Creating Seamless Ecommerce Experiences
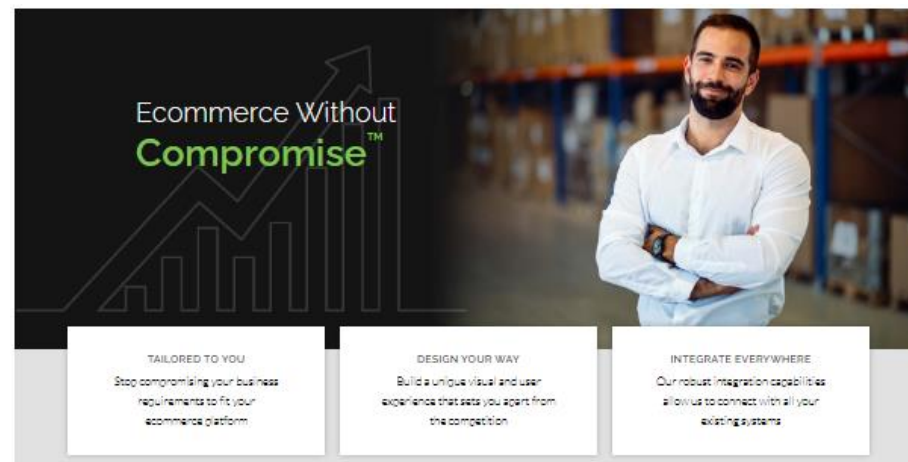
Kalio™

September 16, 2022

Kim Planet

Chief Solutions Architect
Kalio Commerce

kplanet@kaliocommerce.com

Kalio™

Kalio Commerce

❑ Full-Service Ecommerce Platform provider for mid-market retailers

❑ Long History working with Direct Marketers

Reduce Friction at **EVERY** Point in the Process!

Kalio™

3 Key Website Areas to Reduce Friction
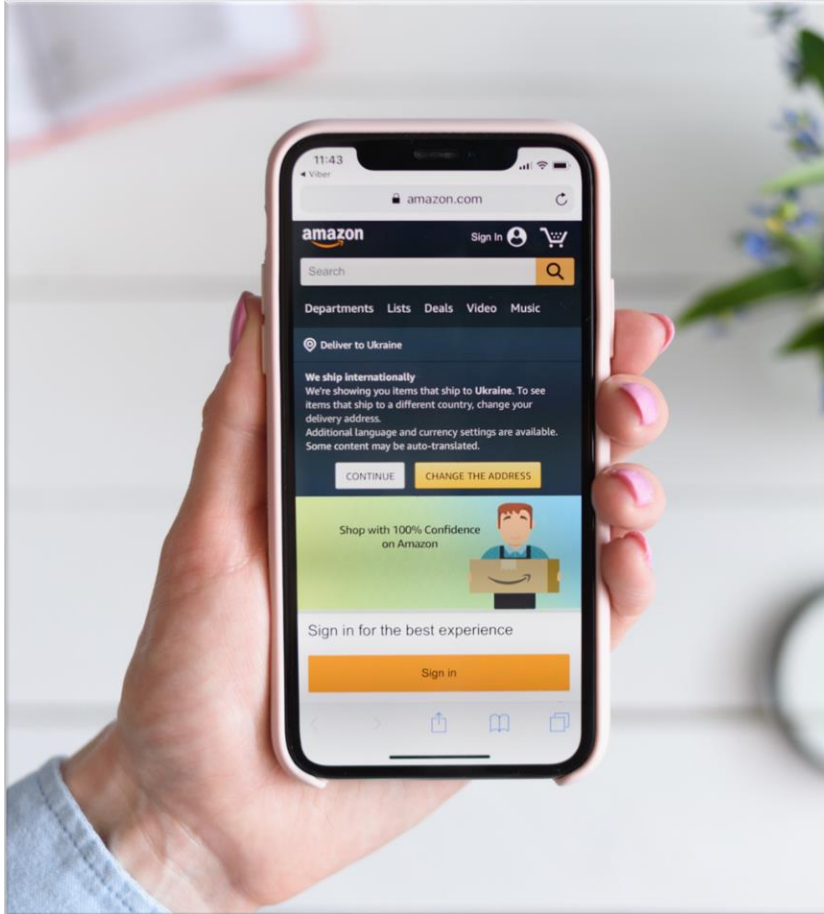
- ☐ **Search**

- ☐ **Checkout**

- ☐ **User Experiences that Facilitate the Shopping Journey**

Kalio™

1. It Starts with Search
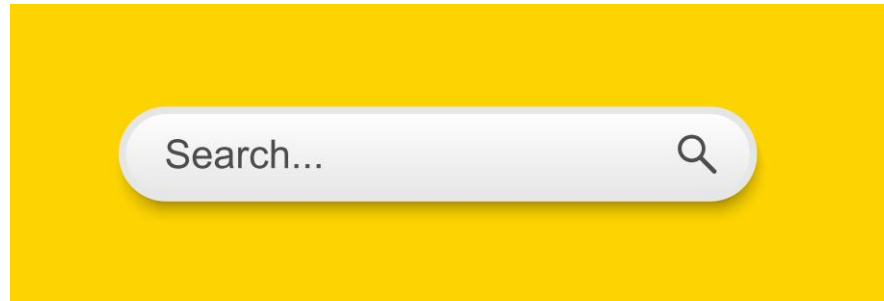
☐ 43% of visitors start with search (high purchase intent)

  – *Forrester Research*

☐ Search users convert 2.6x higher than other visitors
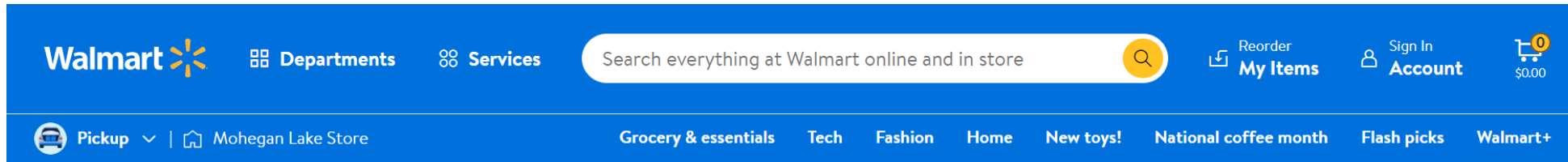
  - *Salesforce*

☐ Effective site search means better usability, allowing customers to find things more quickly

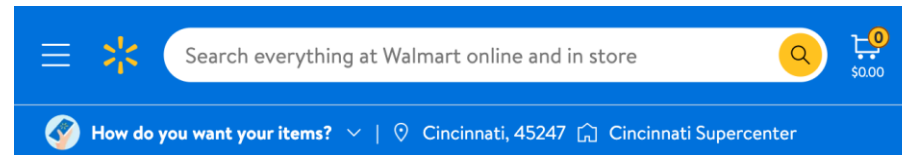☐ 12% of users will go to a competitor's site after an unsuccessful search

  - *KISSMetrics*

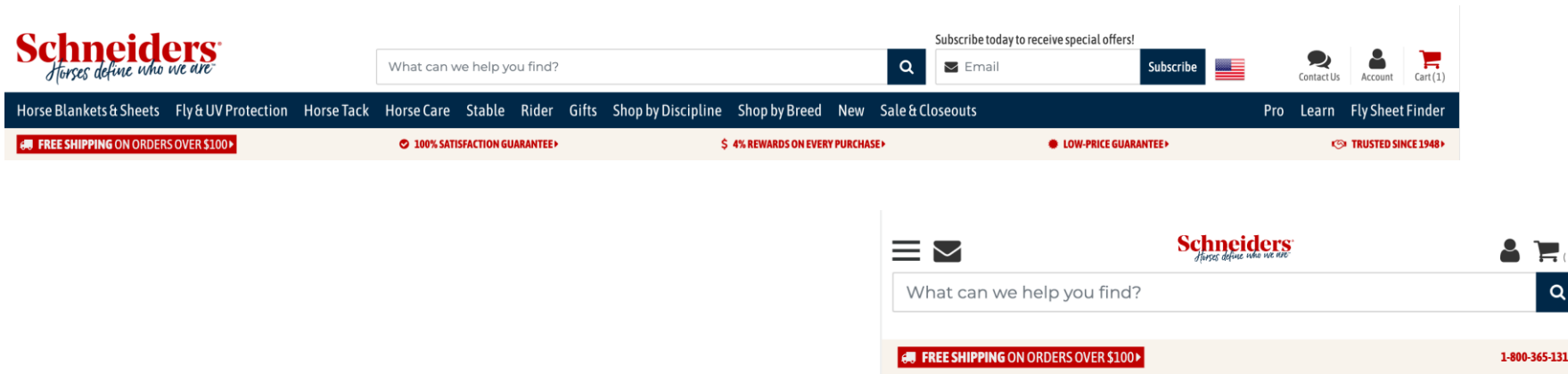# Key Elements for Great Site Search

Design & Placement of the Search Bar

- ☐ Prominent

- ☐ High contrast/visibility

- ☐ Large size

- ☐ On every page

Key Elements for Great Site Search

Utilize call-to-action text

"What can we help you find?"

Kalio™

Key Elements for Great Site Search

Offer auto-complete suggestions

Key Elements for Great Site Search

Utilize filters & facets to continue the journey

Key Elements for Great Site Search

Offer a Useful "No Results" Page

Useful Elements

➡ Clearly state the issue

➡ Spelling suggestion

➡ Tips

➡ Category suggestions

➡ Customer support

Kalio™

Key Elements for Great Site Search

Run a broader search instead of no search results page

Key Elements for Great Site Search

Optimized for Mobile

❑ Prioritize what's above-the-fold

❑ Offer easy-to-access filter and sort options collapsed by default

2. Building a Seamless Checkout

TOP REASONS
FOR **CART ABANDONMENT**

44% high shipping costs

37% were just browsing

36% found a better price through a competitor

25% felt navigation was too complicated

23% being forced to create an account

22% no shipping information available

17% were concerned about payment security

12% complicated checkout process
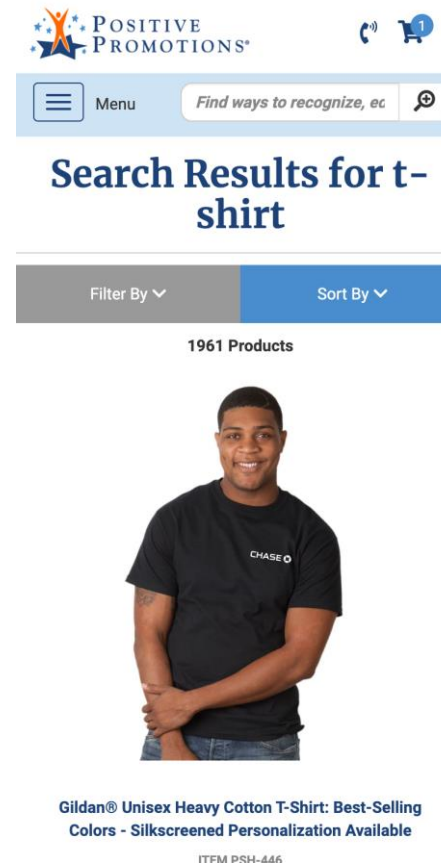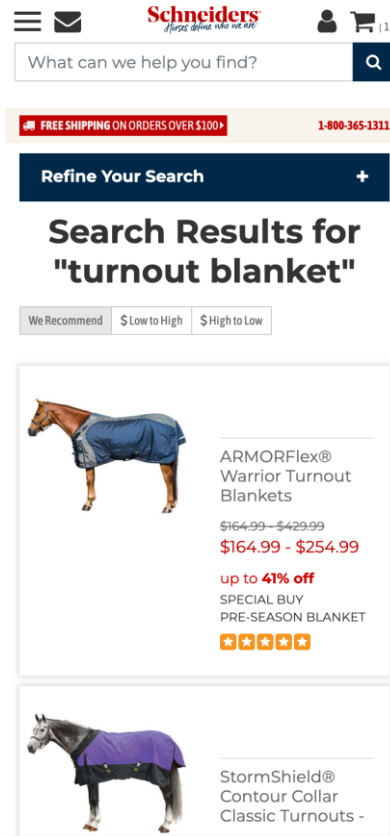
Source: EyeStudio

The best ecommerce checkout experiences aren't necessarily flashy or visually compelling

Instead, it's all about getting them to complete their purchase as quickly and smoothly as possible

Kalio™

Building a Seamless Checkout

- ❑ Reduce the number of steps and/or pages
  - ❑ 3-4 Steps Maximum
    - ❑ Billing
    - ❑ Shipping -- Offer Same as Billing/Shipping option
    - ❑ Payment
- ❑ No Distractions

Building a Seamless Checkout

One Page preferred with Guided Navigation
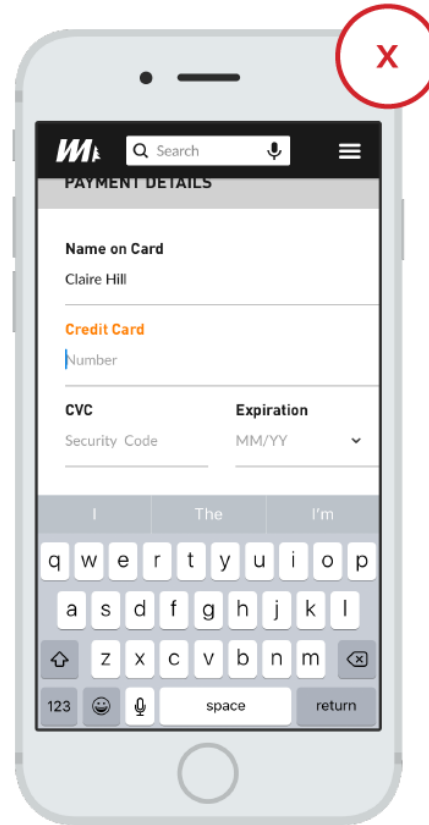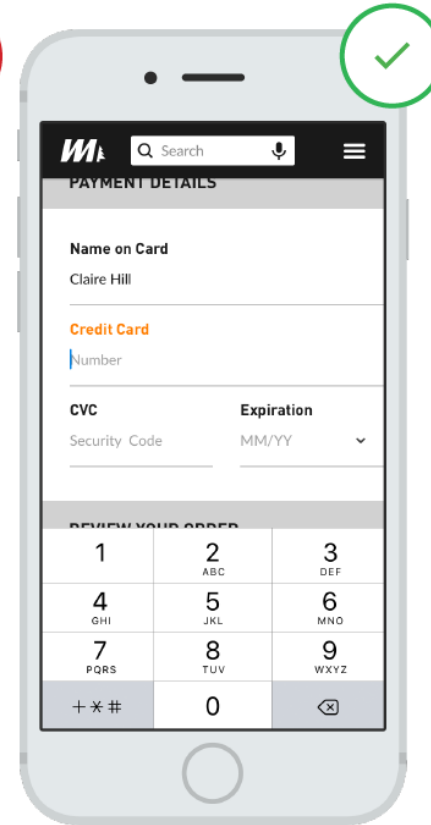
Building a Seamless Checkout

Make it even simpler for mobile

Building a Seamless Checkout

Optimize for Mobile

- ❑ Minimize necessary information

- ❑ Limit length of the page

- ❑ Load correct keyboard

- ❑ Auto-fill info where possible

✗ The user is required to tap the number key in the keyboard to enable number entry.

✓ An appropriate numeric keyboard is automatically provided for fields that require numeric entry.

Building a Seamless Checkout

Allow Guest Checkout

❑ 25% of abandon carts result from forced registration

❑ If you offer both a guest checkout and a login screen, keep the options and click-points limited

Building a Seamless Checkout

Offer Multiple Payment Options

- ❑ Prioritize the most popular methods first

- ❑ BNPL services such as Klarna and Affirm are growing in popularity

- ❑ If selling Internationally, you must offer local payment methods – (e.g.: Boleto in Brazil)

Building a Seamless Checkout

Eliminate Shipping Cost Surprises

❑ No unexpected shipping costs or surprise fees

❑ Display accurate shipping costs ASAP

❑ Link to details on Shipping charges

3. User Experiences that Facilitate the Shopping Experience

1. Make your website easy to navigate

2. Provide relevant filtering options

3. Optimize search results

4. Relevant content on homepage

5. Prioritize site speed

6. Show compatible products

7. Provide tools to facilitate product selection

8. Offer finders, configurators, configurable gifts, etc.

Kalio™

UX that Facilitates Shopping Experiences

In-path Upsell Opportunities

❑ Targeted, relevant, product offerings

❑ Upsell and Cross-Sell opportunities

UX that Facilitates Shopping Experiences

Personalized Choices

- ❑ Allow shoppers to remember their brand appropriate choices

- ❑ Create shortcuts to ordering

UX that Facilitates Shopping Experiences

UX that Facilitates Shopping Experiences

UX that Facilitates Shopping Experiences

Use configurators for complex products

Best Practices:

- Educate and entertain

- Offer 360° view

- Display all the steps in the process

- Include a "start over" option

- Offer full price transparency

- Provide Help Options

Kalio™

Complex Product Configurators

™ Kalio

Custom Gifts

Custom Gifts

Fly Sheet Finder

Fly Sheet Finder

Fly Sheet Finder

Thank You!

Kim Planet
Chief Solutions Architect

kplanet@kaliocommerce.com

Kalio™