

# 10 ways to improve the customer experience in eCommerce



## FAQ Pages

This content area should offer a comprehensive guide to any regular questions asked by customers.

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FAQ



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## Educate Customers

Ensure your customer service team are pointing all contacts to the FAQ pages for future reference, allowing customers to effectively self-serve.

## Proactive Service

Use previous data and the experience of service advisors to be proactive in responding to emails and written communication.

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## Work with Carriers

Larger carrier companies have been investing millions of pounds in their parcel tracking and customer communication technology.

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## Calls over email

Respond to more complex customer service queries with a phone call, rather than an email.



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## Keep updating

Be proactive, contacting customers as and when issues occur, keeping them updated.

## Use virtual assistant

Virtual assistant platforms allow 24/7 self-service to help customers both pre and post-purchase.

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## Offer product reviews

Customers can self-serve just from reading reviews from other customers, reducing the reliance on the contact centre.

## Negative feedback

Use your negative feedback as valuable tools for improving customer service going forward.

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## Free and easy returns

Offering a simple and free returns to customers offers many long-term benefits, one of which is an increase in the overall customer experience.