7 Ways to Minimize Shopping Cart Abandonment

According to research, the average cart abandonment rate is as high as 68.63%. While not all customers have an intent to buy, most do, especially when they add items to their cart. So what are some of the reasons these shoppers are changing their minds and what can you do to minimize cart abandonment? Explore the checklist to find out.

✓ Make sure the checkout process isn't too long and complicated

When the checkout process includes multiple pages, too many fields or requires excessive clicks, the steps to complete a purchase may feel too long or complicated. After all that, shoppers may decide the item they're purchasing isn't worth it.

Great customer experience (CX) should be fast and frictionless. The more ways you simplify the checkout process and the fewer steps a customer takes, the more likely they'll complete the process.

✓ Enable guest checkout

When users create an account, there are clear benefits for retailers. You learn about a shopper's preferences and hone your personalization efforts. Shoppers with an account can also save their payment and shipping information, making repeat purchases easier.

The effort of creating a username and password can drive shoppers away, so you need to make checkout easy. Even if shoppers have been to your site before, logging in isn't always easy. In fact, a study reveals the average person has 100 passwords. Shoppers want a fast, frictionless checkout process. Enabling guest checkout can lessen friction for buyers, ultimately reducing shopping cart abandonment.

✓ Ensure that load time isn't too slow

Consumers expect your website and/or mobile app to load quickly. People will take their business elsewhere if it's timing out or taking a long time to load. A survey found that 9 out of 10 shoppers will abandon a site if it doesn't load in a reasonable amount of time. Slow load times contribute to an overall poor CX and you risk losing customers for good.

With consumers primarily shopping online these days, it's critical that your website and mobile app are loading fast. Ensure you have necessary measures in place to alert you if there are issues with load times so you can resolve them quickly.

GLASSBOX

Establish clear error messaging

According to research, 51% of U.S. shoppers search for coupons before making an online purchase (source). There's almost nothing more frustrating than receiving an error code that tells you the code entered is ineligible or invalid but provides no indication why.

Always provide a clear reason why a code can't be applied. Is the promo only good if you spend over $50? Is it expired? Do you have to be a rewards member to receive the discount? Communicate whatever the reason is. Also check out 10 promotion code mistakes online retailers should avoid.

Provide the ability to calculate the total cost of items up-front

As mentioned earlier, many online shoppers visit your site with a coupon or promotion code to apply toward their purchase. The CX starts to get frustrating when the coupon or promo codes are applied to a purchase, but the total cost doesn't reflect the discount immediately.

Make sure that the total cost of the items in the cart updates once coupon or promo codes are entered to avoid shopping cart abandonment. You're losing sales if you're not.

Ensure payment security and peace of mind

It's understandable for any online shopper to leave a website if it raises security concerns. The same applies to digital consumers when it comes to payments. Some discrepancies during a normal purchasing process, such as missing SSL certificates, design flaws and outdated layouts may trigger customers to abandon their shopping cart.

To reassure shoppers that their personal information won't be jeopardized and there won't be surprise charges down the road, add trust badges and payment provider icons on your website to show customers it's safe to purchase from you.

Use a digital experience platform to monitor abandonment

Retailers can track abandonment rates and identify patterns or changes in customer behavior with a digital experience platform. A digital experience platform can provide insight into where customers are dropping off and help you understand why.
This can help identify issues affecting cart abandonment rates and find fixes that improve checkout conversion.and other tools will add even more value.

Take the next step

Glassbox gives retailers the tools and insights to optimize digital customer experiences, driving greater conversion rates and improved profits. Learn how Glassbox can help you reduce shopping cart abandonment by visiting glassbox.com.

GLASSBOX

glassbox.com | info@glassbox.com |