ORACLE
Customer Experience Cloud

10 Tips to Drive Digital Commerce Sales

1

Allow Your Customer to Do Business Quickly

40%

of buyers are most frustrated by slow response times from suppliers.[1]

Remove Friction from the Path to Purchase

67%

of customers cite bad experiences as a reason for not completing a purchase.[2]

2

3

Exceed Buyer Expectations

Customers are willing to pay a price premium as high as **18%** for a great customer experience.[3]

Personalize the Buying Experience

83%

of customers are willing to share their data to enable a personalized experience.[4]

4

5

Prioritize Usability on Every Device

30%

of all US e-commerce sales are made on mobile devices.[5]

Focus on Self-Service Capabilities

46%

of B2B buyers prefer ordering through supplier websites while still having access to a sales rep when needed.[6]

6

7

Connect Your Customer Touchpoints

98%

of Americans switch between three devices in the same day.[7]

On average, companies with extremely strong omnichannel customer engagement retain **89%** of their customers.[8]

Understand What Your Customer Values

Nearly **80%**

of customers say that speed, convenience, and friendly service are the most important aspects to an experience.[3]
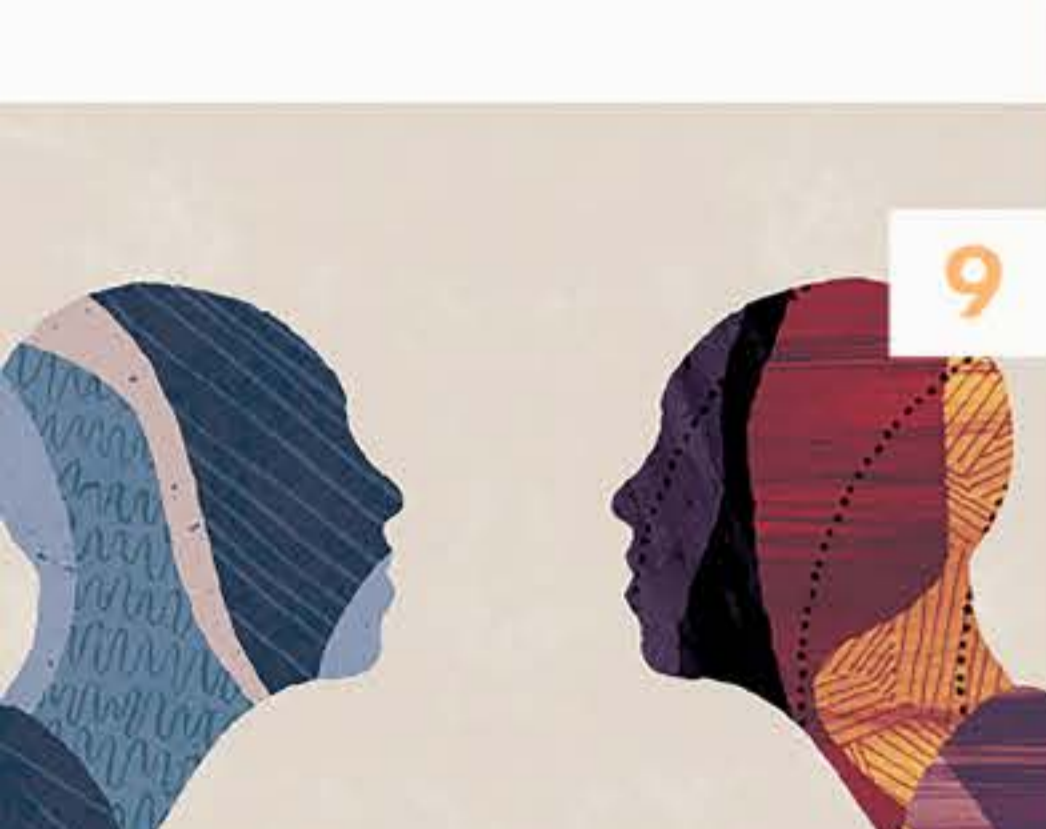
8

9

Make Informed Decisions

52%

of marketers adapt their strategies and tactics based on customer interactions and feedback.[9]

Support the Entire Sales Process

80%

of sellers report being unprepared for the "shop anywhere, anytime" customer, from an inventory and financial perspective.[10]

10

Learn more about boosting ecommerce sales and delivering an unbeatable customer experience

Visit website

Sources:

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5. Internet Retailer: 2016 Mobile 500

6. McKinsey: Global B2B Decision Maker survey
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8. Forbes: Omnichannel CX: How To Overcome Technology's Artificial Divide And Succeed At Being Seamless (Aberdeen Group)
9. State of Marketing Report
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