



# Five Ways Cobrowsing Can Reduce Shopping Cart Abandonment

## How Cobrowsing Affects E-Commerce

Customers may browse a website—finding miscellaneous items that appeal to them and placing them in a virtual shopping cart—yet never follow through with the purchase. There are many reasons that customers abandon purchases, nearly all of which can be remedied by introducing a highly personal visual connection with a well-trained sales agent during the customer’s online visit.

### Guiding Customers Through the Purchase Process

By giving sales agents the ability to guide customers through the purchasing process—providing insights; answering questions; addressing competitive features; offering special shipping rates or discount codes; and creating unique, high-value shopping experiences—cobrowsing can help reduce shopping cart abandonment. It does so by offering a screen-sharing session in which the customer allows an agent to view her screen as she shops.

#### 1. Mimic an In-Store Experience

Undoubtedly, if salespeople were absent from physical retail locations, sales would drop. Often, persuasion and reassurance are necessary to close a sale. Customers left to fend for themselves among a variety of retail venues, manufacturers, and products may feel overwhelmed, underinformed, and unsure of their purchases. To make sure that website traffic translates into website sales, the presence of agents who can use screen-sharing technology to shop alongside customers is a must.

Assisted selling provides an opportunity for company representatives to show customers through a website, making suggestions and reassuring them throughout the process. This way, when checkout time comes, the customer feels confident in his product choices and encouraged by the level of care he has received from the company.

#### 2. Guide Complicated Sales

For products that require advanced customization, a high level of customer input, or even just a handful of extra steps in the purchase process, guiding a customer through the process via cobrowsing can increase the likelihood of completing the sale by 20 percent or more. By stepping in to offer guided assistance before frustration or confusion sets in, sales numbers improve and the customer experience remains positive from start to finish. With 70 percent of consumers indicating that they are willing to spend more with a company that provides good



#### THE COBROWSE ROI

The ability to share a visual experience with online customers gives agents a unique advantage, enabling them to better meet sales goals. A 2013 Aberdeen Research study reports that companies using cobrowsing technology saw a 3 percent increase in revenue-per-call while those that do not saw a drop of 1.5 percent.

customer service, according to an April 2011 study by American Express, the guided purchase experience can be the differentiator that makes a company stand out among its competitors.

### 3. Boost Customer Confidence

With the gentle persuasion of a salesperson and the reassurance of customer care, clients are much more likely to feel confident in a purchase. They may even expand their orders unassisted. The assisted checkout capabilities of cobrowsing allow representatives to see customers through to the checkout stage, greatly reducing the instances of abandonment. With a salesperson guiding the customer through order completion, that customer is much more likely to complete the transaction.

### 4. Eliminate Purchase Process Confusion

Studies show that between 10 and 15 percent of customer abandonment happens as a result of complicated checkout processes. By strategically launching a cobrowse session during checkout, well-trained agents can quickly and easily guide customers through the steps to purchase completion.

### 5. Reduce Desire to Comparison Shop

A recent study by Paypal seeking to understand purchase abandonment revealed that 37 percent of shoppers left to comparison shop. A sales agent cobrowsing with a customer establishes a rapport based on a sense of collaboration, creating opportunities to address features, pricing, or special offers that give the product a competitive edge. By understanding the tendency to comparison shop, well-trained sales agents can leverage the cobrowsing session to reduce the likelihood that the customer will conduct additional research.

## Deploy Cobrowse to Close More Sales

This proven technology will increase customer loyalty by saving them time and effort in their online shopping pursuits. A positive, enriching customer experience means higher closing rates on sales, higher rates of return to the website, and larger sales among current buyers.



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