# What other industries can learn from eCommerce success

eCommerce is paving the road to successful digital transformation for all sectors; what best practices can you apply?

The global eCommerce industry has quickly snagged its spot as one of the power players of the digital age, showing 28% growth in 2020 by adapting to changing customer demands and defining what it means to build winning digital experiences. Now, customers are demanding the same quality customer experiences (CX) with every service and transaction, no matter the industry.

As they say, "if you can't beat 'em, join 'em." Here are five best practices that your business can adopt from the eCommerce industry.

## 28%
industry growth in 2020

## Optimize your checkout journey

The eCommerce secret to turning visitors into customers – less is more. Today's customers expect a quick, easy, and convenient user experience (UX). In the peak days of brick and mortar, an expert associate would be responsible for leading you effortlessly through the shopping experience. This is no longer the case. Whether it's booking a hotel room or ordering groceries online, your customers will abandon ship if completing a purchase takes too much time or effort. Eliminate friction by simplifying address entry, using fewer form fields, and adding a progress bar that lets shoppers know how far they are from the finish line.

Tools like type-ahead address verification can transform the customer experience, speeding up the form-filling process while ensuring accurate contact & delivery details are captured quickly and effortlessly.

> 👍 40% of shoppers trust retailers with autocomplete more than those without.

## Reach customers where they are

Successful e-tailers know that they can't build lasting customer relationships with a one size fits all approach. Instead, customers expect a personalized touch that makes them feel special.

Some customers prefer to talk to a live representative, while others prefer to use a chatbot or send a DM on Twitter. A multi-channel communication strategy supported by customer demographic data can help you reach the right person with the right message every time.

Engage customers on channels that are rising in popularity, like SMS and social media. But don't forget tried and true methods such as email and direct mail. Knowing your customers through their data will allow you to build a tailored CX and winning customer-first strategy. Be sure to regularly validate, update and enhance your customer contact data, so you never miss a beat when trying to keep in touch with your loyal customer base.

> 📧 Consumers choose email (45%) as their favorite communication channel; however, mobile SMS (19%), phone calls (14%), and in-app channels (12%) are gaining traction.

## Empower your global consumer

While 2020 was challenging for nearly every business, growth across borders has opened up new audiences and opportunities. Digital transformation has broken down the barriers between you and your international customers. Now, you might find yourself accepting orders in Portuguese or shipping your product across oceans for the first time. Exciting? Yes. Easy? Not so much. In many areas of the globe, such as the Far East and South America, address data has historically been sparse, making it hard to reach these new consumers and leading to failed deliveries, fraudulent activity, and a lost chance at gaining customer loyalty.

Make sure your customers have all the tools necessary to enjoy a seamless checkout and successful fulfillment. An online checkout that supports multiple languages and currencies, coupled with accurate global address data, will help you master the art of cross-border commerce.

48% of respondents feel more confident their purchase will arrive safely and on time when a retailer has autocomplete address verification.

## Perfect your mobile presence

By 2024, the number of mobile shoppers in the US is expected to exceed 187 million, making an excellent mobile checkout essential for most digital businesses. To remain competitive, brands must create an experience that considers the pain points and preferences of their online customer base. When building a mobile presence, speed and precision are key. Same goes for your in-app experiences.

Make your mobile checkout one single page and minimize the need to input text by implementing single-line address verification with type-ahead predictive technology. Users can then simply start typing their full address and click when the pertinent details are found. This gives them the confidence that they have entered the address correctly while seamlessly accelerating their progression through the mobile checkout form.

> 38% of consumers consider mobile their preferred channel for researching & buying products/services.

## Be flexible

Your post-pandemic customers have fully embraced the omnichannel experience across all industries. Let travelers check in online or at the airport. Give shoppers the option to grab their groceries curbside. Make your digital banking experiences self-service. No matter the task, giving customers agency over the when's and how's of their online journey will lead to increased conversions and more loyal customers.

But failure to validate customer data can put a hitch in this otherwise seamless process. With convenience at the forefront of customer need, retailers must collect high-quality data across all points of sale. Connect customer profiles with their online or in-person purchase histories using Loqate's easy-to-integrate API to ensure info matches the data captured at the time of purchase. This will lower wait times, minimize chance of fraud, and deliver a higher quality customer experience.

> 44% of consumers prefer to do their shopping both online and in-person.

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