



Studies show that increasing customer retention rates by just 5% can boost profits by up to 95%. And good customer experience is at the heart of customer retention. As e-commerce continues to reign supreme, delivering superior digital customer experiences will separate the winners from the rest. In this month's edition, we explore how e-commerce businesses can deliver the experiences that customers expect, while bringing together the latest industry insights.

[6 ways to improve your e-commerce customer service in 2021](#)

As the e-commerce competitive landscape gets fiercer, organizations are looking towards effective e-commerce customer service strategies to set themselves apart. Here are some essential tactics to meet this objective.

[How can robust UX research guide your digital transformation decisions?](#)

As digital transformation gathers pace and organizations respond to new customer demands, there is an increasing need for in-depth user experience (UX) research to ensure that digital journeys are designed with the customer's needs in mind. Here's how it can help.

[\[Case Study\] How an online marketplace increased conversions by 20% through enriched content](#)

Challenged by high product return rates and low conversions on certain high-value products, discover how this leading marketplace achieved a 20% increase in conversions through effective content practices.

Industry news

[Walmart opens e-commerce marketplace to non-US vendors](#)

The marketplace also made deals with Shopify Inc. and BigCommerce Inc. last year to widen its reach.

[Toys R Us poised for e-commerce-led comeback](#)

Its investors WHP, are thrilled to take the reins when consumer demand for toys is at an all-time high.

[Walgreens to launch digital bank accounts this year](#)

These will be available to customers online and at 9,000 Walgreens locations in the second half of 2021.

[Amazon is moving Prime Day up this year](#)

Speculations reveal it may be a move to boost sales in Q2 to help with financial comparisons of 2020's Q2.

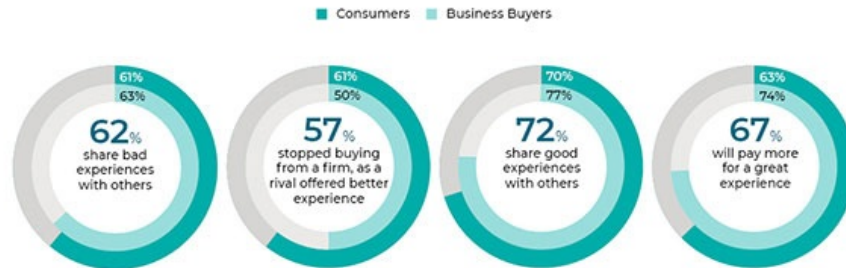
Instacart and DoorDash to debut credit cards

Both delivery platforms hope to stoke loyalty with these cards in the post-pandemic phase.

Topping the charts

According to Salesforce, 72% of customers share good experiences with others — a full 10% more than those that share the negative.

Experience impacts the bottom line, for better or worse



Source: Salesforce: State of the Connected Consumer - 2018

Here's how retailers are prioritizing their goals for an effective for 2021 and beyond

An e-commerce platform is the top tech budget priority

What are your top three e-commerce technology budget priorities over the next year?

E-commerce platform	51%
Online marketing	23%
Customer relationship management	22%
Social media	22%
Content management	21%
Search engine optimization	18%
Mobile commerce	17%
Email marketing	17%
Order management	13%
Personalization	12%
Search marketing	12%
Web analytics	12%
Supply chain management	8%
Website performance management	7%

Source: Digital Commerce 360 - Key Findings from the 2021 E-commerce Platforms Report

Talking numbers

[The pandemic raised customer service expectations: report](#)

Nearly three-fourths of consumers will leave a brand after three or fewer poor experiences.

[Survey: Costco, Amazon, Apple are top in customer satisfaction](#)

Amazon received the highest satisfaction score for online purchases (87.7) and returns online (87.7).

[Forrester: Few brands can anticipate and act on consumer needs](#)

Collecting data in a way that doesn't make consumers wary is a key challenge that brands face.

[Chatbot startup Heyday raises USD 5.1M](#)

Its customers include French sporting good company Decathlon and consumer product brand Dannon.

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