

# E-Commerce Customer Service

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# What is E-Commerce?

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- Electronic commerce, commonly known as E-Commerce, is a term for any type of business or commercial transaction for products or services, which is conducted over electronic systems such as the Internet or other computer networks.

# Technology and Commerce

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- In order to understand how technology can aid commerce we need to understand traditional commerce.
- Once we have identified what activities are involved in traditional commerce, we can consider how technology can improve them.

# Traditional Commerce

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- Although money has replaced bartering, the basic mechanics of commerce remain the same: one member of society creates something of value that another member of society desires.
- **Commerce** is a negotiated exchange of valuable objects or services between at least two parties and includes all activities that each of the parties undertakes to complete the transaction.



# Business Processes

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- Business processes are the activities involved in conducting commerce.
  
- Examples include:
  - Transferring funds
  - Placing orders
  - Sending invoices
  - Shipping goods to customers

# E-Commerce

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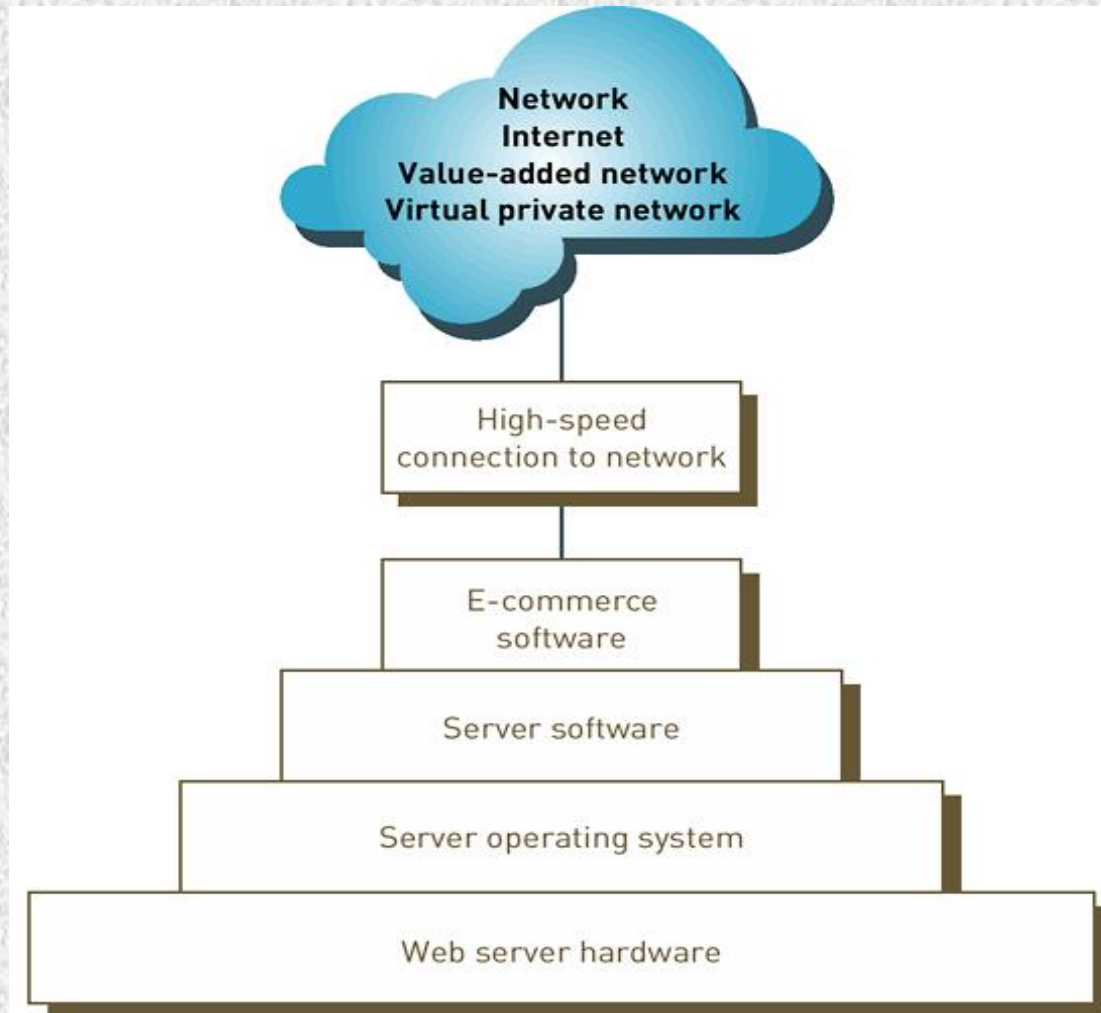
- We will define ***E-Commerce*** as the use of electronic data transmission to implement or enhance any business activity.
- When used appropriately, electronic transmission can save both time and money.

## What is involved in E-commerce



# Key Technological Elements

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# Impact of E-Commerce

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It is important to identify which business processes can be streamlined using E-Commerce technologies:

- Technology can help throughout the process including promotion, searching, selecting, negotiating, delivery, and support.
- The value chain is being reconfigured.

# Statistics and Market Data about E-Commerce

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- Worldwide B2C E-Commerce sales amounted to more than \$1.2 trillion in 2013
- More than 1 billion buyers (%40 of worldwide Internet users) have bought products or goods online via desktop, mobile, tablet or other online devices.

# Statistics and Market Data about M-Commerce

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- In 2013, US mobile commerce revenue amounted to more than \$38 billion
- Ebay-owned PayPal is one of the current market leaders with more than \$14 billion in mobile payment volume alone
- Global mobile app revenues are projected to surpass 30 billion US dollars in 2015

# Advantages of E-Commerce I

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In general:

- Increases the speed and accuracy with which businesses can exchange information with their customers
- Electronic payments cost less to issue
- Can make products and services available in remote areas
- Enables people to work from home, providing scheduling flexibility



# Advantages of E-Commerce II

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- Increases sales/decreases operational cost
- Faster buying/selling procedure, as well as easy to find products and competitive bids
- Buying/selling 24/7. More reach to customers, there is no theoretical geographic limitations
- E-Marketing activities
- Can be used to reach narrow market segments

# Disadvantages of E-Commerce

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- Lack of personal touch
- Payment security concerns
- Integrity on data and system
- Well developed website and infrastructure
- Unable to examine products personally
- Operational failure can cause unpredictable effects on the total processes
- Customer service and relation problems

# Customer Service and Relation Problems

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- E-Commerce businesses sometimes forget how essential to build loyal relationship with customers
- A company typically hears from only %4 of dissatisfied customers, while %86 of customers will stop doing business with a company after one bad experience.

# E-Commerce Customer Service Bad Practices

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“Hold on while I put you on  
Call Ignore.”



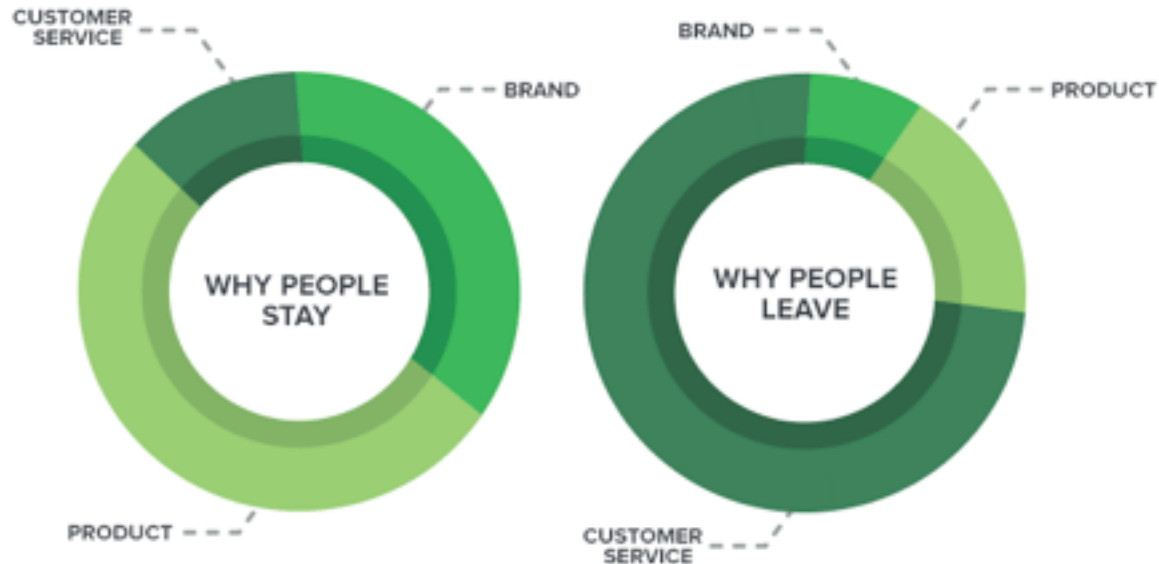
# E-Commerce Customer Service Bad Practices

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- Negative Tone of Voice
- Lack of Education on Products and Services Offered
- Long Response Time
- Lack of Conflict Training
- No or Inefficient CRM Software

# E-Commerce Customer Service Importance

**PEOPLE BUY BECAUSE OF YOUR PRODUCT OR BRAND, BUT MOST OFTEN LEAVE BECAUSE OF POOR CUSTOMER SERVICE**



SOURCE: ROBINHQ.COM THE DEFINITIVE GUIDE TO CUSTOMER SERVICE FOR ONLINE STORES\*

# E-Commerce Customer Service

## Eight Tips

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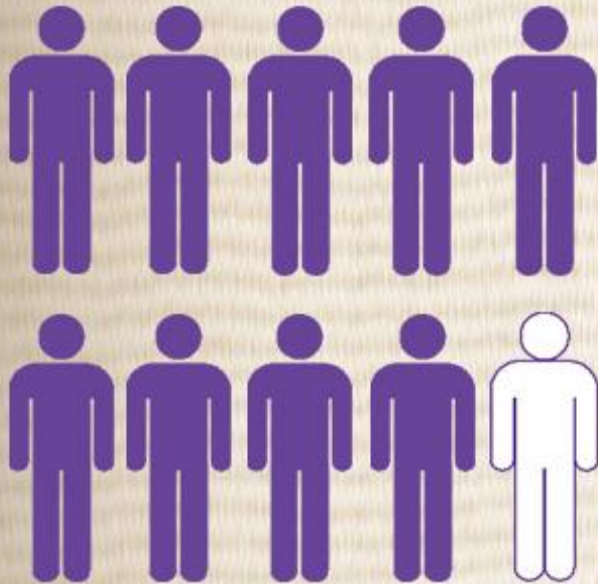
1. Make Customer Service Phone Numbers Easy To Find
2. Provide a Customer Service Email
3. Have An Extensive FAQ Knowledge Base
4. Call Customers Who Abandon Shopping Carts
5. Perform Follow-Up Surveys
6. Provide Live Chat Support
7. Detailed Product Pages
8. Don't Forget Social Media

# E-Commerce Customer Service Best Practices

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I.

## Offer Multichannel Support



Today many customers regularly use more than one support channel. In fact,

**9/10**

customers expect to receive a consistent experience over multiple customer contact channels



## II.

## Listen on Social Media

Why is this important for ecommerce companies? Because customers are craving human interaction and they are basing their buying decisions that companies care about their customers.



of customers believe that social media will be the next tier of customer service



of online customers expect brands to provide customer service on Facebook



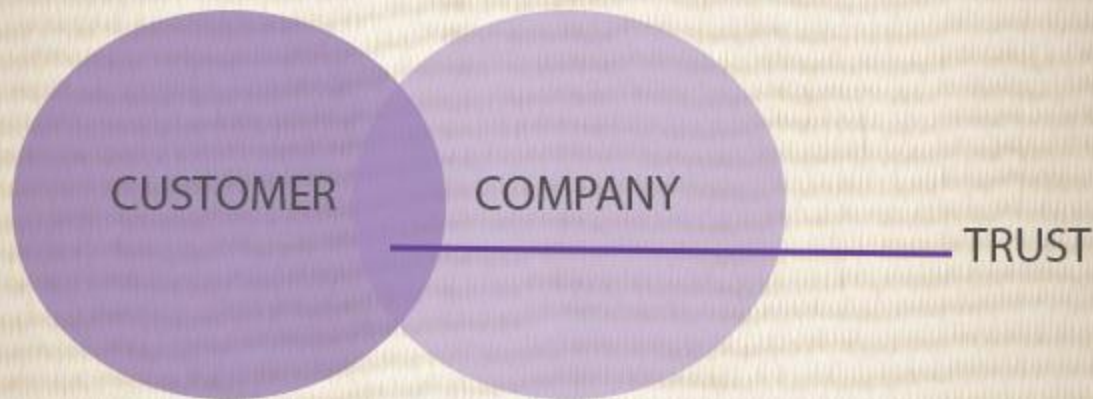
of customers are less likely to buy from companies who leave social media complaints unanswered

# E-Commerce Customer Service Best Practices

## III.

### Track All Customer Interactions

Tracking all customer interactions eliminates wasted time for both your agents and customers, it eliminates confusion for your support agents as customers interact with a company via multiple channels, and it establishes a rapport with your company.





# E-Commerce Customer Service Best Practices

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IV.

Create a Support Center for Customers



**90%**

of customers go to a company's website before calling or emailing you. Create a support center for customers to self-serve

# E-Commerce Customer Service Best Practices

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# E-Commerce Customer Service Best Practices

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## VI.

### Focus on Timely Responses

In many ways, customer support response times dictate how the customer perceives your company.



of customers that reported being either likely or very likely to do business with a company if it responded via phone in less than a minute



of customers that reported they would likely do business with a company if they had to wait for longer than a minute

# E-Commerce Customer Service Best Practices

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VII.

## Deliver a WOW Experience

A WOW experience is delivered by combining empathy and understanding for the challenge the customer is facing, identify and resolve the issue with skill, and drive and scale that learning back into the organization.

# Thank You

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