

Lost sales at checkout

The ultimate guide to
your abandoned sales...

B2C *Europe*

WE DELIVER E-COMMERCE



Summary

Thank you for downloading the Lost Sales at Checkout mini guide. This guide has been created using research commissioned by B2C Europe, the experts in ecommerce cross-border delivery. The survey was completed by 2,442 people across the UK, France, Spain, Italy, Belgium, Switzerland, The Netherlands and Germany.

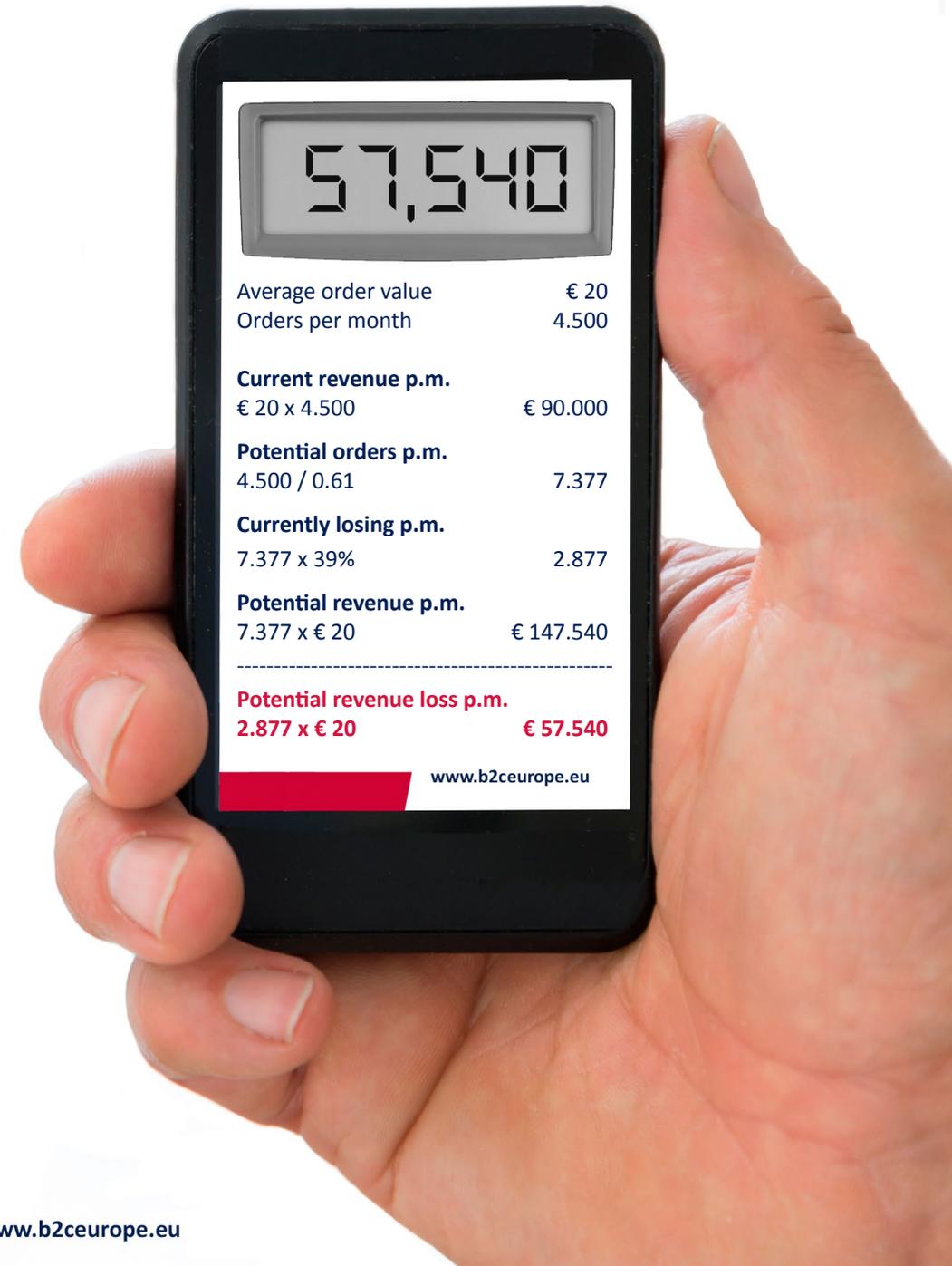
Ecommerce is thriving, in 2014 €424 billion of e-sales were made across Europe in goods and services. Furthermore, the number of individuals shopping online across Europe is predicted to reach 210 million by 2018. However, some consumers are still reluctant to take the next step from being an online visitor to a buyer. Our research showed that within the last six months a remarkable 79% of consumers abandoned their online purchase at least once. What is more, within the last month 39% of consumers abandoned their shopping basket at least once and almost a third of people never returned to complete the purchase.

With abandonment rates running so high, this represents a significant loss in potential sales. The abandonment calculator (right) shows the potential losses of a typical online retailer. This loss in sales could be spent on stock, marketing campaigns or new equipment for your business. If e-tailers do not take action, the results could go beyond simply missed sales but also customer disloyalty and brand damage. With so many missed opportunities what can e-tailers do to turn things around and convert visitors into buyers?

It is important to understand the barriers that stop consumers from completing an order so they can be addressed. Our research discovered that the following contribute to shopping basket abandonment:

- 40% of respondents stated that the cost of delivery was too high.
- 43% of respondents stated that other logistical reasons such as long delivery times would make them abandon their shopping cart.

The following report offers some tips to e-tailers that will help create an ecommerce experience that will keep turn online browsers into buyers.



European online shopping consumer research

€58

Average value of purchases
a month (per person)



Online shopper
purchases

66%

Make an online purchase
once a month or more often



Online
shopping cart

79%

Abandon a cart at least once
or more over the past
6 months

39%

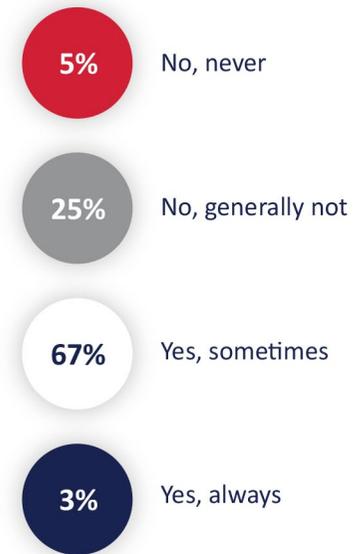
Abandon at least once
a month or more



Shopping cart
abandonment

21%

Said they have never
abandoned a
shopping cart



Who in Europe is most likely to abandon their shopping cart in the past month?



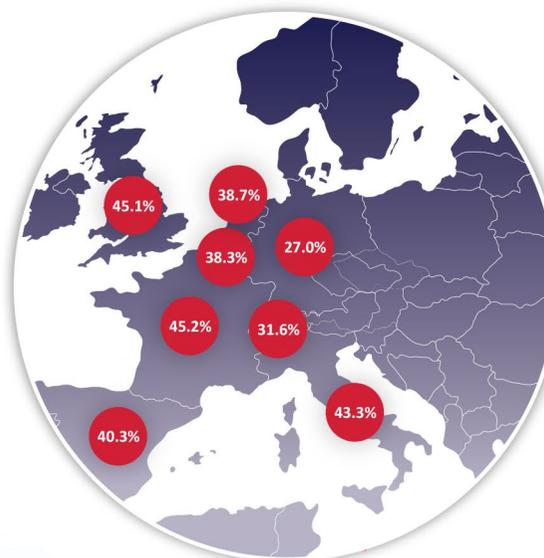
Reasons abandoning shopping cart



Who in Europe is most likely to abandon their shopping cart in the past month?



Do you ever come back to the website to complete the purchase after abandoning a shopping cart?



Top tips

Log out ▾ | My shopping cart ▾ | B2C customer service

1 Be upfront

Customers are looking for clear and obvious information when it comes to the cost and time of deliveries and returns. Make sure you display your shipping costs as early as possible, otherwise some customers may regard it as hidden costs and an unwanted surprise. [+ add to cart](#)

2

Provide flexible delivery options

When asked about delivery options, 17% of consumers said they would abandon the purchase if faced with a lack of flexible delivery options. Provide these customers with choice, these could range from free delivery with a longer delivery time, through to an express service at a higher cost to the customer. The choices shouldn't stop there, offering a Track and Trace service would also encourage a lot of European consumers. [+ add to cart](#)

3

Let customers 'save for later'

18% of respondents stated that they were likely to abandon their shopping cart because they were browsing other sites to compare costs. Enabling the customer to create a 'wish list' on your website will play a part in convincing them to complete the purchase with you because when they return they do not need to re-browse through the site. Automated emails have also become popular and are a good way of reminding customers what they left in their basket. Easy to produce and with the right content, can be very effective to reacquiring those reluctant customers. [+ add to cart](#)

Communicate clear returns policies

Another barrier which stopped customers completing an online purchase was a lack of information about returns. Make the policies clear and easy to digest. If the customer is required to pay for this service, be upfront about it. Make the process as easy as possible by enabling customers to print returns labels and to drop off objects at a local collection point. [+ add to cart](#)

4

5

Ensure payments are secure

If the customer does not trust the security of your website they will not make a payment. If you are unable to prove the security of your payment options by displaying accredited security logos then we recommend offering other payment options such as PayPal. This is industry recognised, fully secure and offers the customer wider flexibility. [+ add to cart](#)

B2C Europe services

B2C Europe provides a range of cross-border distribution and returns solutions for e-commerce retailers. The following services will help you to overcome a number of important challenges that this guide has identified.



parcel+ home delivery

Parcelplus provides a reliable tracked parcel service for all shipments across Europe. We directly access the best European delivery networks and provide electronic confirmation of receipt for online retailers and their consumers. One simple IT integration for both label production and tracking updates.



collect your parcel

CollectYourParcel gives customers the opportunity to choose a pick-up location instead of a home delivery. Easy access to all European click & collect networks in one web service.



return your parcel

ReturnYourParcel provides the customers with paid and/or prepaid return labels, available in 16 languages, which can be sent with each order or generated through your Customer Pages. We provide you an integrated return solution with superior visibility for you and your customers.



Contact us

B2C Europe is the largest independent full service provider of fulfilment, distribution and return solutions in Europe. With offices across Europe, China and the USA we are able to provide the B2C e-commerce industry with easy access to the best delivery and returns networks for mail and parcels.

We offer a wide range of cross border solutions including e-fulfilment, customs clearance, home delivery, pickup locations, and returns. We drive growth for e-commerce retailers and online platforms by ensuring great logistical performance for both the delivery and return of items. Our services allow international customers to compete with domestic competitors globally.

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