



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 digital firms can stay primed to deliver the experiences customers expect, along with the latest insights from the e-commerce industry.

[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 to build massive India warehouse with billionaire Gautam Adani](#)

Adani to build a 534,000-square-foot fulfillment center in Mumbai and lease it out to Walmart.

[Maharashtra lockdown to have Rs 40k cr hit, dent national economic growth:](#)

[Care Ratings](#)

The loss of economic activity will have a 0.32% impact on the GVA (Gross Value Added) on a national level.

[Strong growth in new seller addition in India despite pandemic: Amazon](#)

Last year, the number of sellers who became crorepatris exceeded 5,000 with a 30% YoY surge.

E-commerce growth in tier-2, 3 cities outpace tier-1 Indian cities

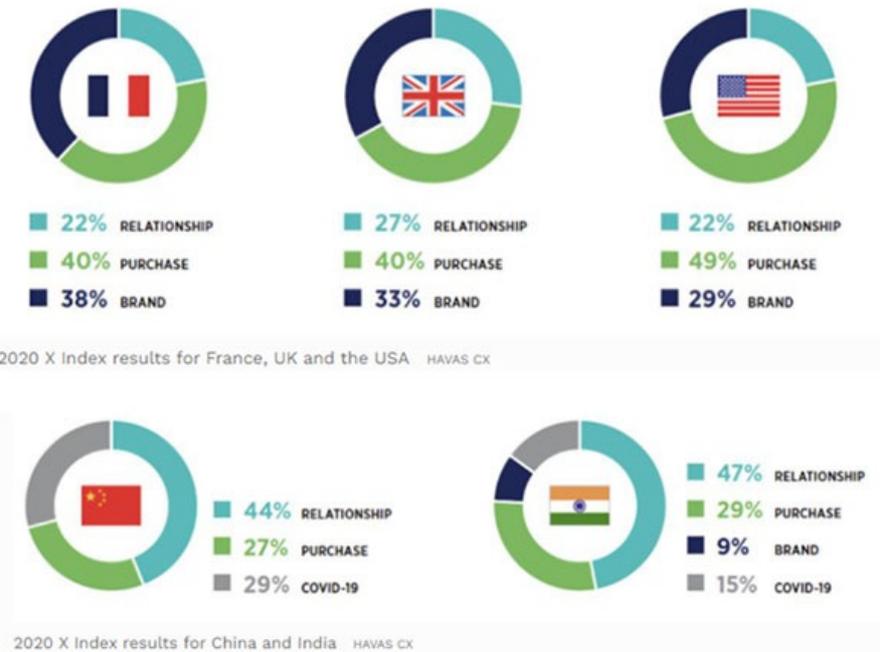
Online spends in tier 2 and 3 cities held a 43% share of the e-commerce sales value last quarter.

WhatsApp is adding new shopping features to its web app

Businesses can now create and manage their catalog from WhatsApp Web or desktop.

Topping the charts

According to the Havas CX study, customers in China and India place more weight on personalization while France, UK, and the US highly value the purchase journey and their perception of the brand.



Source: [Forbes](#)

Shopping for essential goods is likely to be one of the mainstays for Indian shoppers in the future according to this LocalCircles study



Customer experience

Koovs tops online retailer rankings for customer experience in India

Koovs.com scored 75.6 on a scale of 100 while Amazon scored 69.6 while Myntra did better with 70.4.

Efficiency and emotion most important factors in good CX: Havas Study

In India, the customer-brand relation factor was found to be the main driver of CX efficiency.

IBM helps Joyalukkas reimagine digital CX with integrated e-commerce platform

To navigate the evolving nature of the jewelry space it built a flexible and secure cloud-enabled solution.

Explore how Netscribes [E-commerce solutions](#) can help you confidently navigate fast-evolving market dynamics.

41 East, 11th Street, New York
NY10003, USA
+1-877-777-6569
info@netscribes.com



Subscribe to our newsletter



We value your feedback.
Please take this quick survey to help us serve you better insights

This email was sent to {{ contact.EMAIL }}
You received this email because you are registered with Netscribes

[Unsubscribe here](#)

© 2021 Netscribes