

INSIGHTS → ACTION

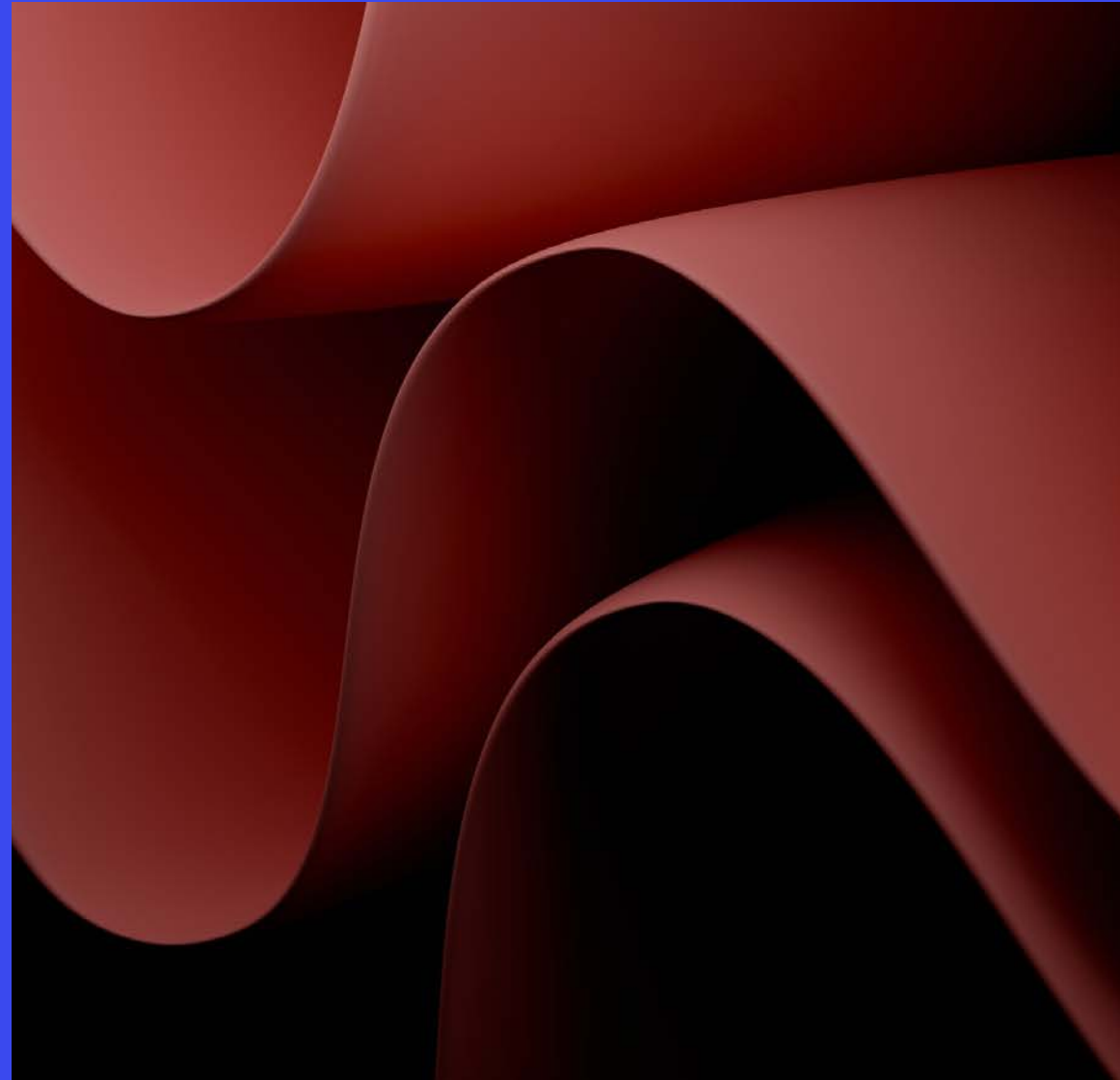
Design takes on customer experience
in digital commerce

We took a look at some of the most visited webstores in the Nordics and discovered that they were all missing out on opportunities in three key areas. Keep reading to see our insights.



Promotions

Webstores thrive on hooks in the form of campaigns and deals. Attract the customer, don't distract them.



Upselling

Bring additional value to each stage of the purchase process with personalised upselling.



Loyalty

Give reasons for customer to keep coming back without making it difficult to get started.

Report at a glance

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Customer experience is the business

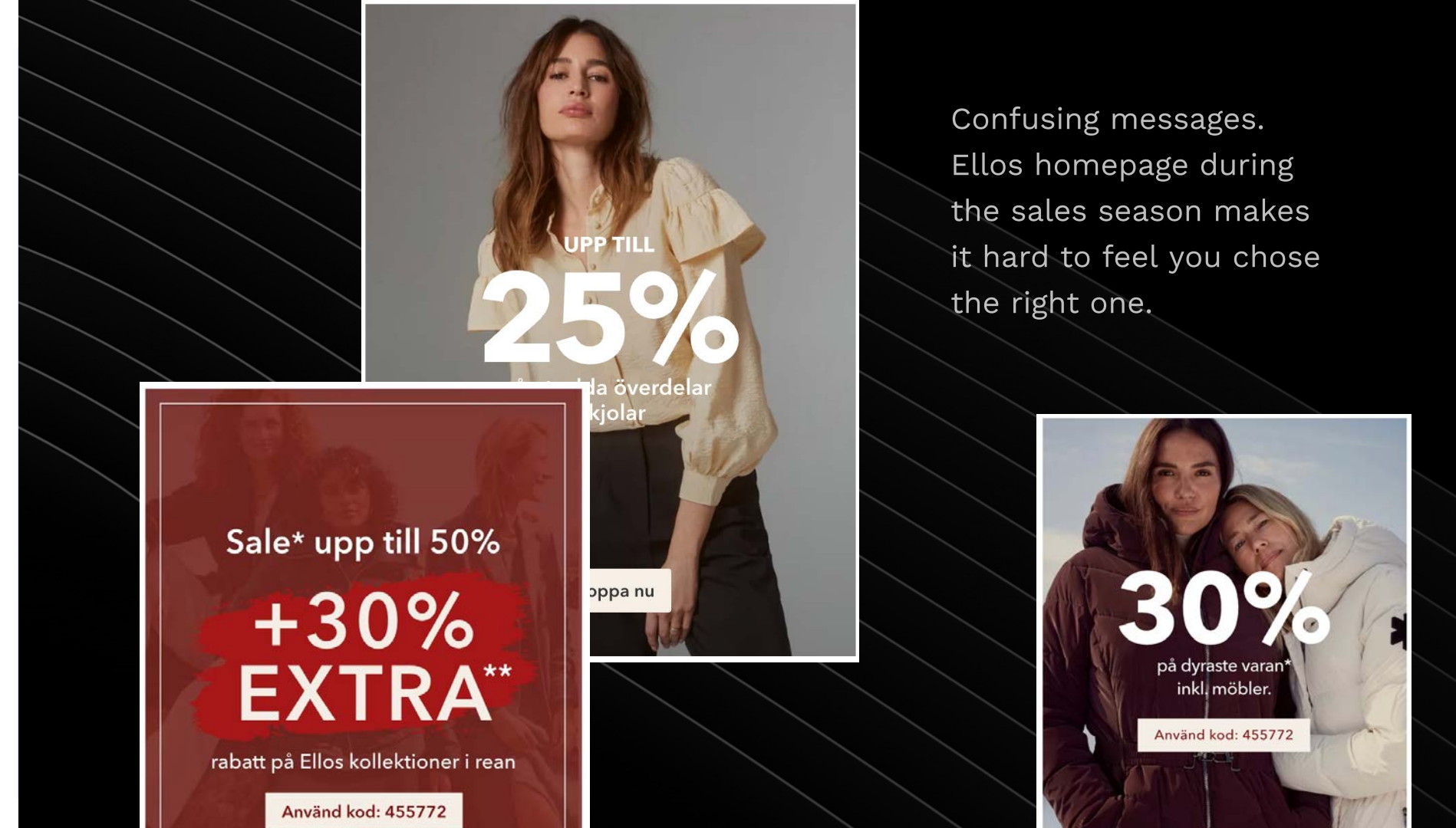
There is nothing more important in a highly competitive market than retaining customers. Turning a single purchase into a lifelong relationship is however far from easy and requires careful design at every step. Most reports in this regard focus on the fundamentals of user experience itself, or the need for well-integrated development and marketing stacks, or coordination of business units. While these are all salient aspects of high-performing digital commerce, there are some tactical aspects we should consider.

Insights at a glance

1. Campaigns and promotions need to be balanced with clear navigation patterns to ensure that the experience doesn't get too scattered.
2. Upselling can easily get tiresome but it improves the customer experience when it brings genuine value to the exchange.
3. Loyalty programmes should be accessible and offer unique incentives to customers. Making them excessively complex or not offering any added benefits at all both detract from building a long-term relationship.

Promotions

Attention is a scarce resource. Promote without taking away clarity of action.






Confusing messages.
Ellos homepage during
the sales season makes
it hard to feel you chose
the right one.

It gets overwhelming when the customer is faced with endless discounts. And it's hard to navigate webstores full of heavily promoted items as they offer limited inspirational browsing and work against the logic of finding things. Complementing campaigns with a clear navigation that offers clear pre-defined paths helps people to find what they are looking for while keeping important conversion pages engaging. (See: Hick's law).

There are multiple ways to promote.

How long does this ICA offer last? Coop does it better with 'weekly deals' but has the issue of too many offers.






Fast potatis 1,2kg Klass 1 ICA

12 kr/st

1.2kg (10,00 kr/kg)

12,00 kr ~~24,95 kr~~


Lägg till



Lingongrova 500g Pågen

20 kr/st -- Max 2 erbj/hushåll

Veckans medlemspriser



24.90 /st
MEDEMSPRIS

Pågenlimpan


900g

Pågen.

Jfr-pris 38:83 kr/kg.

24:90 /st
~~34:95~~

Köp



Kyckling Tex Mex

350g

COOP

Jfr-pris 188:4

50:- /st
~~65:95~~

Köp

Combine deals with scarcity

Perpetual discounts have become the norm in some segments, harming brand perceptions and creating little urgency. Offering limited and time-sensitive discounts has better impact (See: FOMO).

Webhallen offers much to inspire gamers. For other customers, there is unfortunately not much on display. Elgiganten has items for all but overwhelms with all the deals.

SPARA TUSENLAPPAR PÅ TV

Se alla deals

SPARA TUSENLAPPAR PÅ MOBILER MED ABONNEMANG

Se alla deals

UPP TILL 40% RABATT PÅ DATORER

Se alla deals

25% rabatt på köp av datorer


REA-FAVORIT

Se alla deals

Inspiration


- Kampanjer
- Guider & inspiration
- Black Friday 2024
- Mellandagsrea 2023
- Julkappstips

Veckans kampanjer




CLEAROUT

Gör kap i vår lagerrensning




Care Pack Trygghets...

Känn dig säker med Webhallen




webhallen revive

Byt in din gamla mobil...




TELE2 A MUST-HAVE CONNECTION

Hjälpskaffa din nya mobil med abonnemang från Tele2



AMD Avatar CPU

Köp utvalda AMD processorer



webhallen config

No nonsense. Pure Power.

Våra egna gaming-datorer!

Visa alla kampanjer

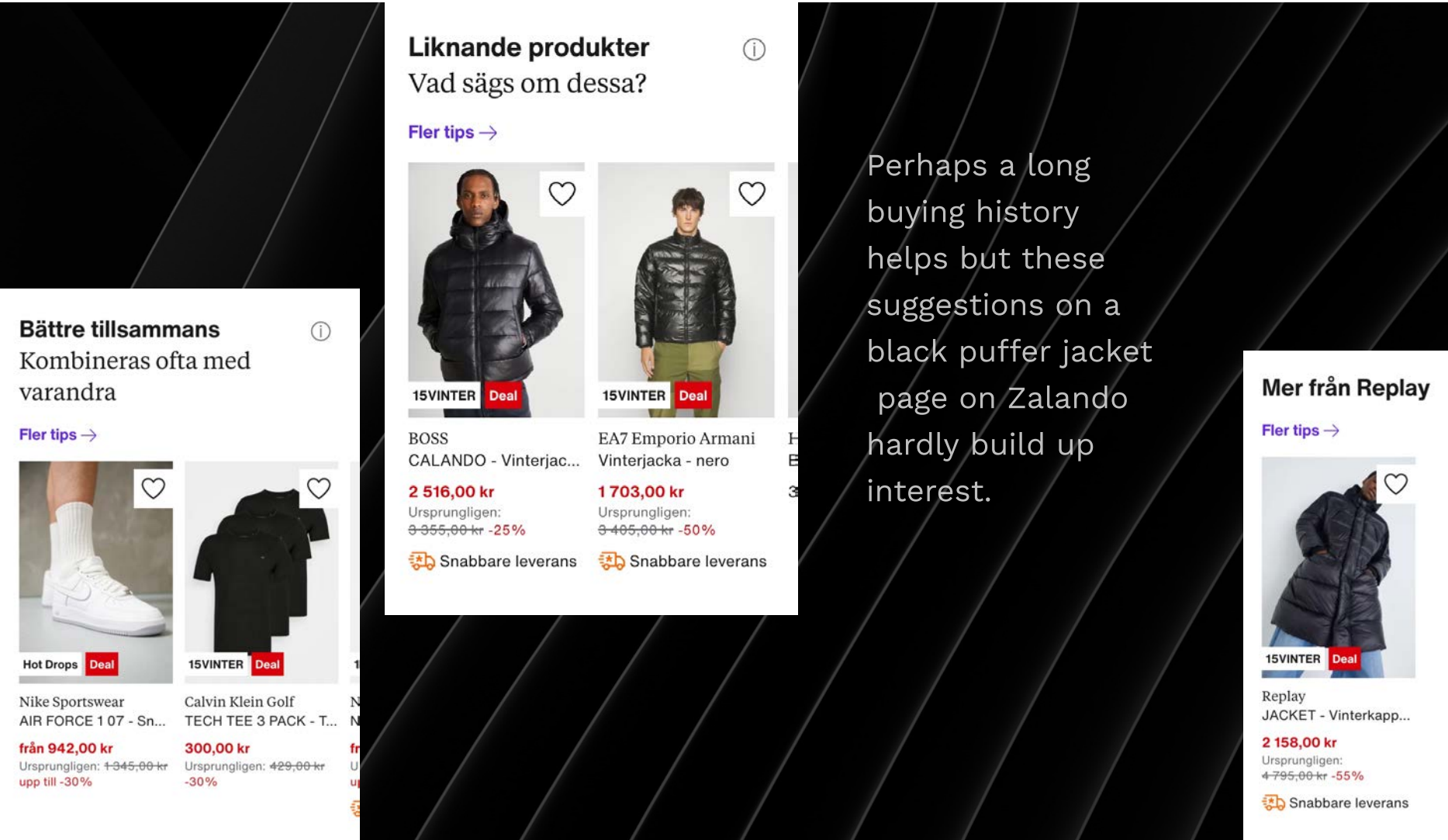
Inspirational hooks

Campaigns are not just about deals. Customers also need guidance for aspirational purchases and technically complex products. Keeping such flows even during sales seasons is essential.

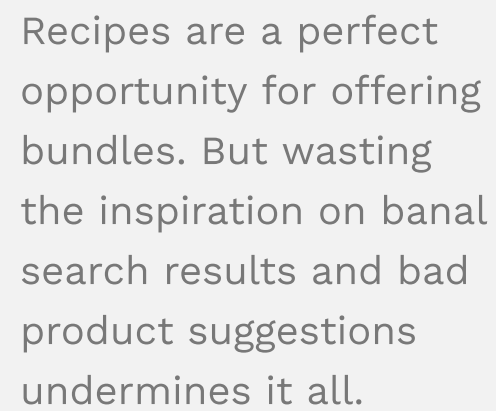
Upselling is a great way to boost the top line by relying on social influence and deep understanding of customer preferences. The more personalised it is the more powerful it gets (*See: Endowment Effect*) but overdoing suggestions and add-ons erodes trust and complicates the purchasing decision. Recommend items sparingly and subtly or prominently depending on the context.

Upselling has the most impact when it provides real value by saving time and money.

Upselling



It's not about selling more, more, more.



Everyone loves bundles

Accessories, extended warranties and other add-ons are often tedious to purchase individually. Offering bundles with cost-savings drives both customer satisfaction and order value.

Electronic stores are highly competitive when it comes to upselling. But trying to be like RyanAir doesn't make sense when selling high-end televisions.



There is such a thing as too many suggestions or too few. Taking attention-spans into account and combining mass behaviour with personalised insights can lead to a limited but powerful selection.

Loyalty

An account is not the same as a membership. Think long term. Start small.

Din inkorg

Men gör det till mode

Registrera dig för nyhetsbrev från Zalando!

Din e-postadress

Ställ in dina preferenser

Vad är du mest intresserad av?

☐ Mode för dam

☐ Mode för herr

Fler alternativ

Jag vill prenumerera

Coop Mastercard

Coop Matkonto

Låna pengar

Spara pengar

Inköpstjänst

Om MedMera Bank

Villkor tidigare kort

Coop Mastercard
Ett betal- och kreditkort som ger poäng på allt du handlar – överallt!

Mastercard

Coop Matkonto
Ett betalkort för dig som vill ha koll på matkontot när du handlar mat i Coops butiker.

Matkonto

Låna pengar
Lägre ränta för Coop-medlemmar. Ansök enkelt och få svar direkt.

Privatlån

Spara pengar
Spara pengar med 3,85%–4,05% ränta och insättningsgaranti.

Sparkonto

Becoming a member at your grocer isn't a small step by the looks of it. At the other end, fashion stores just want to send you campaigns.

Bli stammis på ICA

När du handlar samlar du stammispoäng som kan förvandlas till bonus – så av våra betalkort kan du få ännu mer.

Stammis
Samla poäng och få möjlighet till bonus.

Bli stammis

Stammis + ICA-kort Betala
20 extra poäng när du betalar med ditt ICA-kort på ICA. Nu med ränta på saldo upp till 15 000 kr.

Läs mer om betalkortet

SMART VAL
Möjlighet till dubbel ränta på lönekonton upp till 25 000 kr.

Läs mer om SMART VAL

Reward systems are great ways to attract prospective customers into forming a relationship with the brand and benefits the customer lifetime value for highly competitive market segments (See: Operant Conditioning). Not having even the lightest hook for it, with a newsletter promoting private sales or discount/free shipping on first order is a wasted opportunity. This also leads to new opportunities such as wishlists and better recommendations which lead to even better customer engagement.

Different approaches. Same goal.

Receipt, inspiration och tips

Prenumerera på Inspiration från ICA

Vi älskar mat! Om du också gör det, missa inte vårt populära nyhetsbrev! Inspiration från ICA – fyllt med matig inspiration, recept, matskolor och smarta tips.

Logga in och börja prenumerera på Inspiration från ICA redan idag.

Logga in

Kontakta oss

f i d u y d

Webhallens nyhetsbrev

Email

Skriv upp mig!

ICA tries to balance its heavy membership offering with a weekly recipe newsletter but makes it too hard to access. Sounding boring and being hidden in the footer like Webhallen does it also doesn't help.

Memberships vs subscriptions

Not every customer will be compelled to pursue an account or loyalty programme. Offering low threshold ways like newsletters can help these occasional customers stay connected to the brand.

Grocery chains have their rewards all figured out for loyal members while fashion ecoms like Ellos are more focused on that first purchase. Elgiganten manages both quite well.

UPP TILL 4,00 %

Fulladdat med medlemsförmåner

Upp till 5% tillbaka

Ju mer du handlar, desto mer får du tillbaka. Bonuspoäng registreras automatiskt, sparas i 3 år och kan användas till vad du vill i vår Polingshop.

Coop bonusonline

Våra kortmöjligheter

Tjåna extra bonuspoäng eller håll koll på matkassan. Med Coop Mastercard och Coop Marknads tjänster du upp till 5.5 bonuspoäng/kr. Läs mer och ansök idag.

Coop medlems- & betalSolut

Maxa din medlemsbonus

Du tjänar alltid bonuspoäng hos Coop, men vill du maxa poängen ytterligare erbjuder våra partner extra bonuspoäng och rabatter när du handlar via coop.se.

Partnerserbudanden

Utmärkt

★★★★★

Baserat på 17 028 omdömen

★ Trustpilot

Förlängd retur! Förlängd returrätt t.o.m. 31 januari

Fri frakt Gäller för normalpaket över 599 SEK

Köp nu, betala sen Betala med elpy. Läs mer i kassan.

Express 24 Få ditt paket redan imorgon*

Dina kundfördelar som klubbmedlem

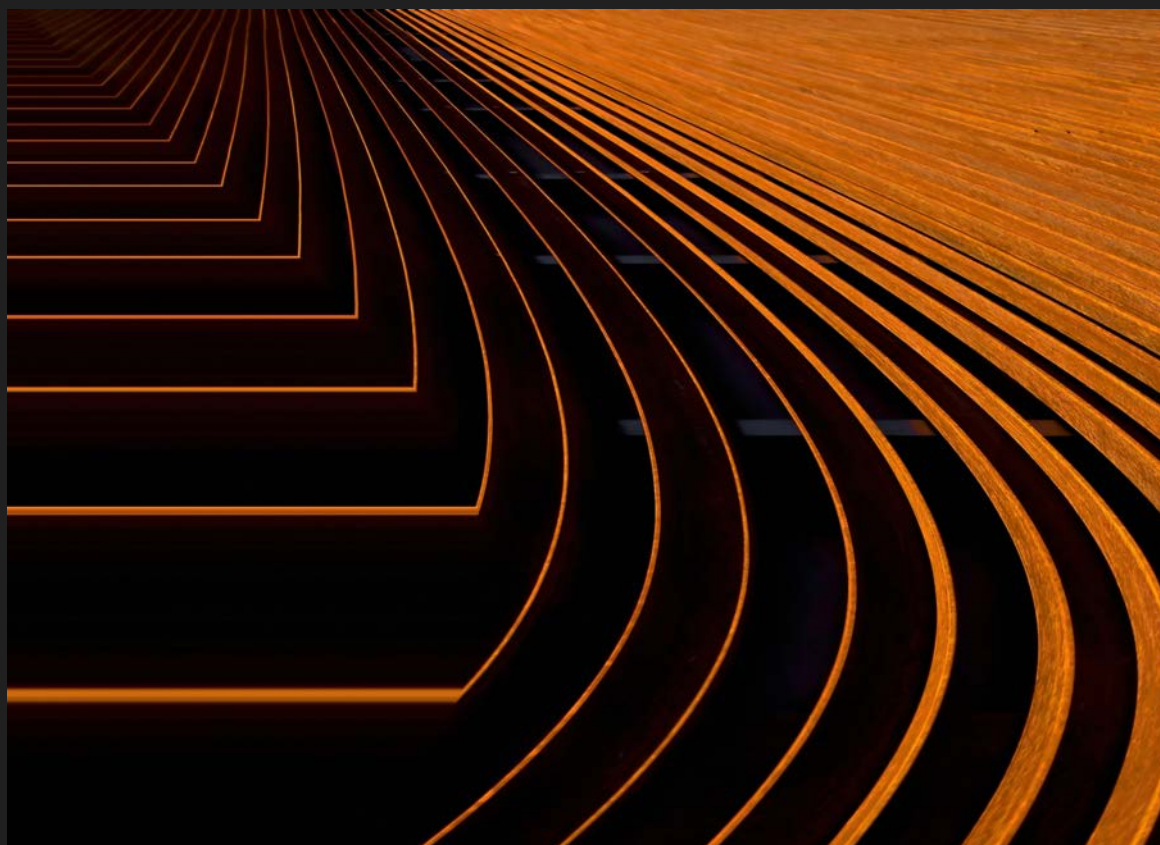
Att gå med i kundklubben är självklart gratis och nedan ser du de kundförmåner du får som klubbmedlem.

- 50 dagars öppet köp!*
- 20% rabatt på supporttjänster. Fråga din säljare!
- Klubbspriser varje månad
- Klubbveckor och klubbhelger
- Exklusiva erbjudanden från våra samarbetspartners

Reward systems

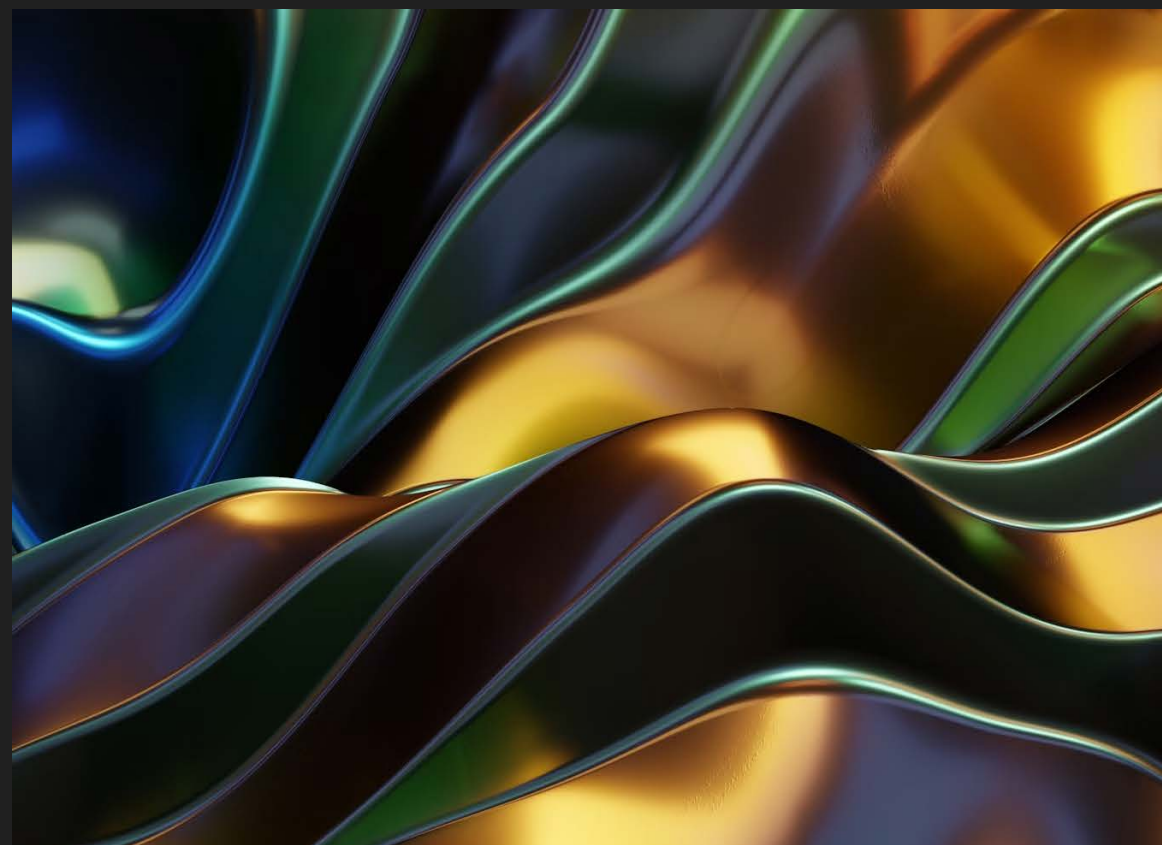
Rewards come in many forms from free shipping to bonus points and private sales. Finding a strategy that makes sense for the audience and business requires taking a long and broad view.

INSIGHTS → ACTION



Clarify

Chart clear user flows for different customers and jobs-to-be-done. Test how they perform. Repeat.



Personalise

Being everything for everyone is a death knell. Personalise and target with relevant, not endless, content.



Recruit

Go beyond basic accounts and offer incentives to get customers in the loop. Don't overcomplicate it.

Reading list

▣ **HICK'S LAW** Reducing complexity can enhance decision-making and user satisfaction.

▣ **ENDOWMENT EFFECT** Incorporating personalised recommendations could create a sense of ownership and increase engagement.

▣ **SCARCITY AND URGENCY (FOMO)** Highlighting limited-time offers or low stock items can create a sense of urgency, prompting quicker decisions.

▣ **OPERANT CONDITIONING** Offering loyalty points or rewards for purchases can positively reinforce shopping behaviour.

Want to take this further?

Get a free design audit for your ecommerce. We recommend how you can improve promotions, upselling and loyalty.

[Book a free audit →](#)

