

The Egenz Guide

8 FACTORS WHY CUSTOMER ABANDON ONLINE SHOPPING CART?





WHY CUSTOMER ABANDON SHOPPING CART

You have put a lot of effort and time in creating your ecommerce store, but why customers are not purchasing in my website?

Why they did not finish the payment process?

These are the common questions all the online store or ecommerce owner will be asking and wondering.



COMPLICATED CHECKOUT PROCESS

Is your whole shopping cart process takes more than 4 steps?

Is your shopping cart complicated?

Always remember customer who purchase online are general users.

If the whole process are too technical, they may leave your website

Make sure it is simple and easy.



SUPER LONG FORM

Is your shipping form very long?

One of the most irritated part is, you required the customer to fill up a long form to finish the checkout and proceed to payment.

When the customers find it difficult or troublesome to fill up the form, they will close the browser and proceed to other online store.

And You Lost The Client!!



HIGH SHIPPING COST

One of the main thing customers will compare is the shipping cost.

If your shipping cost is too high, customers may go to your competitors who are offering lower or free shipping.

Always find out how much shipping your competitor is charging.

If you can offer flat rate in shipping, you may get higher sales.



FORCE TO REGISTER AN ACCOUNT

Can your customer make payment online without register and login?

Did you provide an alternative way where they can purchase without login?

One of our client website is selling insurance, up to 70% of the purchase was done without registration and login.



LIMITED PAYMENT METHOD

How many payment methods does your online store offer?

Customers may force to abandon the shopping cart when their preferred payment method is not available.

Let's say if your website only offer paypal, then you may lose customers who do not have credit cards or customers who prefer to pay via online banking.



WEBSITE HAS ERRORS / BUGS

Have you ever test buying any products from your own online store?

This is very important!

If you try out the process, you will understand what your customer experiencing when they make payment.

This will help you understand what your customers are facing during the checkout process.



PRODUCT IS MORE EXPENSIVE

Have you compare your product price from different platform?

Customers who love to shop online also love to compare the products pricing across multiple platform.

Customers may not proceed if the product price from your online store is higher compare to other platform.



PAYMENT FAILED MULTIPLE TIMES

Did you get a reliable payment gateway?

If the payment gateway is not stable, this may cause customers not able to make payment online.

Look at your sales report, how many sales orders are failed in making payment.



MALAYSIA e-COMMERCE XPO 2017

Matrade Exhibition &
Convention Center

9.00am - 6.00pm

22nd - 24th

November 2017

Category

- ✓ ECommerce
- ✓ Website Design
- ✓ Logistic
- ✓ Payment Gateway
- ✓ Internet Marketing
- ✓ POS System
- ✓ Account Cloud
- ✓ Social Media

many more...

CONTACT US

You are important to us and we value your feedback. If you have any enquiries about our services, please let us know so that we can assist you.



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