




shop.org 2012

online merchandising workshop

**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

Belk Gift Card

Apply your Belk Gift Card to your total
Enter up to 5 gift cards one at a time.

Belk Gift Card Number *

Security Code * [What is this?](#)

 If the validation text is too hard to read, [click here](#) for new text.

Validation * Enter the text that appears above [What is this?](#)

[Check Balance](#)

[CONTINUE CHECKOUT »»](#)

Sign In/Express

The screenshot shows the Belk website's sign-in page. At the top left is the Belk logo with the tagline "MODERN. SOUTHERN. STYLE.". To the right is a banner for "everyday free shipping" with details: "on orders of \$99 or more and on Beauty & Fragrance orders of \$50 or more". Below the banner are navigation links: "Belk Rewards Credit Card", "Find A Store", "Catalogs & Ads", "Wedding Registry", and "Wish List". A dark blue navigation bar contains categories: "WOMEN", "MEN", "JUNIORS", "KIDS", "BEAUTY & FRAGRANCE", "SHOES", "HANDBAGS & JEWELRY", and "BED & BATH". Below this is a secondary navigation bar with "Coupons", "Free Shipping", "Wedding Shop", "Fashion Update", "Shop by Brand", and "Gift Cards".

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 »](#)

Need Help?

[Shipping Rates »](#) | [Easy Returns »](#) | [FAQs »](#) | [Customer Service »](#) | [Privacy and Security Guar](#)

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

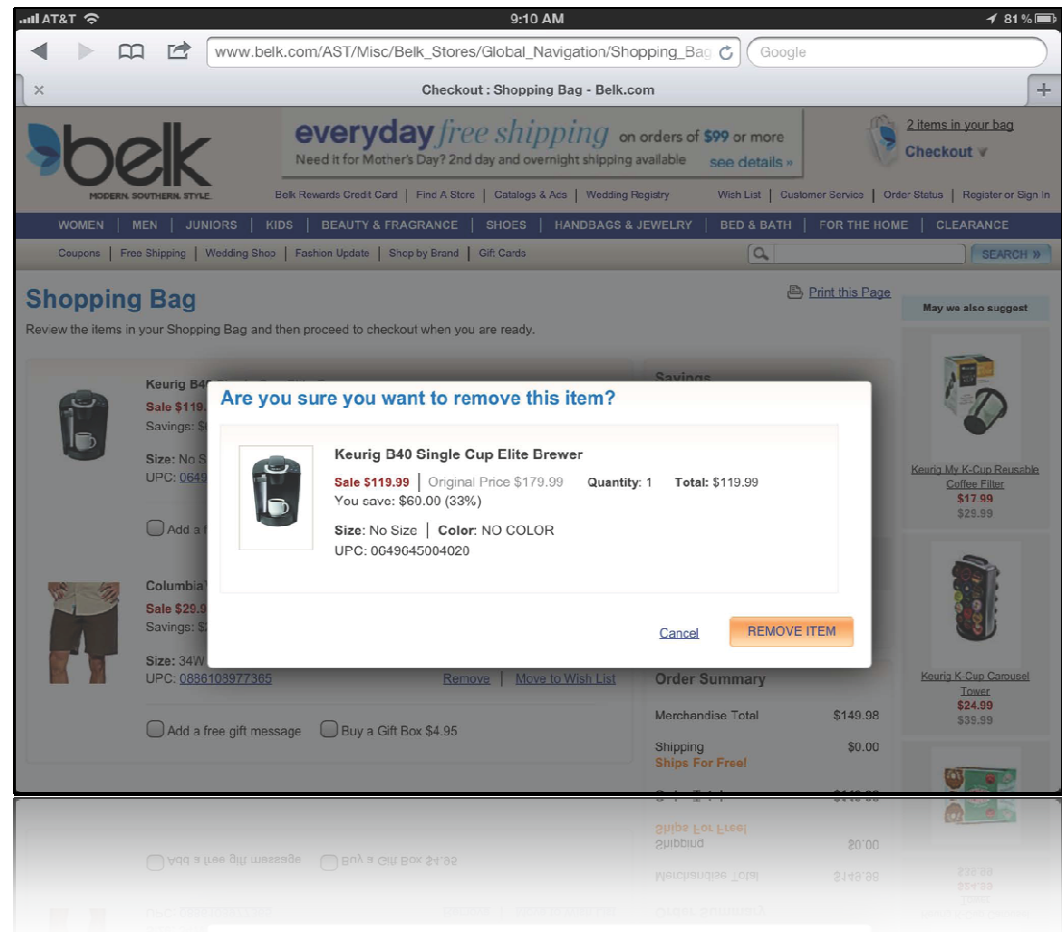
Shopping Bag - Tablet

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



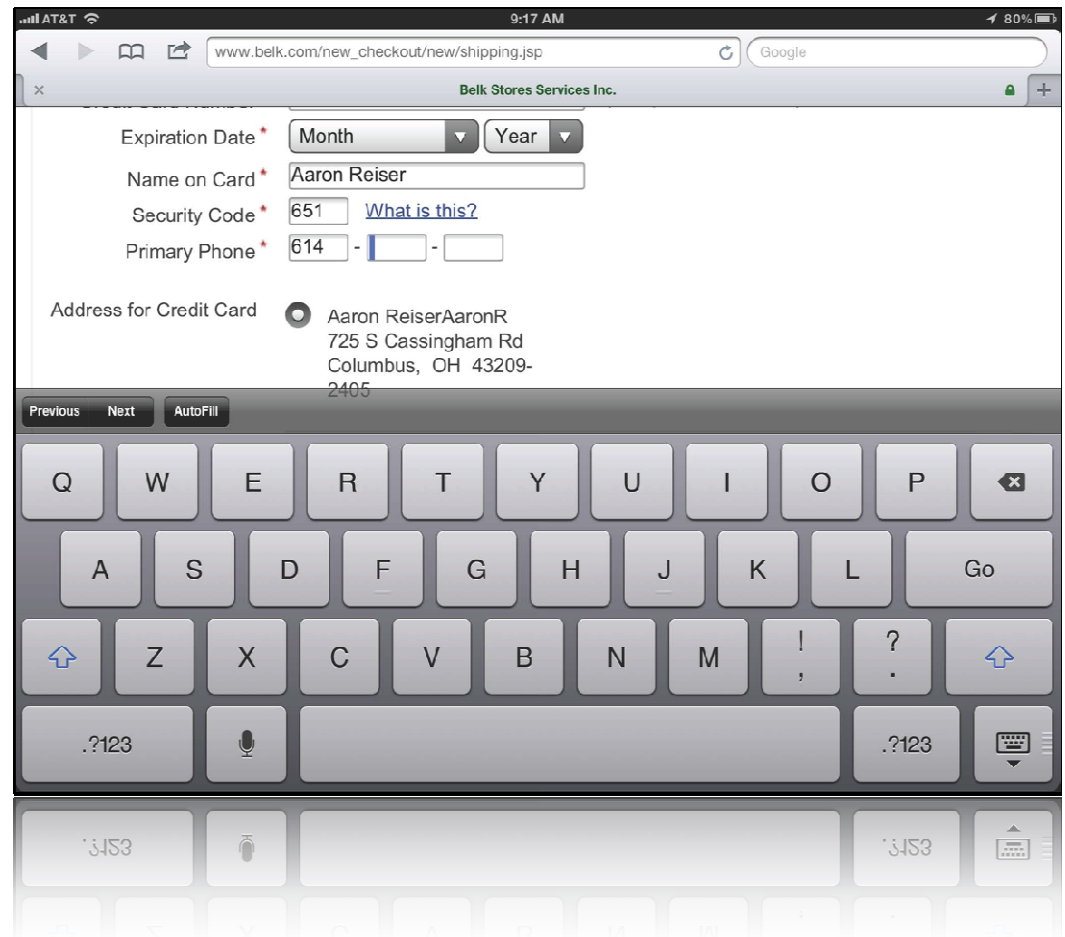
Overlays on Tablets

- 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.



The screenshot shows a mobile browser interface for a payment form. The browser address bar displays "www.belk.com/new_checkout/new_shipping.jsp" and the page title is "Belk Stores Services Inc.". The form fields are as follows:

- Expiration Date: Month (dropdown), Year (dropdown)
- Name on Card: Aaron Reiser
- Security Code: 651 (with a link "What is this?")
- Primary Phone: 614 - [] - []
- Address for Credit Card: Aaron Reiser Aaron R
725 S Cassingham Rd
Columbus, OH 43209-2405

Below the form, there are navigation buttons: "Previous", "Next", and "AutoFill". A virtual keyboard is displayed below the form, with a "Go" button on the right side of the second row. The keyboard also features a microphone icon and a "?." key.

Launch Announcement

belk
MODERN. SOUTHERN. STYLE.

Redeem *gift cards* online with our new *easier* checkout [get details »](#)

3 items in your bag
Checkout ▾

Belk Rewards Credit Card | Find A Store | Catalogs & Ads | Wedding Registry | Wish List | Customer Service | Order Status | Register or Sign In

WOMEN | MEN | JUNIORS | KIDS | BEAUTY & FRAGRANCE | SHOES | HANDBAGS & JEWELRY | BED & BATH | FOR THE HOME | CLEARANCE

Coupons | Free Shipping | Wedding Shop | Fashion Update | Shop by Brand | Gift Cards

SEARCH »

You asked, we listened.
Checkout is now *faster* and *easier* on belk.com

Now accepting
Belk *gift cards* online

Add or remove gift cards right from the Payment Summary

Payment Summary

| | |
|---|-----------------|
| Credit Card - Add | |
| Belk Gift Card - Add | \$0.00 |
| Amount Due | \$104.85 |
| The Amount Due above will be charged to the selected credit card. | |
| Payment Total | \$0.00 |

[PLACE YOUR ORDER »](#)

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BELK.COM STYLE GUIDE [shop.org](#) 2012



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

[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.

Savings

Enter Coupon Code* [Apply](#)

[Need coupon code?](#)

Checkout now and save **\$73.89** with merchandise discounts, coupons and shipping.

Spend \$46.52 more for **FREE SHIPPING**

Order Summary

| | |
|--------------------|--------------|
| Merchandise Total | 59.98 |
| Coupon | (5.50) |
| Shipping | 8.00 |
| Order Total | 67.98 |

on each item

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

Pro Tour® Solid Poly Polo Knit
Duis aute irure dolor in reprehenderit

Sale \$24.99 | Original Price \$42.00
Savings: \$17.01 (40%)

Quantity: **Total: \$24.99**
Coupon **(\$5.50)**

Size: L | Color: Turkish Tile - [Edit](#)

UPC: 4025562112325

[Remove](#) | [Move to Wish List](#)

New payment options

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

[Belk Reward Dollars](#) Apply your Belk Reward Dollars to your total.

Enter up to 10 Belk Reward Dollars one at a time. You must enter your Belk Rewards Credit Card information before entering the certificate number.

Certificate Number [What is this?](#)

Changes are easy

Change or remove Rewards Dollars right from the Order Summary.

| Order Summary | |
|---|--------------|
| Merchandise Total | 27.99 |
| Coupon Z9586 | (10.50) |
| Reward Dollars ending 7123 - Remove | (10.00) |
| Shipping | 8.00 |
| Sales Tax | 2.81 |
| Order Total | 36.75 |

[Feedback?](#)

[CREDIT CARD](#)

[CUSTOMER SERVICE](#)

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Changes are easy

Change or remove Rewards Dollars right from the Order Summary.

| | |
|---|--------------|
| Merchandise Total | 27.99 |
| Coupon Z9586 | (10.50) |
| Rewards Dollars ending 7123 - Remove | (10.00) |
| Shipping | 8.00 |
| Sales Tax | 2.81 |
| Order Total | 36.75 |

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.

MY ACCOUNT

CUSTOMER SERVICE

[Track Your Order](#)
[Shipping information](#)
[Easy Return Policy](#)
[FAQs](#)
[Contact Us](#)

Sunday-Saturday

[Home](#) | [Index](#)

Click here to opt out.
If you are not interested in receiving this information, please click here to opt out.

[+] Page Feedback?

* 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 enter your security code to place an order.

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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

DON'T ✨ **REQUIRED!**

Force Customers to Register

Don't create any more steps than necessary for your customers.

It's best to offer guest checkout.

Jared M. Spool of User Interface Engineering conducted tests on this topic: 75 percent of people who were forced to register first never tried to purchase. In one case study, customer purchases increased by 45 percent after forced registration was removed.

DON'T \$ 

Hide Shipping Costs

While marketers might want to wait until the last second to include shipping costs, this is a good way to aggravate customers, leading to shopping cart abandonment.


Estimate shipping costs early or try to offer free or flat shipping, if fiscally viable.

DON'T 

Offer Coupon Codes Unnecessarily

If customers see a coupon code form during checkout, they will likely leave the site to search for a coupon code.

Only offer coupon codes to customers who should have one and hide coupon code fields for everyone else.

 One case study saw a **90 percent decrease** in conversion because of faulty coupon code placement.

DO



Preach It with Customer Testimonials

Customers love to hear other customers' feedback.

On the path to checkout, feature strong testimonials.

DO

NEED HELP?

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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