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The Ultimate Guide to

Retaining Loyal Customers on Your Ecommerce Website



Contents

1 | Why customer loyalty is the key to winning

3 | The cost of losing a loyal customer

4 | How website errors cause lost loyal customers

6 | ça va de soi story

8 | How to retain loyal customers

The ultimate guide to retaining loyal customers on your ecommerce website

5 simple takeaways

A major reason companies build ecommerce websites is to establish an omnichannel for sales. This way, relationships between customers and brands are strengthened as online platforms allow products to become more accessible. Rather than going in-store to make purchases, they can buy online anywhere at any time. In a dream world, this sales method would be perfect. However, ecommerce websites can often damage the relationships with customers when they are broken.

A dreaded situation arises when your customer wants to make a purchase and cannot because of an ecommerce error. You lose the sale and the customer for life.

This scenario is inevitable within the ecommerce industry but it is often overlooked. When speaking about ecommerce, it is highlighted how important customer experience is in the sense of what the site looks like, easy navigation and what the brand's message is. All of those components are vital although without the ability to successfully add-to-cart and checkout, none of that matters.

As of current, companies are only notified of errors by a customer contacting them and letting them know. This is rare because, in this fast-paced world, people don't call upon the companies to fix issues, instead they resort to fulfilling their need with a competitor.

It doesn't have to be this way.

This is why after reading this guide, you will leave with 5 takeaways on how to retain loyal customers that you can apply to your business.

KEEP IN MIND

It is essential to remember that critical errors are frequent and completely normal. They occur on every ecommerce platform so there is no reason for you to have doubts in your company.

In saying this, being able to detect critical errors will add a unique edge to your company. This is because when others are still losing sales from errors that have gone undetected, you will be covered.

Why customer loyalty is the key to winning

Customer loyalty is ultimately what keeps a business running. Once a new customer is acquired, it is vital to continue nurturing that relationship not only to carry out sales, but also to establish and maintain your company's brand.

The reputation of your company is strongly based upon the experiences that your customers have. Therefore, retaining loyal customers that value your products is the key to winning because they will keep coming back, and will support you along your business's journey.

Additionally, through developing these liaisons, a specific trust can be established that will lead to your loyal customers spending more. Think about it, would you be more likely to spend your money with a company you trust that has optimal service and a strong bond with you or would you prefer to spend it with a company that seems unreliable?



The cost of losing a loyal customer

If you were to have a bad experience at your favourite store, would you keep coming back? For most people, the answer would be no. In fact, according to Small Business Trends, "companies lose 71 percent of consumers due to poor customer service." Therefore, the customer experience is strongly linked with customer retention, indicating that customer experience should not be overlooked.

Another astonishing fact stated by Aaron Pederson, CEO of Pedanco is that, "loyal customers drive 80% of additional business". What this means is that when you gain a new customer, their loyalty will bring others to your company through recommendations and positive reviews. If you lose this loyal customer, you lose all potential customers linked to them.

REAL LIFE SITUATION

After Yoav Vilner, Startup Advisor and CEO, began his own marketing agency, he realized that nurturing bonds with already existing clients provided greater ROI than acquiring new ones. This means that time can be spent on offering new options and varieties to existing customers in order to maintain their loyalty, rather than spending time redesigning new methods for new customer acquisition.

How website errors cause lost loyal customers

"32% of all customers would stop doing business with a brand they loved after one bad experience"

- PwC

Website errors cause serious damage to a business which leads to customer loss. In present day, there are never ending lists of competitors. If your site has errors, it is much easier for a customer to hop onto another site to get a similar product than it is for them to call and inform the company of the problem.

Additionally, even if they notify the company about the site error(s), it still will take time for the problem to be fixed and so the customer still does not get the product they were hoping to receive.

Checkout and add-to-cart errors cause loyal customers to never come back.

Another way that website errors weaken customer loyalty is through weakening connections between buyer and seller. No one ever wants to feel like they are incompetent and this is especially true when we make investments. We are less likely to spend our money when we feel as though we are not appreciated to our full capacity.

This feeling of being incompetent becomes prevalent when errors occur, especially during checkout. When a customer fills out their information on forms for things like shipping and billing, when the experience is not seamless, it can make people feel although they are doing something wrong. This feeling of incoherence can leave a bad taste in their mouth about your company.

ça va de soi story

ça va de soi has been delivering an exceptional customer journey and experience for over 40 years. The Montreal based luxury clothing brand has expanded throughout major Canadian cities and as a result of their success in their brick and mortar stores, they opened their ecommerce store in 2013.

Unfortunately, in 2018, ça va de soi had an “add to cart” malfunction on several products. This resulted in \$64,000 in potential lost sales in one month. The error went unnoticed because they had no way of easily identifying the problem. This was devastating for the company, especially because it occurred during the holiday season.



ça va de soi story

"If we were to have another add to cart issue, it would have a major impact on our website."

- Kinza Nasri, Art Director at ça va de soi



Luckily now, ça va de soi has opted to use Noibu's software to catch the errors when they occur. This prevents lost sales and customers. The transition to using Noibu has strengthened customer relationships greatly as trust has been completely re-established.

At Noibu, we believe that ça va de soi's situation illustrates perfectly the consequences and risks of unfound critical errors on websites.

How to retain loyal customers

Here are our top two tips on how to retain your valuable customers:

1. Strengthen your customer experience

Customer experiences can be developed in many different ways. Firstly, you can implement strategies on your website display through improving aesthetics. Another option available is to use the reciprocity approach. By using reciprocity, you give back to your loyal customers. Throwing in a free tote or giving them a special discount is a great way to thank them for their contribution to your company. These additions can set your business apart from others which is fundamental for retention.

2. Use Noibu to prevent errors

By using Noibu, you are able to track critical ecommerce errors such as add-to-cart and checkout malfunctions. When Noibu is implemented on your website and a customer experiences an error, you are immediately notified through email. By using this automation process, you are notified of errors as soon as they happen, rather than having to wait until a customer reports it. This way, you are able to find issues faster and solve them quickly so that you can retain your loyal customers and prevent lost sales.

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