

Boost your digital customer experience in 2020 and beyond

The pandemic has changed the way business is done. But you can position your business for success by strengthening your digital customer experience. It's an investment that can pay off now — when your customers need you the most — and in the years to come.

Ecommerce demand continues to soar, even as brick-and-mortar stores reopen



Year-over-year rise in unique digital shoppers in 2020¹



Revenue growth driven by digital shoppers, compared to 12% in Q1 2019¹

\$4.9 trillion

Projected global ecommerce sales by 2021, up from \$2.8 trillion in 2018²

Consumers are growing more comfortable with online shopping as a result of COVID

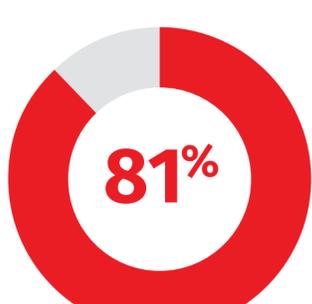


Consumers that shopped primarily in physical stores **before** COVID³

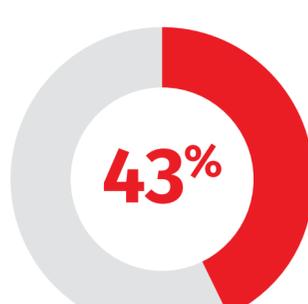


Consumers planning to shop primarily in physical stores **after** COVID³

Shoppers rely on the internet to make buying decisions.



Shoppers that start with online research⁴

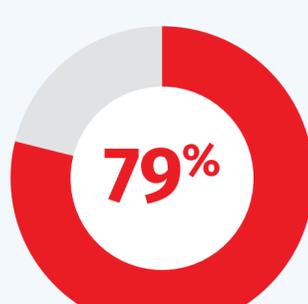


Shoppers that start with social media reviews⁵

Online shoppers have high standards for privacy and customer experience.



Shoppers that stopped buying from a company over privacy concerns⁶



Shoppers that report being less likely to buy again from sites with poor website performance.⁷

00:02

A two-second page-load delay can increase bounce rates by 103%⁸



Increase in average order value from AI-driven product recommendations⁹

Seven keys to delivering superior digital customer experiences

Customers expect ecommerce experiences to be responsive, reliable, seamless and personalized — no matter the size of the business. Here's how you can make that happen:

- 1. Think omnichannel**
Meet your customers wherever they are — regardless of device, platform, storefront or physical environment.
- 2. Protect your customers**
Customer data, including transactions and payment information, must be kept secure. Your business depends on it.
- 3. Bring on the bots**
AI and machine learning are must-haves for enhanced customer interactions like conversational commerce and chatbots.
- 4. Tap into the cloud**
With the right cloud platform for your workloads, you can achieve your availability, speed, scalability and security goals.
- 5. Get social**
Brands are tapping into social media platforms to gather customer readings faster than client surveys can.
- 6. Hyper-localize**
Buyers going global expect a localized experience in their own language and with multiple currency payment options.
- 7. Integrate APIs**
By integrating APIs into your ecommerce store, you can increase efficiency, improve capabilities, simplify processes and more.

Make sure your digital experience application is optimized for business success with our FREE Digital Experience Checkup. Our experts can identify whether you're getting maximum benefit from your application investment, and make recommendations for improvement.

Optimize your Oracle CX Commerce, Oracle ATG, SAP Hybris, Sitecore, or Adobe solution. Sign up for a **FREE application performance review** today.

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