



Customer Checkout Process

The best eCommerce websites create an online experience that makes visitors fall in love with their products, and often the first step of a checkout determines and sets the tone for the entire checkout experience.

In order to optimize the checkout process to curb checkout abandonment, retailers can tweak the process to handle checkout errors effectively.

Steps of the Customer Checkout Process:

- 1 Registration**
 - The customer is prompted to create or login to an existing account
 - Providing the customer with the option to checkout as a guest and not create a profile is going to help decrease cart abandonment rate
- 2 Address Information**
 - Allows customers to add both billing and shipping information
- 3 Delivery Options (Shipping Method)**
 - User chooses a delivery method
 - Providing multiple options with different costs is going to help encourage shoppers to not abandon their cart
- 4 Payment**
 - Customer provides payment information
 - Providing shoppers different payment options is going keep shoppers happy
- 5 Confirmation**
 - Customer reviews the order

Ways to Automate the Shipping Process



Inform customers if the item is available (how many in stock)



Allow your customers to modify their order (include remove button)



Provide customers with real-time support (chat)



Provide photos, specifications and links for items in customer's basket



Keep 'back' button fully functional



Provide a progress indicator



Inform users about delivery times (shipping: 5-7 days)



Tell the customers what happens next



Send a confirmation email

When the checkout process is seamless, conversions can increase **3-5%**



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