How to Optimize the eCommerce Checkout Flow for Your Business

Increase Sales and Create a Better Customer Experience
There’s a special kind of frustration that online retailers and shoppers alike feel with an abandoned shopping cart. Recent research reveals that 52% of online shopping carts originating in APAC are abandoned. Retailers are looking for a remedy to help bring more sales to completion and encourage repeat business.

Understanding the eCommerce checkout experience is crucial in helping you and your business seal more deals in the digital marketplace. Keep reading for checkout page optimization strategies to help improve conversions.

Why Consumers Abandon Checkout Carts

The dreaded cart abandonment is when people fill up their online carts, only to leave at the last minute without making the purchase. Consumers have their reasons: The most common are unexpectedly high shipping costs, confusing and complicated checkout processes and concern over the protection of their payment information.

Why Optimizing eCommerce Checkout Flow Is Important

Optimizing your eCommerce checkout flow can help improve the customer experience, increase sales and revenue, and save time and resources. While a clunky, confusing checkout experience may cause potential customers to get frustrated and abandon their carts, optimizing the checkout page can significantly increase the likelihood of a consumer completing a purchase, leading to higher conversion rates. Not only that, but optimizing eCommerce checkout flow enhances the overall experience for your customers and can lead to more repeat business. By identifying pain points in the checkout process and streamlining the flow, businesses can help reduce the number of abandoned carts, decrease customer support inquiries and free up staff to focus on other areas of the business.

Ways to Optimize Checkout Flow

Ideally, you want to make it as simple, straightforward and quick as possible to make a purchase. Here are several ways to improve your checkout flow and create the best possible eCommerce experience.

1. Allow guest checkout.
Time is money, and nowhere is this more true than with checkout flows. Offering customers the option to check out as a guest means they don’t have to waste time going through the tedious steps of creating an account, and keeps them focused on making the purchase.

2. Offer multiple payment options.
Offering customers a variety of accepted payments, such as credit and debit card, digital wallets and QR code payments – all of which are familiar to today’s shoppers – can appeal to a larger audience. Using a point-of-sale (POS) system that is integrated with your eCommerce site and offers built-in payment processing services can help make payments quick and more secure, for both you and your customers.
3. Simplify the checkout process to fit in one page.

The fewer pages people have to scroll and click through when making a purchase, the easier it is to close the deal. The time it takes for each new page to load, as well as uncertainty about how many additional pages there will be, can lead to frustration and disinterest in the product. Avoid customer frustration by keeping as much of the checkout process as possible on one page.

4. Give customers shipping options.

Shipping costs and expected delivery times can play a big role in online sales conversion rates. It’s all too common to fill up an online shopping cart, go to checkout, and see that the shipping costs are more expensive than originally anticipated, or that it won’t arrive when you need it. By offering different options, customers can pick the price and time frame that fits their needs.

How to Optimize Checkout for Mobile Devices

Optimizing for mobile is especially important for capturing the growing number of people who pull out their phones to make purchases, whether on the go or from the couch. In fact, now at 46%, global mobile shopping penetration is the highest in the APAC region. Here are some tips for optimizing your checkout flow for mobile devices.

1. Remove distractions.

By its nature, the mobile checkout process is fairly limited by the fact that our screens only have so much real estate. Removing as many distractions as possible from mobile checkout pages is essential in reaching higher conversion rates. Ideally, you want customers to be able to quickly go to the cart, input their payment and shipping information, and go on with their day.

2. Allow users to automatically complete fields.

Let’s be honest, filling out so many fields about our payment information, address and so on is time consuming and an overall hassle. Relieving your customers of some of these tedious tasks can help move the checkout process along faster and is more likely to end in a sale. This can be as simple as auto-filling the city and state after a user enters their postal or pin code.

3. Avoid pop-ups.

We have all been there. You’re in a rush and want to look something up on your phone, but pop-up ads keep getting in the way and slow the webpage down. There is a time and place for pop-ups, but during checkout is not one of them. Removing pop-ups while users are checking out can eliminate one more distraction and help to minimize shopping cart abandonment.

4. Opt for buttons over links.

Using call-to-action buttons on your checkout page instead of text hyperlinks will better optimize your page for mobile devices.

A More Satisfying Experience

With these eCommerce checkout best practices, you can feel more confident that your customers will have a better checkout experience and be more inclined to complete their purchases. The fewer hoops people have to jump through, the more likely they are to see the sale through. Reducing distractions, redundant fields and the time it takes to move through your checkout process can help your eCommerce business grow.
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