Consumer Experience in the Digital Environment

Technical Challenges for E-Commerce Unit 9

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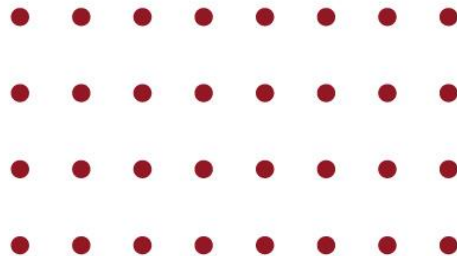
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Challenges Related to e-Commerce Technology Requirements

- ➢ Internet requirements

- ➢ Website development

- ➢ Hosting consideration

- ➢ E-Commerce and mobile checkout sales

- ➢ Usage of smartphones for online shopping changes in e-Commerce

1. Internet Requirements

- Wireless solutions for e-Commerce Internet requirements

- Reliability

- Speed and security

- Networking solutions and rapid installations

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2. Website Development

- Selecting the appropriate technology

- Choose a mobile responsive design

- Smooth multichannel shopping experiences

- Security

3. Hosting Consideration

What is hosting for e-Commerce?

Hosting gives your website a server to live on, enabling it to be active and reachable via the Internet. It is your online home! A hosting plan specifically made for e-Commerce websites is known as e-Commerce hosting. It provides all the features and specifications required to operate an e-Commerce website. A payment gateway, security, an SSL certificate, and the capacity to scale during a traffic increase might be included in the package.

When you decide to work with a hosting company, do your homework, and take some time to consider the features that various plans have and how they compare to your needs. Keep in mind that hosting is to a website what water is to fish. Choose wisely.
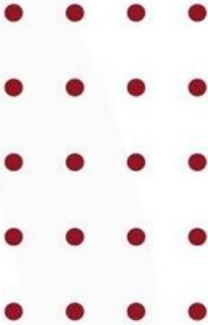
4. e-Commerce and Mobile Checkout Sales

Merchants should implement mobile self-checkout solutions for e-commerce. Mobile self-checkout devices are made to make the purchasing process simple and hassle-free for customers.

By converting their smartphone into their very own POS system, these solutions enable customers to bypass checkout queues and kiosks. Customers may be able to accomplish this in some circumstances without even installing an app.

5. e-Commerce and Mobile Checkout Sales

Some of the common reasons for low mobile checkout conversion rates are:

- Lack of a secure checkout process.
- Unclear visibility of product details.
- Difficult navigation.
- No option to compare products/prices etc.
- Difficulty in updating customer information.

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6. e-Commerce and Mobile Checkout Sales: Tips

- Build trust in your store by ensuring that your entire website is safe.
- A simple HTTPS instead of an HTTP will go a long way.
- You can also use trusted third-party security badges of payment processors on your checkout pages.
- An example is the rapid SSL badges.
- Leverage guest checkout options for customers who might be skeptical of entering their card details on your e-Commerce store.
- Provide checkout options like PayPal, Apple Pay, and Amazon Pay to get more conversions.

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7. Usage of Smartphones for Online Shopping Changes in e-Commerce

From being a basic "smart" mobile phone, it has developed into an indispensable instrument that can be used to check email, use as a personal trainer, watch favorite shows, hunt for a new job, communicate with friends on social media, make bank transfers, and a host of other things. As a result, smartphones affect e-Commerce.

Since clients will attempt to visit your website from their mobile devices and will simply leave if it is not properly optimized, your conversion rate will decrease if you disregard m-commerce, which is here to stay.
Also, this will have a detrimental impact on your website's SEO approach.

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1. Data Capitalization: Problem

- Growth and integration of the digital commerce function into the fundamental, all-encompassing brand solution is one of the most significant e-Commerce issues.

- KPI measurement not always easy to measure due to lack of data integration.

- Lack of data capitalization can affect both short-term and long-term company decisions.

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1. Data Capitalization: Solution

Solution

1. Start by making the e-Commerce function a core component of the company rather than a standalone component of a brand solution.

2. Devise clever techniques to gather and assess information on in-store purchases and patronage.

3. This will assist businesses in strengthening local store monetization strategies, better consumer targeting, cross-digital impact, and data visualization.

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2 Expanding Expectations of Consumers: Problem

Problem:

1. It is exceedingly challenging to meet customer expectations in a time when the customer experience is king.

2. Tech giants like Amazon are bringing online shopping to the metaphorical "next level" with anticipatory shipping practices.

3. Merchants cannot compete with industry giants and meet the constantly changing needs of customers.

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2 Expanding Expectations of Consumers: Solution

1. Provide better experience to customers (bring something creative and better than competitors).

2. Leverage e-Commerce collected data to create personalized customer experiences to match the customer expectation of a pleasant user experience.

3. Send product updates or notification alerts to encourage consumer interaction.

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3. Speed Challenge: Problem

1. Many businesses find it challenging to move rapidly or modify to meet client expectations (agility drives instantaneous digital fulfilment is one of the most crucial projects in e-Commerce firms. The core of the digital business is agile change and scaling is crucial to its success).

2. Inability to effectively integrate new technology into their current system, which makes it harder for them to gain market share.

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3. Speed Challenge: Solution

1. Flexibility in e-Commerce strategy helps businesses in providing customers with better purchasing experiences.

2. e-Commerce businesses must promptly adapt to changes across all platforms and produce individualized collections that motivate customers.

3. Continue to provide new content, which must also include guided selling experiences tailored for each device and media channel.

4. Personalization Strategy: Problem

- Retailers are focused on giving their consumers a personalized experience, yet without the customers' knowledge, these experiences can become too personalized.

- Customers are irritated by the excessive number of tailored web adverts.

- Retailers lose the opportunity to establish a personal connection with clients in the rush.

- Customers want to be treated like a person rather than just a number that helps a firm win their business

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4. Personalization Strategy: Solution

1. The 1:1 relationship that e-Commerce business executives must build with their customers.

2. Retailers should strategically leverage additional consumer data.

3. Automate the entire client journey by incorporating cutting-edge technologies and clever algorithms into the current framework.

4. Use new machine learning techniques, more commerce tools, and cross-application data exchange to implement personalization approach to e-Commerce.

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Thank You