



WHITE PAPER

12 Ways to Reduce Cart Abandonment in Salesforce Commerce Cloud



Table of Contents

3 **Salesforce Commerce Cloud Increases Conversion by Reducing Cart Abandonment**

What is Abandonment?

Types of E-commerce Abandonment

5 **12 Ways to Reduce Cart Abandonment**

Include Shipping Cost in Display Prices

Auto-apply Coupons to Cart

Offer Various Delivery Options

Multiple Payment Options

Allow Guest Sign-Up and Checkout

Include a "Save for Later," "Add to Wish List," and "Heart Icon" Option

Retarget Shoppers with Friendly Email Reminders

Instill Trust with a Security Badge

Ensure Mobile Friendliness

Be Proactive with Customer Support

Understand Customer Frustration Through Surveys

Ensure Your Site is Performing Well

Salesforce Commerce Cloud Increases Conversion by Reducing Cart Abandonment

Cart abandonment is a universal problem in the e-commerce system – with an average of 75% of all orders lost through abandonment. This problem is not unique within Salesforce Commerce Cloud®, but specific challenges affect cart abandonment. This paper will focus on 12 ways to reduce cart abandonment in Salesforce Commerce Cloud, both with conventional techniques that apply to any e-commerce platform and those that are specific to the Salesforce Commerce Cloud platform.

1. What is Abandonment?

“Abandonment is an e-commerce term used to describe a visitor on a web page who leaves that page before completing the desired action. Examples of abandonment include shopping cart abandonment, referring to visitors who add items to their online shopping cart, but exit without completing the purchase.” – Webopedia

2. Types of E-commerce Abandonment

Before exploring the details, we need to clarify different types of abandonment across various industries. Let us take a look at these.

Booking Abandonment: Refers to travel-related websites (i.e., hotel, flights, and excursions) where customers have booked these products but left without completing a purchase. Booking abandonment rates are affected by the complexity and length of the checkout process (i.e., dates, research, bags, seats, updates, insurance, and companion details).

Form Abandonment: Forms are used to capture the information for quotes, subscriptions, seminars, and educational courses. Websites that reduce the burden of data collection on the customer will keep customers engaged till the end of the form submission process.

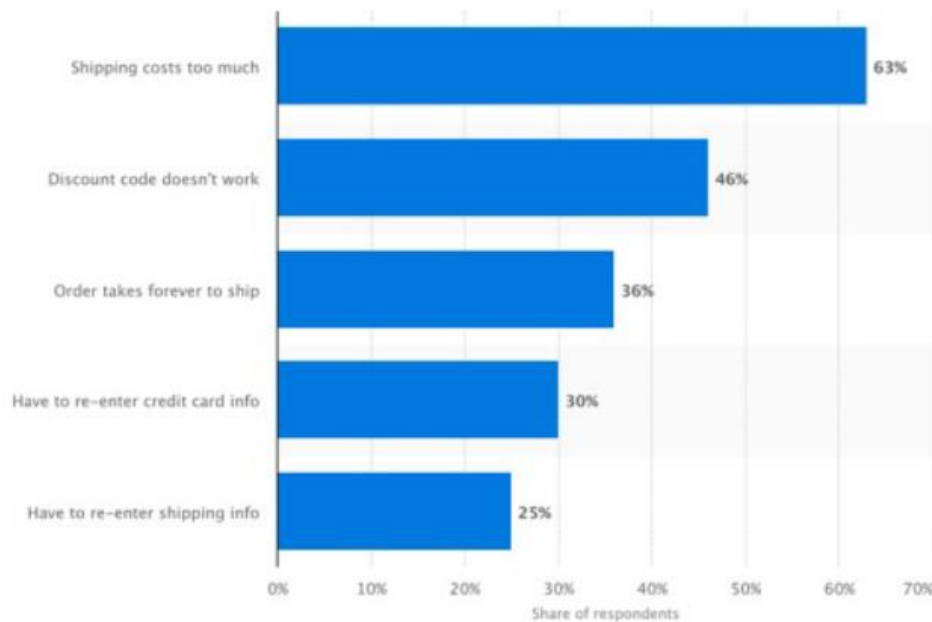
Browse Abandonment: Browse Abandonment refers to shoppers who viewed products on the category product page or product detail page and left without adding products to cart or basket. Almost 50% of shoppers express interest and browse products without adding the product or making a purchase. There are many reasons people leave a session, such as lack of product engagement tools like chatbots that identify and respond to customer concerns before they leave.

Retail Abandonment: Retail abandonment refers to shoppers who add products to a cart or basket but do not complete the purchase. This white paper focuses on retail abandonment. We will investigate the critical reasons for retail abandonment—or cart abandonment—and what solutions we can implement to increase purchase conversion.



12 Ways to Reduce Cart Abandonment

To start, let's consider the top five issues that plague e-commerce cart abandonment. These provide us a priority of issues to consider when considering where we should start.



Source: Statista

Image 1: Top Five Reasons for Digital Shoppers's Cart Abandonment in 2019

1. Include Shipping Cost in Display Prices

The statistics show that more than 60% of shoppers abandon their shopping cart because of the surprisingly high shipping costs. No one likes surprises, especially bad or unexpected ones. The best course is to state all costs from the beginning. Do not wait until checkout to reveal the total cost of the product (shipping + taxes + product cost). Request the user's location before they start shopping to determine the shipping zip code and calculate taxes for them beforehand.

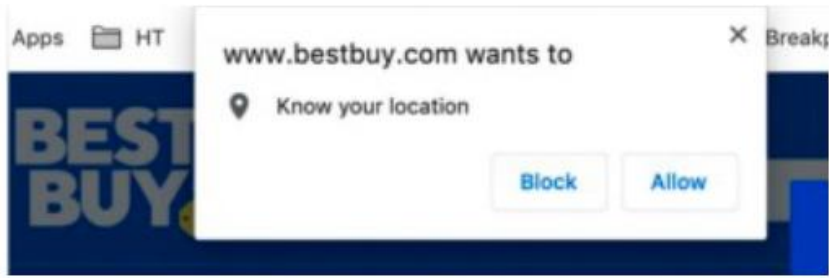


Image 2: Best Buy Asking Their Shoppers' Permission to Get their Location via Popup

Auto-fill Information Using Form Optimization

Once you get the shopper's location, autofill the information as much as possible. For shipping and billing information, use an address API service like Google Maps to auto-fill this and reduce typing errors from shoppers.

ZIP CODE *

STREET ADDRESS 1 * (APO/FPO - STANDARD SHIPPING ONLY)

362 fair
362 Fairmeadow Way, Milpitas CA 95035-4444
362 Fairview Way, Milpitas CA 95035-3062

CITY *

Image 3: Capturing Shipping Information Automatically

Additionally, if both shipping and billing addresses are the same, then allow a "same as shipping address" option, so that shoppers are not frustrated in entering the same information over again.

PHONE NUMBER * [\(Why required?\)](#)

408-263-3435

Use this address for Billing

Image 4: Capturing Billing Information Automatically

Salesforce Commerce Cloud has provisions for multiple shipping tables. You can do shipping by product categories or even by tier level.

Shipping Methods

The list shows all shipping methods currently available for this site.

Click **New** to create a new shipping method. Use the checkboxes and then click **Delete** to delete

Select All	ID	Name
<input type="checkbox"/>	standard_pl	Standard
<input type="checkbox"/>	standard	Standard Shipping
<input type="checkbox"/>	standard_AK_HI	Standard Shipping
<input type="checkbox"/>	standard_plus_assembly	Standard Shipping Plus Assembly
<input type="checkbox"/>	2day	2-Day Shipping
<input type="checkbox"/>	overnight	Overnight Shipping

Image 5: Multiple Shipping Methods in Salesforce Commerce Cloud

Additionally, Salesforce Commerce Cloud does differentiate between domestic versus international shipping tables if you have a global presence.

Shipment Value	Shipment Cost
upto 0.00 or more	upto 3.00 Fixed Price
upto 0.01 or more	upto 3.25 Fixed Price
upto 25.00 or more	upto 3.35 Fixed Price
upto 50.00 or more	upto 3.50 Fixed Price
upto 75.00 or more	upto 3.75 Fixed Price
upto 125.00 or more	upto 3.90 Fixed Price
upto 200.00 or more	upto 4.00 Fixed Price
upto 300.00 or more	upto 4.50 Fixed Price

Image 6: Multiple Shipping Tables in Salesforce Commerce Cloud

2. Auto-Apply Coupons to Cart

Do not let the customer abandon the cart because they cannot find the promotion. If you are driving shoppers from an email campaign, then make sure the applicable coupons get added at the time of checkout. Salesforce Commerce Cloud has configuration settings to verify promotions.

3. Offer Various Delivery Options

Whether online or brick and mortar or omnichannel, your shopping store is in fierce competition with the likes of Amazon® and Walmart®, which offer same-day delivery, two-day overnight, weekend delivery, free prime shipping, locker pickup, and or drone delivery (coming soon). Customers are more demanding than ever before, and the landscape continues to evolve every year. The customer may want a whole new outfit (dress and shoes) for dinner on the weekend, but if your site does not offer an option for the next day or even two-day delivery, the customer may have to shop somewhere else. Customers are looking for a mixture of speed, convenience, and price.

SHIPPING OPTIONS

- **STANDARD SHIPPING TOTAL: \$5.99** [Details](#)
(Please allow 3-8 business days for delivery. (Mon-Sat delivery))
Estimated delivery for in-stock items: 5/10/19 - 5/16/19
- **EXPRESS SHIPPING TOTAL: \$17.99** [Details](#)
(Please allow 2-3 business days. Weekend delivery not available)
Estimated delivery for in-stock items: 5/9/19 - 5/10/19
- **OVERNIGHT SHIPPING TOTAL: \$24.99** [Details](#)
(Please place order by NOON EST for next day delivery. Weekend delivery not available.)
Estimated delivery for in-stock items: 5/8/19

Image 7: Multiple Shipping Options

In Salesforce Commerce Cloud there are ways to present multiple shipping methods and different shipping prices according to categories as well. See Figure 5 – Multiple Shipping Methods in Salesforce Commerce Cloud.

Preorder and Backorder Functionality

Stand out from the crowd – allow shoppers to buy exclusive preorder/prereleases before they hit store shelves or lock-in sales with backorder functionality when a hot product is no longer in stock.

Allocation:	<input type="text" value="0.00"/>
Reset Date:	10/20/15 10:30:29 am
Pre-Order/Backorder Handling:	<input type="radio"/> None <input checked="" type="radio"/> Pre-Order <input type="radio"/> Backorder
Pre-Order/Backorder Allocation:	<input type="text" value="0.00"/>
In-Stock Date:	<input type="text"/> <input type="button" value="..."/> MM/dd/yyyy
Turnover:	0.00
On Order:	0.00
Stock Level:	N/A
Reserved:	0.00
ATS:	N/A
Availability Status:	<input checked="" type="radio"/> In-Stock

Image 8: Preorder or Backorder Functionality in Salesforce Commerce Cloud

4. Multiple Payment Options

Offer payment options other than just credit cards to the shopper like PayPal®, Apple Pay®, and Amazon Pay®. These are great additional payment methods to add to your site to increase conversion and average order value. Additionally, if the customer's current shipping, billing, and credit card information are already saved, it can be auto-filled without the need for the shopper to enter them manually. These details can flow over directly from the payment companies creating a frictionless checkout experience.



Image 9- Payment Options

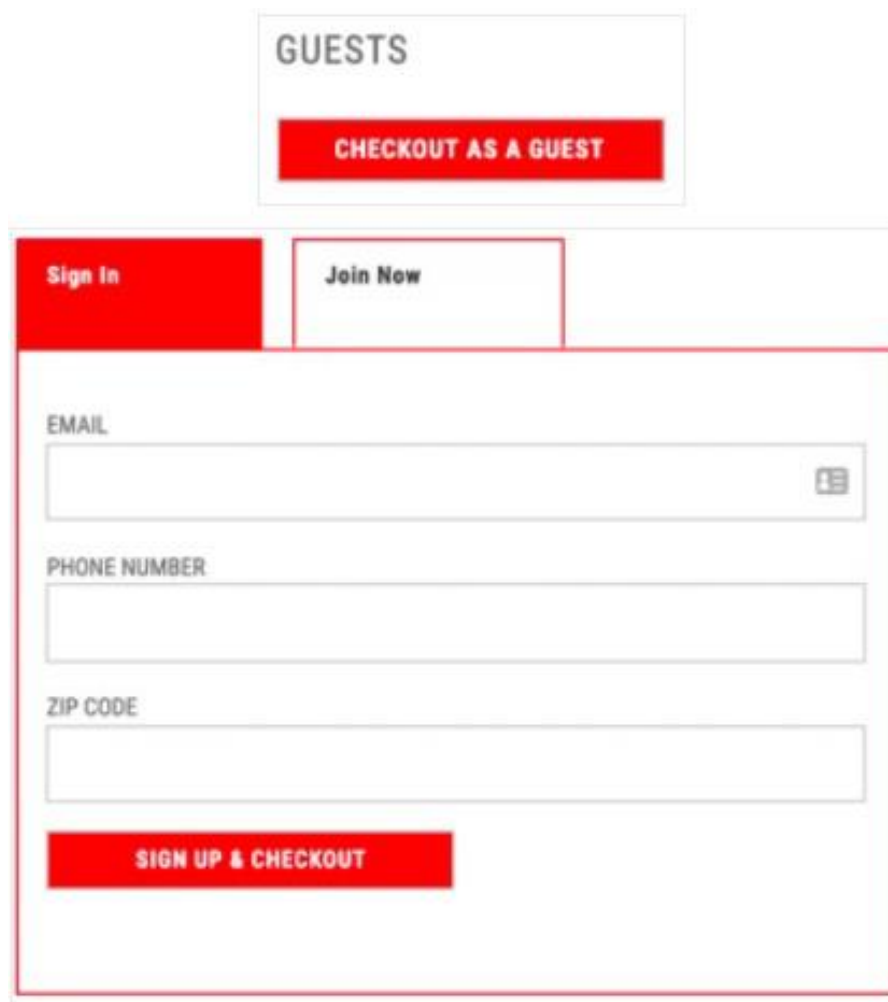
Salesforce Commerce Cloud provides out-of-box configurations or cartridges for most of these payment methods.

The screenshot shows a configuration page for Apple Pay in Salesforce Commerce Cloud. The page is titled "Instance Type: Sandbox/Development". It has several sections: "Onboarding" with fields for "Apple Merchant ID", "Apple Merchant Name", and "Country Code"; "Merchant Capabilities" with checkboxes for "3DS", "EMV", "Credit", and "Debit"; "Supported Networks" with checkboxes for "Amex", "China UnionPay", "Discover", "Interac", "MasterCard", "Private Label", and "Visa"; "Required Shipping Address Fields" with checkboxes for "Email", "Name", "Phone", and "Postal Address"; "Required Billing Address Fields" with checkboxes for "Name" and "Postal Address"; "Storefront Injection" with checkboxes for "Inject Apple Pay Button on Mini Cart?", "Inject Apple Pay Button on Cart Page?", and "Redirect Pages to HTTPS?"; and "Payment Integration" with checkboxes for "Use Commerce Cloud Apple Pay Payment API?", "Use Basic Authorization?", and "Use JWS?". It also includes fields for "Payment Provider URL", "Payment Provider Merchant ID", "API Version" (set to v1), "Payment Provider User", "Payment Provider Password", and "JWS Private Key Alias".

Image 10: Payment Method Configuration

5. Allow Guest Sign-Up and Checkout

Users do not like to get trap in signing up their personal information to a new company they are experiencing for the first time. Additionally, more steps in a checkout funnel increase abandonment and decrease conversion rates. Try to capture just the minimal required information for the transaction. You can always convert a guest sign-up to a registered customer down the line. Salesforce Commerce Cloud allows for the guest checkout option out of the box.



The image shows a user interface for guest checkout. At the top, there is a box labeled "GUESTS" containing a red button that says "CHECKOUT AS A GUEST". Below this, there are two tabs: "Sign In" (highlighted in red) and "Join Now". The main form area contains three input fields: "EMAIL" with a calendar icon on the right, "PHONE NUMBER", and "ZIP CODE". At the bottom of the form is a red button labeled "SIGN UP & CHECKOUT".

Image 11: Checkout as Guest

6. Include a “Save for Later,” “Add to Wish List,” and “Heart Icon” Option

Salesforce Commerce Cloud provides this functionality right out of the box. The wish list or the heart icon – allows shoppers to go back and review what they want to buy later or even share it with their friends and family on social media.

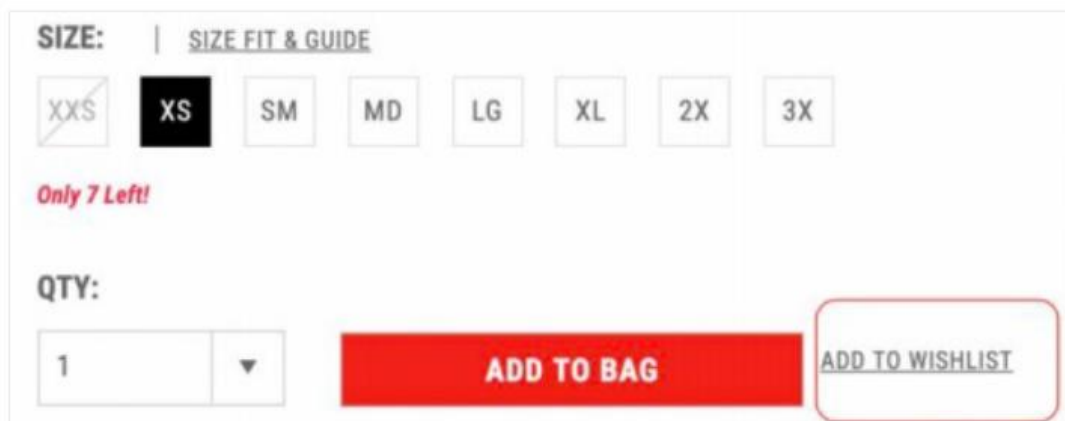


Image 12: Add to Wishlist

7. Retarget Shoppers with Friendly Email Reminders

Salesforce Commerce Cloud has an out-of-the-box feature call "Basket Persistent" (Merchant Tools >Site Preferences >Baskets), which you can use to restore the cart within the session to allow shoppers to complete their shopping experience. Let us say you have configured: "Baskets Persistent for All Customers" within a 1-month lifetime, it means that a user in the same "session" (same login or same machine) can automatically restore the cart from the previous state. For more details, see Xchange Basket Persistence.

Basket Persistence:	<input type="text" value="Baskets Persistent for All Customers"/>
Basket Lifetime for Registered Customers:	<input type="text" value="43200"/> minutes
Basket Lifetime for Unregistered Customers:	<input type="text"/> minutes
Add Product to Basket Behavior:	<input type="text" value="Increment Quantity"/>
Max Number of Product Line Items:	<input type="text" value="50"/>

Image 13: Baskets Persistent for all Customers

We have seen multiple problems with marketers not sending emails out in real-time and not sending enough email (or touchpoints). We have seen that marketers are not sending a real-time email when a shopper abandons their carts. They wait for a scheduled job (once a day), potentially not sending the first cart abandonment email until 24 hours later. By then, the customer has already forgotten or has already purchased from your competitor. Many marketers are scared to send consistent emails fearing they are annoying their customers, causing them to unsubscribe, mark them as spam, disengage, and curse their brand. This is not true as we have found that the best performing campaigns consist of sending multiple emails. The secret is to bring value to shoppers. Make emails valuable, personal, and relevant. The examples of an email campaign follow-up are:

Send Reminders. 30 minutes to 1 hour after abandonment, the user gets an email to come back (What has happened?). As this is still fresh in their mind.

- Everyone Loves a Deal. Send an email to a user after 5 hours and 30 minutes with a Sneaky Discount Code (20% discount), if still not shopped.
- Create Urgency. Send 18 hours later 'Last Chance' email with the same discount code (20% discount).
- Ask for Feedback. 24 hours later 'May I Help You?' email (did you have any problem? We would like to listen to your feedback).
 - Let them know, we are here to help and take their feedback and that they would not receive any more cart abandonment email since their basket has expired.

- This could also be an option that now if they click on our link in the email, it will direct to a person (chat/call) that can be converted into sale as well as upsell opportunity.
- Have Multiple Email Templates. Include cross-sell and recommendations like “You might not have liked this puffy jacket, how about this other selection.”

Email Campaign Best Practices

- Send the first email within an hour. If you wait beyond 24 hours, the conversion rate almost halves.
- Follow up with the second email within 24 hours after the first. If you wait to send the follow-up even a day
- later, you will lose over half of your sales.
- Finally, the best campaigns send a follow-up to their follow-up. This third email results in an average additional 18.2% sales.

Following these best practices for cart abandonment campaigns, your email sequence should look like this:

- 1 hour after abandonment - Send email 1.
- 24 to 36 hours after abandonment - Send email 2.
- 72 hours after cart abandonment - Send email 3.

8. Instill Trust with a Security Badge

Build trust and reliability on your website with trust badges, trust logos, and trust seals. After payment providers verify the website, they will allow you to collect payment (customer information and credit card 12 Ways to Reduce Cart Abandonment in Salesforce Commerce Cloud® 14 of 16 number).

Retailers continuously monitor, and if they get reports of inadequate services frequently (PCI, fraud, poor product with no return, etc.), a payment provider may suspend their payment services.



Image 14: Add Trust and Reliability Badges on Website

9. Ensure Mobile Friendliness

Mobile devices have been steadily overtaking desktop over the years. With more and more visitors accessing your company website on mobile devices, it is important to make sure that all of your visitors have a positive mobile experience with your brand. These stats will give you reasons to make your website mobile friendly.

10. Be Proactive with Customer Support

U.S.

	2019 Based on 5.7 Trillion Visits			2020 Based on 5.0 Trillion Visits		
	Desktop	Mobile	Tablet	Desktop	Mobile	Tablet
Visits	37%	57%	6%	36%	61%	3%
Bounce Rate	41.63%	53.66%	47.53%	40.18%	51.36%	47%
Page Views per Visitor	3.59	2.59	3.48	3.68	2.54	3.11
Average Time on Site (Seconds)	289.48	136.40	219.19	323.47	158.21	236.85

Image 15: Desktop vs. Mobile Web Visits

Help and push the customer through the shopping funnel. Sometimes they might be stuck because they have a question like “Do you ship internationally” or “Have technical difficulty in checking out.” Help them with either an AI Chatbot or funnel them through to a live customer service representative. Be proactive to reach out to them before they reach out to you or tell about their bad experience to all their friends over social media

and build a negative impression about your brand.

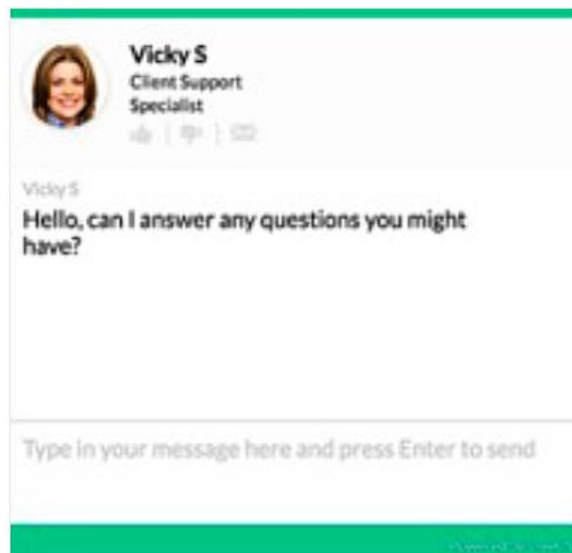


Image 16: AI Chatbot Support

11. Understand Customer Frustration Through Surveys

End a survey email asking shoppers how their shopping experience was and ask them - "why did not check out at the store." Shoppers will tell you their feelings if you take the time to ask and listen.



Image 17: Survey Email Asking Shopping Experience

12. Ensure Your Site is Performing Well

Optimizing your website is a continuous process as there's always room for improvement. Even a 0.01% increase in the conversion rate can mean a huge difference in sales. As with all platforms, Salesforce Commerce Cloud has its challenges that impact performance. Read these six optimization techniques which are low-hanging fruits that will improve page speed and increase sales, customer satisfaction, and brand growth for you. So explore, what role can Caching and CDN, Split-up code, code compression and minification, focus on content, tag management, mobile v.s desktop can play.

Download, GSPANN's white paper [Six Ways to Increase Salesforce Commerce Cloud® Performance](#).



About GSPANN

Headquartered in Milpitas, California, GSPANN provides consulting and IT services to global brands. We help our customers optimize their IT capabilities, practices, and operations with our experience across industries and domains. We help businesses move faster in the market with high-performing platforms, processes, systems, and applications; drive superior customer engagement with an ecosystem built on intelligent technology solution.