



5 Customer Experience Tips for a Happier 2018 Holiday Shopping Season



Happy Holidays - Especially for Retailers

For retailers, the holiday season can be the happiest time of the year.

1

20% to 40%

of a retailer's annual sales can come from holidays

2

\$108 billion

eCommerce sales during 2017 holiday season

3

Holiday eCommerce sales will grow

15%

in 2018

All of this holiday cheer comes with a catch

Customer Experience Problems - The Grinch Who Stole Holiday Revenue

Keeping up with increased demands around the holidays is a tall task for eCommerce channels.



Average retailers see **200%** jump in web traffic between Black Friday and Cyber Monday



46% of orders will be placed on smartphones in 2018



3 seconds - the time it takes **50%** of eCommerce shoppers to abandon a site



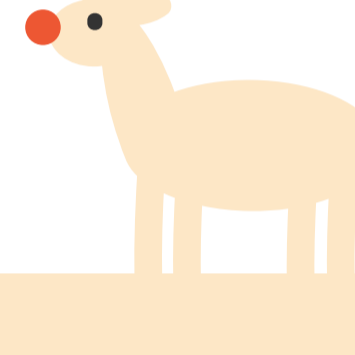
8% of sales per hour can be lost to downtime

Here are 5 tips to make the eCommerce Revenue Grinch's heart grow 3 sizes this year:

85% of holiday eCommerce shoppers have abandoned a cart at least once



1
Have Rudolph Navigate Your Toughest Cart Abandonment Issues



Cart abandonment means lost revenue.

What's keeping customers from completing orders? Use **real-time data and customer experience analytics** to solve these issues before the holidays.



2
Don't Let Hackers Ruin the Holiday Party



40% of online fraud occurs during the holidays - don't leave your customers out in the cold

Real-time data analysis and machine learning combat fraud at scale. With an **early warning system**, your customers won't be taken advantage of this holiday season.



3
Start Rockin' Around the Form Field Errors



A well-designed and functional form field can result in:

56.3% more conversions

35.5% increase in form completion

Form fill errors mean you're leaving money on the table. Some issues are too complex to spot on your own. Automate the process and keep users from struggling.



4
Don't Send Customers to the Island of Misfit Search Terms & Inconsistency

42%

of sites aren't suited for product browsing

68%

of sites didn't place content in a relevant place

38%

of sites over-complicate their search hierarchy

If customers can't search your site as if they're on Google, you could be in trouble. Customer experience analytics can pinpoint user search frustrations this holiday season.

58%

of shoppers want same day delivery products

63%

of shoppers say delivery speed is important factor in buying

5

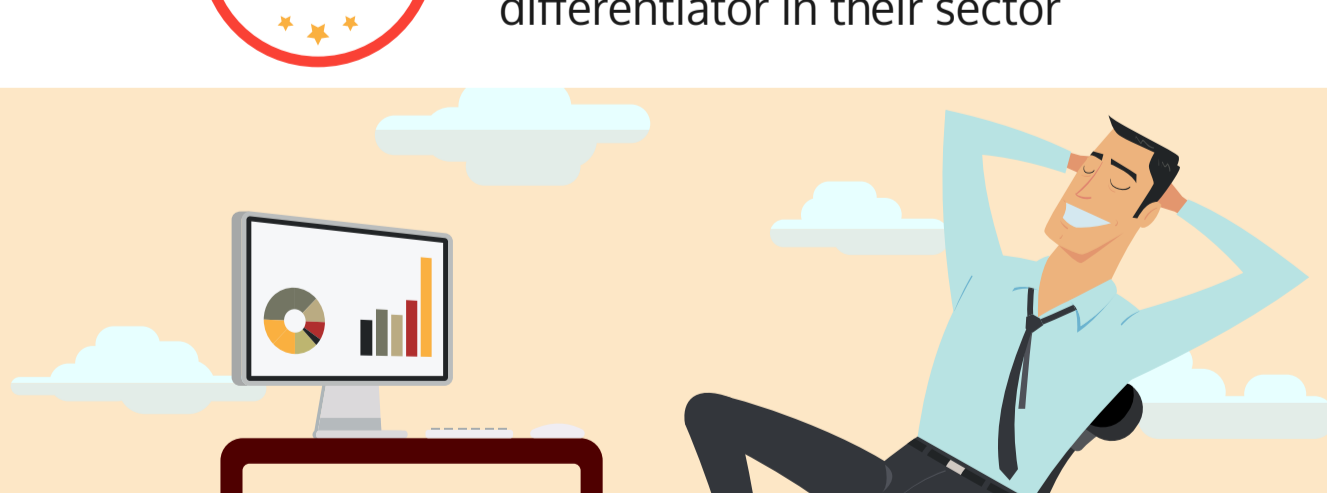
Make Your Shipping as Fast as Santa's Annual Trip Around the World

Customers expect consistency in shipping options across products. If you can't provide that, a customer experience analytics solution can track the customer experience and understand pain points in real time.

The Perfect Ingredient for Your Holiday Dinner

84%

of retailers believe customers experience is a significant differentiator in their sector



If you want to learn more about how the **UserReplay customer experience analytics solution** enables retailers to make sense of their vast customer data and turn it into actionable insights for this holiday season, **contact us today** for a free demo.

Understand how to streamline the customer journey and avoid lost revenue during the holiday season

Download the eBook: Optimizing the Customer Journey During the Holiday Season and Through the Year

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Sources

All source information available from UserReplay:

<https://www.userreplay.com/resources/customer-experience/infographic/CX-thrive-happy-black-friday/>

