

GLOBAL CX & PERSONALIZATION



Customer Experience (CX) and Personalization are two of the most critical factors when it comes to making the eCommerce sale. The frustration meter starts as soon as a prospect lands on your site, making it crucial to ensure the experience is as smooth and intuitive as possible.

Consider The Following:

1. Do **website pop ups** comply with best practice design and function standards?
2. Are **website security and trust seals** prominently displayed to establish user confidence?
3. Are **links to FAQs, return/cancel policy, privacy policy and shipping details** easy to find?
4. Is your **site search** programmed to auto complete and show related search options?
5. Are **persistent cookies enabled** to ensure shoppers don't need to re-add items after returning?



Want to learn more?

[Download the complete 60+ point B2B eCommerce Optimization guide.](#)

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