Up To 88% Of People Are Abandoning Your Shopping Cart

Here Are Five Top Tips To Make Them Stay And Purchase

Shopping is only rewarding for a business owner when it ends in an actual purchase. Visitors to your store can shop all day, look through your rich products catalog, pick their favorites, and add them to the cart, only to decide at the final step that the process is too hard.

Yes, we have seen it happen several times. Based on a recent BI Intelligence report, up to 70% of shoppers will abandon their shopping carts at some point in the purchase process. Yet in 2020 Statista reported that this figure was a staggering 88%. This usually happens either during the payment stage, when completing the shipping form, or when shoppers see the shipping costs.

Shopping cart abandonment is detrimental to your revenue. But not to worry, here are five top tips to push your shoppers through these pain points so that they stay and purchase.

Tip #1 – Make the checkout process simple.

Everyone, including shoppers, like simple processes. Most retailers have a multi-stage checkout process that customers find exhausting. Reduce your checkout process to not more than five steps. Likewise, adopting a simple checkout page layout makes it easier for shoppers to navigate the payment process.

Tip #2 – Display your Global Quality Seal accreditation on your checkout page.

At the end of the day trust is one of the biggest issues. So how do you convey to your customers that you are a company to be trusted, a company that will not let them down and a company that will supply what you have promised. Deep down customers want to be sure that you are not someone who will not run off with their hard-earned money! Displaying your Global Quality Seal accreditation on your checkout page builds trust between you and your customer and has been shown to improve conversions buy as much as 30%. Become an accredited member here

Tip #3 – Don't make shoppers register.

The increasing craving for simpler options among shoppers means most people just want to complete their purchases as fast as possible. Rather than forcing your customers to register to complete a purchase, offer guest checkout or the option to login via any of their social media accounts – Google, Facebook, Instagram, and more.

Tip #4 – Declutter the shopping cart.

You will get your customers to complete their purchase if their order details are spelled out. Shoppers want to know what they have ordered and how much each cost. Asides from the prices of the products outline all relevant costs for tax or shipping. Doing these will remove any post-purchase confusion and assure shoppers they are not getting any hidden charges that will shock them on getting their bank statements.

Tip #5 – Send checkout recovery emails.

You can recover sales from abandoned carts by sending a simple reminder to shoppers. Sometimes, customers shop and add products to their carts with the hope of checking out later. Your reminder can be the nudge they need to finish what they started. Make your recovery email short and sweet, and communicate urgency. You may throw in some discount if it doesn't affect your revenue. After all, people, especially shoppers, love a bargain!

In Conclusion

Shopping cart abandonment is a big issue for online retailers. We have identified the reasons and suggested helpful tips to help you improve the situation considerably. In a world blighted by the Covid pandemic Global Business Partnership Ltd are committed to helping businesses succeed. Our Global Quality Seal accreditation helps businesses speak directly to their customers sceptic saying 'You can trust this company, they will not let you down'. To find out more about becoming an accredited member visit https://globalqualityseal.com/join



About Global Business Partnership

Global Business Partnership are a team of entrepreneurs who offer advice to business owners. They chair the Global Mastermind group, which consist of business leaders from around the globe coming together with one single focus, driving business growth. They also oversee the Global Quality Seal members accreditation, setting the standards for good business practice. You can find out more about Global Business Partnership here.