Welcome to the Shop.org Online Merchandising Workshop

Evolution of a Checkout Experience

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Agenda

- Expect the Unexpected
- Stats – Hidden gems
- Choosing the experience
- Adding functionality without risk
- Adding gift card redemption without fraud
- Express checkout
- Sign ins
- Mobile & Tablet
- Launch
- Justification
- Remember…

Analyze each step.

Full checkout

Express checkout

Significant differences

	Abandonment	
	FULL	EXPRESS
VISIT	**18,803,530**	
BROWSE	**56.5%**	
ADD TO CART	**77.8%**	
SHOPPING BAG	**22.7%**	
SIGN IN	**57.2%**	
SHIPPING	**23.1%**	
BILLING	**9.4%**	
REVIEW	**16.5%**	93.8%
CONFIRMATION	**10.6%**	29.4%
CONVERSION RATE	**1.88%**	
CART	**67.0%**	

*All numbers are fictional for illustrative purposes only.

Abandonment Statistics – browser specific segments.

Browser Version		Share	CART	CHECKOUT
IE_9.0		29%	70%	41%
IE_8.0		23%	45%	78%
CHROME_18.0.1025.1		10%	71%	47%
IE_7.0		6%	70%	43%
FIREFOX_11		8%	69%	39%
SAFARI_5.1		8%	77%	45%
SAFARI_5.1.5		4%	68%	36%

Analyze as many different segments as possible.

*All numbers are fictional for illustrative purposes only

Design Choices

- Accordion style single page (ie. Apple)
- Traditional with inline error messaging
- Traditional with popup error messaging
- Guest Checkout (anonymity)
- Express

Consider user testing your primary customers to determine which they respond to better.

Adding functionality

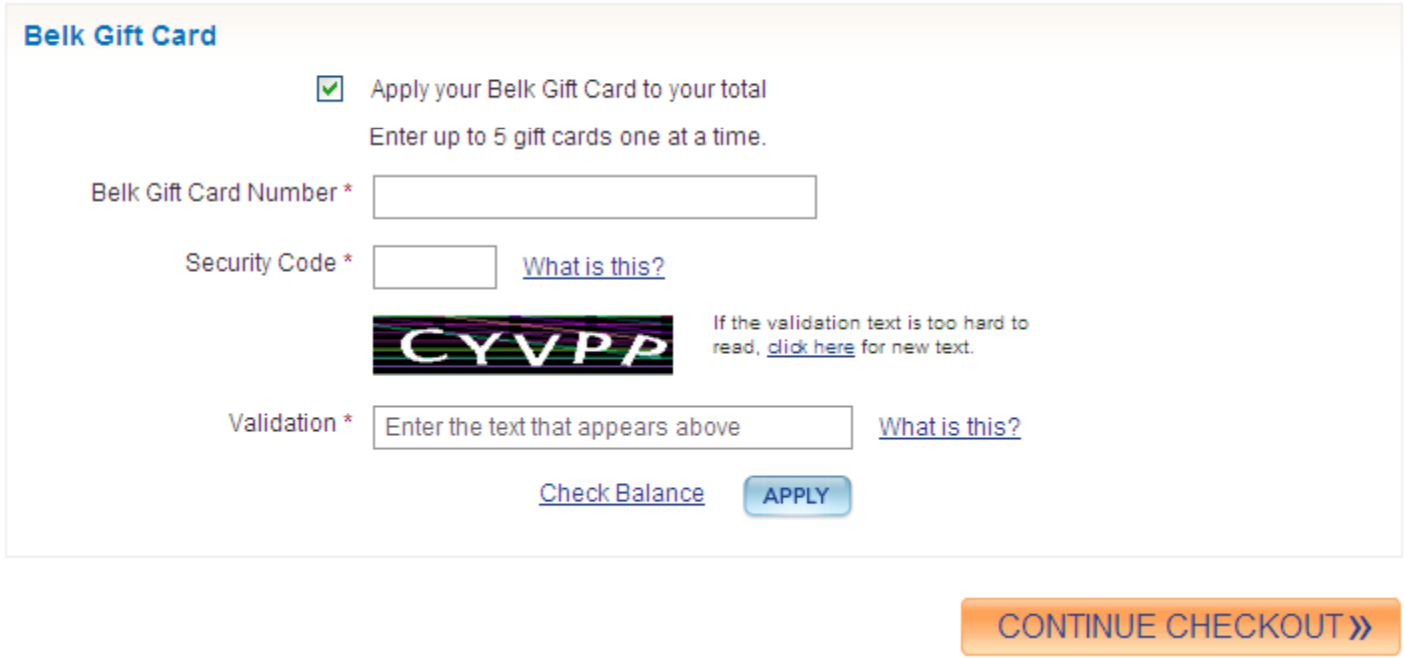
- How much is too much risk?

What we learned

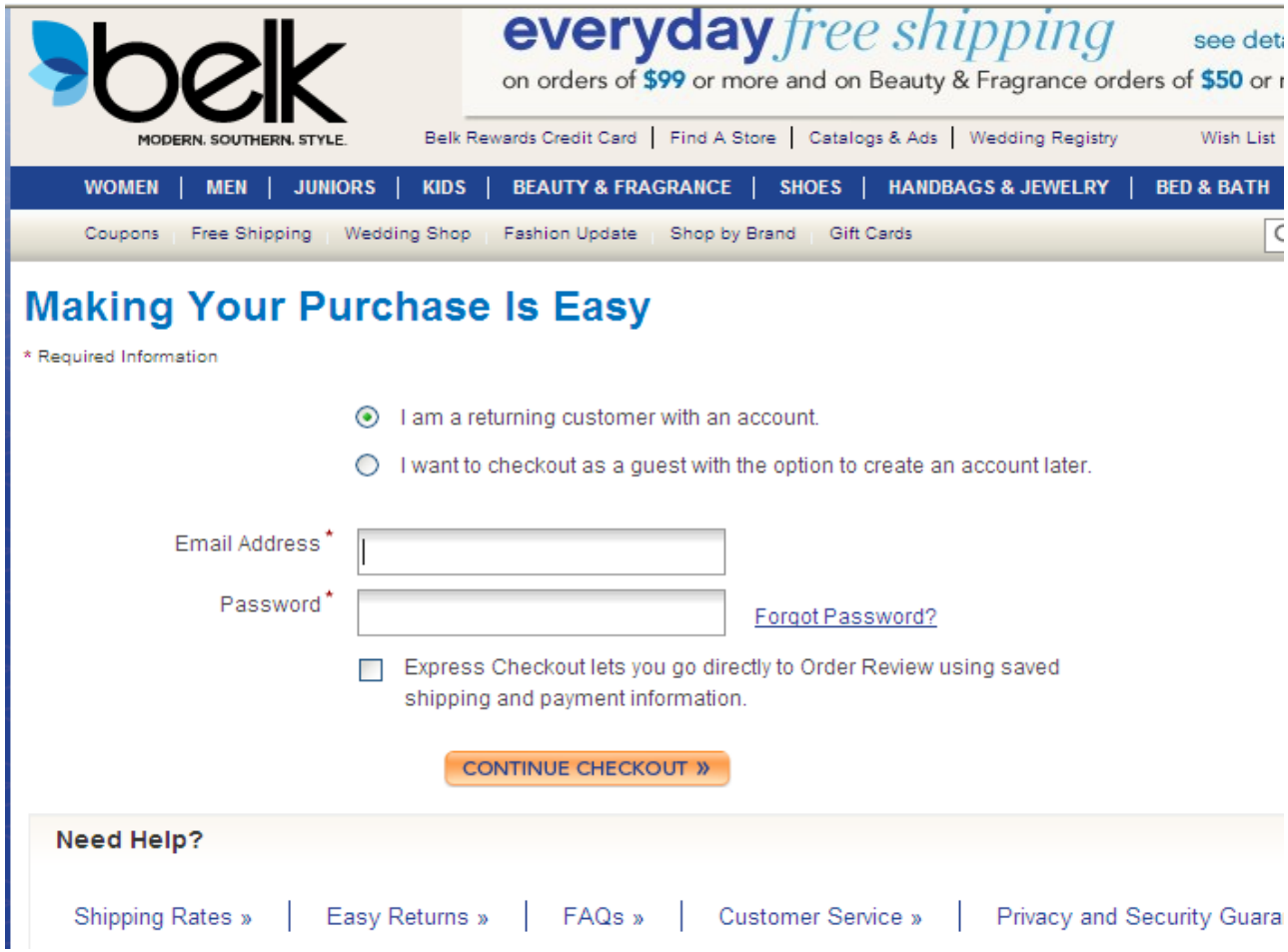
- Make gradual changes so loyal customers get slowly acclimated.
- Smaller changes also help to ensure there is a feasible plan to backout the changes if necessary.
- If large change is only option, offer two checkouts during transition – customer can choose new version or old version, and you have option of removing new version if problems arise.

Gift Card Redemption

- Deter fraud
  - pin/ security code
  - Capcha
- Always allow multiple card redemption
- Don’t forget balance checks



Sign In/Express



Integrate registered or guest options.

Have Express optional.

Mobile and Tablet

Imperative device checkouts be optimized for optimal conversion

	Add-to-Cart Rates by Device	Q1 2011	Q2 2011	Q3 2011	Q4 2011	Q1 2012
Overall	PC	9.34%	9.60%	9.60%	9.50%	10.20%
	Tablet	8.68%	9.44%	9.32%	9.57%	9.66%
	Smartphone	3.91%	4.29%	4.41%	4.10%	4.25%
Tablet	iPad	8.70%	9.47%	9.36%	9.61%	9.77%
	Kindle Fire	NA	NA	NA	NA	7.87%
	Android Tablet	2.89%	6.51%	7.45%	8.23%	9.35%
Smartphone	iPhone	3.83%	4.06%	4.04%	3.54%	3.71%
	Android Phone	4.06%	4.71%	4.95%	4.88%	5.00%
	Windows Phone	3.07%	3.78%	3.51%	3.71%	4.72%
	Other	1.72%	0.89%	1.34%	0.70%	0.94%

Source: Monetate

Belk.com Tablet Considerations

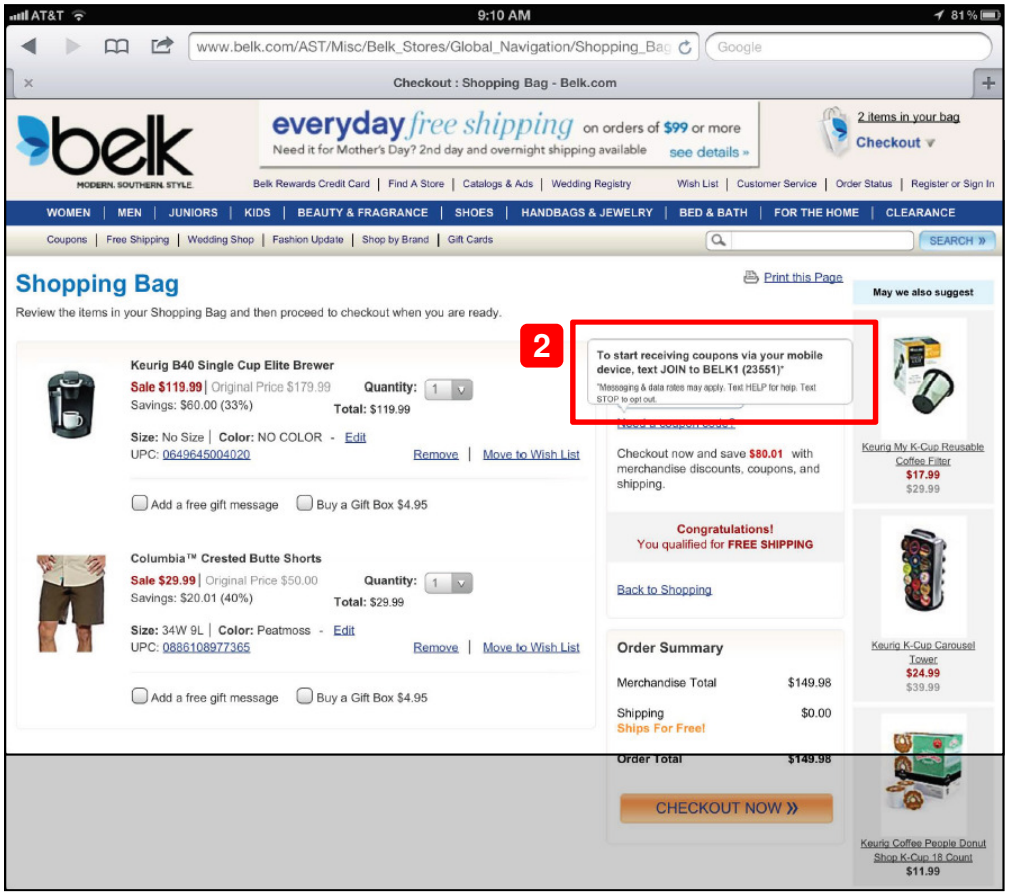
BASED ON TABLET USABILITY POINT OF VIEW

- It takes 7 taps/screens to complete purchase. Try to reduce the number of required pages/page loads and streamline the process. (Target, for example, takes 3)
- Simplify screen layout/content
- Provide a clear, bold call to action
- Keep CTAs above the fold, in a horizontal/landscape orientation
- Remove hover states to avoid issues in tablet experience
- Use overlay windows with caution, as they do not function consistently
- Setup forms functions to provide for mobile usability
- Set a clear and simple path that the user can visually follow throughout the process

source: Resource Interactive

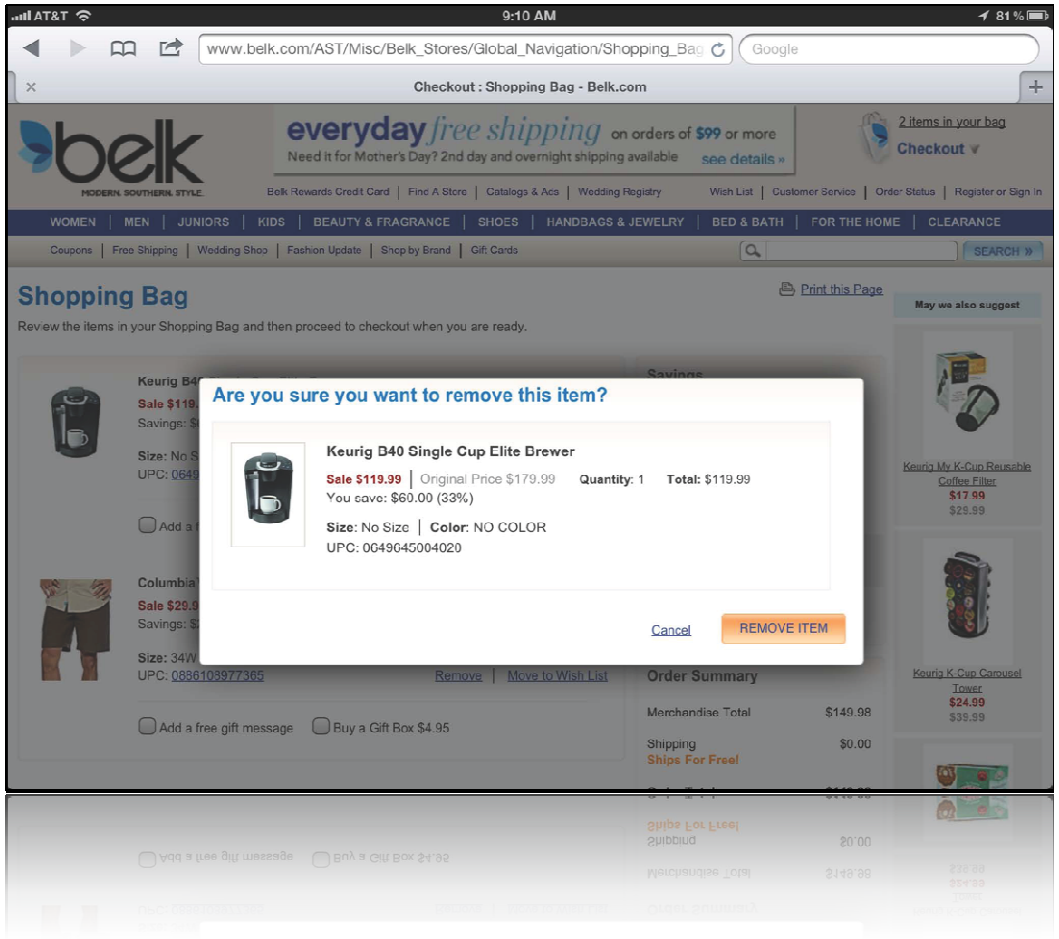
Shopping Bag - Tablet

- CTA is pushed off the page. 1
- Consider moving order summary section to top of column. 2



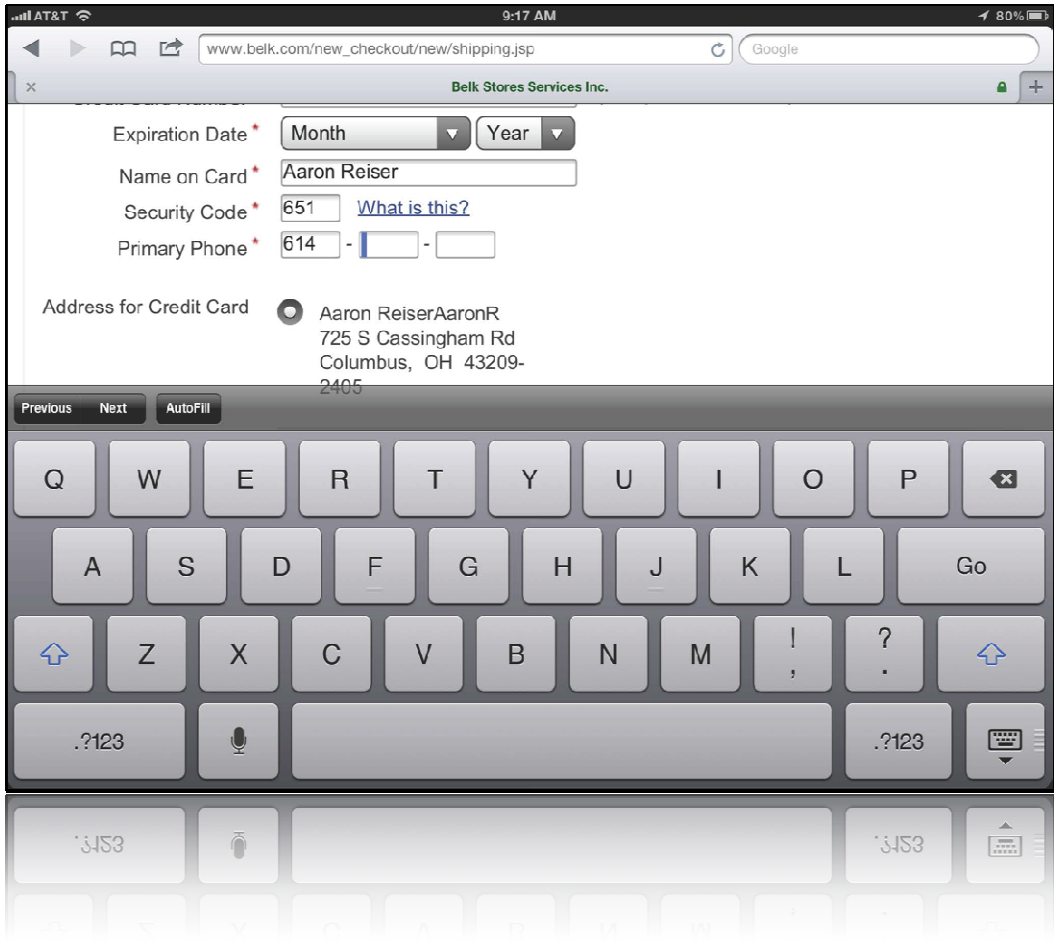
Overlays on Tablets

- Overlay is not standard practice on tablet.
- Use update processes that are inline and does not require this additional screen/functionality or that takes customers back to previous screens to make edits.

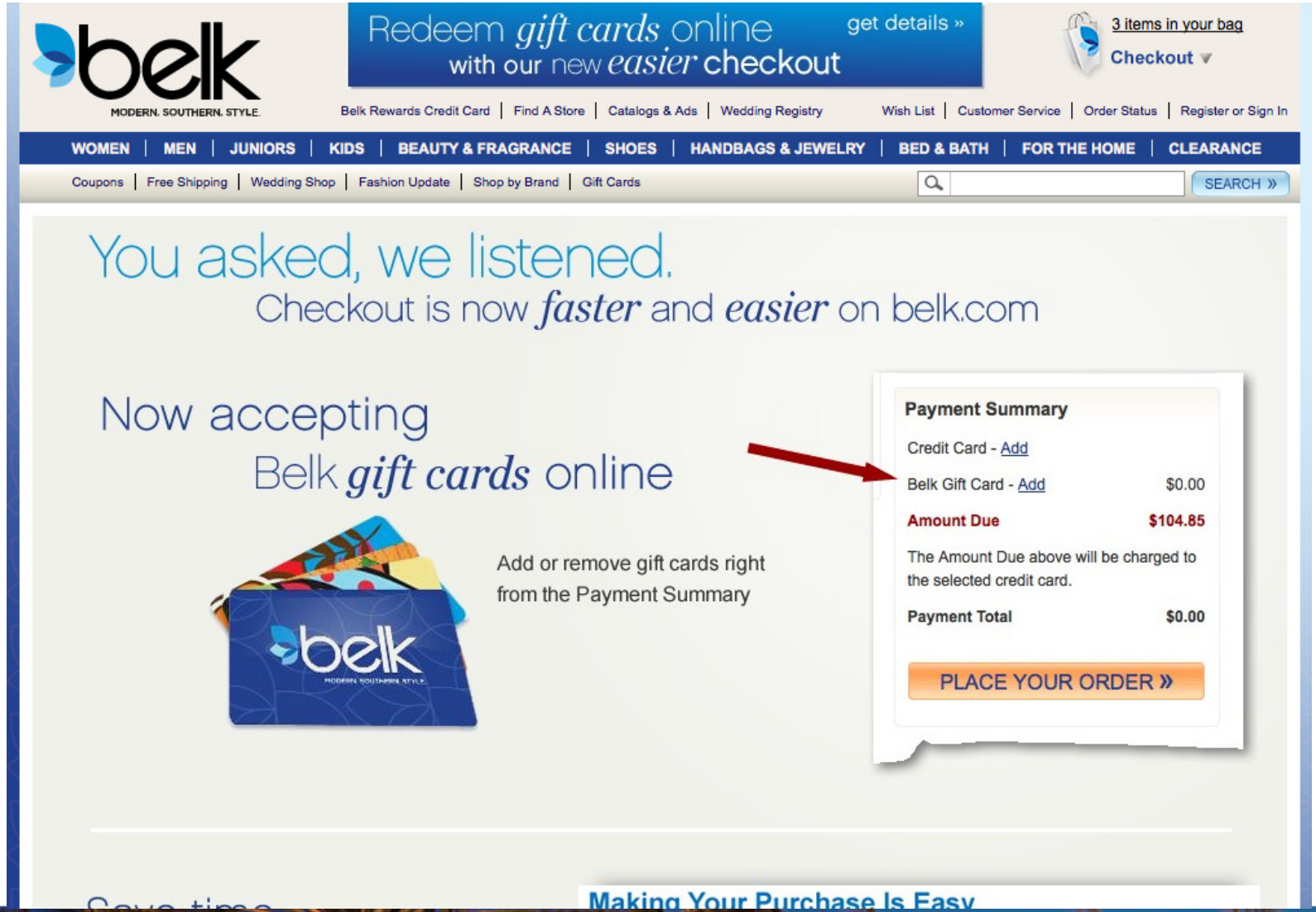


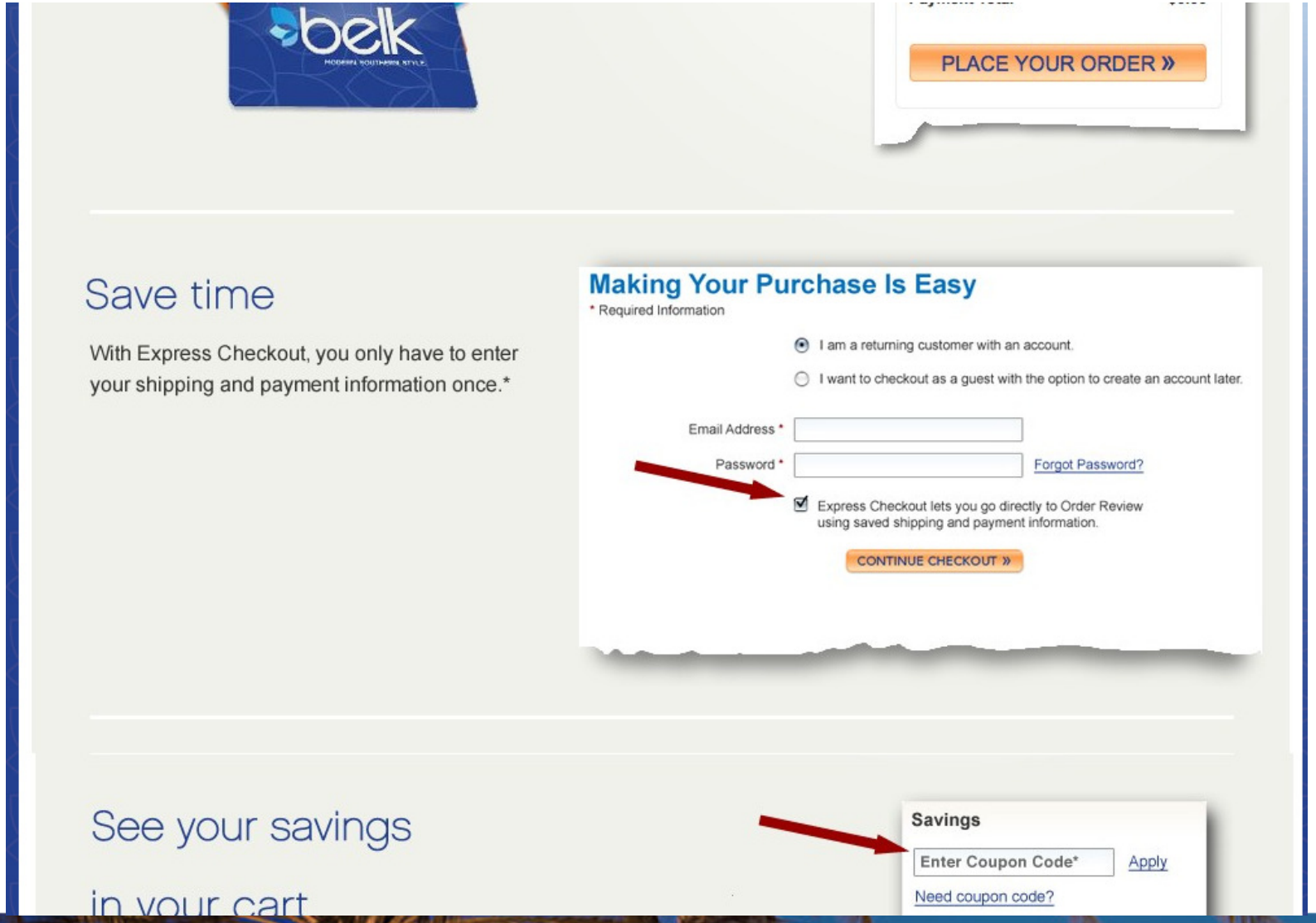
Payment Information on Tablet

- Add form functions (like auto-advance) for mobile usability. The phone number is a great example of this need.



Launch Announcement




belk
PLACE YOUR ORDER »
Save time
With Express Checkout, you only have to enter your shipping and payment information once.*
Making Your Purchase Is Easy
* Required Information
I am a returning customer with an account.
I want to checkout as a guest with the option to create an account later.
Email Address *
Password *
Forgot Password?
Express Checkout lets you go directly to Order Review using saved shipping and payment information.
CONTINUE CHECKOUT »
See your savings
in your cart
Savings
Enter Coupon Code*
Apply
Need coupon code?

See your savings

in your cart

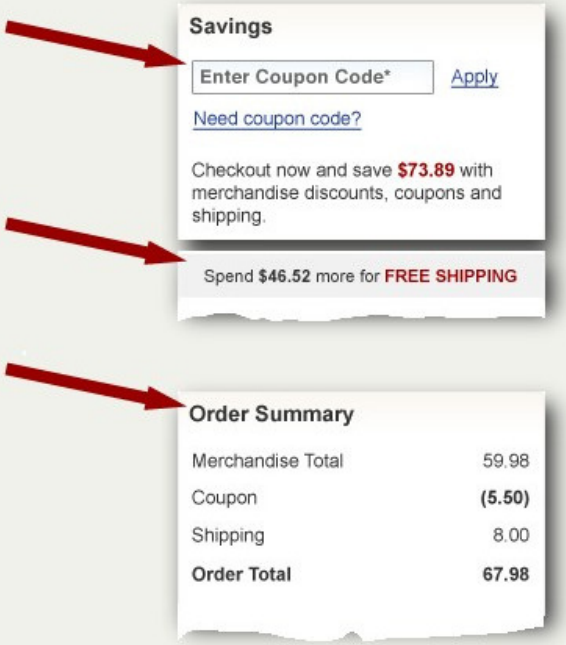
A new Savings column in your cart tracks
your coupons and discounts in one convenient location.

at a glance

See at a glance how to qualify for discounted shipping.

as you go

Your Order Summary tracks all your discounts, coupons, shipping and sales tax as you go.

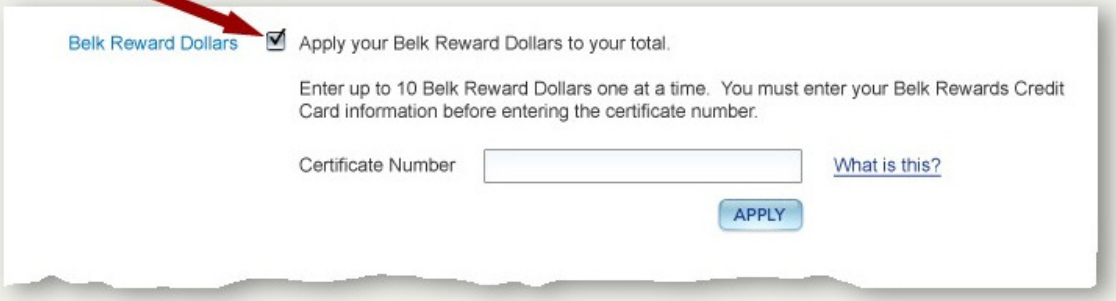


on each item

See how your coupon affects each item in your cart, and how much you'll save.

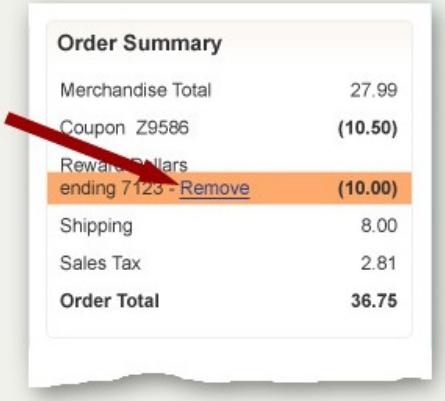
New payment options

Apply your Belk Rewards Dollars -- up to 10 certificates per order at checkout

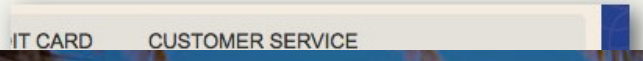


Changes are easy

Change or remove Rewards Dollars right from the Order Summary.



Feedback?



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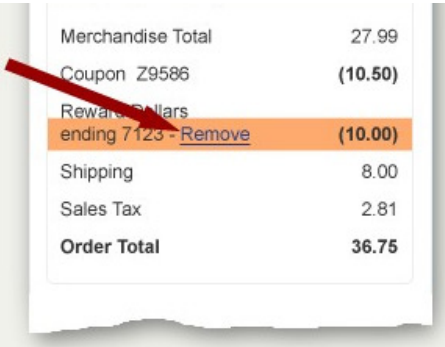
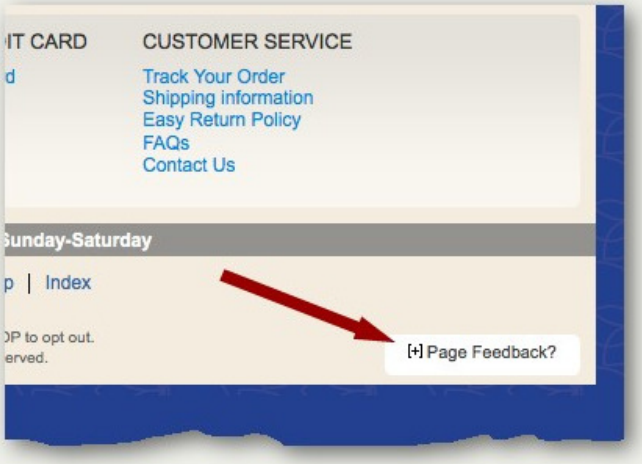


Feedback?

For help completing your order, call 866-235-5443 to speak with a personal shopping assistant. If you encounter technical problems, please let us know through the **[+] Page Feedback** button at the bottom of the page. Leave a short description of the problem, your web browser and the operating system you were using. Thank you for helping us understand and improve your shopping experience on belk.com.



* Express Checkout requires that your shipping address is associated with the credit card you use for payment. The first time you check out, enter your full credit card number plus the 3- or 4-digit security code from your card. After that, you need only to enter your security code to place an order.

Last but not least

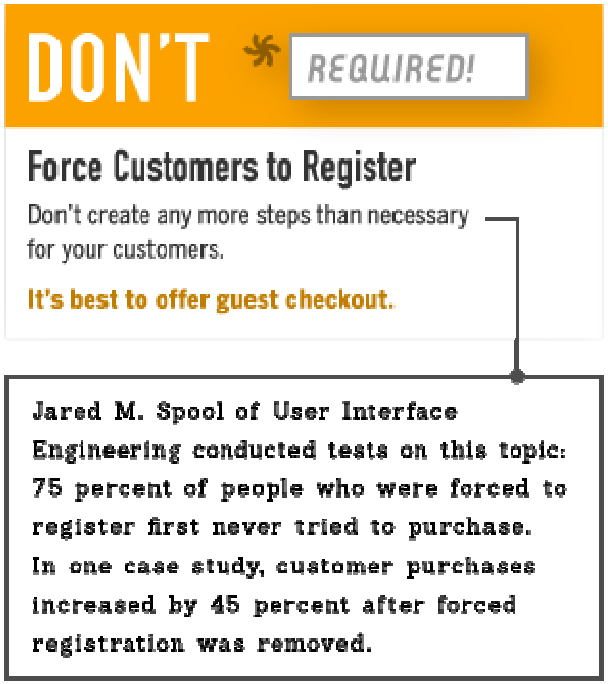
According to Forrester Research “Understanding Shopping Cart Abandonment”, these reasons are cited most often.

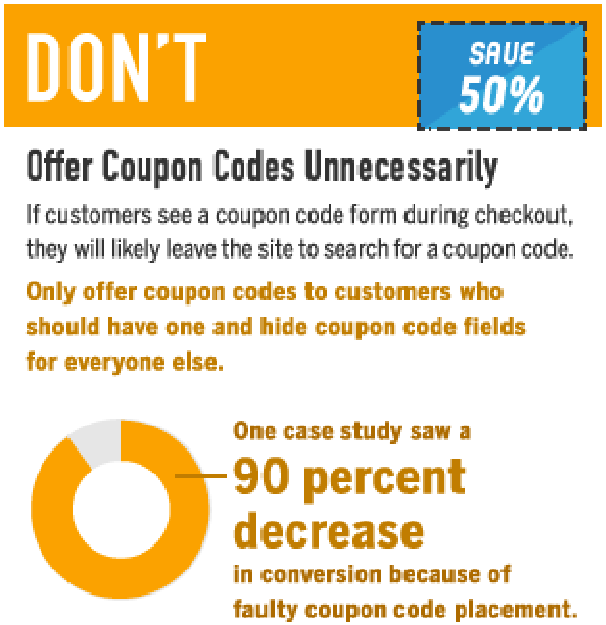
- Shipping – 76%
- Wasn’t ready to buy – 65%
- Price sensitivity – 62%
- Privacy and site difficulties – 16%

Invest dollars proportionately to overcome these reasons in order of customer impact.

And, so we haven't forgotten…

Source: Monetate





DO

Preach It with Customer Testimonials

Customers love to hear other customers' feeback.

On the path to checkout, feature strong testimonials.

DO

Follow up

If your shoppers abandon their carts, send a follow-up email offering to help.

DO

SAVED!

Save the Cart

If your shoppers do abandon their cart, let them know you're still storing their items for later. Next time they return to the site, remind them of the items they previously selected (preferably in a light box).

DO

Offer Price Guarantees

With the saturation of many markets, nowadays it's easy to find the lowest price. If you already have your customer on your site, reaffirming them with rhetoric like a "Lowest Price Match" guarantee can keep them happy and decrease shopping cart abandonment.

DO

ONLY 1 LEFT IN STOCK!

Be Up Front About Stock Availability

Inform your customers about an item's availability well before checkout time.

Always include item inventory on the product page.

DO

Reassure Customers

Don't wait to let your customer know important info they may be looking for; it might drive them away.

For example, allow customers to see their warranty information upfront. Provide this information at a time when you feel your customers will have the most anxiety toward a sale.

DO

Prevent Errors

Make sure you have a team monitoring checkout errors at all times to ensure a small error doesn't void a sale.*

*Tealeaf research showed

a loss of 44 billion

in potential revenue because of minor mistakes.

PROGRESS INDICATOR

Customers like knowing where they are in the process. Number steps to track progress.

CALLS TO ACTION

These are key—keep them concise, consistent, prominent, and color contrasted. Never place the "checkout" button next to the "remove from cart" button.

BACK LINKS

Including a back link allows the customer freedom; don't make them feel cloistered.

DEDICATED TOLL-FREE HOTLINE

Some customers are uncomfortable using their cards online. Allow them the option to fax orders. Always provide contact information during checkout to alleviate any concerns the customer might have.

THUMBNAILS

Include thumbnails so customers know they are buying the right item—you don't want them to have to start the whole process over.

ALLOW CHANGES

Making moves easy for your customer is the key. Make changing details on the checkout page easy and intuitive.

Test the placement of such logos for conversion rate differences

It never hurts to include third party reinforcement logos such as VeriSign.

SECURITY

Allowing customers to choose different payment options decreases shopping cart abandonment.

DIVERSIFY PAYMENT OPTIONS

Many customers use their shopping cart as an idea collector for the future. Allow them the option of reviewing at a later time, or emailing goods they're interested in to themselves.

SAVE THE CART

CROSS-SELLING

Be careful how you cross-sell. Remember to use the monetary cart amount as a gauge for offering cross-selling.

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