

A background image of a clothing rack with several hangers, rendered in a dark blue, semi-transparent style.

Satisfaction Guaranteed

Why a Little Reassurance Goes a Long Way In Ecommerce

Seventy percent of Americans are seriously concerned about identity theft. More than two thirds of online shoppers don't complete their purchase because of price. In the world of e-commerce, you need a targeted conversion strategy to ensure you're offering customers the reassurance and guarantees they need to browse and buy confidently. The buySAFE Shopping Guarantee gives you just that. Online stores are seeing a dramatic return on the buySAFE Shopping Guarantee investment when they use it. For merchants and customers alike, it's satisfaction guaranteed.

FIGHTING FOR CONVERSIONS

2020 promises another e-commerce boom with US online sales predicted to reach \$645 billion by year's end. So far, 69% of Americans have shopped online, and 25% of Americans shop online at least once per month.

There's no question that online retailing is good business, but just because customers are out there, doesn't mean it's easy to get them to buy from you.

For a start, the public are increasingly concerned about their safety online. You can hardly blame them: **from 2016 to 2017, there was a 21.6% increase in consumer reported fraud losses.** And small merchants can't hide under the criminals' radar: **more than 80% of card data compromises investigated by Visa affect merchants that process fewer than 20,000 transactions a year.**

Added to that is the competition you face from the multitude of online retailers and other online distractions that entice people away from your shopping cart before they convert.

Of course SSL certificates are an essential part of online retailing, but nowadays they're just the price of admission: in a US online consumer study, **91% of respondents will not continue if they see a browser warning page indicating the absence of a secure connection.**

Extended Validation SSL certificates go further to increase trust in your business, offering a thorough business-identity check so that customers know for sure they're dealing with a legitimate site, owned by a real, legitimate business. But even that only allays a potential customer's most basic reservations.

Increasing conversion rates requires differentiating yourself. You must prove you are a real, reliable, trustworthy, and customer service oriented business.

To stand out in this crowded market and build a trustworthy reputation you need to offer your customers satisfaction--guaranteed.

Small online retailers need big marketing ideas.

"E-commerce as a whole has grown roughly 20 percent year-on-year for the last ten years just because selling stuff online is itself a good idea – and many e-commerce businesses are riding that wave right off a cliff," says Sam Mallikarjunan, head of marketing at HubSpot.

E-retailers need to start thinking more like traditional big brands in how they approach their marketing. The Harvard Business Review (HBR) has written about the shift in big business towards developing downstream competitive advantage, rather than focusing on upstream.

Customers and the market—not the factory or the product—now stand at the core of the business...downstream, it's no longer about having the better product: Your focus is on the needs of customers and your position relative to their purchase criteria.

In other words, rather than trying to win customers with “bigger, better, faster, shinier,” you differentiate your business through service and the targeted focus on customer concerns that prevent them from converting.

Overcoming Objections

Competitive battles are won by offering innovations that reduce customer's costs and risks over the entire purchase, consumption, and disposal cycle, according to HBR.

For example, Hyundai did surveys to find out exactly what was holding people back from purchasing their cars during the economic downturn. Many said it was fear they would lose their job in the turbulent market, and be unable to keep up with payments.

Hyundai therefore offered a return guarantee that allowed customers to return the car with no penalty to their credit rating if they lost their job or income within one year of purchasing the car. The program launched in January 2009 and Hyundai sales that month nearly doubled, while the industry's sales declined 37 percent.

“Hyundai didn't innovate to sell better cars—it innovated by selling cars better,” concludes HBR. The same tactic can apply to e-commerce, where customers' specific concerns relate to identity theft.

Customer Satisfaction

People aren't just worried about the security of their information (although that is a pretty big worry); they're also concerned that they're spending their money on a product they've never seen or held, from a shop that has no tangible returns counter or customer services rep. In short, people are worried about being ripped off.

In summary, primary concerns of online shoppers are information security, merchant reliability, and getting a good price. Addressing these concerns enables online retailers to increase conversions, average order values, and profitability. The buySAFE Shopping Guarantee addresses these concerns by offering online shoppers the following benefits:

\$10,000 Identity Theft Protection

Offers 30 days blanket protection to allay concerns about the privacy of their information.

\$1,000 Purchase Guarantee

Provides confidence that the product they've ordered will be authentic, delivered on time and the merchant will provide great customer service.

\$100 Lowest Price Protection

If you lower your price within 30 days of their purchase, buySAFE will make the customer whole.

These guarantees are a powerful incentive: retailers who have implemented and tested the buySAFE Shopping Guarantee have seen on average:

10% increase in repeat buyers

7.1% average uplift in conversions

20% increase in profitability

The buySAFE Shopping Guarantee helps smaller online retailers set up shop on their own, allowing them to increase shopper trust while controlling more aspects of store layout and features. Ultimately, this enables the retailer to retain more of the profit from running their business compared to the large commissions they would pay to large e-commerce marketplaces.

What's in a word?

With advice sites like PCMag telling people, “question every site” and “any link” presented in an email, social media comment, or advertisement can bring you to a fraudulent website. To make matters worse, deceitful sites are often virtually indistinguishable from the legitimate sites, customers need as much proof of legitimacy as possible.

The word ‘guarantee’ triggers emotional responses that help customers convert. Mark Hayes of Shopfiy explains: “Studies in behavioral economics show that humans are intrinsically afraid of loss. When you purchase something there is the chance of disliking the item for one reason or another. Guaranteeing their purchase diminishes the possibility of loss.”

Earning and keeping your own customers.

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The obvious appeal of marketplaces like eBay, Amazon and Etsy is that they have high traffic and carry credibility with consumers. As Grant Thomas of Justano says, “they have been serving customers for quite some time with a proven system. It’s a safe bet for a customer to buy from a marketplace because it is familiar.”

In addition, some marketplaces offer reassurance as to the quality and customer service reputation of the sellers they host. Rakuten is one such example; its CEO Hiroshi Mikitani explains, 'we have a tight screening process for people who want to open a store on our site. We monitor transactions. We have a survey program that allows customers to give feedback on shops, and if a shop consistently receives poor ratings and cannot improve, we'll kick it out. If goods don't arrive, we offer a refund.'

The buySAFE Shopping Guarantee offers all those guarantees - from assurance of great service to identity protection - but lets you offer them from your own site, where you can build up your own traffic and repeat customers rather than being lost in a sea of vendors whose names get forgotten in the shadow of large marketplaces.

"A stand alone e-commerce site is absolutely necessary if you are going to be selling online for the long term," concludes Grant Thomas.

Give some satisfaction.

"Over time you'll find that the content that converts at the highest rate will be created from within your own community," says Ashleigh Tennent, marketing and customer experience director, Wool and the Gang.

Ashleigh is referring to testimonials, social media mentions and quotes from happy customers who are so impressed by your dedication to customer service that they can't help but should about it. And the buySAFE Shopping Guarantee inspires just such enthusiasm.

And of course, customers who are that happy not only promote to friends and family, but they come back themselves, increasing your repeat revenue.

Get more sales: simple.

"You should proudly show that you stand behind the products you sell," argues Practical Ecommerce. The buySAFE Shopping Guarantee proves that both you and buySAFE stand behind your business and your products.

It's as simple as this: when the buySAFE benefits are shown on a website, consumers have more confidence and online retailers see increased online conversions, average order value, repeat buyers and customer satisfaction. Contact us today and start boosting your conversion rate.



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