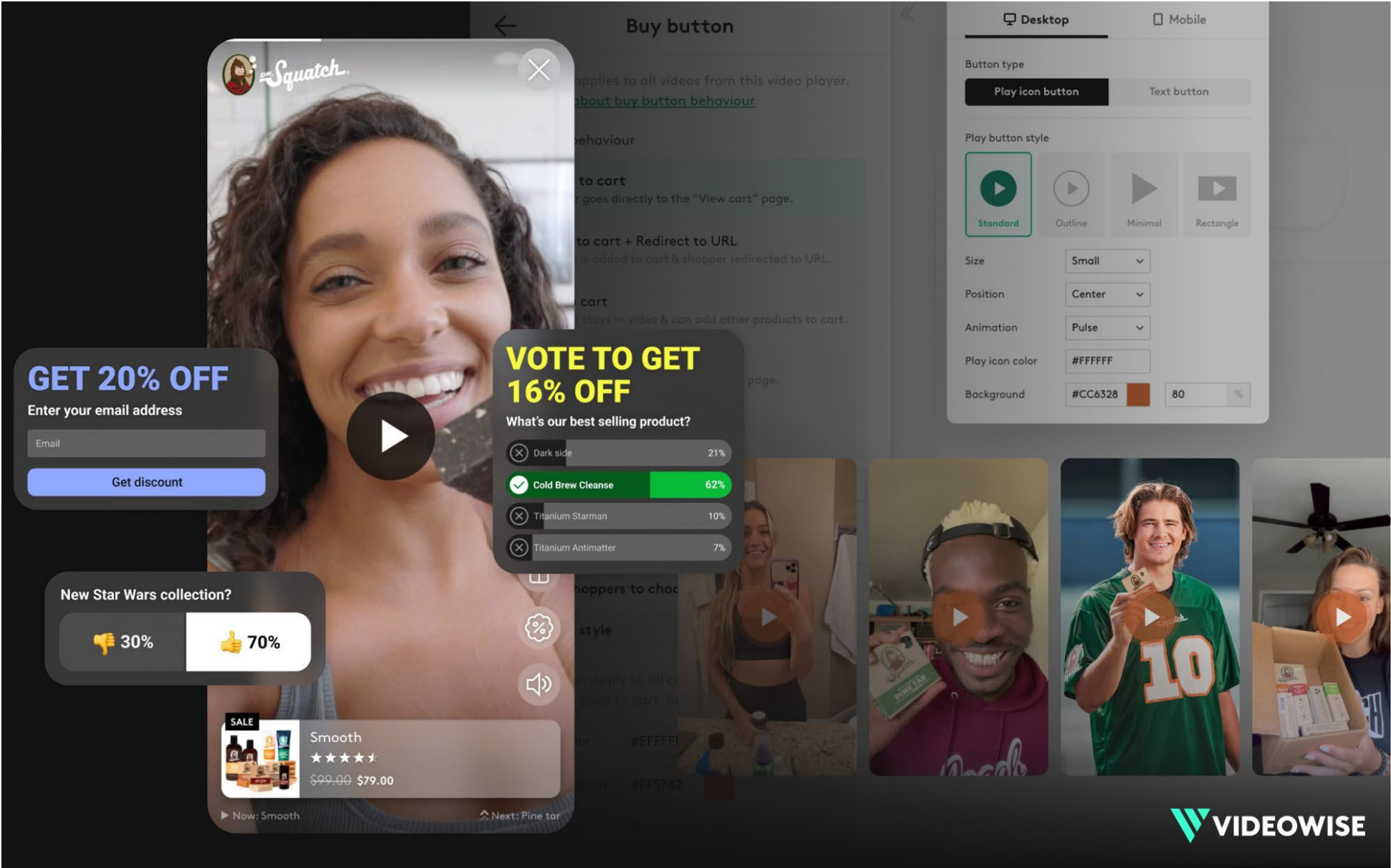
How can shoppable videos help you improve your customer experience?

Increase Customer Engagement

For example, when creating shoppable experiences, your shoppers can interact with your brand by completing forms and quizzes and receiving gift cards. This creates a connection with your brand and increases the watch time per shopper on your site. For example, a case study with [Apolla’s videos](#) was watched on an average of 2m 37s per shopper which translates into 2,196h 30m of added time on-site.

Reduce Purchase Friction and Solve Your Customers’ Problems

Create a shoppable product video that makes shoppers see your product in action. Unlike regular videos, it has embedded



links that lead directly to the product featured in the video, making it extremely easy for interested viewers to make their purchases immediately. This helps you reduce friction and creates a more seamless experience.

Moreover, you can use your UGC content, video reviews, and testimonials to create shoppable videos. Again, these are more efficient for your target audience than ads because they are made by your customers.

If you have great customer service, you can leverage that data and discover what challenges your shoppers. Coming up with how-to shoppable videos will only make your customers better understand how your products work and improve your overall internal processes.

Boost Your Conversions and Sales

Video shoppers convert on average at a minimum of 2X-3X higher than regular shoppers who don't watch the video. This is because videos better help shoppers to answer any questions they might have about your products and more easily influence them into making a faster purchasing decision.

For example, after switching to Videowise, [Dr. Squatch](#) has seen a 10% increase in revenue per session in the first 30 days alone. Compared to traditional video platforms, Videowise loads up to 5x faster in page speed performance for online stores.

On average, brands that use shoppable videos embedded on-site end up increasing

their sales with 5 or 6-figure numbers due to the high conversion rate that video shoppers have.

Analyze How Shoppers Interact with Your Video Content

To constantly improve your customer experience, you must rely on data. You can run A/B testing to see which types of shoppable videos work best for your products and optimize your video strategy accordingly.

Analyzing your shoppable videos with advanced statistics will offer insight into different behavioral patterns, which will help you design the proper messaging for your shoppable videos to increase conversions. You'll also be able to pinpoint which products perform the best and adjust

your content accordingly. With platforms like [Videowise](#), you can easily monitor performance metrics such as view count, clicks, engagement rate and more.

Finally, by measuring the impact of shoppable videos on sales, you will be able to make smarter decisions when it comes to optimization. Creating interactive and shoppable videos with quizzes or forms can be a great way to gather first-party data that offers a clear view of what your shoppers like and dislike.

Whether you're already using video marketing strategies or you're among the 70% starting this year - use shoppable videos to optimize your customer experience and boost conversions.



Using Affiliates + Influencers to Build Customer Trust



Katie Orce
Marketing
GATSBY

The influencer marketing landscape has changed quite a bit over the last few years, as customers have become increasingly savvy at identifying paid or sponsored campaigns, which can often read as inauthentic. Coupled with the [“adpocalypse” triggered by iOS14](#), this has upended the way consumers utilize social media to make purchasing decisions. Now, instead of looking to mega-influencers and celebrities for product discovery, they’re more likely to be influenced by micro-influencers, the small but mighty cohort sharing real, unfiltered product experiences. This is why it’s key to approach influencer marketing and campaigns with a strategy around building customer trust. And who better to look to for that than your own customers to do just that?

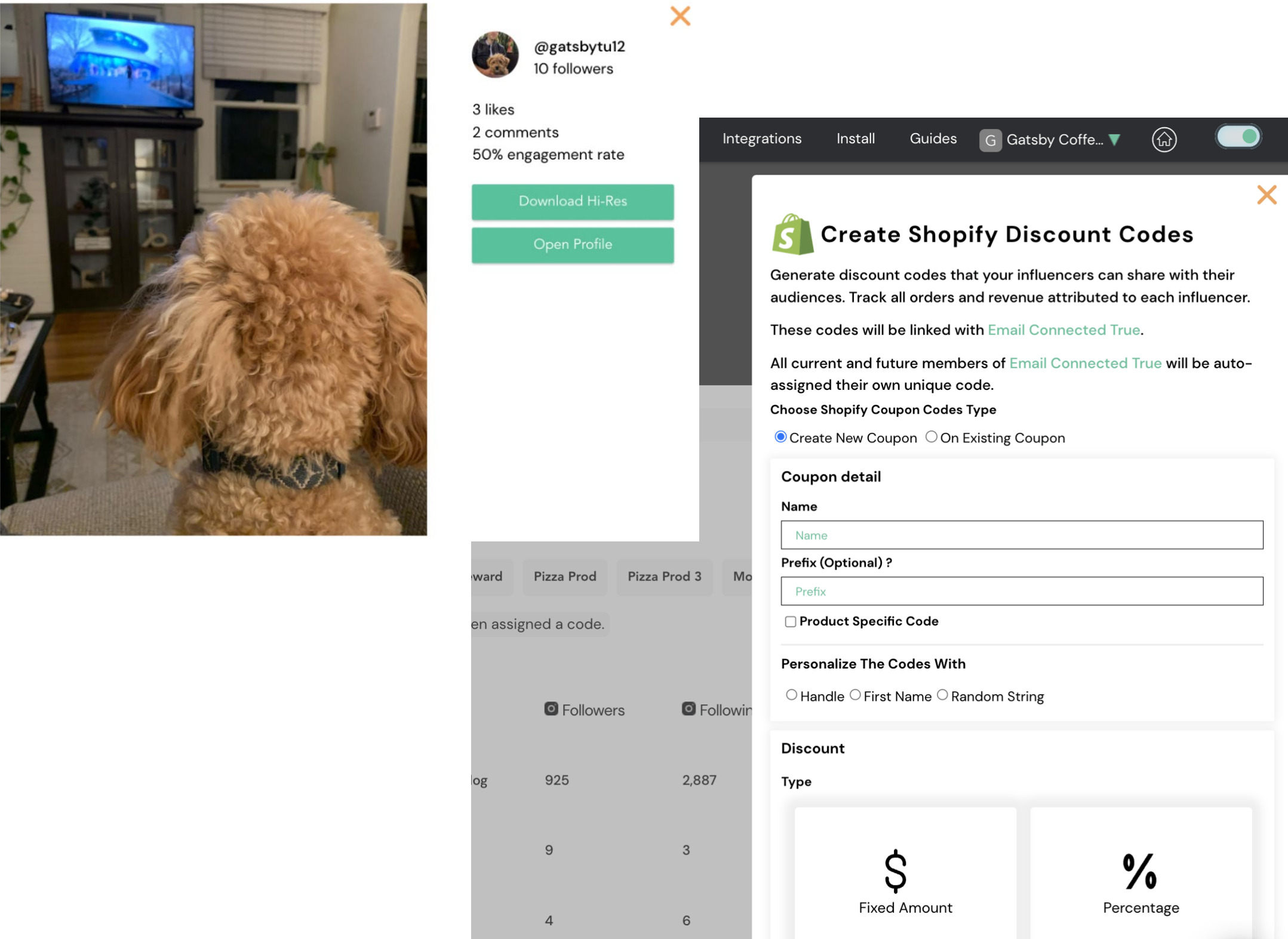


Social Listening

One of the first strategies for identifying micro-influencers is to look in your own backyard – that’s right, your own customers! Chances are, you have an army of advocates already at your disposal sharing a wealth of content about your brand. The first step is to discover them, and secondly, identify the right ones for your brand. This can often be a time consuming endeavor, but that’s where a social listening strategy comes into play. Using a social listening tool like Gatsby allows you to not only see who is sharing content about your brand, but vet their level of influence at a glance, so you can quickly identify the best ones for your brand and reach out to them to partner for a campaign.

Revenue Tracking

One of the best ways to build customer trust is to thank or reward customers for sharing positive reviews and content about your brand. This keeps them engaged and often inspires them to share more! Arming customers with a coupon code they can share with their friends and followers offers a way to both reward them and build upon their brand advocacy. Using Gatsby, you can [generate and assign Shopify coupon codes](#) automatically, and distribute them at scale, so that your customers can share something totally unique with their followers: a discount or offer just for them. Even better, you can track any revenue generated for a more effective and tangible way to gauge your return.

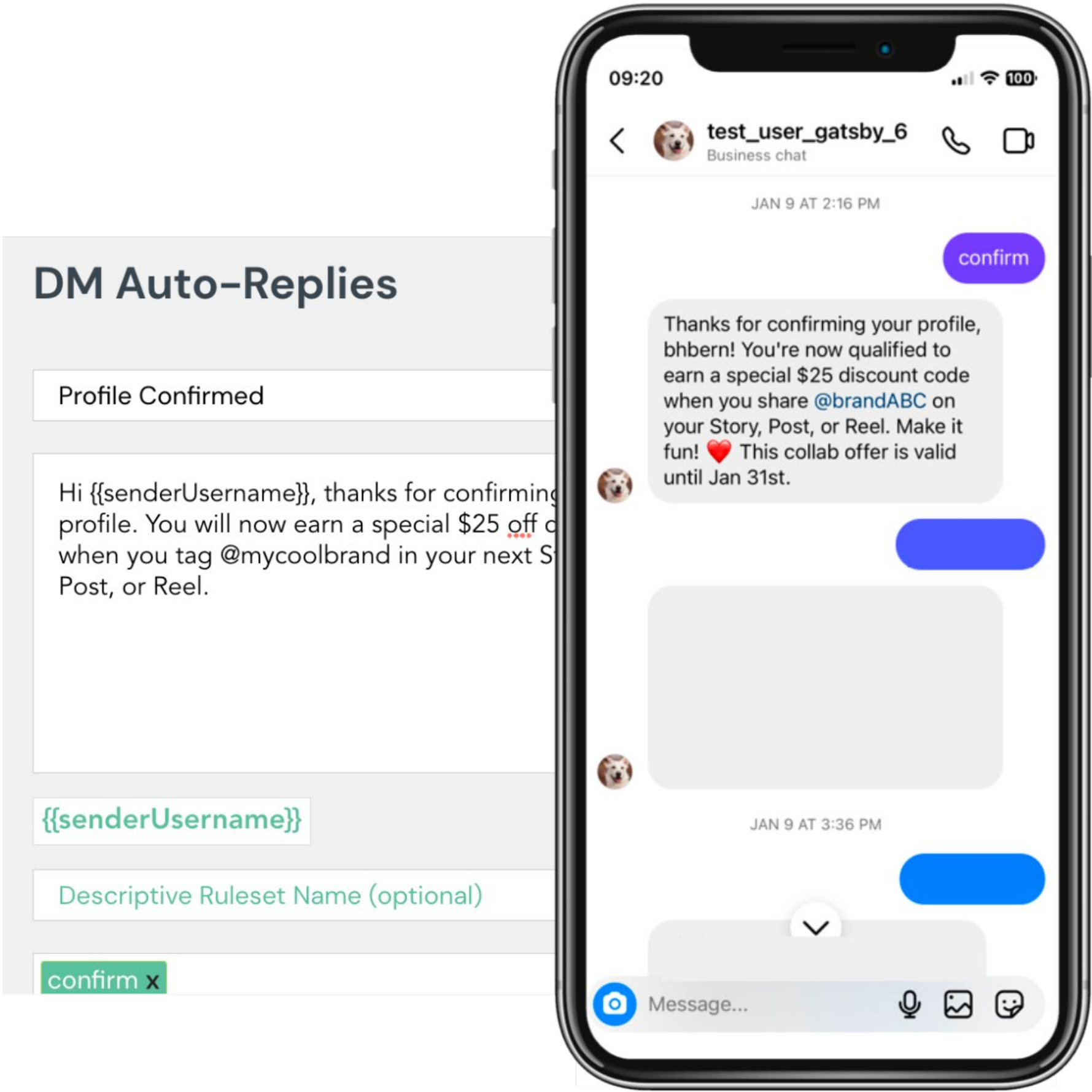


Automate an Influencer Program

Creating an affiliate program is a surefire way to build customer trust while also boosting brand awareness to your target demographics. Automating the program using [DM auto-replies](#), where certain keywords trigger an automatic response, makes it seamless and efficient. Not sure where to start?

Create a simple form or landing page where customers can go to apply for your program. Then, when the customer fills out your form to apply to your community or ambassador program, simply tell them to DM you the word “confirm”. When the

customer sends you the word “confirm” via DM, you can send an automatic reply with a note about your collab offer or to check their email for more details. Or, if you already have a program in place, you can manage high volume in-bound ambassador/affiliate requests by creating auto-replies based on keyword triggers such as “ambassador” or “collab” so that you can send back a message auto-directing them to a landing page where they can apply for your program. Not only that, Gatsby automatically sorts and filters applications so you can respond to high-volume interest with ease.



CHAPTER 2

Give Customers Options to Satisfy All of Their Needs

Ecommerce customers today have unlimited options when it comes to the brands they do business with. And while you can't be everything for everyone, it's important that you understand the needs of your customers and provide a variety of options to satisfy those needs.

Research has revealed that customers want experiences that are not only fast and

intuitive, but that reflect their individual values. For example, 54% want to know that the brands they purchase from prioritize diversity, equity and inclusion both in the workplace and in their communities. With this in mind it's important for brands to get to know their customers, what they value, and use that information to drive the strategic decisions they make around their offerings.

In this section, we'll highlight how to ask your customers what they want, and dive into some specific ways you can provide them with options that give them more control over their overall buying experience, including eco-friendly offerings, social impact initiatives, subscriptions, and payment plans.



Micro-Surveys: Giving Your Customers Options to Satisfy all of Their Needs



Lindsay Kolinsky
Sr. Marketing Lead



When it comes to formulating a better understanding of your customers, there are several tried and tested methods that you can use. One of the easiest and most effective tools is surveys, and not just any type of survey — one that takes the friction out of the feedback process and allows you to scale your continuous insights strategy. Of course, we're talking about micro-surveys.



What is a Micro-Survey?

A [micro-survey](#) is a short (1-3 questions), straightforward survey that allows customers to provide feedback with minimal time and effort. Due to being incredibly fast and contextual, micro-surveys are less intrusive to the customer experience compared to traditional surveys, which can sometimes take more than 10 minutes to complete.

Because micro-surveys significantly outperform their longer-form counterparts in terms of response rates, they allow brands to maximize their collection of actionable zero-party data. Moreover, the short format of micro-surveys often results in higher quality information, as brands must ensure the few questions being asked are highly specific and relevant to the individual customer.

Using Micro-Surveys to Understand What’s Important to Your Customers

As Brandon Amoroso, Founder & CEO at [Electriq Marketing](#), says “One of the easiest ways to tailor the shopping and ecommerce experience to your customer’s needs is to just ask them! Whether you’re thinking of launching a subscription offering, payment plans, etc., we’ve found that launching a survey allows our customers to express what is actually important to them and what types of options they’d like to specifically have.”

More than providing feedback related to a customer’s satisfaction with a product or experience, micro-surveys allow brands to understand what’s truly important to their customers. What do they value? What makes them uncomfortable or dissatisfied? These are the kinds of questions that can be answered through the use of micro-surveys.

What products would you like to see next?

Choose as many as apply

Moisturizer

Sunscreen

Eye cream

Face masks

Fragrance free products

None of the above

Other



What type of skincare products do you use regularly?
Choose as many as apply

Cleanser	Exfoliator	Serum
Sunscreen	Moisturizer	Other

For example, [Integrity Botanicals](#) is an environmentally conscious online cosmetics retailer focused on providing all natural and organic beauty products. In addition to their own research into the quality and safety of the brands they promote, the company decided to integrate [Okendo Connect](#) to learn more about what individual customers wanted from their products.

Thanks to the insights generated from responses, Integrity Botanicals gained the ability to offer specific brands based on

customer preferences. Beyond improving the overall buying experience, this allowed the company to build strong relationships with its customers based on a mutual interest in environmental sustainability and personal wellbeing.

In short, by utilizing micro-surveys, your brand can dramatically improve its ability to identify what makes your customers happy, and provide them with the kind of involvement and optionality that demonstrates your dedication to serving their individual needs.



Establishing Trust & Transparency with Sustainability

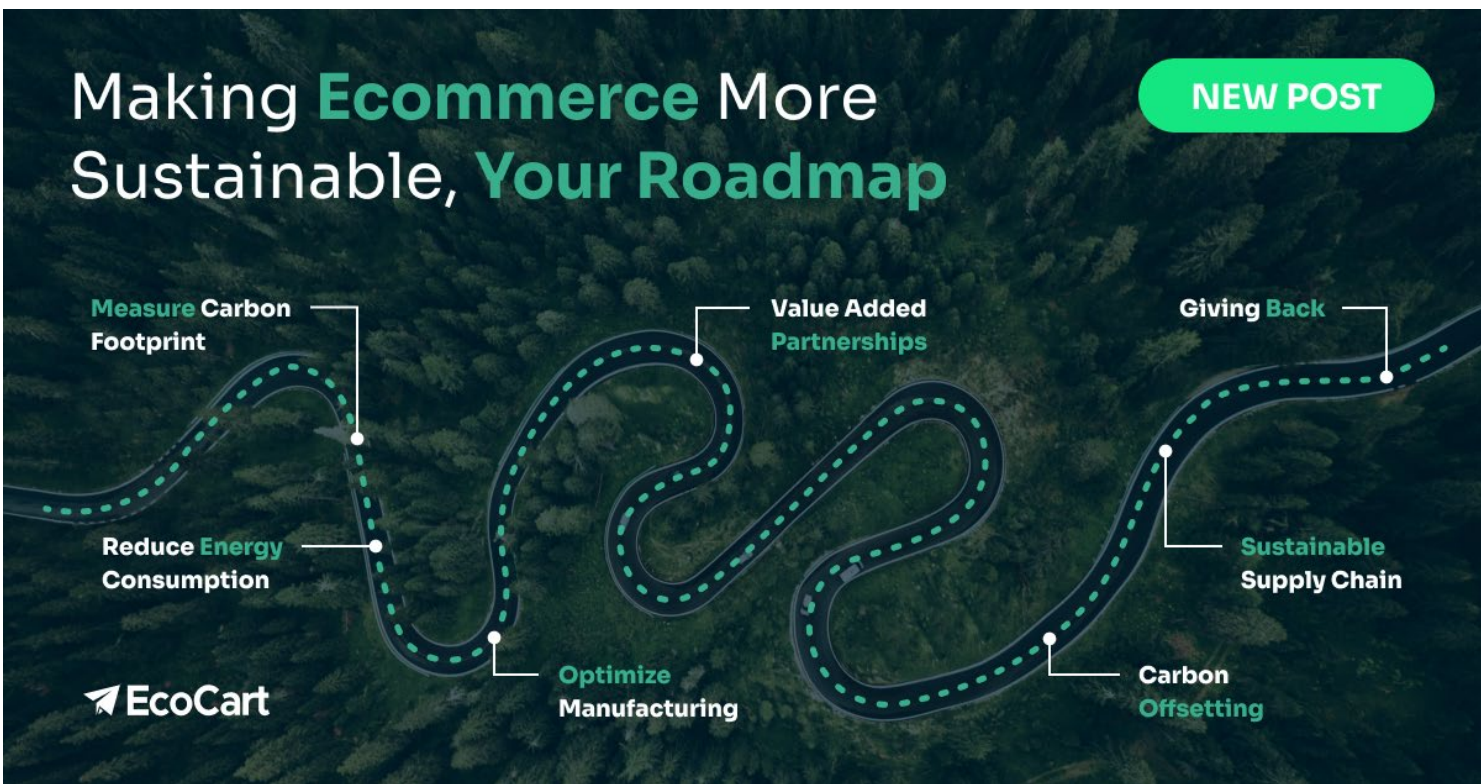
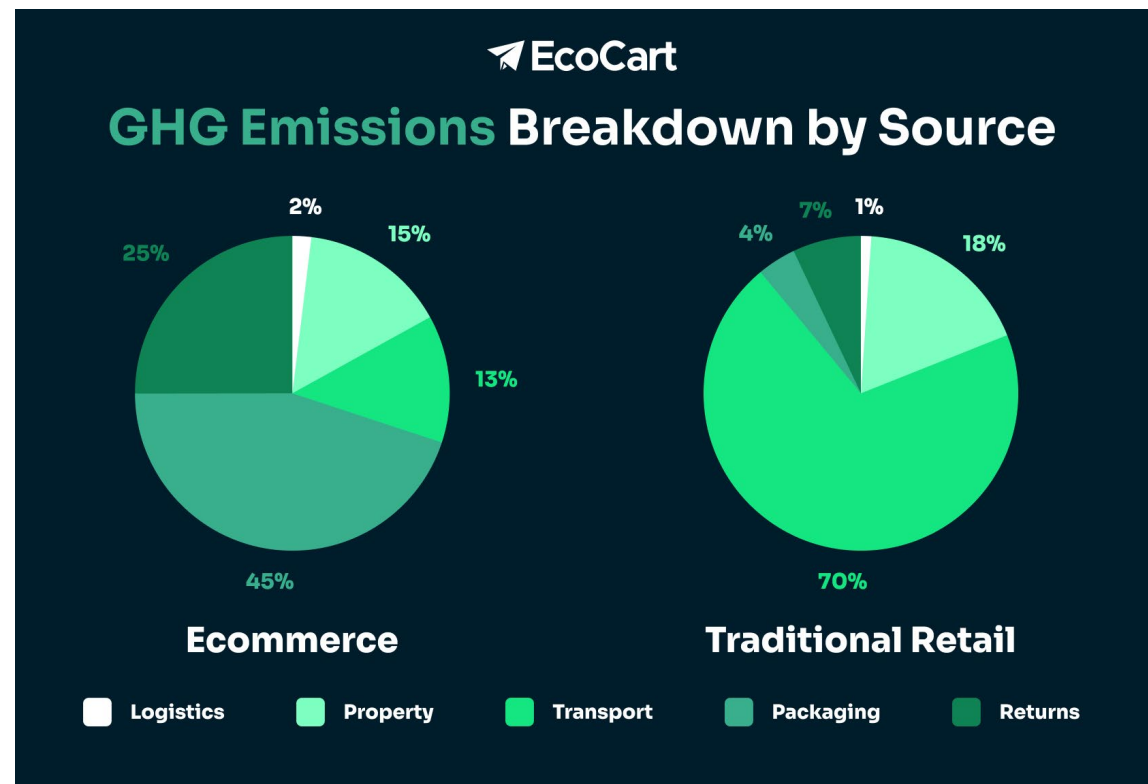


Nicole Johnson
Content Marketing Manager



In 2023, retaining shoppers and increasing customer lifetime value (CLTV) means building trust through transparency in the customer experience. As consumers continue to call for brands to foster sustainable practices across the ecommerce industry, it's apparent that brands who not only adhere to green operations but are transparent about them will come out on top.





Customers care. A lot.

Sustainability is a driving factor in purchasing decisions.



Today’s consumers want to feel good about their purchases and support brands that care about their impact on the planet. This means that in addition to adopting ethical and sustainable practices, brands large and small must focus on educating their consumers on the ecological footprint of their organization. By being radically transparent and offering accessible information about your company’s operations you build stronger relationships with eco-conscious consumers, who tend to

have 3X more spend and a 200% increase in the number of purchases made with brands they trust.

This journey may look different depending on the size of an organization. For larger brands, this means optimizing their supply chain, minimizing emissions and waste, as well as offsetting what they cannot cut. For smaller organizations, finding smaller, less costly solutions are a great first step in lowering their carbon footprint and building trust. This could mean allowing customers

to play a direct role in offsetting their purchase’s carbon footprint at checkout or participating in a project that preserves carbon-capturing forests.

Utilizing a brand’s digital real estate to educate customers across their user experience is the single easiest way to weave transparency into your sustainability strategy. By using the space you’ve already built you are adding value to your brand while informing your audience about your journey to a lower carbon footprint.

Businesses that show they care about the planet and are transparent about their operations build trust. Brands large and small can afford to offer carbon neutral shipping to offset the carbon footprint of the products they make and sell. By combining sustainable practices with transparency you build deeper relationships with consumers and that will drive customer lifetime value.



Driving Loyalty with Conscious Commerce



Samantha De Hoyos
Digital Marketing Specialist
ShoppingGives

Building a better Shopify customer experience is key to acquiring and retaining customers, but how? In the era of conscious commerce, social impact is a proven tactic for attracting customers and turning them into loyal brand advocates. Socially conscious consumers are buying with their values and prioritizing purpose over price. [71% of Millennial consumers](#) are willing to pay more for a product if they know some of the proceeds benefit charity.

While conscious commerce is not new, consumers are creating shifts in the way that businesses engage in social impact initiatives. It's no longer enough to make blanket statements on pressing issues without action. Consumers are turning to value-driven brands that have social impact integrated throughout their entire business. [75% of Gen Z consumers](#) will even do research to see whether a company is being honest when it takes a stand on social issues.



To stand out against the growing competition and build more loyal customer communities, you need to look at social impact as an entire business strategy, and not just a one-off PR initiative. From awareness to advocacy, social impact can be incorporated at each stage of the customer journey to create a more engaging customer experience. While this may seem daunting, it's as easy as starting with your [brand values](#) to identify what's important to your company and your customers. Once you identify what matters most to your business, the next step is to correlate those values with a cause to give back to.

If you are a women-owned business, for example, supporting women's empowerment organizations like Women for Women International or Girls on the Run International may be a good fit. Whichever cause you choose to align your business with, it's crucial that you approach a giving strategy authentically.

On every purchase, White + Warren gives their customers the opportunity to create a donation, creating a more engaging and emotionally connected customer experience. Through social media, email channels, and onsite marketing, White + Warren makes their charitable giving initiatives clear to customers, and invites them to join them in making an impact on every purchase.

ONE ORDER ONE PERCENT

In these challenging times, we appreciate your support of us and other small businesses. We're all in this together, and a little goes a long way. Through our partnership with **ShoppingGives**, we'll donate 1% of every purchase made to the charity of your choice.

HERE'S HOW IT WORKS:

1
ADD TO
CART

2
SELECT
CHARITY

3
1% AUTO-
DONATE

4
STAY
COZY

From the NAACP Legal Defense and Educational Fund to City Harvest, shop today and make a difference tomorrow.

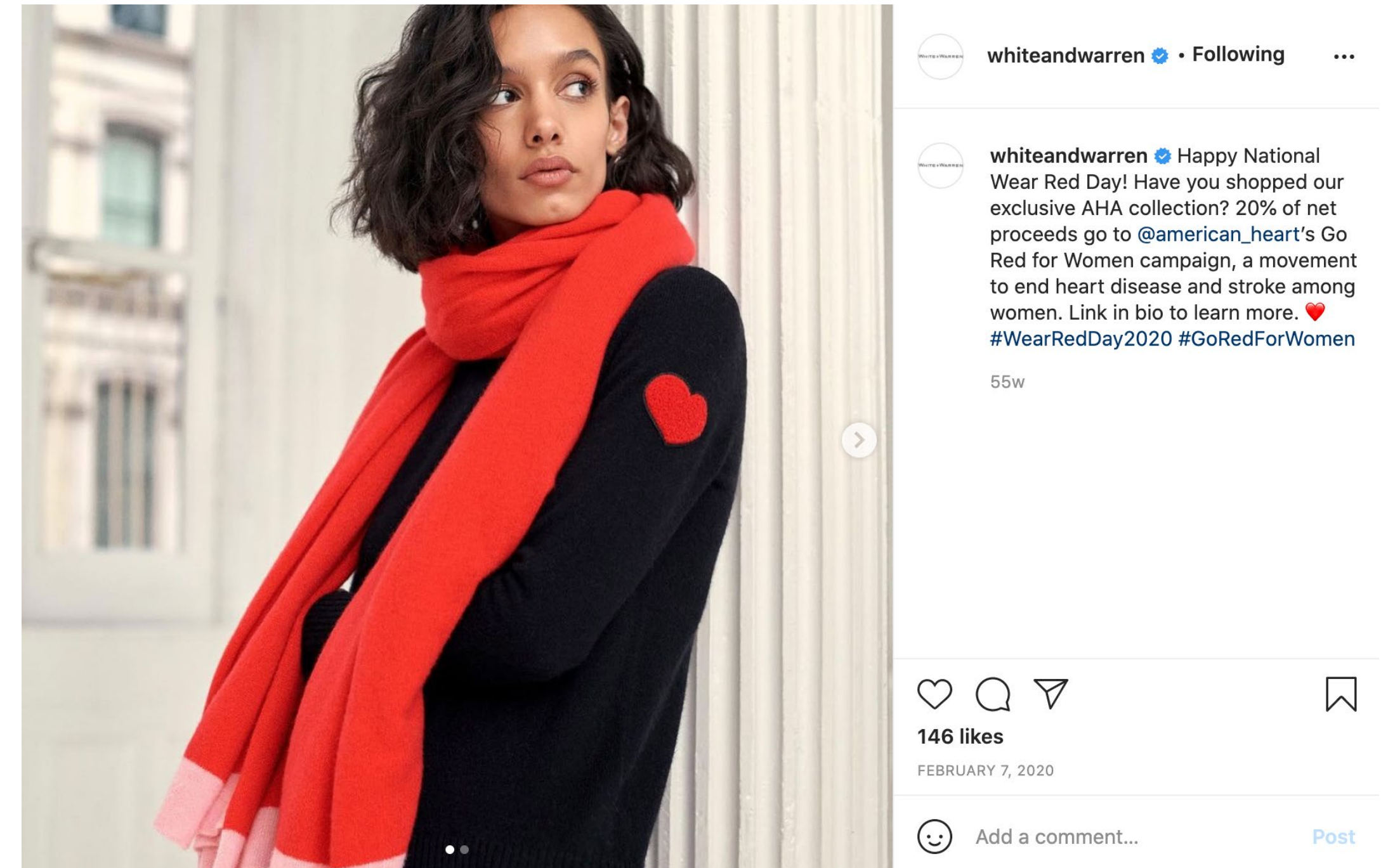
SHOP NOW



By incorporating their values into customer interactions, White + Warren has been able to create stronger customer loyalty, as well as improve business metrics. In testing their campaign performance with ShoppingGives, White + Warren found that their [customer lifetime value increased by 18%](#), they had a 21% faster return rate from customers who created donations with their purchases, and they saw 23% higher transactions per customer who created donations on multiple purchases.

The results of this test confirmed that White + Warren's customers are strongly aligned with their values, and trust White + Warren as an authentic business committed to social impact.

Creating a meaningful and engaging customer experience through giving back for your Shopify store has never been easier. With [effortless solutions that natively integrate](#) into your business, you have the power to create a giving strategy that's both authentic to your brand, and equipped to help you drive both your revenue and impact goals.



Improve Customer Retention With Subscriptions



Mel Hoeppner

Director of Account Management

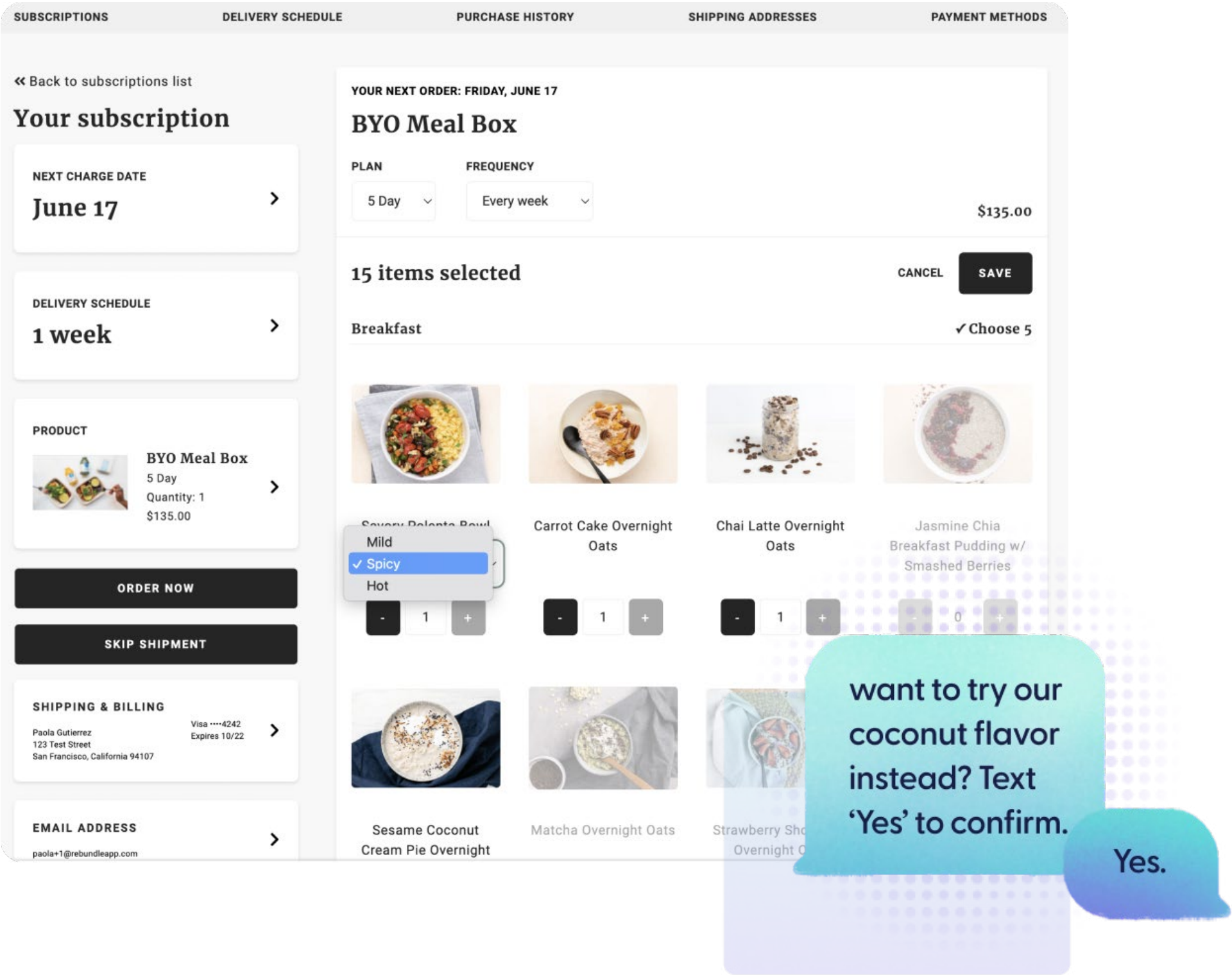


There's no better way to boost customer lifetime value and increase retention than by enabling subscriptions. [Recharge](#) empowers merchants to launch and scale their subscription offerings—currently powering over 15,000 merchants and helping them achieve predictable recurring revenue, month after month.

As customer acquisition costs rise, it's never been more important to focus on boosting retention and customer loyalty. By creating seamless shopping experiences with built-in opportunities for connection, subscriptions can help merchants foster deep, meaningful relationships with their customers that stand the test of time.

With a subscription management solution like Recharge, merchants have the right tools and analytics to support customers at every stage of their journey with personalized, flexible shopping experiences.





The customer portal offers a hub for subscribers to update their accounts, keep track of loyalty points, and make changes to their orders (like adding a one-time product). Additional forms of engagement, like transactional SMS, can keep customers informed about their subscriptions and allow them to make changes on their mobile devices. And features like passwordless login can reduce customer support tickets and shopper frustration—Recharge merchants see a 50% reduction in CX tickets after implementation.

So, how can ecommerce stores create an unforgettable customer experience with subscriptions? Let’s explore some ways in which subscriptions can optimize your customer journey.

Subscriptions Offer Built-In Customer Touchpoints
Due to their recurring nature, subscriptions offer natural ways for your ecommerce store to engage with subscribers, which can help build a relationship with them. For example, if your subscriptions recur on a monthly basis, you have an opportunity to connect with your customers and make an impression 12 times a year—not only when they receive a shipment, but also by sending them updates about their orders, communicating about loyalty programs, and more.



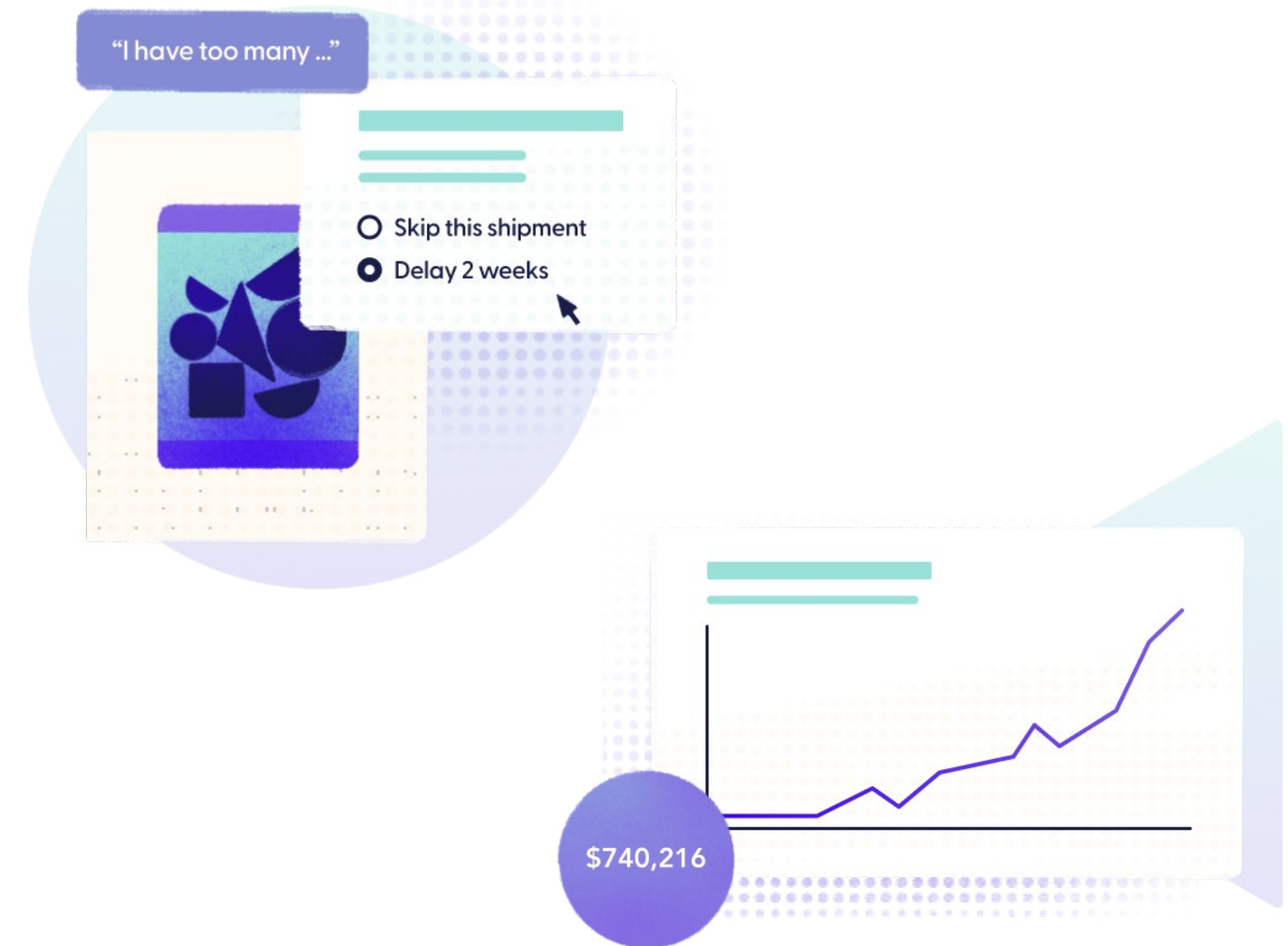
Flexible Subscriptions Increase Retention

Making it easy for your customers to stick with you is the key to a healthy, long-term subscriber relationship. When you offer subscriptions, there are a variety of ways to be flexible—like allowing customers to swap products, skip a shipment, or change the quantity of a product. In today’s economic climate, it’s more important than ever to offer flexibility to your subscribers. And data shows that consumers are making changes, with 35% of subscribers adjusting their orders at least once in 2022, according to our [2023 State of Subscription Commerce report](#).

Collect Better Customer Data to Inform Business Decisions

With a strong subscriber base, your ecommerce store will have access to customer data over a longer period of time. Identifying trends and pulling specific data can have a huge impact on your business’s success, allowing you to hone your marketing strategies and product development, and offer customers the best recommendations.

To learn more about subscriptions and start turning transactions into long-term customer relationships, visit rechargepayments.com.



Payment Options as a Loyalty & Conversion Tool



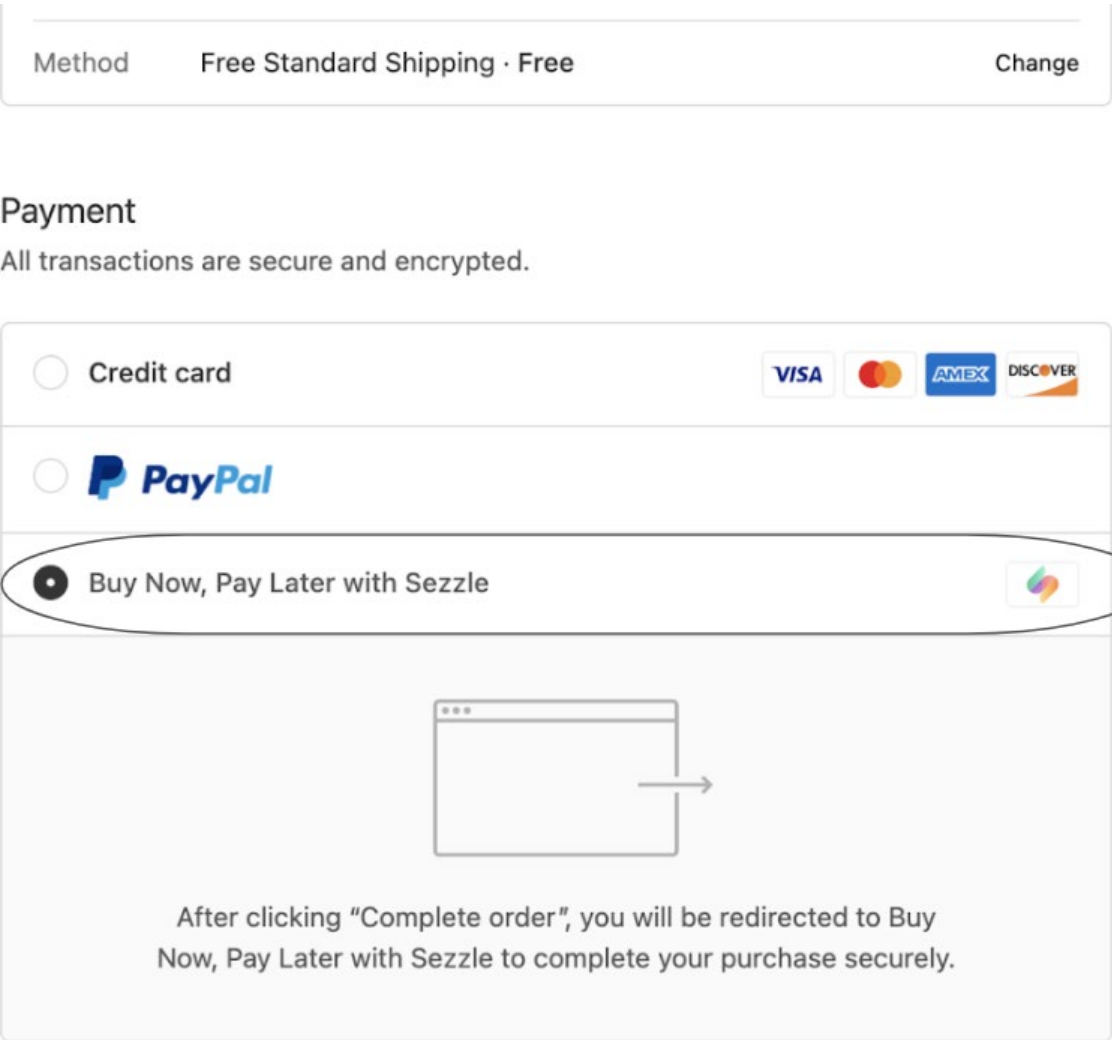
Swad Sathe

Strategic Partnerships Manager



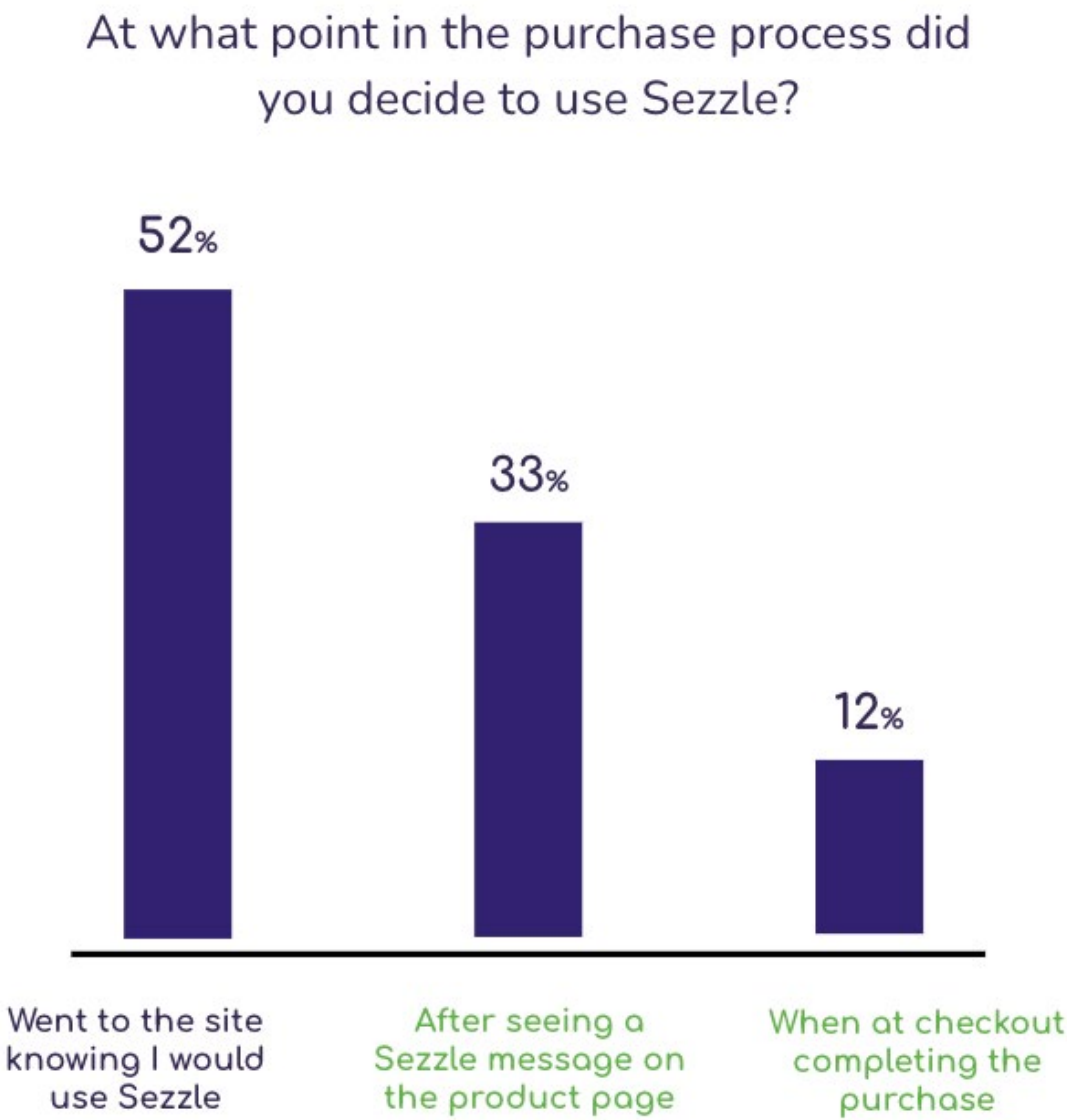
To ensure the highest conversion in an environment where shoppers have more choice than ever before, it's table stakes to offer your customers a variety of payment options. Having multiple payment sources at checkout not only increases the likelihood of capturing the order, but also lays the foundation to secure a loyal customer base. For instance, when considering credit card and payment networks to offer on your store, you must consider all major providers available. You can't afford to not offer, say Discover, as this would alienate all the shoppers whose preferred checkout option is their Discover credit card. BNPL has become an integral part of the shopping experience and now, more than ever, customers are expecting to see it throughout the shopping journey, especially at checkout.





Shoppers can choose BNPL as an option at the Shopify checkout.

1 in 3 customers choose to use Sezzle after seeing it on the product page. The cost breakdown widget, incentivizes shoppers to complete a purchase but also gives flexibility to add additional products.*



Alternative Payments on the Rise

Today, consumers’ access to credit is limited due to a variety of factors, including the Credit Card Act of 2009. The absence or reduced access to traditional credit usage methods encouraged merchants to identify alternative solutions that allow shoppers to keep shopping. Within all of this, there are a few things that will remain constant. Consumers will always:

- Seek the ability to increase their buying power to purchase the things they want and need
- Have a desire to improve their financial health
- Maintain control over their finances

Buy Now Pay Later (BNPL) solutions such as Sezzle, unlock the full purchasing power

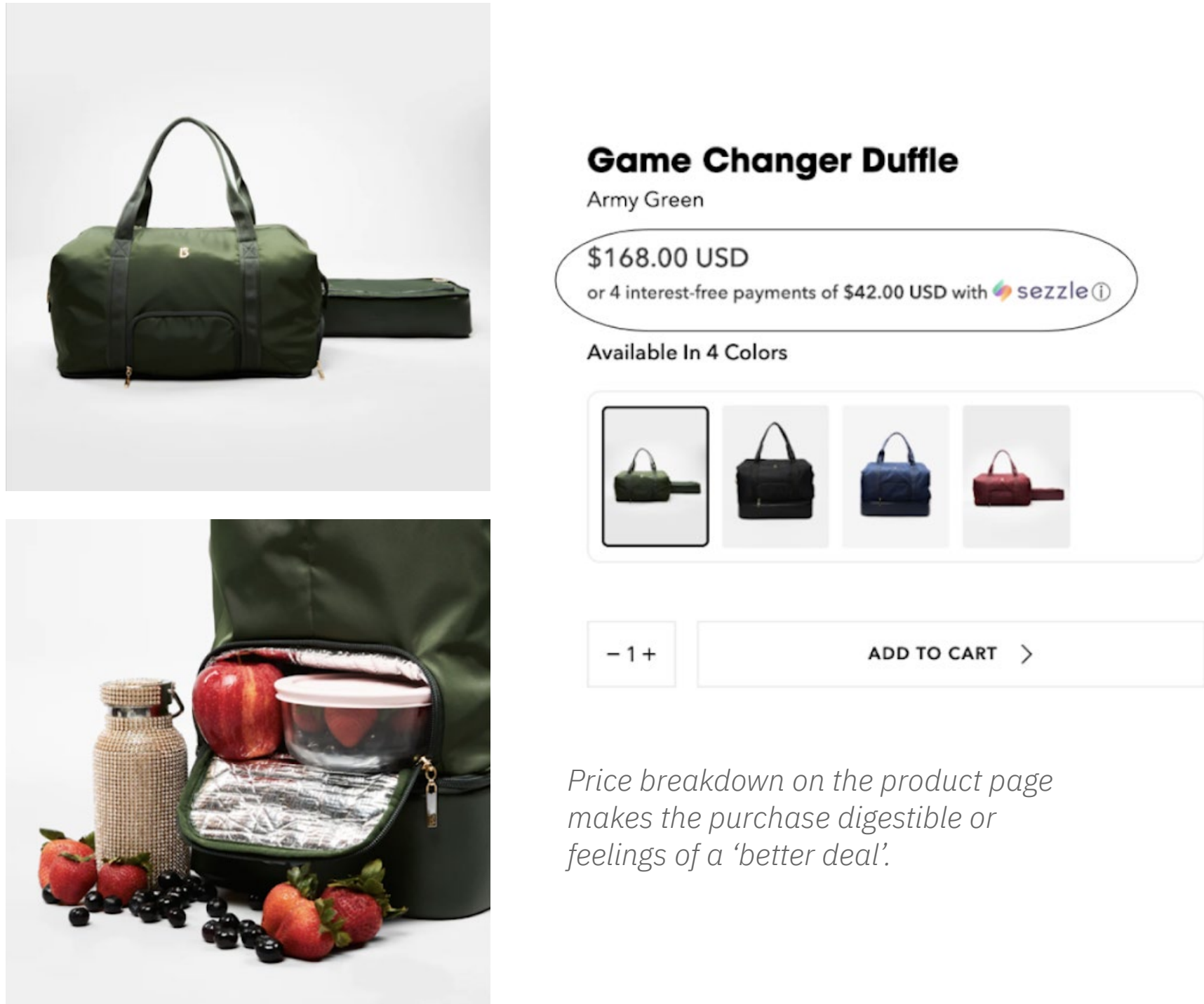
of consumers without the trap doors presented by the existing credit system, such as compounding APR fees and massive hits to FICO scores.

Alternative Payments: Find One that Fits

Although all BNPL solutions *are not built the same*, most providers allow shoppers to split their purchases into flexible payments over the course of a few weeks. For instance, Sezzle’s core solution instantly approves shoppers to make 4 interest-free payments over 6 weeks. The adoption rate of BNPLs have significantly increased over the past few years and have proven to:

- Increase **conversion rates** & **average order values**
- Decrease **cart abandonment** & **return rates**





Some alternative payments report to credit bureaus, some do not. Sezzle allows the shopper to have full control on their credit reporting activity. Sezzle’s standalone core product does not involve a credit check and payment behavior is not reported to the bureaus. Those individuals who are looking to leverage positive payment history with Sezzle to improve their credit score have the ability to opt in to Sezzle Up. This added feature focuses on financial empowerment by giving our shoppers the tools to help build their credit.

BNPL - Meet Your Customer Where They Are

The flexibility of making purchases in accordance with a shopper’s pay schedule and budgeting habits makes BNPL a sticky solution, whose users are active and

engaged. The top 10% of Sezzle consumers use our ‘Pay in 4’ product 40+ times a year!** Solutions such as Sezzle, which set a limit to a shopper’s spend based on a variety of factors, are a responsible alternative to credit cards, proving to be a win-win for all parties involved. Merchants can leverage alternative payments to ensure that underbanked and budget conscious customers have access to modern forms of credit. BNPL is no longer viewed as an option, but as a **necessity**. It’s not a question of “should we add BNPL” but “**WHO** should we be adding”.

Please reach out to swad.sathe@sezzle.com to chat more about how Sezzle can help your brand increase conversion and reduce abandonment rates.

Sources:
* Netfluential Study of 1,500 US adults who shop online, March 2021 (as commissioned by Sezzle).
** Sezzle User Survey in January 2022



CHAPTER 3

Create Seamless End-to-End Purchasing, Shipping, and Returns Experiences

So you've built confidence in your brand and products, given customers more options to complete their purchase their way, and the only thing left to do is to sit back and watch your new customers start making purchases. However, instead of conversions you're seeing abandoned carts. While this is dismaying, you're not alone. In fact, according to a report from the

Baymard Institute, more than 69% of online shopping carts are abandoned at checkout.

In this section, we'll discuss the importance of a seamless end-to-end buying and returns experience to the overall CX, as well as how to identify how to identify what could be causing customers to abandon their cart at the last minute.



Preventing Cold Feet and Abandoned Carts With Surveys



Lindsay Kolinsky
Sr. Marketing Lead



There are many reasons that a customer might abandon their cart. For one, recent Okendo research found that 80% of US consumers are cutting back on spending in light of ongoing economic pressures.

However, there's also a significant chance that the culprit is none other than dissatisfaction with some aspect of the purchasing experience.

In fact, according to the aforementioned Baymard Institute report, while extra costs clocked in as the top reason why customers abandon carts at checkout, all other reasons were either directly or indirectly related to the customer experience. These reasons include the requirement to sign up for an account, the checkout process being too long, unclear pricing, and an overall lack of trust in the brand's website.



The fact is that even the slightest frustration with a single aspect of the purchasing process can drive customers away, which underscores the critical importance of a truly seamless end-to-end buying experience. As Leonardo Garcia-Curtis – CEO at [Zyber](#) mentions, “Surprising additional charges are the top reason why 55% of people abandon their carts. To ensure a successful customer experience, it’s crucial to avoid unexpected fees during checkout. Educate buyers on their journey by providing clear messaging on free shipping or how to qualify for it.” But in order to address inefficiencies in the customer experience, you first need to know what they are.

Going Directly to the Source

If you’re seeing a high amount of abandoned carts, it’s likely that something is amiss with the customer experience

you are providing. Collecting customer feedback allows you to clarify the exact point of friction.

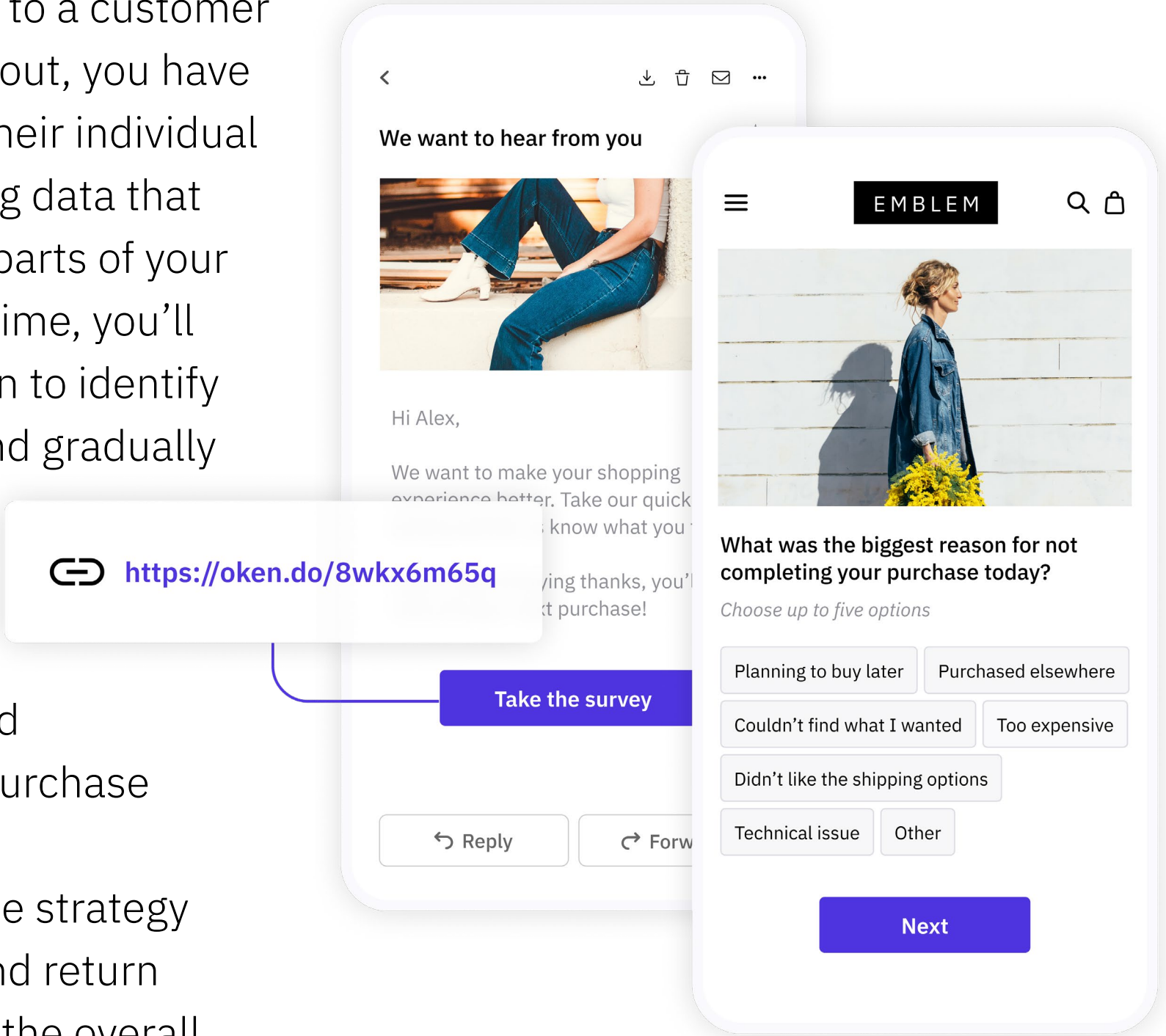
In other words, to determine your CX roadblocks, you’ll want to go directly to the source.

There are a few reasons for this. First of all, following up with a customer to determine what went wrong demonstrates your brand’s dedication to good customer service, and may even result in the customer deciding to go ahead and make the purchase. Secondly, getting as much specific feedback from your customers as possible is essential to identifying and mitigating issues with your overall buying experience, and is in fact a non-negotiable component of any successful CX program.

Luckily, finding out the reason behind your customer’s hesitation once again becomes

much easier with the use of micro-surveys through [Okendo Connect](#). By delivering a short survey via email or SMS to a customer who failed to complete checkout, you have a better chance of resolving their individual concerns, while also collecting data that will help to determine which parts of your CX need improvement. Over time, you’ll be able to use this information to identify trends, make adjustments, and gradually reduce the rate at which your customers abandon carts.

Finally, once you’ve addressed all issues related to the pre-purchase experience, you can simply apply the same strategy above to optimize shipping and return processes as the next step in the overall customer journey.



Speed of Shipping



Kristina Lopienski
Director of Content Marketing



Shipping can make or break the customer experience, from influencing both the decision to order from you in the first place and to buy again. Offering a variety of shipping speeds can help cater to all customers and ensure they get your product(s) in time. Plus, the sooner you get something delivered, the fewer “WISMO?” support inquiries you will receive.



2-Day Shipping & Badging

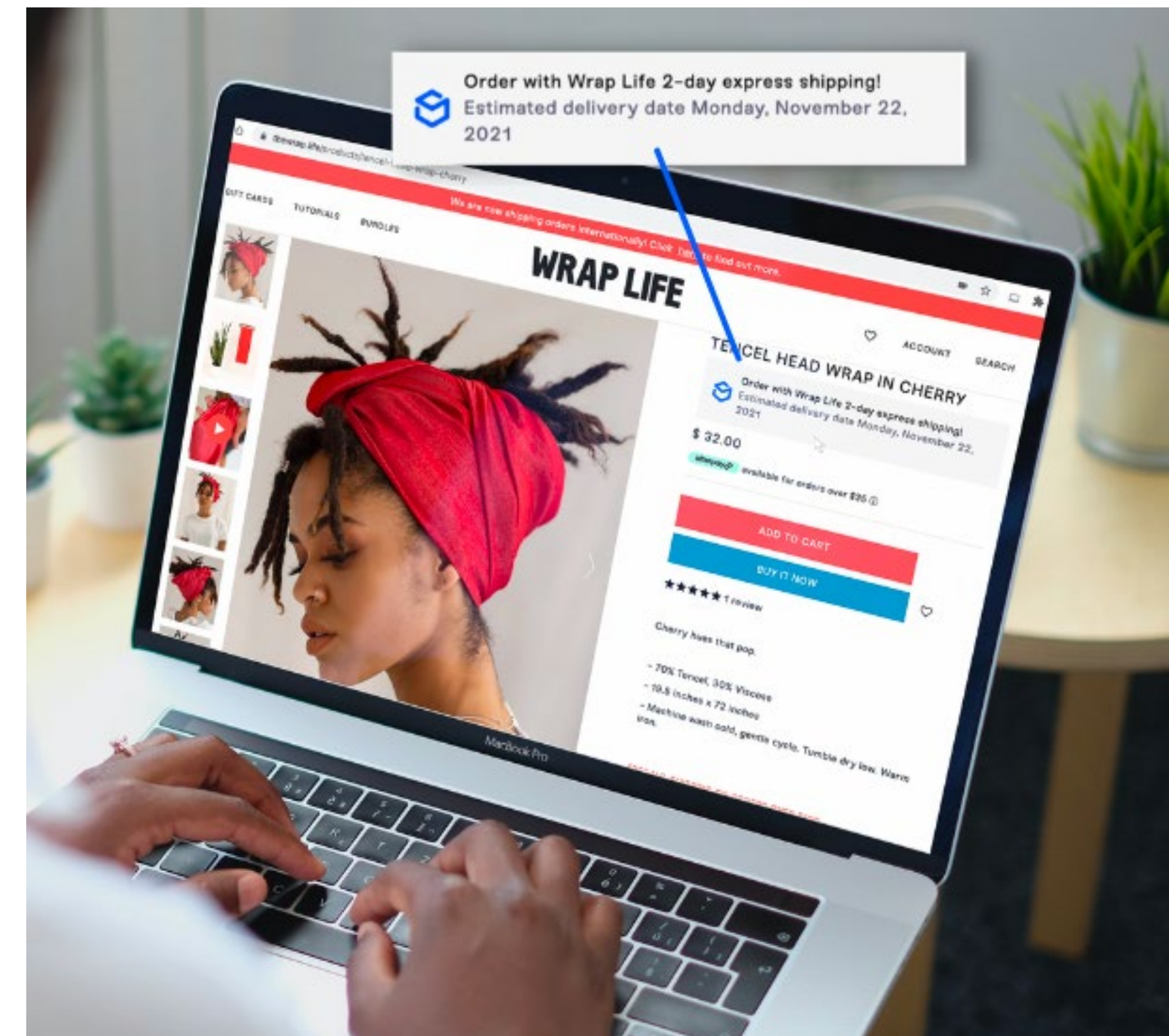
Offering 2-day shipping is table stakes, and fortunately on-time 2-day delivery has become much easier for brands of all sizes to achieve. For example, ShipBob's 2-Day Express provides 100% coverage in the continental US, even from just one fulfillment center.

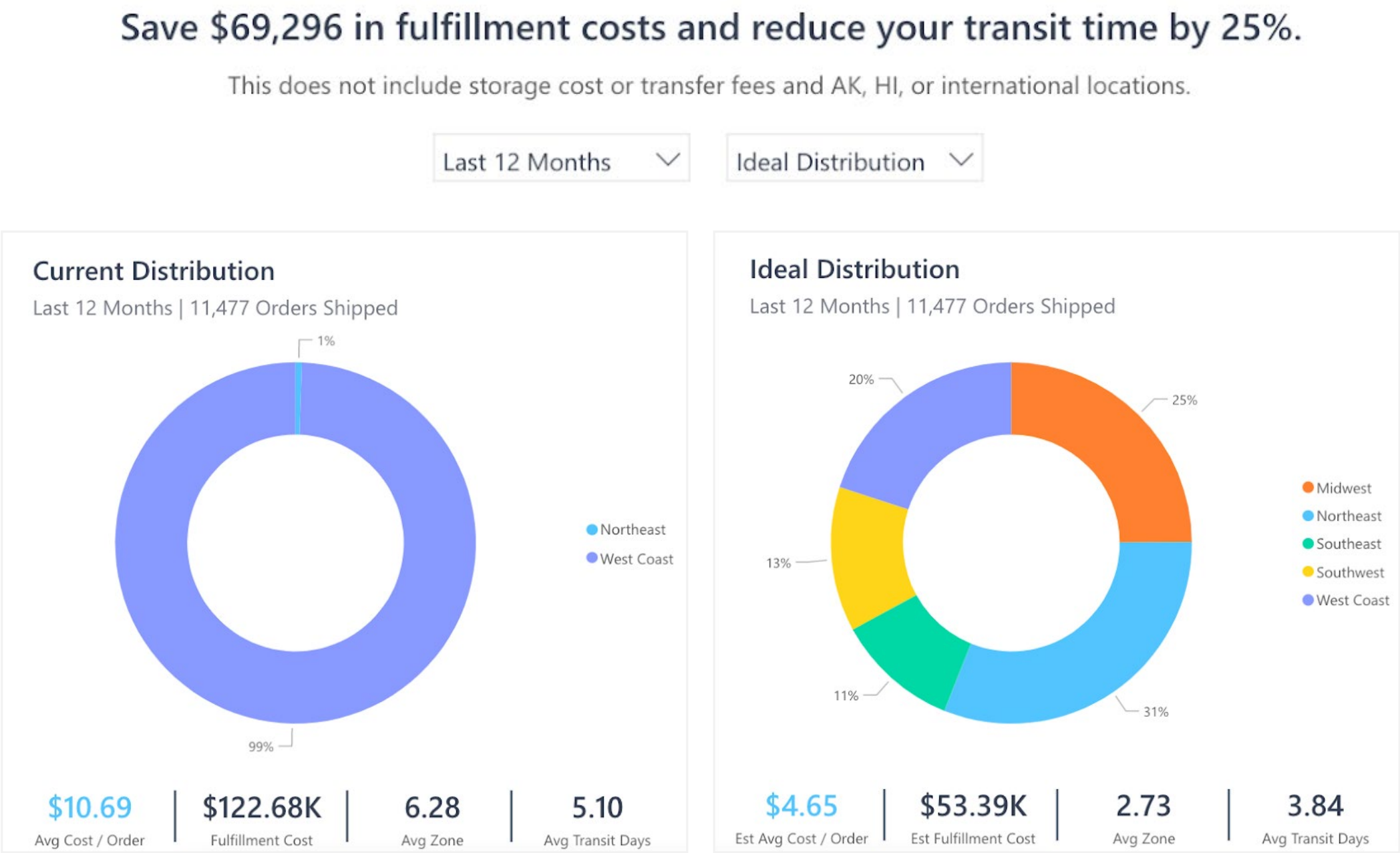
In addition to 2-day shipping, you can also convert more customers with 2-day shipping badges and estimated delivery dates shown pre-checkout on Shopify stores' product pages to build trust and increase transparency. Brands like [The Wrap Life](#) have seen as much as a 230% increase in customers using 2-day shipping by introducing Prime-like badges.

Underscoring the benefits of speedy shipping further, LeDoux VanVeckhoven, Director of Growth, [Hawke Media](#), notes, "One smart way our clients are increasing conversion rates, increasing ROAS, and decreasing CPA and CPC on paid social is through implementing 2-day shipping. It's been a game changer for our clients."

DDP Shipping for International Orders

If you ship internationally, delivered duty paid (DDP) shipping simplifies cross-border shipping by optimizing checkout and delivery to prevent long delivery times and surprise fees for consumers, providing a frictionless, loyalty-building international shipping experience.





**Distributed Inventory
(Domestically and Globally)**

Distributed inventory is the ability to store your products in multiple fulfillment centers, so you can ship each order out from the warehouse that is closest to your customer, which is done using algorithms that route each order to the optimal location.

One of the greatest benefits of working with a 3PL (as opposed to operating a single warehouse yourself) is utilizing their fulfillment centers in different regions (including other countries — ShipBob’s [State of Fulfillment Report](#) even found that more than 21% of brands plan to start physically fulfilling orders in new countries in 2023).

As Nihar Kulkarni, Managing Director & Partner, [Roswell Studios](#), says, “Brands are opting for distributed warehousing solutions as opposed to archaic 3PL solutions that service from one location so that they can compete with Amazon, and the multitude of their competitors by satisfying the evolving customer fulfillment demands.”

For example, ShipBob has fulfillment centers in the US, UK, Poland, Ireland, Canada, and Australia, allowing Shopify brands to better serve key ecommerce markets, view real-time inventory counts across each location, and visualize their current versus ideal inventory distribution.



Packaging/Unboxing Experiences

A custom branded experience can boost customer loyalty and retention by creating an unforgettable unboxing experience (what else has a 100% open rate?). There are countless ways to customize yours. For example, ShipBob's Customization Suite lets you:

- Incorporate custom packaging for both custom boxes and mailers, using a proprietary box algorithm and triple Cubiscan process to input product dimensions and weights, along with your selected SKU-level packaging preferences.
- Customize how your inventory is prepared for customers and expedite fulfillment with ready-to-ship kits.

- Make receiving a package from your brand feel like receiving a gift by including marketing inserts for your customers.
- Have your customers add customizable gift notes or heartfelt notes to their recipients when checking out.

Jenny Howell-Stiles, Director of TikTok Marketing, [Power Digital](#), notes the benefits of unique boxing experiences, saying, “Engaging influencers or using user generated content for unboxing experiences can be a powerful way to boost customer loyalty and retention, as social proof builds a sense of community and ultimately, brand affinity.”



Creating Smooth Sailing for Shipment Tracking & Returns



Sarah Kang
Strategic Partnerships Manager



Best-in-class omnichannel retailers & DTC brands are paving the way for customer convenience by creating seamless end-to-end purchasing and shipping experiences—from post-purchase tracking to returns. Here are some strategies for creating a smooth shipment tracking and returns process:



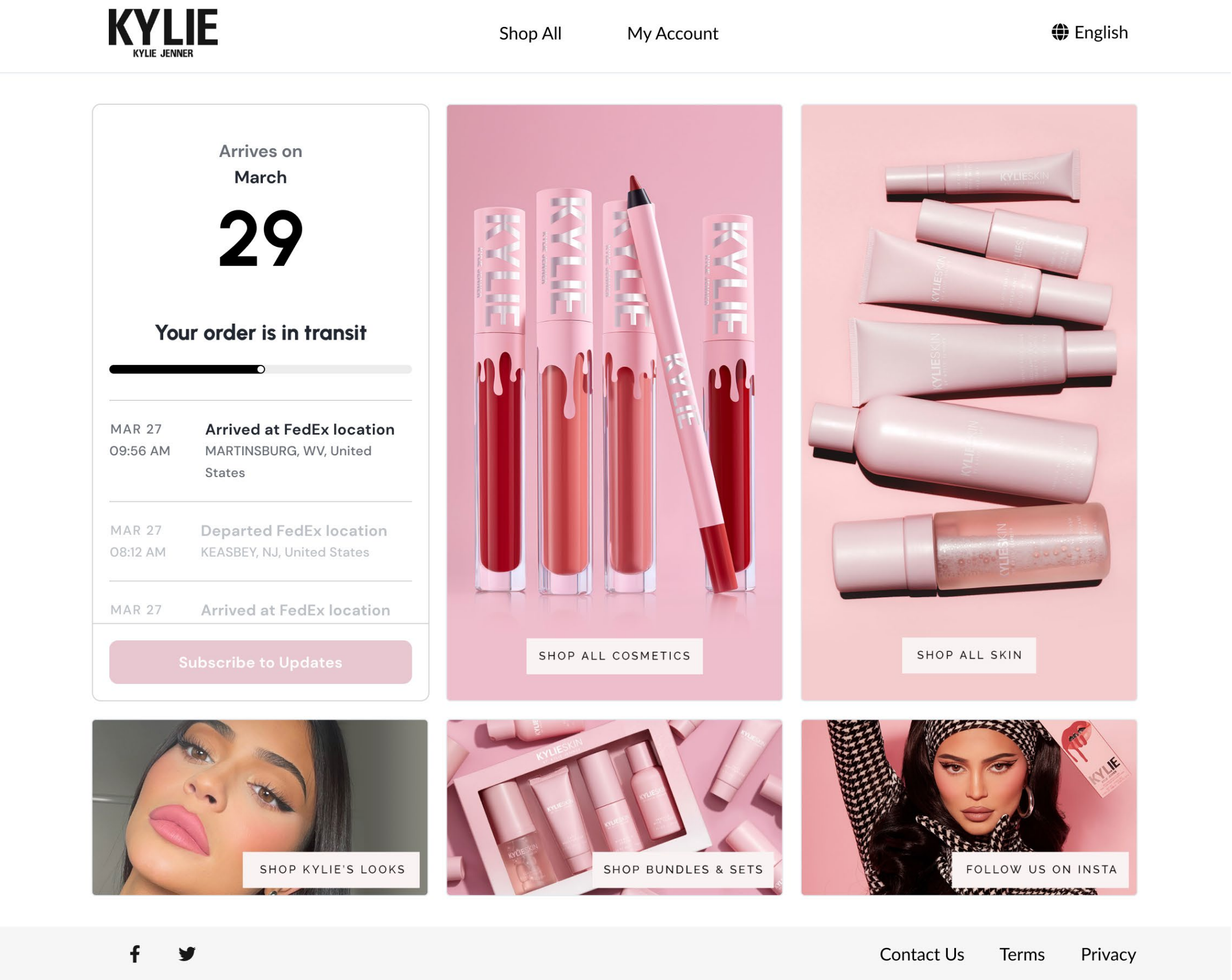
Elevate The Tracking Experience

Immediately after pressing the “buy” button, your customers are already thinking about when the package will arrive at their doorsteps. Delight your customers with a premium branded tracking experience. Top brands provide their customers with proactive shipment notifications that reduce shopper anxiety. Ensuring that the shipment notifications are linked to a branded tracking page is crucial to keep your brand top of mind and boost revenue. How? A few key features can maximize your efforts and take your tracking experience to the next level. AI-driven estimated delivery dates ensure customers get the most accurate information - regardless of weather delays, holidays or traffic. You can even double down on the customer experience by serving relevant product recommendations to drive incremental revenue by cross-selling relevant products

to shoppers while they are most engaged. The best part? This entire process is completely seamless on both the brand’s and the shoppers’ sides.

Remove Confusion from The Returns Process

Even the returns process should be simple, straightforward, and reliable. Reduce customer confusion with a consistent and accessible self-service returns experience. While refunds can be costly, exchanges are a great way to recover revenue, especially if encouraged with discounts, extra store credit, or free shipping. Next, leading retailers ensure that customers are kept up-to-date with the status of their returns. Similar to tracking orders, proactive notifications can help improve brand confidence by reassuring customers that their return is well handled and being quickly resolved.



CHAPTER 4

Ask Customers for Their Feedback and Action on Those Insights

An integral part of creating a great customer experience is initiating a continuous feedback loop with your shoppers. By enabling your customers to supply ongoing feedback, and then turning that feedback into action, it makes them feel heard and appreciated.

But if you're collecting feedback without

the intention of turning it into actionable intelligence, then you're just wasting resources. Indeed, it's what brands do with their customer feedback that propels a winning customer experience.

As Sean Clanchy, Managing Director of Swanky Australia, notes: "Reviewing and acting on customer feedback can assist in

the improvement of the end-to-end buyer's journey, fuel your conversion optimization programs, and even inform product development. If you are not reviewing aggregated customer feedback, you're missing a trick!"

But how do you get the most from your feedback?



Creating a Feedback Loop That Keeps on Giving



Lindsay Kolinsky
Sr. Marketing Lead



Data you pull from customer surveys and [reviews](#) are vital markers of your shoppers' satisfaction. They're also the first stage of your customer feedback loop. You can use these data sources to analyze your customers' behaviors and preferences, which in turn empowers better customer experience management. (Not to mention the opportunity to reduce your brand's churn rate *and* [increase repeat business](#). Benefits we know lead to outstanding monetary rewards.)

Here's how to create a feedback loop that unlocks powerful customer insights.

Analyze the Insights from Product & Customer Attributes

While displaying high-quality reviews is a [powerful driver for conversions](#), analyzing both the product feedback and customer attributes left in reviews can also help your brand unearth gaps or opportunities to improve your product and customer experience. For example, maybe your packaging is amiss, or maybe there's demand for a new product line based on the needs of a specific customer segment.

Scale Your Survey Strategy

The key to optimizing your customer experience is understanding how your customers feel about your brand and the products you offer. As such, surveys remain one of the most effective and efficient tools for collecting customer feedback. They give brands the opportunity to ask customers direct questions around important details including things like product preferences, demographic & behavioral information, and how willing they are to recommend your brand to someone else.

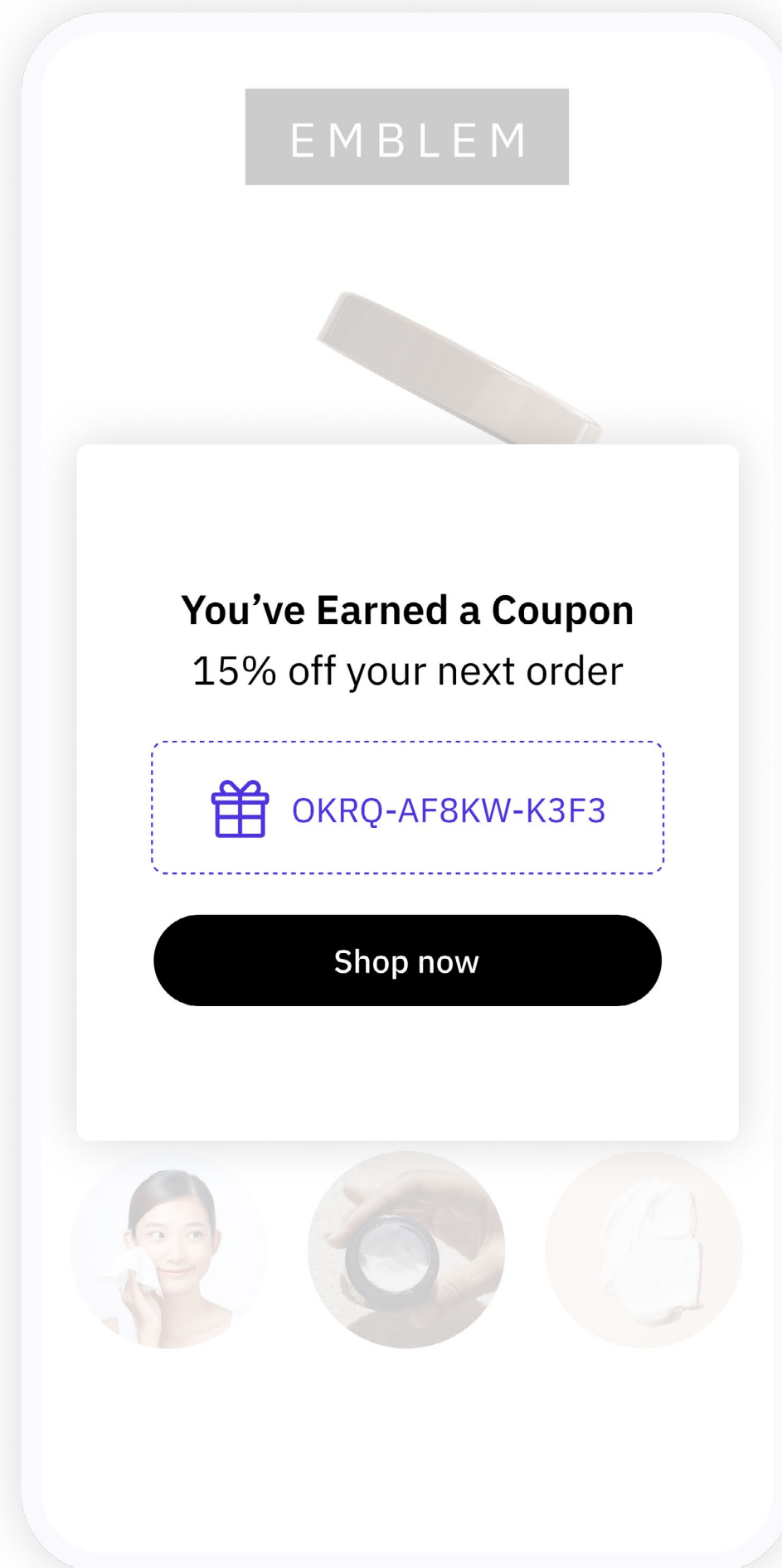
Do you plan on buying from us again?

- ☐ Yes, I love Tightrope Tea!
- ☐ Maybe, if you offer discounts.
- ☐ Maybe, if you offer new flavors or products.
- ☒ Maybe, if I can buy in-store.
- ☐ No, I'm done purchasing from Tightrope Tea

Where do you want to buy Tightrope Tea?

- ☒ Mass retailers (Walmart, Target, etc.)
- ☐ Grocery stores (Kroger, Albertson's, etc.)
- ☐ Convenience stores (7-Eleven, etc.)
- ☐ The Tightrope Tea website





Incentivise Your Customers

We know that consumer patience is dwindling. Brands need to give them more than just the option to provide feedback. You need to incentivize them to provide high-quality, content-rich feedback. In fact, when we recently asked 1,000 consumers if they were more willing to give a brand their personal information in exchange for an incentive, 22% said “Yes”, with an additional 43% saying “Maybe, it depends on the incentive,” and 24% saying “Maybe it depends on if I trust the brand.” With the right incentive and brand trust, you can get the insights you need.

Integrate with Customer Service Portals

When it comes to providing feedback, customer service teams need to be able to snap into action when a quick response is needed to accommodate a customer complaint, comment or inquiry. By integrating your survey and reviews data, you can empower your customer service teams to swoop in at exactly the right moment and respond to negative reviews and feedback. They’ll also be able to identify brand promoters and happy customers so they can act accordingly, whether that means finding a way to make it up to a good customer who had a bad experience, or rewarding brand advocates for their continued loyalty.



Creating Best in Class Customer Service



Amit RG
CEO



Customer service interactions provide valuable insights, but extracting those insights is not easy. Unlike surveys, support interactions are unstructured text messages, which makes it challenging to derive insights. However, tackling this challenge can give you an edge over competitors, as most brands tend to focus on the easy stuff.



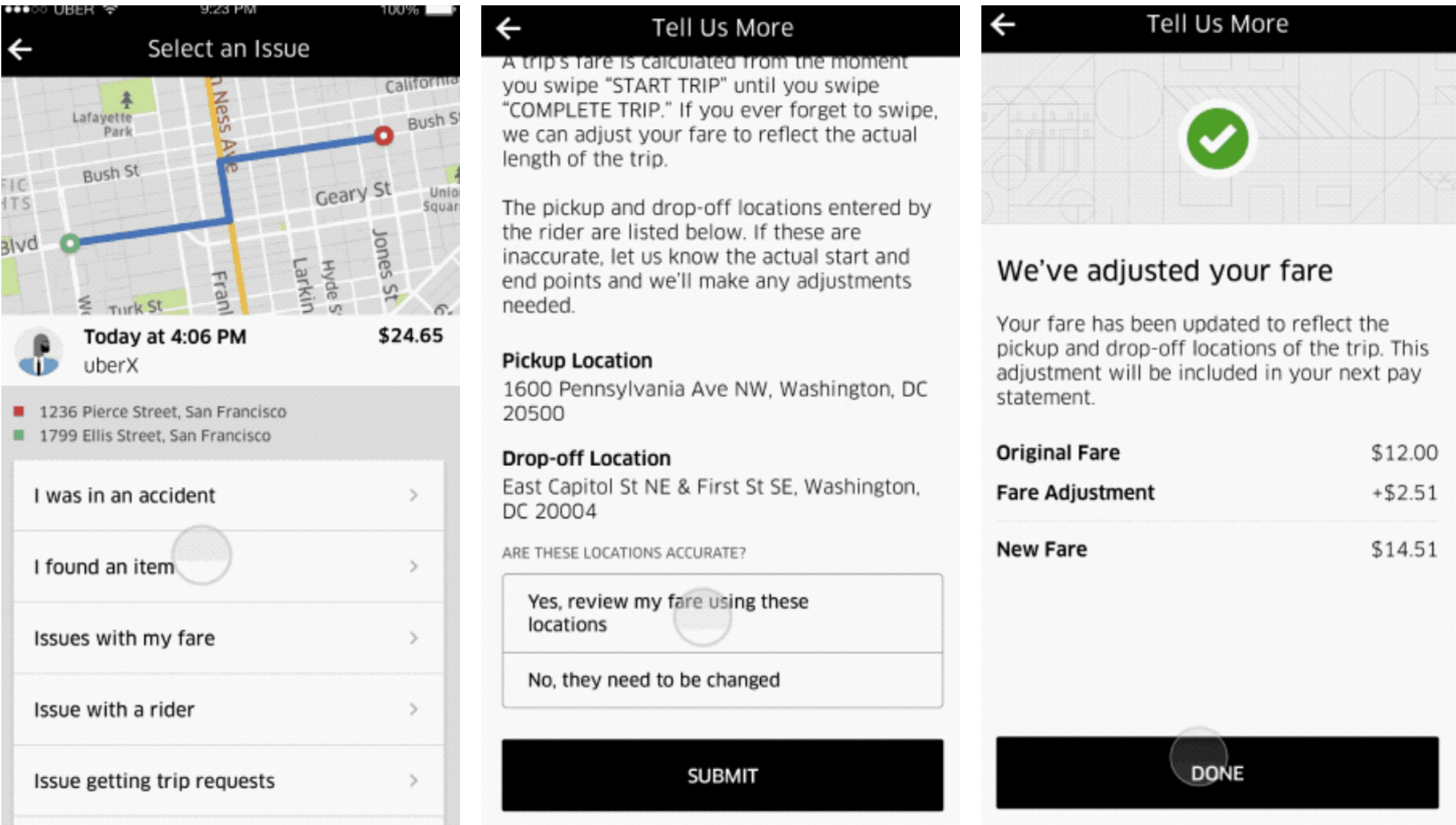
Companies like Amazon and Uber excel in this area. They use machine learning models to parse through millions of interactions and draw patterns from them. For example, insights from these models could reveal that *“Support data suggests xx% of people are reporting the product does not match the images/description.”* Armed with this information, a brand can decide to redo photography and product descriptions for that category and reduce returns.

It’s amazing to see how much world-class brands approach customer experience (CX) and leverage customer service data. Uber, for instance, has a dedicated team

of engineers that refer to themselves as the “Customer Obsession Engineering Team.” Their data suggested that the fewer customers contacted support, the more effortless their experience was, and the more loyal they were to Uber.

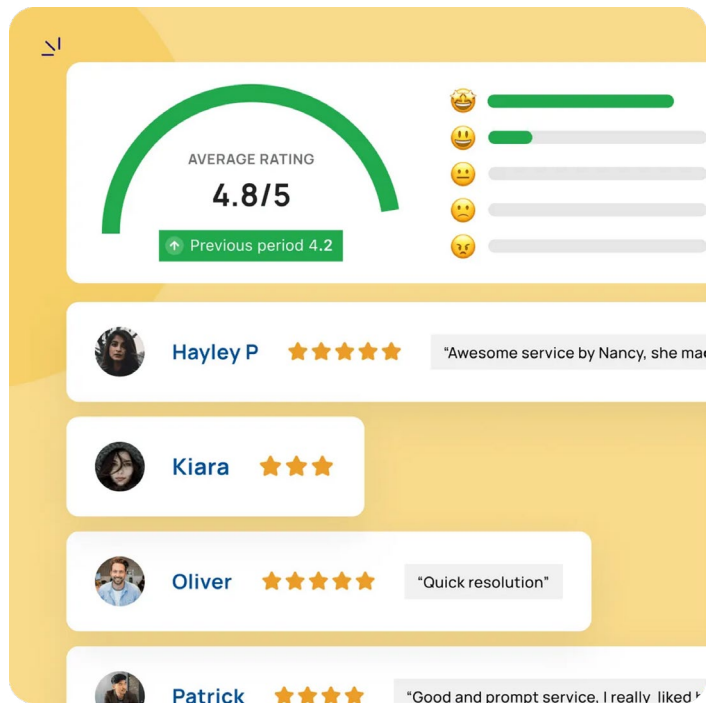
As a result, this team created the ingenious Uber Help Center that we all love and use (sometimes without realizing how significant this is to our experience).

The team automated various scenarios, including driver ratings, lost items, and driver tips. As a result, they were able to avoid millions of calls, reduce support costs, and improve customer stickiness and loyalty.



Uber Help Center to automate fare disputes and correction





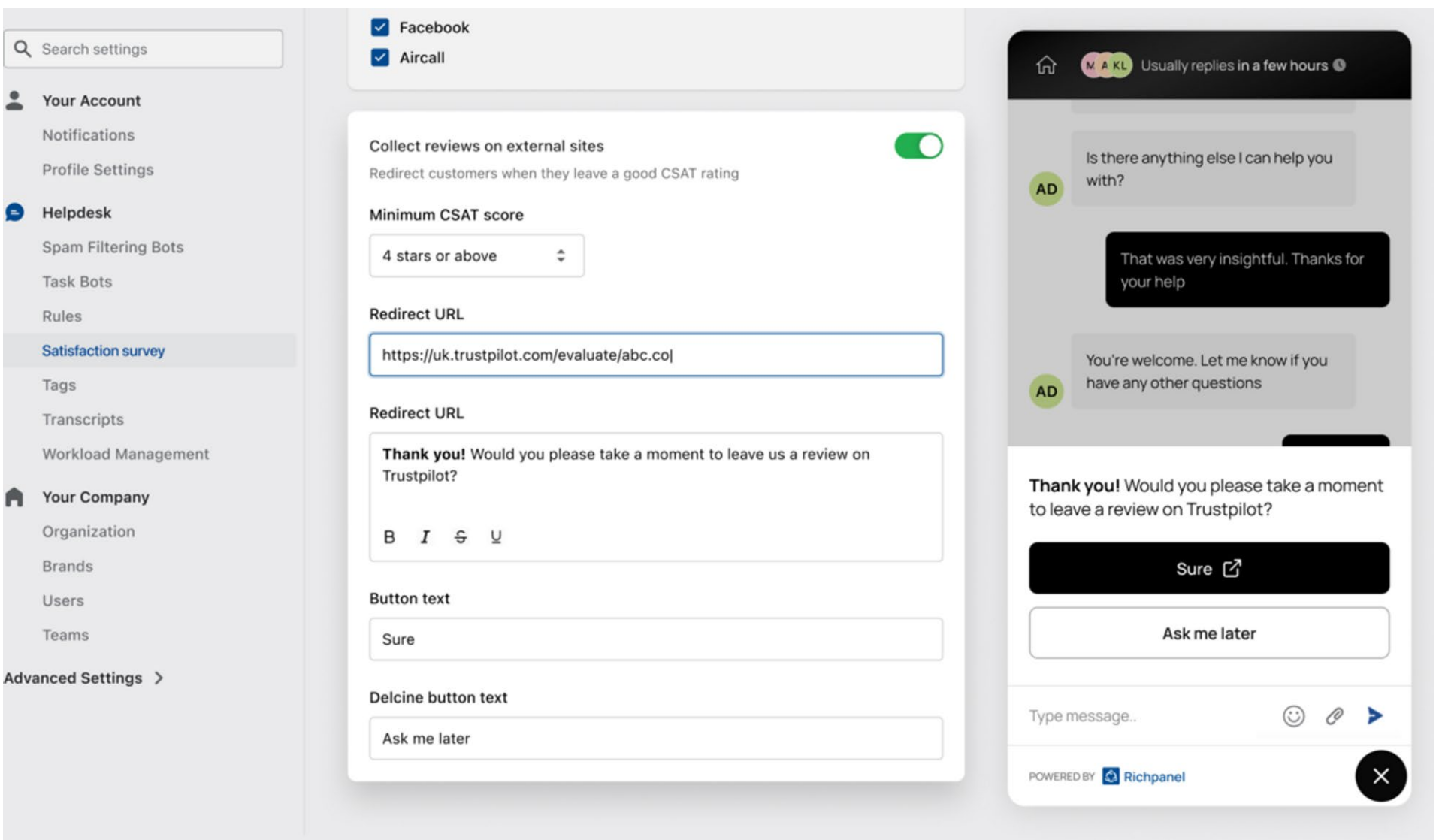
One relatively easy way to derive insights from customer service interactions is through customer satisfaction (CSAT) surveys. After every interaction, you can ask customers to rate their experience and provide feedback. This can be helpful not only for training and upskilling your agents, but also for understanding what customers like and dislike about your business.

Bonus: Ask the happy customers to leave you reviews on external websites like Okendo, BBB and Google reviews. This technique is called “the happy moment trigger”. If your brand gets a few thousand conversations, it’s very likely you get a few hundred positive CSAT surveys and if you ask customers at the right time (after a

positive interaction), even a mere 20% will change your online reputation score in just 30 days!

To sum up:

- Support interactions can provide valuable data insights. Invest in extracting and analyzing this information to gain a competitive advantage for your brand
- Collect structured feedback using post-call surveys and customer satisfaction (CSAT) surveys
- Use happy moments to drive reviews on external sites like Okendo, BBB and Google reviews to boost your online reputation



Set up Richpanel CSAT survey that redirects customers to Trustpilot if they leave a 4-star or 5-star CSAT rating.



CHAPTER 5

Personalize the Experience to Drive Upsells & Retention

Personalized experiences are a powerful driver of customer acquisition. From intelligent product recommendations to custom website content, and communications targeted specifically to individuals, personalization has gone from a nice-to-have, to a must-have.

In fact, 79% of consumers say that personalized brand experiences are an important component of their shopping experience. But personalization isn't just helpful for customer acquisition. It's also incredibly important that brands scale personalization after a customer makes a purchase, as this is what will entice

them to come back for more. Aside from meeting customer expectations and driving retention, personalization can drive a 10-15% increase in revenue for brands.

In order to do this, however, brands need access to zero-party data (ZPD).



How to Collect Zero Party Data to Power Personalization



Lindsay Kolinsky
Sr. Marketing Lead



Zero-party data is [data shared directly and proactively by consumers](#). In this increasingly privacy-centric landscape, brands have access to immediate and actionable insights that they can use to create highly personalized communications and experiences.

According to Chanel DeVetter, VP of Lifecycle Marketing at [MuteSix](#), “With personalization becoming increasingly impactful, brands that leverage zero-party data will have a leg up. Brands should know how to collect and use zero-party data not just for the sake of tailoring messaging, but to really build real relationships with their customers.”

We’ve already touched on the power of reviews and surveys for collecting feedback. But let’s take a look at how you can use these tools for gathering ZPD.

Collecting Zero Party Data From Reviews

There’s a goldmine of data to be found within your reviews catalog. And we know that some reviews are more insightful than others. There are upgrades you can make to your reviews strategy, though, to make it easier for your customers to provide more information in their reviews.

For example, adding customer attributes ratings to your reviews can reveal more intimate insights about the profiles of your reviewers, such as demographic information like their age, gender, or physical traits, and even personal preferences or behavioral information such as how they intend to use a product. This will help you to target your customers with advertising, promotions, or other messaging based on their specific characteristics.

When it comes to customer attributes, here are a few best practices to keep in mind:


Limit your selection. There’s always the risk of a customer leaving out attributes or abandoning the review process altogether. To minimize this risk, customize your reviews to include no more than five relevant attributes.

Consider your personalization needs. The ultimate purpose of utilizing customer attributes is to collect actionable zero-party data. Before deciding which attributes to include, consider how you intend to use the information to improve your personalization and segmentation strategies.

Prioritize relevancy. It’s critical to ensure that the attributes you ask for are objectively relevant to your brand or the specific product being reviewed. For example, if you’re an athletic apparel brand, you might ask customers to provide information about their body type, usual

clothing size and the type of activities they perform while wearing the purchased item. By prioritizing relevancy and displaying attributes clearly in reviews across your website, you’re letting the customer know exactly how and why their data is being collected.

Mariah B.
Verified Buyer



I recommend this product

Shoe size

Women's 8

Design/Pattern

Unicorns & UFOs

What do you wear them with?

Boots, Sneakers, Other

Reviewing

The Fun Socks

★★★★★

4 DAYS AGO

For Adults and Kids

I'm so glad kids sizes are available. My daughter was BEYOND excited for us to have matching socks and these really delivered!

Design

POOR

EXCELLENT

Comfort

POOR


EXCELLENT

Fit

RUNS SMALL

TRUE TO SIZE

RUNS BIG





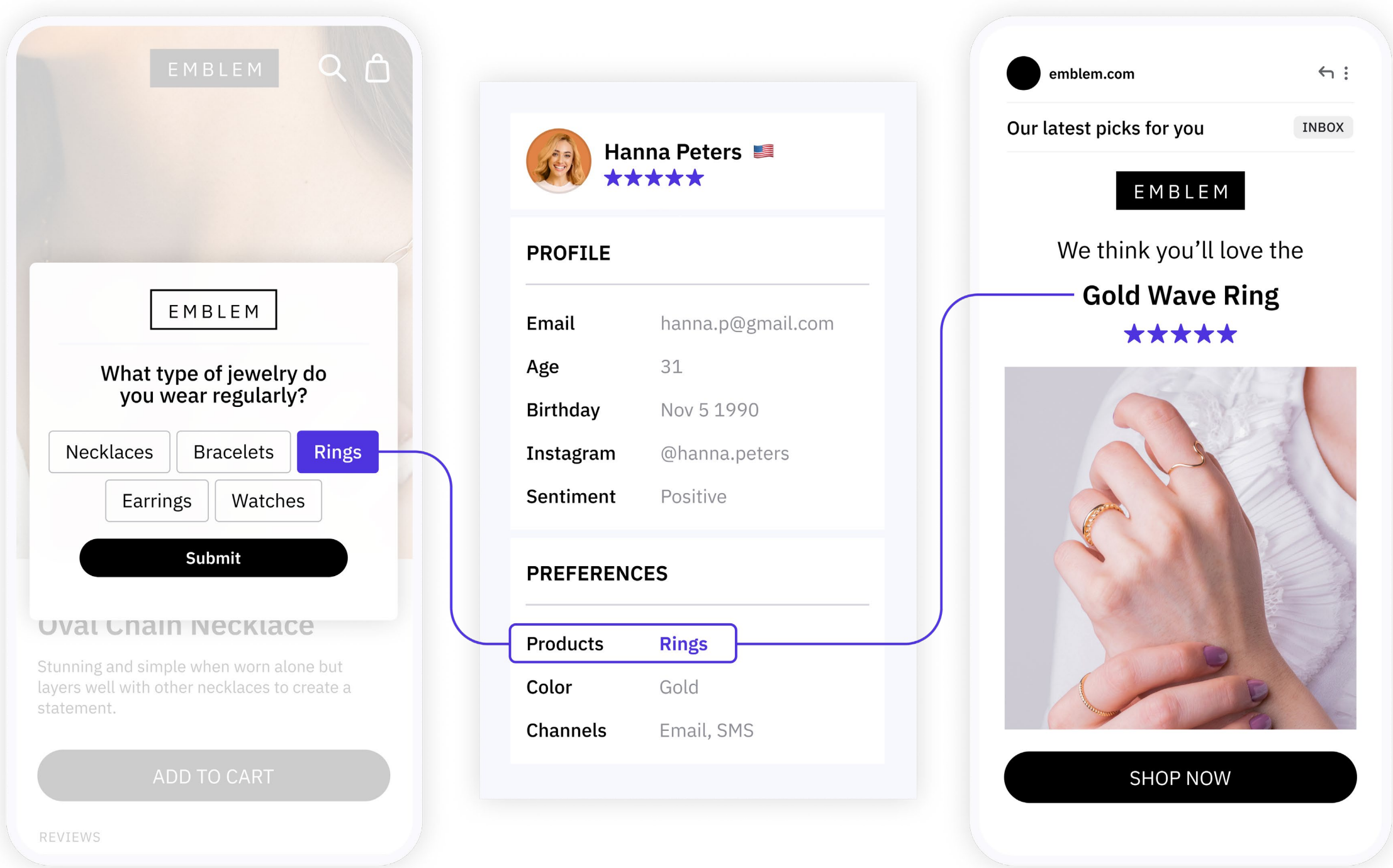
Encouraging your customers to submit UGC is also a good strategy. In order to entice them to submit this type of content along with their reviews, brands may choose to offer them rewards or discounts. Maximizing the collection of attributes and UGC during the review process not only greatly enhances your ability to deliver personalized interactions, but also allows you to display information that may help build trust and inform the purchasing decisions of new customers.

Collecting Zero Party Data From Surveys

Similarly, brands can learn a great deal about their customers and improve personalization through the use of surveys. For example, if you wanted to learn more about a customer’s features or

characteristics, or simply uncover how likely they are to make additional purchases, you can make these questions the focus of a post-purchase [micro-survey](#) integrated at checkout, or with a shareable link delivered via email or SMS.

However, in order to maximize engagement and collect as much information as possible, it’s important to ensure that the questions being asked are both relevant to the customer and presented at the [right moment in their journey](#). Otherwise, you not only risk a high bounce rate, but potentially even a frustrated customer and negative experience. Both of which, of course, are the exact opposite of what you intended to achieve.



Getting Personal with Customer Communications - SMS



Brooke Andrus

Senior Content Marketing Manager

Postscript

SMS is one of the most personal channels at your disposal, which makes it perfect for nurturing personal relationships with customers. Here are some tips for leveraging SMS to foster loyalty and retention throughout the customer lifecycle.



Use Your Welcome Series to Get to Know Your Subscribers

Unsubscribe rates are 5 times higher during a new subscriber’s first 30 days than they are at any other time over the lifetime of the subscription.

This is why we recommend putting a lot of focus and care into creating an engaging, memorable, educational welcome series.

Rather than sending a single confirmation text and then launching straight into a sales pitch, consider:

- introducing your brand and/or founder (and your unique story!)
- asking subscribers about themselves and tailoring follow-up welcome messages accordingly
- sending your contact card so subscribers can save you in their phones

- offering social proof like product reviews and UGC
- highlighting your most popular products—or specific products based on previous replies or actions

Tailor Abandonment Messaging to Individual Shopping Activity

Abandoned cart and browse abandonment texts are incredibly effective, boasting some of the highest clickthrough and conversion rates of any SMS messages. But many brands use templated, generic language for these automations.

Instead, test more personalized abandonment messages that mention the subscriber’s last-viewed product by name—or try incorporating product photos and reviews. Some brands also make their abandonment messages conversational, inviting the subscriber to reply with any questions or concerns. (Just make sure you

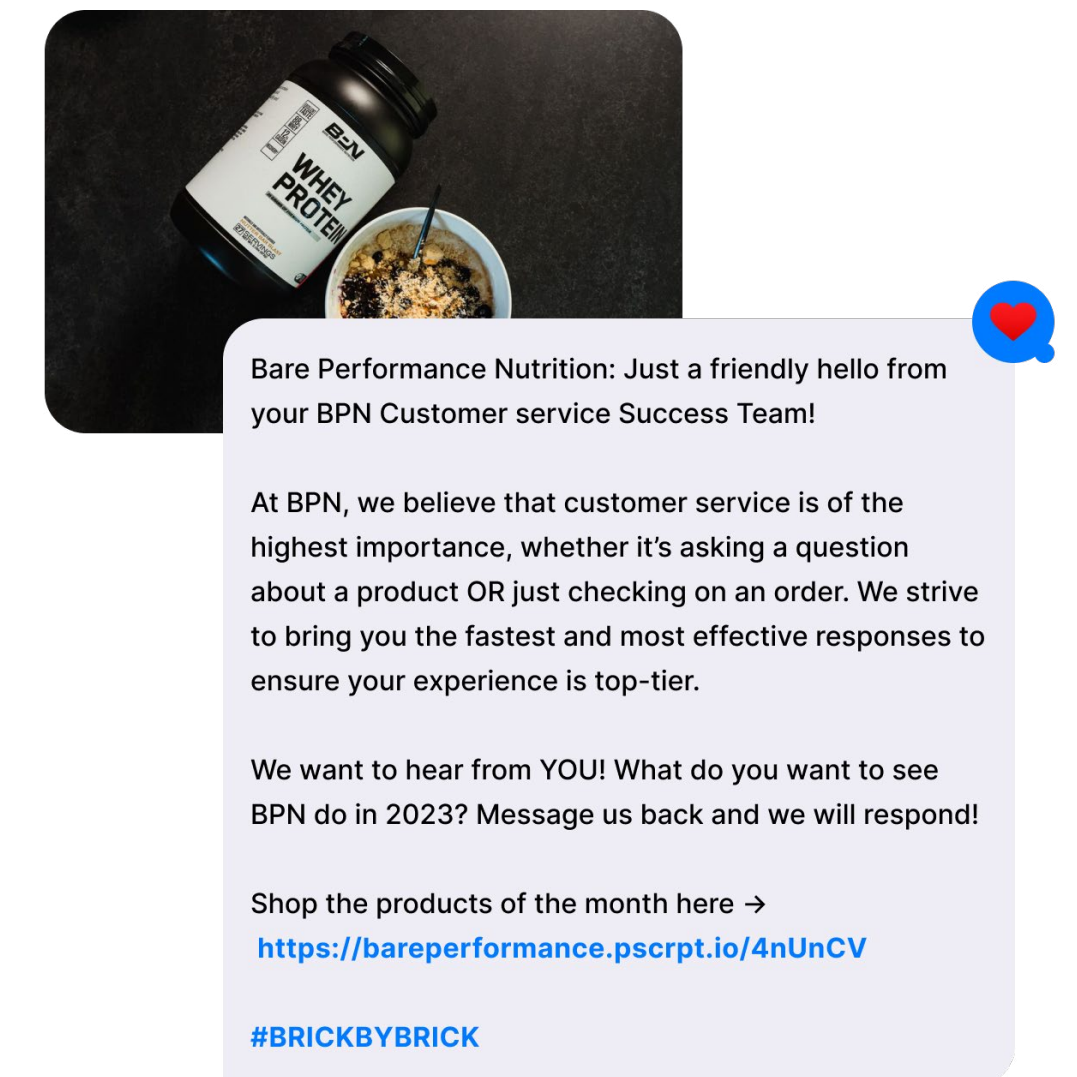
have a system in place to monitor incoming texts so you can respond promptly!)

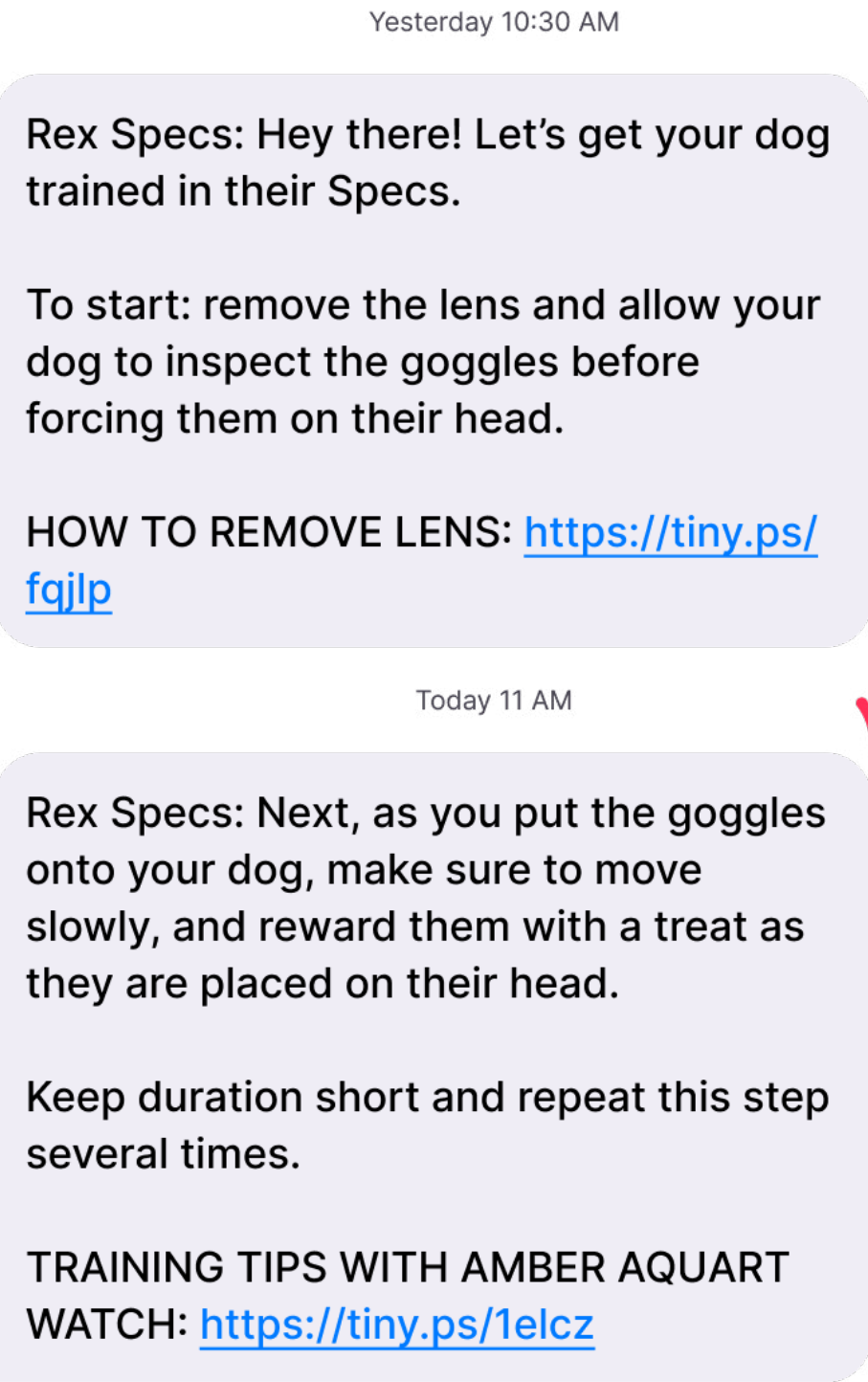
Create a Great Order Experience with Transactional Messaging

Though often overlooked, the time between completing the order and receiving the product is a huge opportunity to build excitement, keep new customers engaged, and encourage future purchases.

Plus, keeping customers in the loop on things like shipping and delivery is super easy with Transactional Messaging.

You can even send these messages to folks who haven’t subscribed to the rest of your texts—and thus, show them what a great experience your brand delivers over SMS. That way, the next time they have the opportunity to subscribe to all of your SMS marketing messages, they’ll be more likely to do so!





Follow Up with Product Education Post-Order

Post-purchase automation flows are a great way to ensure a customer has a great experience with their new product.

Create a series of messages that aligns with the customer journey, and make it specific to the product the customer purchased.

After an order is delivered, send a message explaining how to use it. Or, provide inspiration through user-generated photos or videos.

Later on, follow up with a conversational text asking for product feedback or checking in to see if the customer has any lingering questions.

Recommend Additional Products Based on Past Purchases

Upsell and cross-sell messaging are great for driving additional purchases from existing customers—and SMS is an excellent channel for delivering this type of follow-up.

Create different versions of your upsell and cross-sell texts based on the customer's purchase history—including products they have purchased and the total amount they've spent. Try offering complementary products or providing a discount for a related, higher-priced item.

Continue Building Individual Profiles with Interactive Messaging

Conversational texts—that is, those that invite subscribers to respond—are great for collecting zero-party data that you can later use to segment subscribers and customize messaging.

For example, you might ask subscribers to pick their favorite flavor from a list of soon-to-be-released flavors—and then send segmented early access launch texts for each one.

Surprise and Delight Subscribers

Brand loyalty is emotional. Customers continue purchasing from you—and recommending your products to others—partially due to the way you make them feel.

To keep the good vibes flowing consistently, reach out every so often with a mood-boosting surprise—whether that's a “just because” discount, a cup of coffee on you, a photo of your newest office dog, or a simple message of gratitude to thank subscribers for continuing to support your brand.



Upleveling On-Site Experiences & Upsell Opportunities



Krishna Magalona

Copywriter



These days, brands are working to combat the rising costs of customer acquisition, which makes building intimacy with existing shoppers to nurture customer lifetime value all the more important. That's why delivering highly relevant on-site experiences to valuable segments, such as loyal shoppers, are crucial when it comes to upsells and retention. So, how can Shopify merchants enhance existing customers' on-site experiences so that they'll keep on coming back to you?

Well, it's no surprise that, here at Nosto, we're banging the drum about the importance of personalization. It's true: injecting personalization into your marketing increases sales, engagement, and loyalty. Now, let's get into some strategies that Shopify merchants can use to drive upsells and retention.




An upselling tactic like “completing the kit” is a perfect way to boost average order value. Take Honest Kitchen’s Puppy Bundle Kit, for example. Using Nosto’s [Product Recommendations](#), if a shopper is purchasing puppy food, they’re shown a starter bundle at the bottom of the product page that suggests other items that’ll keep their pup happy and healthy, while increasing Honest Kitchen’s add-to-cart rate.

P.S. We’ve recently added a capability to our [Dynamic Bundles](#) specifically for Shopify Plus merchants that allows them to create custom-made product bundles with automatic discounts—a sure fire way to boost AOV!

Let’s not forget that the checkout page is a fantastic opportunity to upsell some last minute add-to-cart items, or even promote other offerings your store has, such as a gift card. A little surprise [pop-up](#) on the checkout page is also a great way to showcase complimentary items to what a shopper has in their cart.

Your personalization strategy, of course, plays an equally important part when it comes to retention. Adapting messaging, visuals, and layouts for each shopper makes them feel like they’re in their own personal online store—overall creating a better brand experience that they’ll definitely want to have again.

BUNDLE OUR PUPPY STARTER KIT

☒

SIZE 1 lb

WHOLE GRAIN CHICKEN CLUSTERS FOR PUPPIES

DRY DOG FOOD

\$6.99

☒

SIZE 4 oz

CHICKEN & SALMON MEATY LITTLES

DOG TREAT

\$12.99

☒

SIZE 3.2 oz

3.2 OZ PERFECT FORM HERBAL DIGESTIVE SUPPLEMENT

DIGESTIVE SUPPLEMENT

\$12.99

☒

SIZE 5.2 oz

INSTANT GOAT'S MILK WITH PROBIOTICS

BOWL BOOSTERS

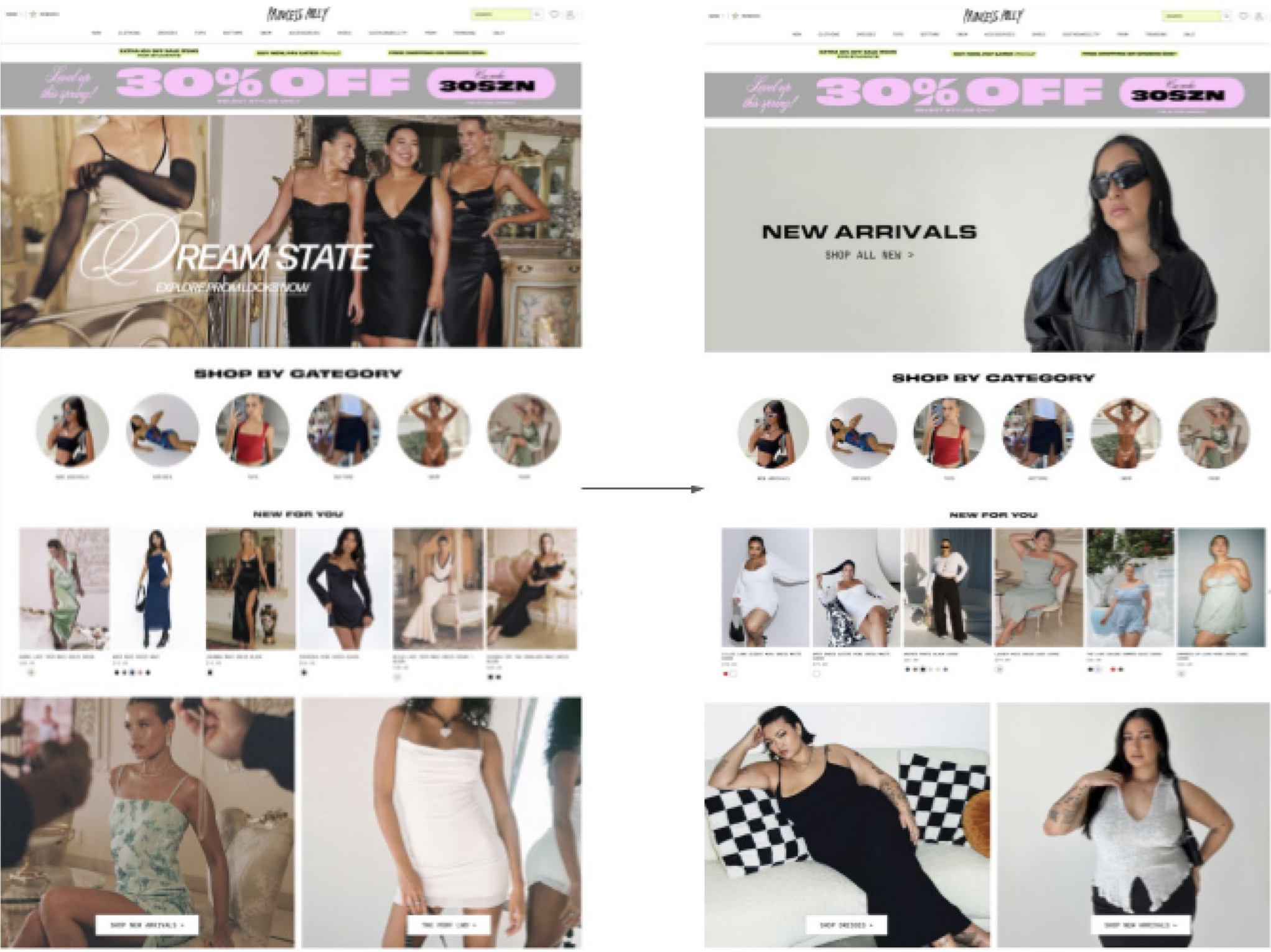
\$16.99

4 ITEMS SELECTED

ADD TO CART

TOTAL: \$49.96





When it comes to returning customers who show an affinity for certain styles, our client Princess Polly lets customers know that they have a pretty good idea of what they might be shopping for. Using our [Segmentation & Insights](#), Princess Polly has a segment that includes shoppers who’ve purchased from their “curve line”, or have shown on-site behavioral interest towards it.

With our [Content Personalization](#), they’ve created a specific homepage experience for that segment, ensuring those shoppers see the items that most fit their fancy as soon as they’re back on the site.

Other ways to drive retention include leveraging AI-powered [Product Recommendations](#) to surface items related to past purchase history, browsing behavior, and more. Suggesting product replenishments of previously bought items within marketing emails, or using subscription messaging on product detail pages to encourage shoppers to sign-up, also informs shoppers that your brand is looking out for their needs.

All in all, you really can’t go wrong with personalization. If you want to learn about your audience, engage with them, and show them what they want, [Nosto can help!](#)



How to Turn Your One-Time Shoppers into Loyal Customers



Georgie Walsh
Content Marketing Manager



Every Shopify store's worst nightmare is spending a huge chunk of budget on customer acquisition only to be met with 'one and done' shoppers they'll never see again. Getting your customers to come back and make further purchases is **so** important in driving growth for your business, and here's why.

Firstly, loyal customers will provide you with more [opportunities to upsell and cross-sell](#). This means that your business can benefit from higher revenue with less effort, since you won't have to invest as many resources toward acquiring new customers.

Secondly, the simple act of retaining customers itself leads to cost savings over time, because the return on investment goes up the longer your customer stays with you. We refer to this as [customer lifetime value \(CLTV\)](#). Customer lifetime value is the value that is earned from a customer throughout the duration of their lifetime with the company. Therefore, each time a customer returns and purchases another item, their CLTV increases!



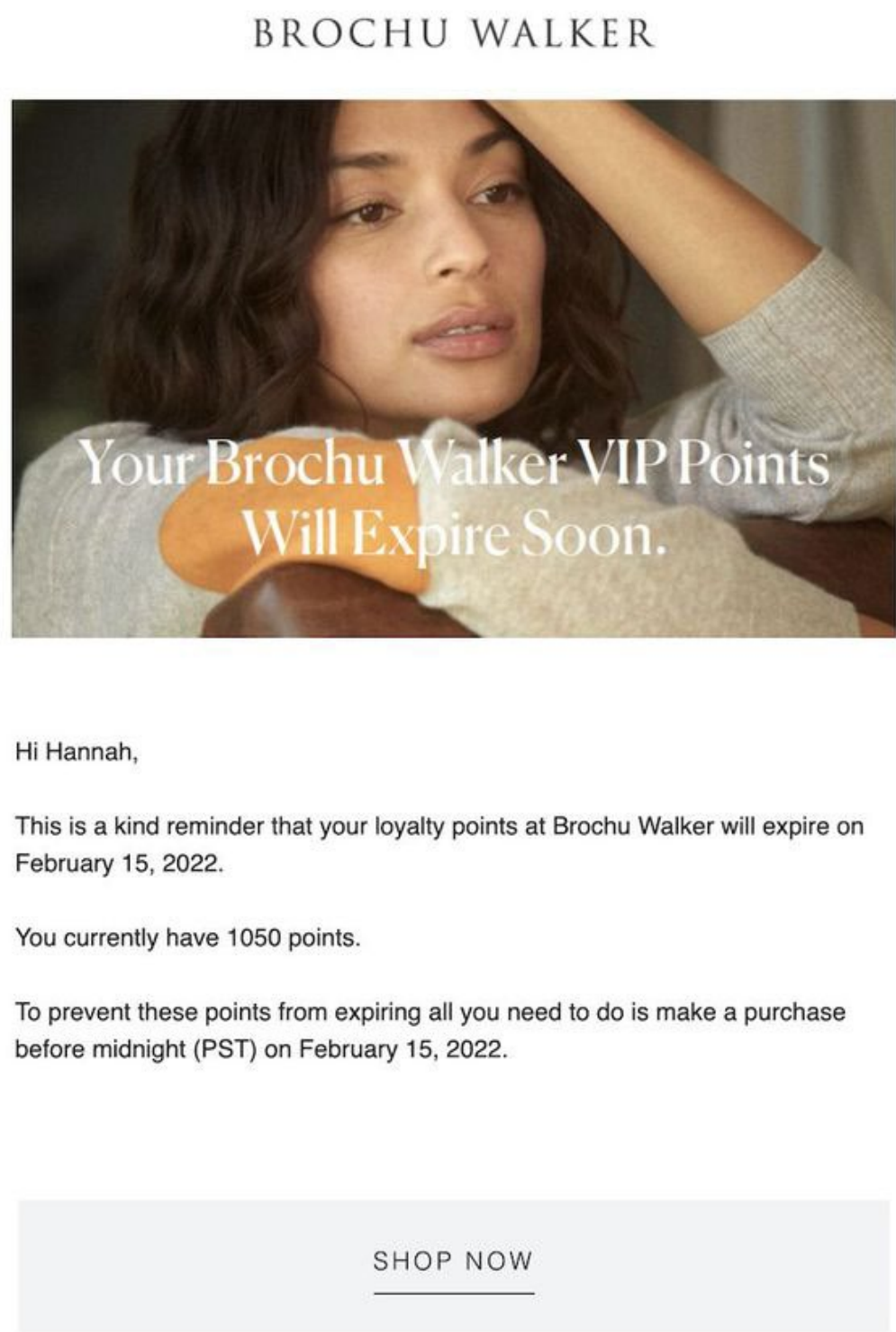


Image source: [LoyaltyLion Pinterest](#)

Clearly there is value in retaining your customers. But how can you make sure they stick around for longer? It’s simple really, you’ve got to prioritize building relationships that make your customers want to continue purchasing from you. This is where loyalty comes in.

As Justin Buckley, Co-Founder at [ATTN Agency](#) notes, “There is a big difference between a customer who purchases once, a customer who purchases 2-3 times, and a customer who purchases regularly. LoyaltyLion is an essential tool for brands to identify their MVP customers and successfully encourage them to make the leap from one-time shopper to loyal customer. It’s also an incredibly effective tool for escaping the discount trap while still rewarding and incentivizing your most loyal customers.”

Loyalty is instrumental in helping you create these long-lasting relationships by allowing you to personalize your messaging,

reward your most loyal customers for their business, and helping you to catch at-risk customers right before they churn. Here are some of our favorite ways you can personalize your loyalty offering.

Personalized Points Reminder Emails

A great way to get your customers to come back and make another purchase is to remind them that they have points to spend with you. Tell them exactly how many points they have on their account like we can see in this example from Brochu Walker. To take it one step further, you could even suggest products for them to spend their points on based on previous buying behavior.

Loyalty Tiers

Implementing loyalty tiers creates an even more personalized experience for your customers because the rewards they receive are a direct reflection of their value to your brand.

For example, your one-time shoppers might start in the ‘Bronze tier’, where they will receive a handful of smaller benefits like a discount code on their birthday. Your star performers on the other hand, who regularly come back and purchase from your brand, will move through to the ‘Gold tier’ and access impressive benefits like free shipping or invites to exclusive events. Loyalty tiers also encourage your customers to carry out the necessary actions to hit the next milestone and receive the better perks!

Surprise and Delight Emails

Surprise and delight your customers who are at risk of churning by gifting them with some unexpected loyalty points. This tactic is the epitome of simple yet effective and is a firm favorite in winning back customers to retain them for longer.



CHAPTER 6

Avoid CX Mishaps

For brands that excel at the customer experience, it's just as much about preventing bad experiences as it is delivering good ones. After all, as [Acquia research](#) shows, more than three-quarters (76%) of consumers will stop purchasing from a brand following one bad experience.

This underscores why it's so important for online retailers to ensure that the quality of

their CX consistently meets their shoppers' expectations. And in today's increasingly digital world, this means using the *right* technology and tools.

Cal Wilson, Founder & CEO, [The Working Party](#), says, "Brands should choose technology that gives them complete creative control of the customer experience. Without it, brands end up with a mishmash

of ill-fitting design components which will only erode customer's trust and impact conversion."

And while you should be hyper-focused on creating the best possible CX for your customers, the truth is your customers shouldn't be aware of what you're doing in the background to prevent a bad experience from happening.



Avoid Clunky Site Design Pitfalls



Jamie Bortman
Director of Partnerships
shōgun

Clunky ecommerce design causes issues for customers in terms of how they consume information, and whether or not they'll be persuaded to buy.

In fact, [38.5% of online shoppers cite outdated website design](#) as the top reason they'll abandon a store. And 61.5% cite poor navigation as their reason for bouncing.



From a shopper’s perspective, ‘clunky’ experiences include when a storefront:

- Looks sketchy or unsafe. This can be due to outdated design components (you’re missing trust signals like company contact info, trust seals from payment gateways, or secure delivery via HTTPS)
- Is hard to navigate on mobile devices (i.e. ‘buy now’ buttons that are too small for clumsy thumbs on phones)
- Contains too few product photos or low-quality images that fail to show the product in context of use (90% of shoppers say photo quality is “extremely important” or “very important” to a purchase decision)

- Contains unstructured information on product pages (too much info and everything’s given the same visual weight)
- Requires too many click-throughs page-to-page to complete a purchase
- Includes too few reviews—or only five star (paid/fake) reviews with tell-tale perfect spelling
- Contains confusing navigation menus with unintuitive naming conventions at-a-glance

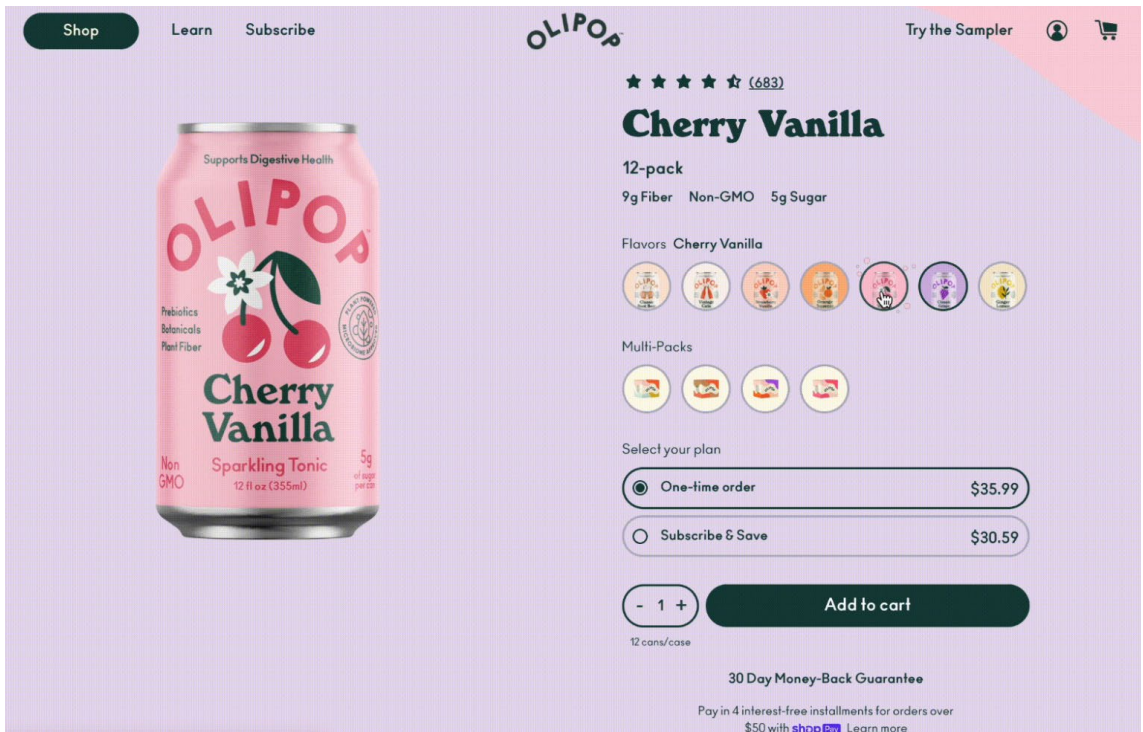
These design mishaps regularly cause shoppers to abandon stores—amounting to high bounce rates and damaged reputations ([one in three shoppers](#) will abandon a brand after just one negative experience).

Fortunately, there are best practices to help optimize your store’s design.

Consider Implementing More Dynamic Product-Discovery Techniques

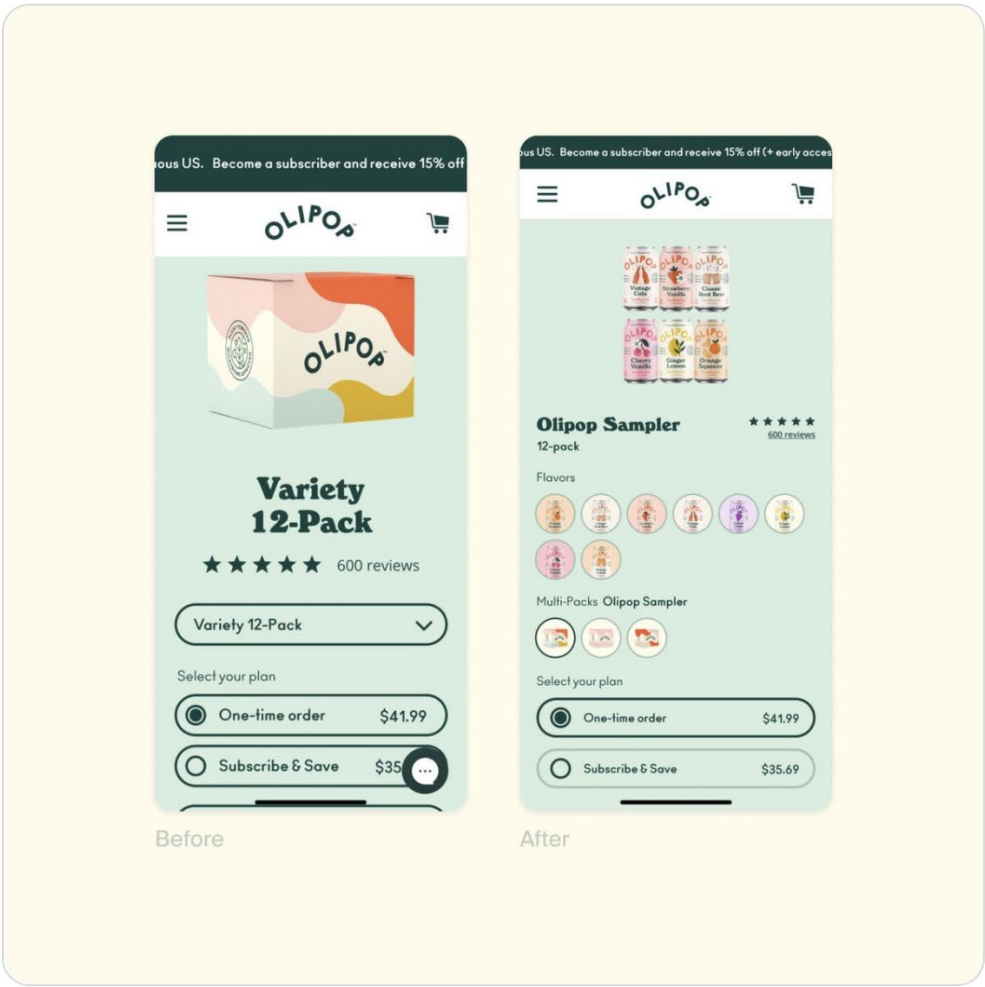
For example, soda alternative brand OLIPOP revamped their product pages, focusing on making it easier and visually fun to toggle between flavors (see the flavor ‘bubbles’ to the right).

Not only is this a more fun page experience (the whole page changes colors on product-selection)—but according to Melanie Bedwell, OLIPOP’s Sr. ecommerce and digital project manager, they saw a 25% conversion rate increase thanks to being customer-centric in their design details.



Melanie Bedwell @MelanieBedwell

At OLIPOP, we increased our CVR by 25% with a new product page design. 🥳



Ensure Your Shopify Image Sizes are Precise

Another key—and easy optimization—is to *make sure your image dimensions are in ideal aspect ratios* with respect to cropping and display.

For this, *run a store QA for every new page*, and follow [Shopify image size guidelines](#). Make sure your file formats align to the most popular recommendations and you’ve optimized for fast-load.

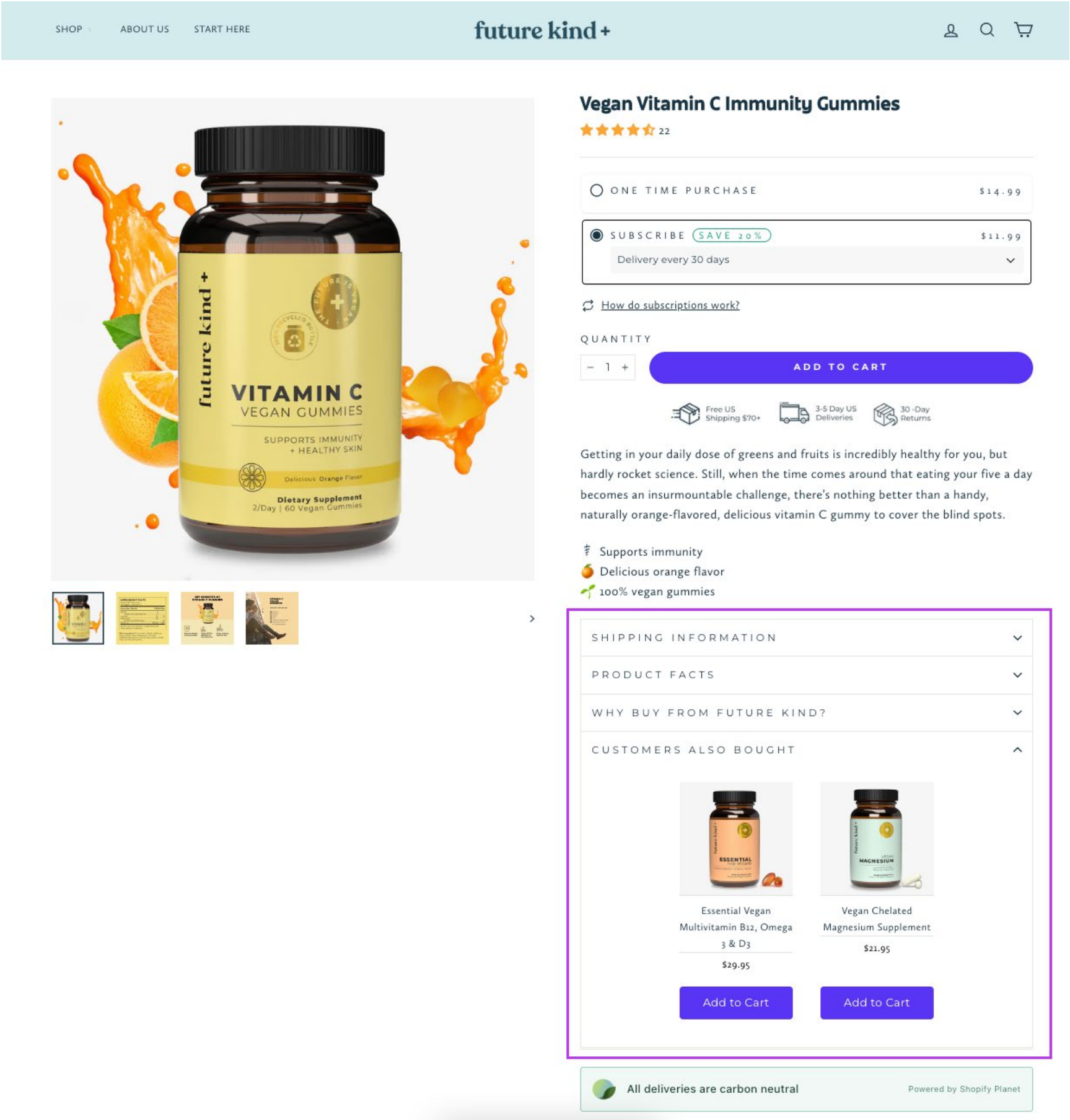
Plan a Page’s Info Design Hierarchy (Going Beyond Standard Design Elements)

For creating especially [high-converting Shopify store designs](#), using the right tools to augment Shopify’s capabilities is key. *With Shogun Page Builder, for example, you can gain full control over your site’s look—going way beyond typical product pages or standard themes.*

Take the brand, Future Kind for example. They use Page Builder to *add product details into pages elegantly*. They’re careful to evaluate all page information and consider the user experience. To avoid visitors wading through all info at once (and all in one visual weight), they implement balance.

Check out how they’ve used Page Builder’s Accordion element in the image to the right to *condense info and offer visitors a way to explore relevant, related products*.

Overall, remember that customer experience must inform your site design. You can determine optimizations for your pages—including what information you want to condense in different ways—and create a purchase journey that is persuasive, visually stunning, and frictionless.



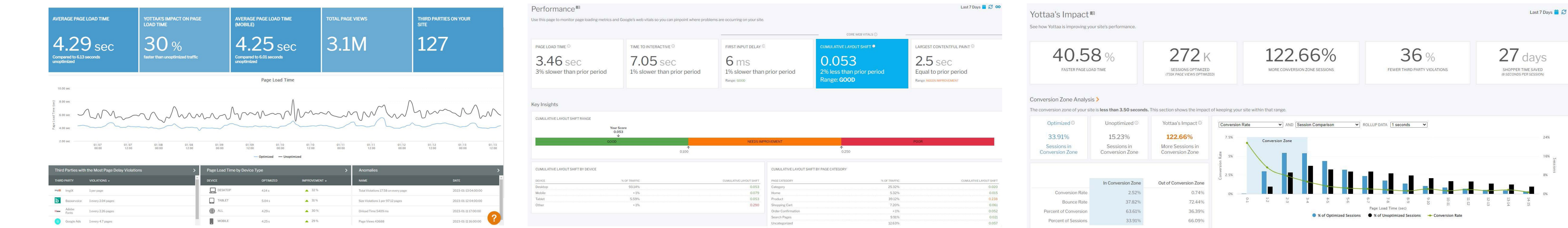
Avoiding Customer Experience Mishaps with an Optimized Site-Speed



Bob Buffone
CTO
YOTTA

Good customer experience starts the moment a customer clicks on a link, or types in the URL of your website. The experience they have from that moment on can determine if they will go beyond the first page, and ultimately through to a conversion, or simply bounce, potentially with no intention of returning. There are many advantages to implementing third-party tags that provide a better shopper experience, deliver reviews, personalize recommendations and ads, as well as social media and chat bot capabilities.





However, these same customer enhancement services can impact site speed to the point that customers will simply walk away. Many groups load in third-party tags to meet their needs and deliver marketing messages, promote sales, track activity, gather statistics, ensure security, and even improve performance, but if these are not understood and managed correctly, they can have the opposite effect on customer experience due to slow site speed.

YOTTAA provides full insight to all third-party tags running on a site and enables visibility to which pages they are on, how

they are being loaded and lists violations such as page delays, size violations, load failure violations, and Java Script errors. It also shows the key metrics such as Google Core Web Vitals that give a real indicator of customer experience and help improve SEO. Together with an understanding of the performance through the metrics and visibility and understanding of the tags loaded, companies have the ability to start optimizing their site speed for optimal customer experience.

Most performance optimization tools take a bulk approach by delaying or handling all tags in the same way. While this can

improve some metrics, the result is often inconsistent and often detrimental to other metrics. By using the Application Sequencing capabilities in YOTTAA, the performance and site speed improvements can be fine-tuned to give optimum customer experience when navigating your site, regardless of which device they are accessing it through.

In addition to full visibility of the tags running on each page of the site and the metrics to understand general performance, YOTTAA provides the ability to perform Community Benchmarking. This will compare your site against an aggregate

of other companies in the same category so that you can see how the site speed performance experience for your visitors compares to your competition.

At the end of the day, delivering a smooth and efficient customer experience is nothing short of table stakes. Your customers demand it. The clearest way to provide that smooth experience is by ensuring your site is fully optimized for all your third-party technologies, which in turn will speed your site, and keep your customers happy.



Increase Revenue and Improve Customer Experience with Effective Fraud Prevention



Shoshanah Posner

Director of Business Development

NOFRAUD

Fraud affects the revenue of every ecommerce merchant. Effective fraud prevention acts as much more than just a protective shield against cyber crime, good fraud protection will unblock revenue streams and streamline operations. It will identify the individual behind a transaction quickly and accurately without causing friction in the customer journey, operational inefficiencies or backlogs.



The best way to differentiate between a legitimate customer and a fraudster is to consider all data points of an order. Merchants should always be on alert for changes in customer behavior, new email addresses, changes to shipping addresses, and rerouting requests. Multiple orders placed in close succession exhibiting similarities should always raise a red flag and warrant further scrutiny. Employing systems that can provide insight into orders without asking the customer for any additional information, such as email longevity, data on the IP address, and device history can go a long way in legitimizing a transaction without causing any unnecessary friction.

To keep fraud chargebacks and fraud-related costs at bay, most merchants employ some measure of fraud protection, such as manually reviewing a subset of orders, requiring shipping and billing

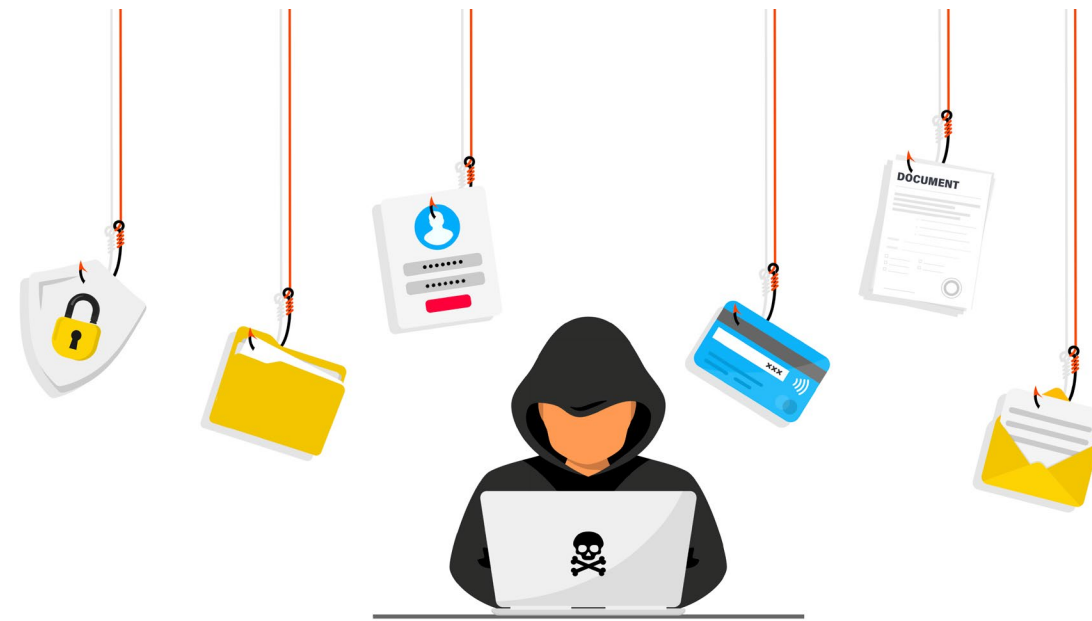
addresses to match or canceling all orders that exhibit medium/high risk indicators. While these practices may seem adequate at keeping fraud costs under control, many merchants are unaware of the negative impact of imprecise fraud prevention. Alarming, ineffective detection can cost more than fraud itself. It's estimated that [\\$230 billion in revenue losses](#) will be amassed this year due to inaccurate decisioning, [while actual fraud will cost merchants \\$130 billion](#).

Research by Javelin reports that [15% of legitimate orders are falsely declined](#) due to suspicions of fraud. A false decline is when an order is erroneously flagged as fraudulent, when it is, in fact, a legitimate customer with a good explanation for the data discrepancy. In addition to blocking the legitimate order, false declines incur the added loss of the customer acquisition cost and the lifetime value of the customer,

as 42% of customers will not return to a site once declined.

Another major source of revenue drainage is excess friction in the buying process caused by ineffective fraud prevention measures. To correctly identify cardholders, merchants will require customers to provide more information than necessary to complete a purchase. The extra requirements are a major deterrent to shoppers who will opt for quicker buying options whenever available.

Partnering with an advanced fraud protection provider that can recognize customers from across a broad network of retailers, has knowledge of emerging threats and a vested interest in protecting your business will enable your company to unlock revenue streams and remove layers of friction in the customer journey significantly impacting conversion rates and customer retention.



CONCLUSION

How to Monitor Your Customer Experience



Making sure your customers have a positive experience with your organization is a veritable balancing act. Although the perfect customer experience doesn't come together overnight, with the right strategies in place, you can create a customer journey that leaves your shoppers satisfied after every interaction.

These strategies don't require you to leave your customers' satisfaction to chance, however. Rather, they require you to understand how your customers are feeling at any given moment, so you can make continuous updates and improvements to your customer experience. And how do you do this? By measuring and monitoring the customer experience, asking your customers for feedback, and turning that feedback into action.

There are three frameworks in particular, that are popular with brands to gain these insights. These are:

- **Net Promoter Score (NPS).**

NPS [measures how loyal your customers are to your brand](#). It's based on a single survey question asking respondents to rate the likelihood that they would recommend your company, product, or service to a friend or colleague.

NPS is a valuable metric as it's simple, easy to compare, and acts as a measure of brand performance rather than as feedback on an individual transaction. Moreover, it allows you to find your most loyal customers and use them as the model for how to build your product.

- **Customer Satisfaction (CSAT).**

CSAT measures happiness with a product, service, or support interaction through a customer satisfaction survey that asks: "How satisfied were you with [company]?" or "How would you rate your shopping experience today?" It's one of the most heavily benchmarked customer experience metrics outside of NPS.

Measuring CSAT is crucial as the outcome leaves you with the overall percentage of satisfied customers at your business. If, for some reason, the experience isn't satisfactory, you can pinpoint why this is the case and take action to remedy the experience.

How likely are you to recommend
Emblem Skincare to a friend?

0 1 2 3 4 5 6 7 8 9 10

Not at all likely Very likely

How satisfied were you with
Emblem Skincare?

1 2 3 4 5

Not satisfied Very satisfied



Did you find everything you were shopping for today?

Yes No

What products were you unable to find today?

• **Customer Effort Score (CES).**

CES measures how much effort customers have to put in to interact with your business. These interactions can include how much effort it takes to use your product or service or how easy it was for them to have a problem solved by your customer service team.

CES is an important framework to follow as it helps you identify points of friction in the buyer’s journey, and where you can improve things to create a more effortless experience. Considering [recent data](#) found that a whopping 76% will stop doing business with a brand after just one bad customer experience, it’s critical that you learn to identify, and close, CX gaps quickly.

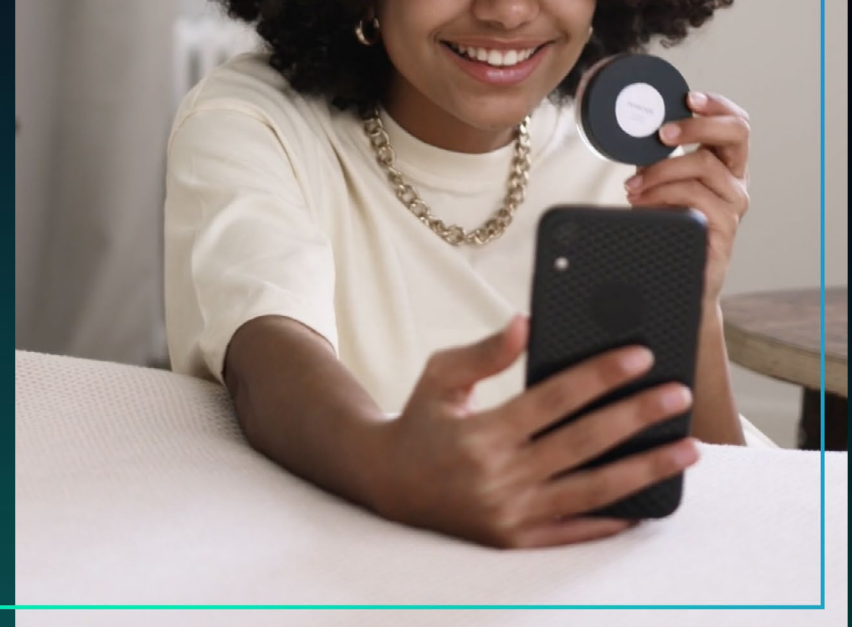
Continuously monitoring these measures can help you understand what improvements you need to make to your CX, if your improvements are working, or if they’ve just created additional gaps that you need to fix. But brands need to deliver these surveys to their customers in the most seamless manner possible, so that they’re enticed to offer their feedback. In other words, they need to be creative with how they maximize customer engagement. One of the most effective ways to do this is delivering these surveys at the post-purchase stage of the buyer’s journey. Since post-purchase surveys enjoy 50+% response rates, they can yield highly actionable customer insights.

In order to become a successful ecommerce brand, customer centricity must be at your core. This means owning a deep understanding of your shoppers’ needs, wants, and expectations, and using this knowledge to optimize the quality of the customer experience. We understand this takes time, though. But when your CX strategy hits its rhythm, it won’t just be your customers that reap the benefits. Your brand – and your brand’s bottom line – will enjoy massive rewards, too.



Okendo is the customer marketing platform used by top Shopify brands such as SKIMS, Netflix and Soylent for high-impact reviews and in-moment surveys. With Okendo, brands gain actionable insights into customer preferences and behaviors, drive customer advocacy, and deliver more personalized customer experiences.

Book a demo ↗



Reward your friends with \$20, and get \$20 for each referral

Enter your friends email address

Submit



★★★★★

The best cleanser!

Amazing product! My skin's never looked and felt better.



Was this helpful? 1 2



GMAIL

now

ONE LOVE

Danica just sent you \$20 to spend at One Love.

TOTAL SALES

+17%

\$547,292

Instagram



Lana G

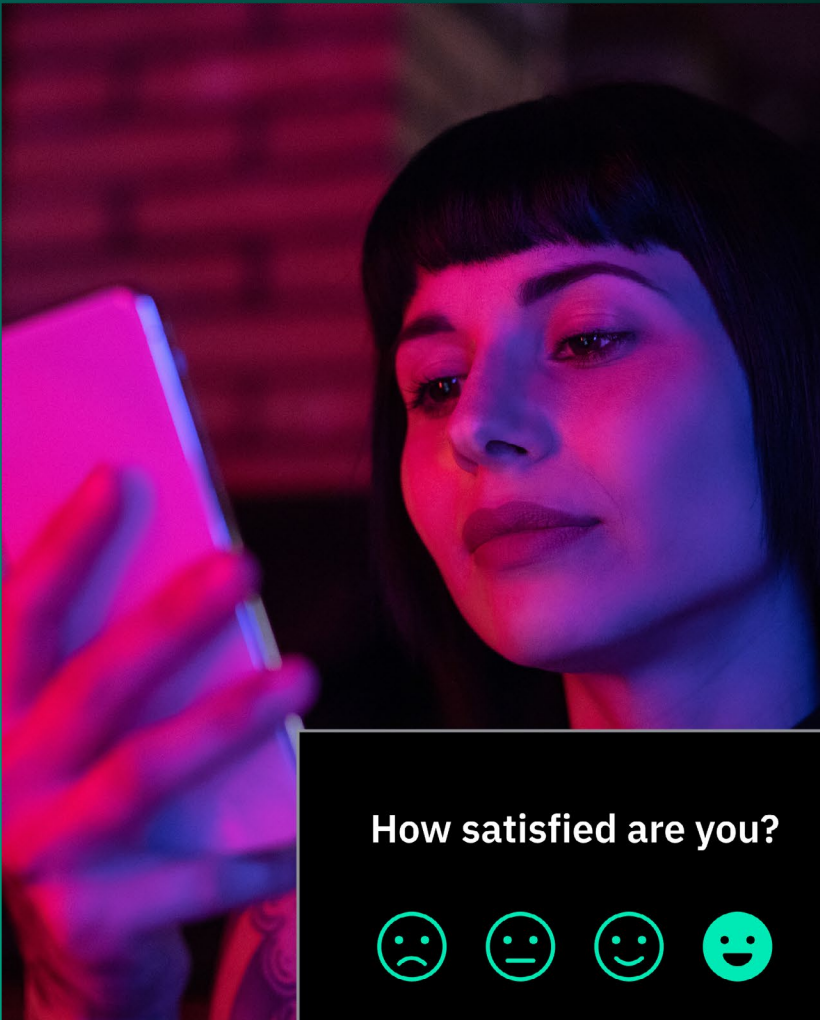
★★★★★



**EMAIL ALL NEW
SITE VISITORS**

CUSTOMER LIFETIME VALUE

\$762.26



How satisfied are you?

