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HOW TO BUILD A BETTER BASKET

ARE POTENTIAL SALES
VANISHING AT YOUR
CHECKOUT?



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In shopping malls and city centers, abandoned shopping carts are an eyesore. But in the world of e-commerce, they're an expensive headache.

A customer has visited your site, filled their cart and is all set to hit BUY when...something happens. They have a change of mind. Maybe there's someone at the door, or their mom's on the phone.

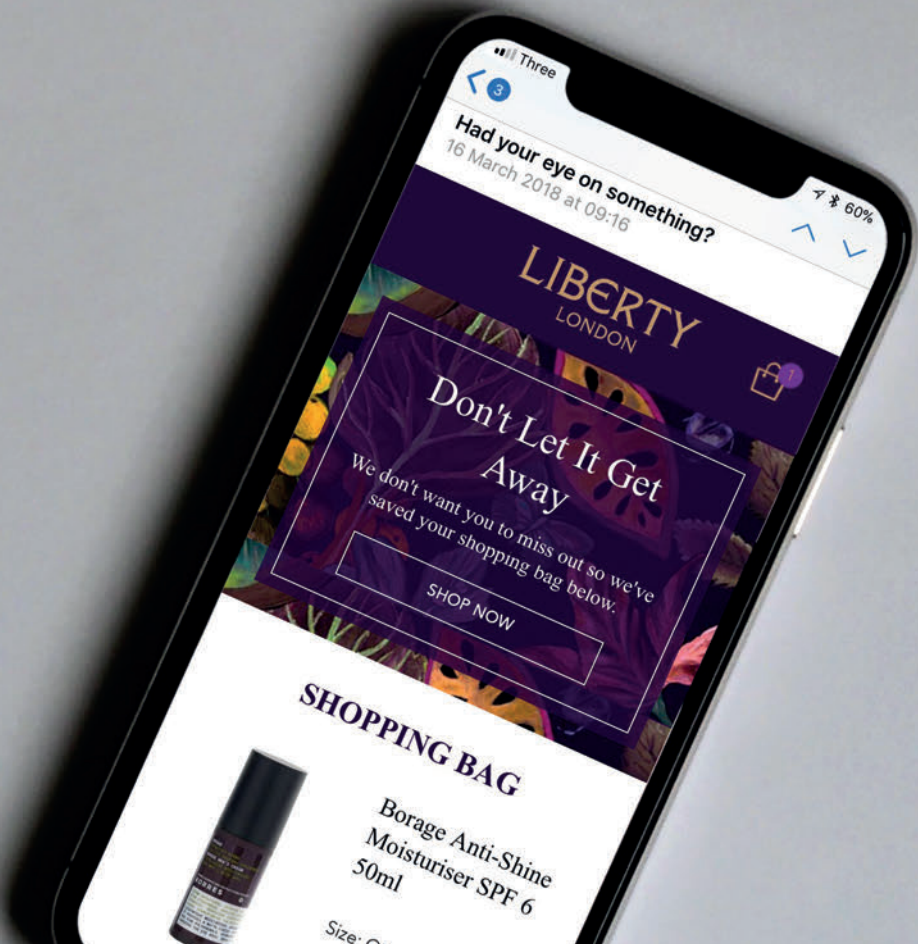
Unfortunately, it's more likely that the fault lies somewhere in your checkout procedure. Whatever the cause, the result is the same – a lost sale.

It's one of e-commerce's biggest problems. There have been numerous studies into the issue of abandoned shopping carts, each citing different figures as to the scale of the problem. But it's no exaggeration to say that almost seven out of 10 of all potential transactions made online evaporate at the checkout stage.¹

Visualize this happening at a traditional bricks and mortar store and you've instantly got an understanding of why it matters to you as an e-commerce trader.



7 REASONS WHY PEOPLE QUIT – AND HOW TO STOP THEM



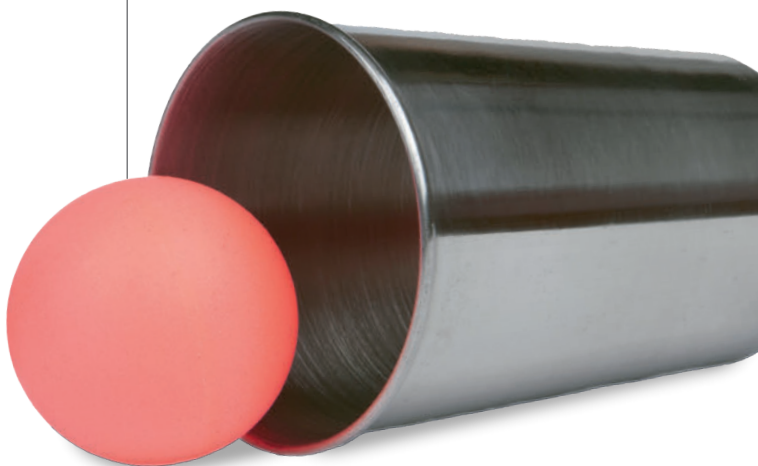


HIDDEN CHARGES

These are mostly shipping charges but could also include things like taxes or handling fees. But the crucial word here is ‘hidden’ – customers don’t see any mention of an extra charge until they’re ready to buy, and suddenly they feel cheated. Hiding charges until the last moment is a major cause of carts being abandoned – and of shoppers never returning.

WHAT YOU CAN DO

Be transparent and upfront. Provide shipping options and costs at the earliest opportunity, then reaffirm them at checkout. Use reassuring copy like ‘there’ll be no more charges’ or ‘this is the total amount you’ll pay’.



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