

The DHL logo is positioned in the top right corner of the image, set against a yellow rectangular background. The logo itself is in red with a white outline and a white shadow effect.The background of the entire image is a photograph of a shopping cart on a sidewalk. The cart is black with red accents and is empty. It is parked on a concrete sidewalk next to a red octagonal stop sign. The sign is mounted on a metal pole and has the word 'STOP' in white capital letters. Above the stop sign is a green directional signpost with a white arrow pointing left. In the background, there is a large, modern building with a grey facade and a chain-link fence. The sky is overcast and grey, and there are some dry, yellowish plants in the foreground. The overall scene suggests a place where a customer has stopped at the checkout, which is the central theme of the text.

HOW TO BUILD A BETTER BASKET

ARE POTENTIAL SALES
VANISHING AT YOUR
CHECKOUT?

ARE POTENTIAL SALES VANISHING AT YOUR CHECKOUT?

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

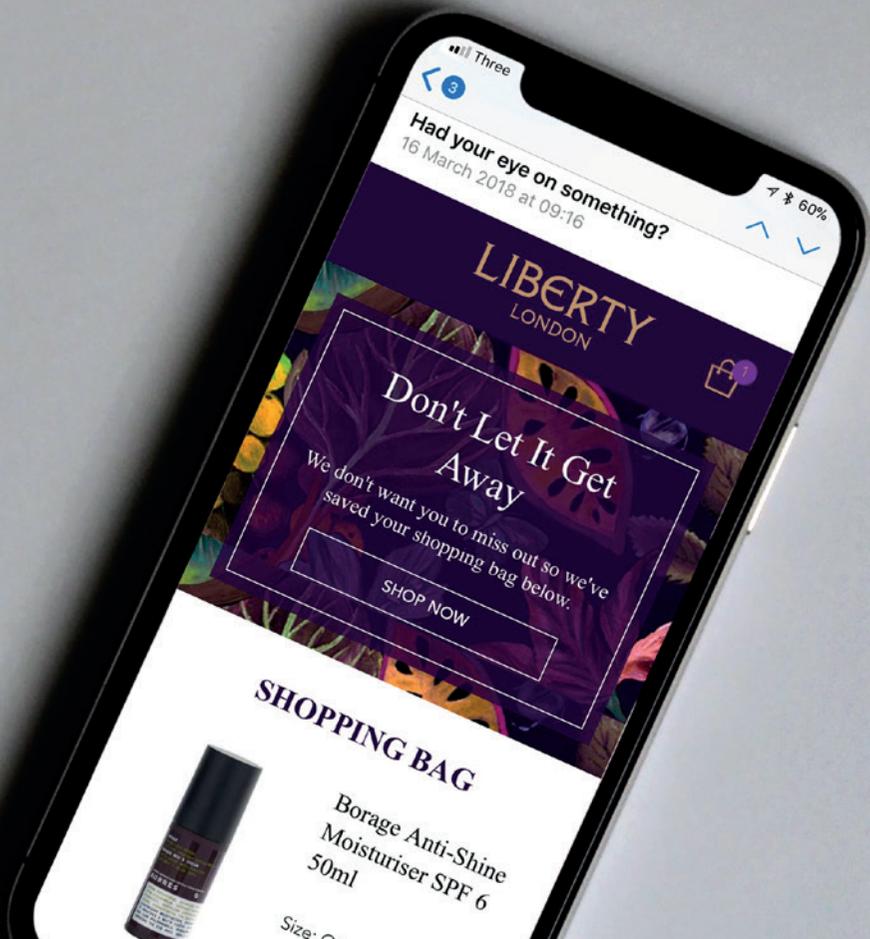
Visualize this happening at a traditional bricks and mortar store and you've instantly got an understanding of why it matters to you as an e-commerce trader.





DISCOVER.DHL.COM

7 REASONS WHY PEOPLE QUIT – AND HOW TO STOP THEM



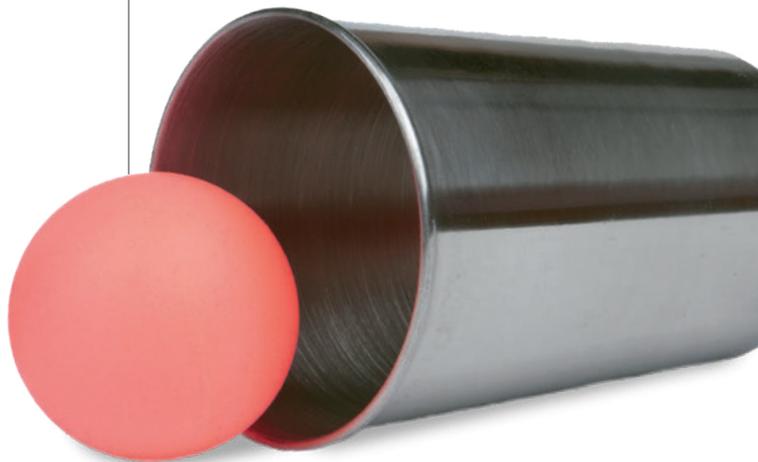


HIDDEN CHARGES

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’.





HIGH SHIPPING CHARGES

Perhaps Amazon Prime has spoiled people into thinking that shipping should always be free, everywhere. But only companies with huge economies of scale can offer this. If shoppers see a shipping charge that's almost as big as the product itself, they'll look elsewhere.



WHAT YOU CAN DO

Some e-commerce retailers offer free shipping by raising the cost of their products accordingly. This isn't always possible, especially if you're shipping overseas, for example. Alternatively, you could offer free shipping on orders over a certain value, or to customers who are happy to accept longer delivery times.

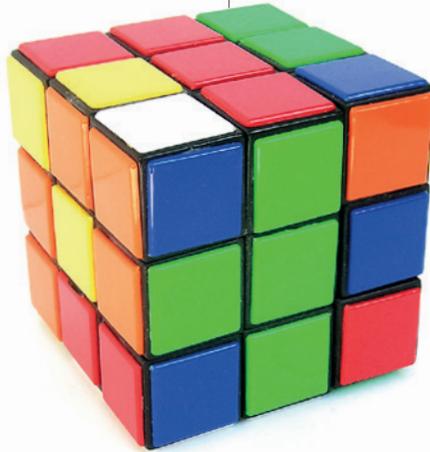


A COMPLICATED CHECKOUT PROCESS

Complex checkout procedures account for up to a third of discarded shopping carts. A bewildering number of pages, fields, options, check boxes, irrelevant distractions and ‘are you sure?’

confirmations can dissuade all but the most determined shopper. The problem becomes even more pronounced with checkout pages that aren’t mobile friendly.

3



“I CAN’T OVERSTATE HOW MOBILE IS CHANGING HOW WE INTERACT WITH OUR CONSUMERS”

JOEL ANDERSON, CEO OF WAL-MART

WHAT YOU CAN DO

Take a look at your site's purchasing journey from someone else's perspective. Better still, ask someone else to do it. Is it crystal clear at every stage exactly what the visitor is being asked to do? Is there scope for misunderstanding? Any unnecessary stages or pages?

Streamline the process wherever possible. Get rid of clutter. Consider including a progress indicator so people know where they are in the buying process. And, crucially, make sure the site is optimized for mobile - more and more people are browsing and paying online via their phones and tablets.²

3



A large, bold, yellow number '4' is positioned on the left side of the page. It is partially overlaid by a stack of papers on the far left. The number is a simple, blocky font.

HAVING TO REGISTER

On paper it sounds like a smart marketing move. Get people to register their details so that you can email them with news and offers. But does this ever happen in your local store? If it did, the storekeeper would see more than one in three customers reach the checkout and do a quick one-eighty.

Because that's what happens online. The Baymar Institute has calculated that 37% of shoppers quit e-commerce sites because of being required to create an account first.³ People want to buy a product and instead they're being asked to talk about their age and gender.

WHAT YOU CAN DO

Data capture is an important part of e-commerce, but it's a question of timing. Your first priority is to make the sale. Other stuff can come later. One way to achieve this is to offer 'guest checkout'.

Customers are happy to enter obvious details like their name and address during the checkout process. When they're done, all you have to do is ask them to complete the few remaining registration details. They still might decline, but at least you've made the sale.

Clothing retailer ASOS managed to halve its abandonment rate at the registration page simply by dropping any talk about creating an account. And if you needed any more proof of how phraseology can affect behavior, [this example](#) tells how a 'Register' button was renamed 'Continue' – and brought in an extra \$300 million in revenue.





CONCERNS ABOUT SECURITY

5

If there's no trust, there's no trade. Even the most conservative estimate reckons that 15% of people who don't complete an online purchase cite worries over security as the reason.⁴ Others put the figure as high as 58%.

Are these worries legitimate? It doesn't really matter. If they're causing you to lose sales, it's an issue. The cause(s) could be anything from having no SSL certificate or 'Trust' logos, to sloppy spelling and contradictory messages.

The good news is, with minimal effort even the smallest e-commerce start-up can offer the same degree of reassurance as the big players.



WHAT YOU CAN DO

Customer reviews are a must. To most visitors you're a completely unknown quantity, so sprinkle a few positive endorsements around your e-commerce site or have a dedicated 'What Our Customers Say' page. Link to a third-party review platform such as Trustpilot, and make sure you respond politely to reviews, whether they're good or bad. It all builds trust.

Cultivate your company's presence and influence on social media like Twitter, Facebook and Instagram.

Also, provide contact details on your site. There's no need to include your address, especially if you're working out of a garage, but names, faces and a phone number will all help. Even little touches could make a big difference, like adding the word 'securely' to your 'pay now' button.

Most importantly, get an SSL certificate⁵ so that people see the padlock symbol in your address bar, and prominently display a Trust logo.



“OVERALL, THE WEB IS PRETTY SLOPPY. BUT AN ONLINE STORE CAN'T AFFORD TO BE”

PAUL GRAHAM, CO-FOUNDER, Y COMBINATOR

LACK OF PAYMENT OPTIONS

As a proportion of the total reasons for cart abandonment, this isn't currently one of the major ones. But a customer ditching their shopping just because a website doesn't offer their preferred method of payment is possibly the worst reason for losing a sale, and one of the easiest problems to fix.

WHAT YOU CAN DO

Accept all the major debit, credit and charge cards, obviously, even the ones that charge merchants a bit more. (We're looking at you, Amex.)

You should also offer popular alternatives to plastic. Methods like Paypal, e-wallets and mobile now constitute 40% of all online transactions, a percentage that's forecast to rise.



6

CUSTOMERS BROWSING/ COMPARING

Just because a customer has reached the checkout stage with a bulging basket of goodies, they might still abandon the process for a reason not cited above.

They could be researching for later and have added items to a cart simply in order to compare items. They might have decided the price was just too high for their budget. Perhaps the product descriptions weren't compelling enough, or poor photography made products look cheap and uninspiring.

Whatever the reason, numerous surveys suggest the price-comparers/just-browsers/last-minute-mind-changers account for up to 57% of abandoned shopping carts.⁶



**“PEOPLE DON'T CHOOSE
BETWEEN THINGS, THEY
CHOOSE BETWEEN
DESCRIPTIONS OF THINGS”**

ECONOMICS LAUREATE DANIEL KAHNEMAN

WHAT YOU CAN DO

- Explore different pricing tactics such as 2 for 1 discounts, lowest-price guarantees and product bundling. However, refrain from overwhelming people with offers and sales clutter.
- Make it easy for people to save their selections for later – preferably without having to key in a lot of personal details.
- Make your products look awesome. You don't need a professional photographer, just a white background, a bright day and a steady hand. [This guide can help.](#)
- Write compelling, informative copy. Provide the information that a shopper might need and remember to provide a benefit for every feature. Some good tips are included [here](#).
- Send abandonment emails. These are emails that acknowledge the customer's interest in a certain product and give an incentive, such as a discount, for them to return and complete the sale. But tread carefully. Emails like this can seem a little pushy to some consumers, and others might soon get wise to the discount strategy and behave accordingly.





**CONTACT YOUR LOCAL DHL EXPRESS OFFICE
TO DISCUSS THIS TOPIC**

- **Comparison of 20 online review sites**
- **Learn more about Trustpilot**
- **See 10 Ways To Help Consumers Trust Your e-commerce site**

NEXT STEPS

I'M READY TO START MY E-COMMERCE JOURNEY. WHAT NEXT?

Take advantage of our business expertise by opening an account with DHL Express.

Visit our website and we'll be delighted to help.

1. <https://baymard.com/lists/cart-abandonment-rate>
2. <https://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-statistics>
3. <https://baymard.com/lists/cart-abandonment-rate>
4. <https://www.barilliance.com/10-reasons-shopping-cart-abandonment/>
5. <http://www.howto-expert.com/how-to-get-https-setting-up-ssl-on-your-website/>
6. <https://blog.salecycle.com/strategies/infographic-people-abandon-shopping-carts/>