Boost your digital customer experience in 2020 and beyond

The pandemic has changed the way businesses do business. You can position your business for success by strengthening your digital customer experience. It’s a sentiment that only gets stronger as more and more consumers turn to e-commerce stores after the pain of physical stores closing down.

Ecommerce demand continues to soar, even as brick-and-mortar stores reopen

- $4.9 trillion

Consumers are growing more comfortable with online shopping as a result of COVID

- 40%

Shoppers rely on the internet to make buying decisions.

- 50%

Online shoppers have high standards for privacy and customer experience.

- 39%

Seven keys to delivering superior digital customer experiences

- Shoppers expect a personal experience.
- Customers expect ecommerce experiences to be responsive, reliable, seamless and secure. Your business depends on it.
- Customer data, including transactions and payment information, must be kept secure. Your business must comply with all applicable laws and regulations.
- Bring on the bots
- AI and machine learning are must-haves for enhanced customer interactions like conversational commerce and chatbots.
- Hyper-localization
- Brands are tapping into social media platforms to gather customer readings faster than client surveys can.
- Think omnichannel
- Integrating APIs into your ecommerce store can increase efficiency, improve capabilities, simplify processes and more.
- Get social
- By integrating APIs into your ecommerce store, you can increase efficiency, improve capabilities, simplify processes and more.
- Integrate APIs
- Shoppers rely on the internet to make buying decisions.
- 81%

Shoppers that start with online research.

- 79%

Shoppers that start with social media reviews.

- 43%

Shoppers that bought from a company over privacy concerns.

- 48%

A time-averaged page load delay can reduce conversion rates by 10%.

- 26%

Shoppers that report being less likely to re-order from a website with a poor performance.

- 59%

Revenue growth driven by digital channels, compared to 5% +/- 2.0%.

- 20%

Project global ecommerce sales by 2021 up from $3.4 trillion in 2019.

- 40%