touchpoint GROUP

eCommerce Customer Experience Review

Gain a complete understanding of which points along your customer journey cause churn and how you can improve retention, reduce operational costs, and improve customer lifetime value on your eCommerce platform.

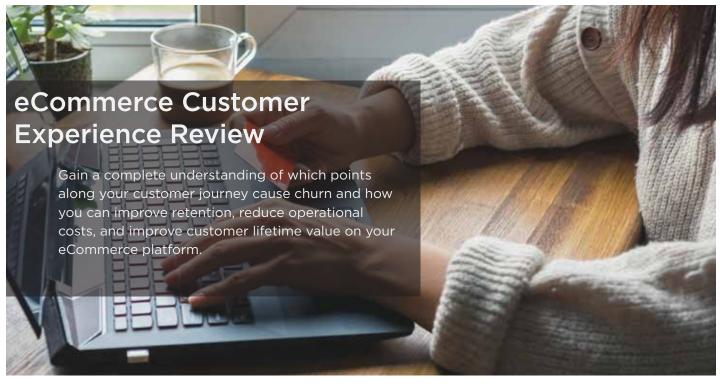**Detect and prevent issues that impact customer conversion and loyalty**

eCommerce (especially in today's environment) has become an integral part of the overall customer experience & journey with organisations. This creates a valuable opportunity for businesses to improve their digital experience by leveraging the insights found in feedback data – both internally through customer support centres and online through third party review sites.

Touchpoint Group's eCommerce experience review provides you the ability to read and analyse customer feedback and review data from any source, meaning organisations can for the very first time, benchmark against industry leaders and market disruptors, compare platform performance & capabilities of competitors technologies and find out the exact reason behind issues contributing to lost sales, poor user engagement or slow uptake on your eCommerce platform.

This is what you'll get:

- Consultation to determine business priorities and desired outcomes from findings; establish a use case for customer data.
- In depth analysis of your organisation's eCommerce feedback data (internal & online).
- Benchmarking against public competitor data to understand market positioning.
- Trial access and onboarding to Touchpoint Group's AI Customer Analytics Tool to delve further into insights and allow further exploration of findings at a granular level.
- A follow-up consultation to review KPIs and discuss how Touchpoint Group can help achieve continuous business improvement.

The Outcome

This service is designed to reinforce the eCommerce platform direction and strategy, identify opportunities to improve sales conversion, reduce operational costs, and improve customer lifetime value. These outcomes are achieved by using the Customer Experience Journey framework to set clear expectations that meet the needs of your customers for an increased share of wallet.

The eCommerce report will include:

- **CX Journey analysis:** Focus on customer retention; basket value; churn prevention, and conversion factors throughout each stage of the customer journey.

- **Competitor analysis:** benchmark against others in the industry using public review data against a standardised system of performance pillars to gauge opportunities and make strategic decisions.*

- **Trend Analysis:** Pre March 2020 comparison with performance over the COVID period; identify internal vs external influences that have impacted performance over the COVID period.

- **Root Cause Analysis:** Understand the cause behind issues your customers are experiencing with enough detail to offer stakeholders to fix the issue and monitor improvements over time.

* public review data must be available for any competitor

How Touchpoint Group delivers this service

The eCommerce experience service is designed to help you achieve maximum potential in driving core information from your feedback analysis. The service is completely customisable to individual businesses regardless of industry, field, or desired outcome. Pricing is based on data volumes.

You will receive a report with data-driven recommendations for improvements to your eCommerce business that reflect business priorities, onboarding and trial access to Touchpoint Group's AI Customer Analytics Tool in order to delve further into the detail and uncover additional insights, and a recommendation for systemising the capture of feedback that your team can use to further improve business outcomes.

Contact us to learn more

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Learn more at www.touchpointgroup.com/solutions/sales-and-revenue