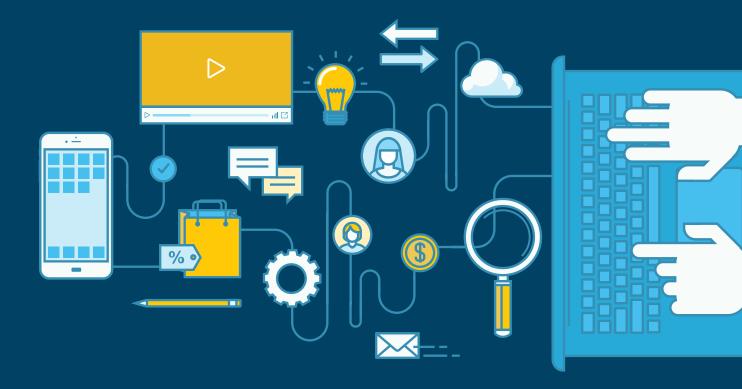# neto

5 WAYS TO IMPROVE CUSTOMER EXPERIENCE

An amazing customer experience goes beyond just providing helpful advice. With the abundance of brands competing in the online retail space, it's now more important than ever to make a lasting impression. According to Foresee, highly satisfied customers are 83% more likely to respond to upselling and 63% more likely to purchase again. But it doesn't have to cost you a mint to provide a memorable experience. Here are some tips to help you get your customers returning and becoming advocates for your brand.

5 WAYS TO IMPROVE CUSTOMER EXPERIENCE

1 PRODUCT LISTINGS THAT SAY IT ALL

If a potential customer can't find an answer to a product-based question, they're more likely to navigate away from your page than they are to contact you. Don't let unanswered questions cost you sales. Use your product descriptions to outline every detail the customer might want to know. What material is it made of? How does it work? What are the care instructions? Quality imagery goes hand-in-hand with these descriptions to really let the customer experience the product. Back these listings up with a sizing or compatibility guide and an FAQ page based on the most frequent emails you get.

2 HELP YOUR CUSTOMERS WITH PRODUCT REVIEWS

According to Power Reviews, 86% of buyers see customer reviews as an essential resource when making a purchase. Don't have any reviews yet? Put a 'leave feedback' button in your follow-up emails. You could even incentivise them with a 5-10% discount on their next order. Not only will you get feedback, but you'll also encourage repeat purchases! Just make sure you thank them and address any negative feedback. Reviews are also great for you to gain some great insights into which product lines customers love and which ones you might want to discontinue.

> Neto's powerful but user-friendly interface lets you create detailed product listings that tell your customers everything they need to know. Upload an unlimited amount of pictures, display reviews, sort products into infinite categories, and filter products by specifics.

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Sell everywhere, manage everything

START YOUR 14-DAY TRIAL

3 MAKE THE MOST OF DELIVERY

Drive home an amazing customer experience by making the customer's first physical touchpoint with your brand extra special. According to DotcomDistribution, 52% of customers make repeat purchases from a retailer that delivers products in premium packaging. It doesn't have to be expensive either. Contact a packaging supplier or craft warehouse to find a specific colour, material, or pattern that really represents your brand. Why not slip in a little personalised note? Thank the customer for their purchase, tell them your brand's story, encourage them to share their purchase on social media, or ask them to leave a review!

4 KEEP IN TOUCH WHEN IT COUNTS

When it comes to contact, you're better off focusing your attention on key events rather than emailing on a weekly basis. If you haven't already, make sure you have automated emails set up for the basics: order confirmations, shipping updates, and follow-ups for feedback. Key dates such as Mother's Day, Christmas or Easter, end of season sales, and new stock releases are worth planning in advance for, and even scheduling ahead of time so you don't have to be glued to your computer. Once that's sorted, get creative! For example, if you sell pet supplies, why not capture the birthdays of your customers' pets so you can send out special offers when the date rolls around?

5 TAKE ONLINE OFFLINE

No matter how detailed your listings are, some customers just want to try before they buy. Others need their items urgently and will choose you over a competitor if you allow in-store pickup. Having a point-of-sale solution lets you turn your office into a sales floor without the expense of a storefront. A portable solution also gives you the flexibility to take your business to markets and trade shows so you can reach new customers.

Neto's portable, cloud-based POS solution lets you do all of this directly from an iPad, laptop, or desktop computer. Manage sales from your online store, eBay store, and POS solution so you can have full visibility over your business, wherever you're selling.

Neto is a leading cloud-based commerce platform designed for growing retailers. We enable anyone to sell anything, anywhere—from web, mobile, eBay and social media, through to bricks-and-mortar stores. With features like inbuilt shipping labelling, inventory control, and native accounting integration, as well as customer management tools and a business dashboard, our powerful back-office capabilities take care of the details so you can concentrate on the big picture.

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