

153

Ecommerce Tips to Boost Customer Experience

#CheatSheet



Provide an Exquisite Experience That Every Customer Dreams About

This is the ultimate checklist for any and every ecommerce store to optimize their customer service.

Go stage by stage, step by step, or pick and choose the points that suit you the most.

Cheers to customers!
May your customer service always exceed their expectations.



AWARENESS STAGE

01 Help customers notice the need, instead of creating one.

- ✓ Write a series covering the problem from top to bottom. Promise a solution.
- ✓ Include rhetorical questions and examples to help readers relate.
- ✓ Build tension, and make readers crave the solution, but don't sell.

04 Don't overlook promising subjects.

- ✓ Use audience research to understand customers' pain points.
- ✓ Create customer personas to visualize their interests and challenges.
- ✓ Run short surveys using quick replies in greetings to find valuable subjects.

02 Tell customers why they should care.

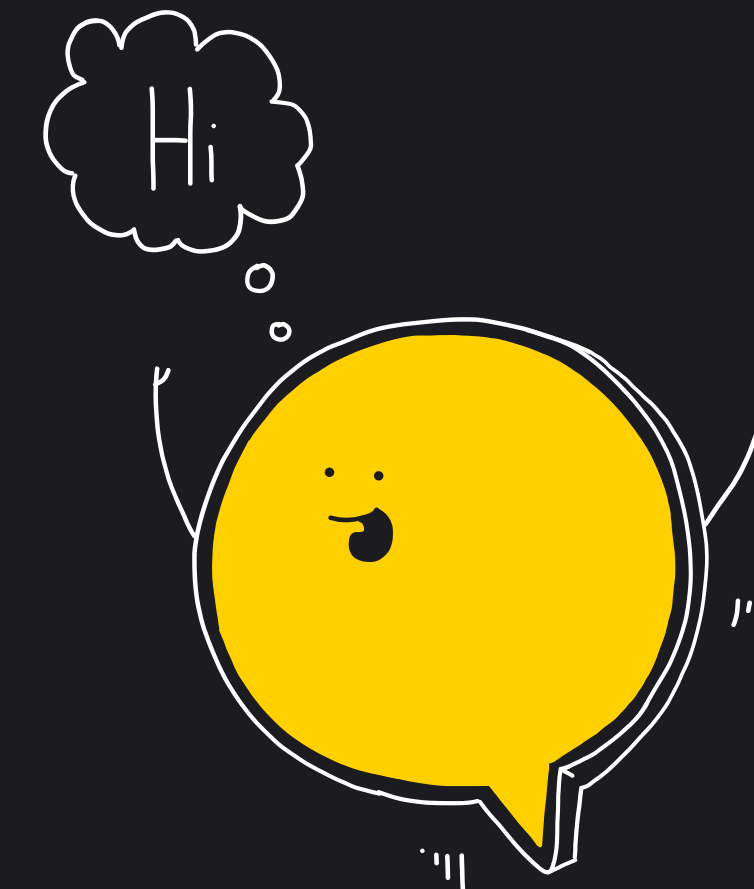
- ✓ Use storytelling to create a vision of the life your products enable.
- ✓ List emotions you'd like to trigger, and use it as a writing guide.
- ✓ Rewrite sentences that talk about features, and use benefits instead.

05 Take advantage of other websites' traffic.

- ✓ Get a spot on your customer personas' favorite (lifestyle, hobby) websites.
- ✓ Write articles that cover unusual cases in your industry to draw attention.
- ✓ Run a backlink analysis of your competitors to find valuable spots.

03 Give know-how for free.

- ✓ Be vulnerable. Share your own experiences in blog posts and articles.
- ✓ Ask employees to make simple videos sharing their know-how.
- ✓ Prepare usable, printable formats like fridge stickers or bookmarks with tips.





AWARENESS STAGE

06 Make your actions worth a PR feature.

- ☒ Read about Disney's Quality Service Compass. Repeat.
- ☒ Use gamification to boost creativity in your customer service teams.
- ☒ Give employees enough space and freedom to surprise customers.

09 Think twice before you speak up on forums.

- ☒ Set a clear guide for your team about what you should never do.
- ☒ Make a list of all the places customers want to keep private and brand-free.
- ☒ Encourage customers to write reviews on forums in post-purchase emails.

07 Make sure your brand sticks.

- ☒ Check if your branding is consistent on all media.
- ☒ Make sure your TOV is recognizable whenever you talk to customers.
- ☒ Create clear branding guidelines for all your employees.

10 Be where your competition is. And be better.

- ☒ Run a competitive analysis to uncover their strategies.
- ☒ Bid on your competitors' branded search terms in Google and social media ads.
- ☒ Highlight your unique, competitive value proposition in ads and content.

08 Use lead magnets smartly.

- ☒ Build a demo page, and use it as a teaser promoting the content.
- ☒ State clearly what your gated content consists of.
- ☒ Include the value of downloading your file in the CTAs.



Use automated, contextual greetings to welcome website visitors via LiveChat.

Check it out ›



CONSIDERATION STAGE

01 Make the first five seconds count.

- ✓ Do the five-second test.
- ✓ Make your USP clear and visible.
- ✓ Trigger strong emotions like craving, fascination, need.

04 Don't be shy about your achievements.

- ✓ Create a separate, easily-discoverable page with customers' testimonials.
- ✓ Use targeted messages to show the best reviews to browsing customers.
- ✓ Share real-time data to show the number of customers browsing the store.

02 Get that USP on the front line.

- ✓ Check if your USP is something no one else in the industry can say.
- ✓ Review your home page and verify if your USP is easily noticeable.
- ✓ Repeat your USP using different words to make it memorable.

05 Bad user experience is a deal breaker.

- ✓ Run a heatmap analysis, and base your CRO on users' behaviour.
- ✓ Offer live chat support in places that your customers tend to drop off.
- ✓ Watch the cart abandonment rate and make necessary improvements.

03 Get customers to trust you.

- ✓ Use high-quality images when displaying rewards and certificates.
- ✓ Display social media mentions in real time to build credibility.
- ✓ Respond to the reviews you get. Customers read that, too.





CONSIDERATION STAGE

06 Ditch useless 404 pages.

- ☒ Make the copy on the error pages match your TOV and style.
- ☒ Give a discount code to lost customers.
- ☒ Include a strong CTA to keep customers on your website.

09 Be proactive.

- ☒ Engage website visitors with automated, contextual greetings.
- ☒ Narrow down the list of current visitors to find the ones worth approaching.
- ☒ Reach out to prospective or loyal customers spotted in real time.

07 Offer something for free.

- ☒ Offer samples for the cost of shipping to get new customers interested.
- ☒ Add simple, extra goodies to orders, like a branded bookmark or postcard.
- ☒ Surprise the most loyal customers with coupons or goodies.

10 Say no to generic automatic replies.

- ☒ Admit that the message is automated, but make it fun and engaging.
- ☒ Get rid of anything that tells customers they're 563rd in the support queue.
- ☒ Include a CTA to get customers back to your store.

08 The FAQ is a must.

- ☒ Answer all the repetitive questions from chat, calls, and emails.
- ☒ Make the answers conversational and engaging.
- ☒ Enable customers to give feedback and point out what's missing.



Build your creative, automated workflows in HelpDesk to boost response time.

Check it out ›



PURCHASE STAGE

01 Outthink customers' concerns.

- ☒ Provide as many details as possible in the products' description.
- ☒ Embed your FAQ on all the product pages and keep it up to date.
- ☒ Include answers to repetitive questions from chat in the FAQ.

04 Make shopping with you fun.

- ☒ Create fun chatbot quizzes to help customers find their best choice.
- ☒ Offer customization to make shopping personalized.
- ☒ Present products in an engaging way using videos or 360° images.

02 Welcome your visitors and their questions on live chat.

- ☒ Grab attention with unusual, creative copy in the welcome greeting.
- ☒ Personalize conversations with customer data and history.
- ☒ Qualify leads using short forms before the chat.

05 Make a 'saving' page.

- ☒ Use interactive wheels of fortune to offer discounts and bonuses.
- ☒ Display clickable coupons that are added to the cart automatically.
- ☒ Offer personalized discounts for products on customers' wishlists.

03 Be one step ahead of your customers.

- ☒ Present compatible and matching products before purchase.
- ☒ Offer live chat and chatbot support in places where customers get stuck.
- ☒ Use targeted messages to answer questions popular at certain stages.





PURCHASE STAGE

06 Provide a seamless checkout experience.

- ☒ Allow saving products for later or adding to a favorites/wishlist.
- ☒ Offer guest checkout. Encourage customers to create an account later.
- ☒ Enable single-click checkout for customers with existing accounts.

09 Offer free returns.

- ☒ Announce free returns on all product pages.
- ☒ Highlight free returns in exit-intent targeted messages and popups.
- ☒ Offer free returns for completing a detailed feedback form.

07 Checkout with a chatbot.

- ☒ Create a checkout path for your chatbot, or use our Ecommerce Template.
- ☒ Use a chatbot to show off products and promote your best offers.
- ☒ Let customers finalize their payments right in the chat window.

10 Get brand ambassadors on board.

- ☒ Add branded stickers with a nice message to every order.
- ☒ Throw branded pins or shopping bags in with bigger orders.
- ☒ Include cards encouraging people to share pics on social media.

08 Offer free shipping.

- ☒ Announce free shipping on all product pages.
- ☒ Highlight free shipping in exit-intent targeted messages and popups.
- ☒ Trigger shoppers with a minimum order value that's easy to achieve.



Use ChatBot to guide customers through the checkout process and close more deals.

Check it out »



RETENTION STAGE

01 Make delivery awesome.

- ☒ Make your packages look like a gift by using creative packaging.
- ☒ Pack shipments in an eco-friendly, easy-to-recycle way.
- ☒ Make packaging reusable, e.g., nice boxes to be used for storage.

04 Act on the feedback you get.

- ☒ Reply to negative reviews in a positive way.
- ☒ Create a document listing positive and negative feedback in categories.
- ☒ Create action points for every negative comment you have on the list.

02 Make returns easy.

- ☒ Design packaging that can be reused for returns.
- ☒ Enable online returns without printing any forms or labels.
- ☒ Offer a 100% satisfaction guarantee and no-problem returns.

05 Surprise your customers.

- ☒ Remember loyal customers, and make them feel special when chatting.
- ☒ Gather data to celebrate customers' birthdays or important occasions.
- ☒ Add funny, contextual goodies to your orders, like coffee for moms.

03 Know when to ask for feedback.

- ☒ Ask for feedback a few days after you're sure the package arrived.
- ☒ Ask for the store's UX feedback on the "saving page".
- ☒ Ask for comments on your content after a reasonable reading time.





RETENTION STAGE

06 Play with gamification.

- ☒ Create a brand-related quiz/contest to raise brand awareness.
- ☒ Engage customers with fun challenges related to your products.
- ☒ Use quizzes to suggest products based on favorite TV shows, etc.

09 Nominate brand ambassadors.

- ☒ Make a recurring event when you nominate the most active customers.
- ☒ Offer a clear path to become a brand ambassador by listing the benefits.
- ☒ Highlight loyal customers with add-ons like "Ambassador Order" stickers.

07 Respond on social media.

- ☒ Respond to all mentions in a personalized way.
- ☒ Use the moment to ask questions and to build customer relationships.
- ☒ Remember the most active customers to reply to in a contextual way.

10 Get your staff involved.

- ☒ Invite employees to respond to the social media mentions of your store.
- ☒ Add hand-signed cards to the orders, and say who created/packed them.
- ☒ Cast employees in product photoshoots. Use real people over models.

08 Repost customers' content.

- ☒ Use customers' testimonials in the copy of your ads.
- ☒ Repost brand mentions on your social media channels.
- ☒ Include a personalized comment to the content you're reposting.



Use automated workflows in HelpDesk to nurture customers after the purchase.

Check it out ›



ADVOCACY STAGE

01 Treat customers as micro-influencers.

- ☒ Offer credit or loyalty points for referring a friend.
- ☒ Create product bundles for friends, peers, or families.
- ☒ Add a "For my bestie" note on the coupons and samples added to orders.

04 Offer premium services.

- ☒ Give ambassadors access to special classes or webinars.
- ☒ Grant waitlist priority and early access to new collections.
- ☒ Offer expert guidance and dedicated customer support.

02 Get an exclusive community space.

- ☒ Share exclusive sneak peeks and design previews.
- ☒ Offer members-only discounts or promo codes.
- ☒ Give your community the ability to influence new collections.

05 Make their goodies special.

- ☒ Use their favorite color according to previous purchases.
- ☒ Find details, like their dog's name, via [chatbot](#) to create custom goodies.
- ☒ Send branded popsockets or mobile rings to heavy phone users.

03 Make your content worth sharing.

- ☒ Include popular messaging apps among the sharing buttons on your blog.
- ☒ Create social media infographics for your how-to articles.
- ☒ Offer loyalty points for resharing your content.





ADVOCACY STAGE

06 Let advocates keep you company.

- ☒ Use invitations to events as rewards in contests or loyalty programs.
- ☒ Tag invited people on social media to encourage resharing.
- ☒ Use the opportunity to ask questions or get feedback.

09 Boost your ads with UGC.

- ☒ Run a special campaign casting your customers or with their content.
- ☒ Embed UGC from social media on your product pages.
- ☒ Analyze reviews to find usable insights about your products.

07 Do something in the name of your customer.

- ☒ Name products after your most loyal customers.
- ☒ Name phone booths or conference rooms in the office.
- ☒ Donate to a charity in a customer's name.

10 Turn ambassadors into employees.

- ☒ Announce job offers for ambassadors in your newsletter.
- ☒ Post job offers on the community page.
- ☒ Give ambassadors early access to new opportunities.

08 Brand the hashtags.

- ☒ Create a fun and engaging hashtag like Redbull's #PutACanOnIt.
- ☒ Let customers identify with your values by using a related hashtag.
- ☒ Check to see if your hashtag is not already widely used.



Collect customer information via ChatBot to identify prospective brand ambassadors.

Check it out ›

We've shared 150 tips with you.
To make them work, always keep these
three things in mind:

151 Promote solutions to sell products.

**152 Manifest your values and purpose
to build the brand.**

**153 Focus on customer experience,
and profits will follow.**

DISCOVER OUR PRODUCTS



LiveChat
Connect with
customers



HelpDesk
Support customers
with tickets



ChatBot
Automate customer
service with AI



KnowledgeBase
Guide and educate
customers