



**Creating the Best Checkout Experience
for Your Ecommerce Business**

2022

Why the Checkout Experience Matters

In designing your online store, it can be easy to overlook the checkout experience. After all, it's not as exciting as those beautiful product pages you've carefully crafted.

However, customers are increasingly demanding a streamlined, simple shopping experience. In fact, global consulting giant PwC found that one in three customers will leave a brand they love after just one bad experience, while 92% would completely abandon a company after two or three negative interactions.¹



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It's not hard to see how checkout experience has a direct impact on your business performance. Getting it right can lead to higher conversion rates, fewer abandoned carts, increased customer satisfaction, and more loyalty and positive ratings. All this, of course, maximizes the revenue of your ecommerce business. But how do you get there?

The solution is a modern, frictionless checkout experience—one that proceeds smoothly so that shoppers become buyers without a hitch. In this paper, we'll look at the ways you can evaluate your checkout experience and explore key factors of a modern checkout experience.

The Key to Checkout Success: A Seamless Experience

Checkout is a critical stage where your business goals hang in the balance. Customers have shopped your site, but they haven't actually bought anything yet. Moving the user smoothly through the checkout process is essential for completing an order. You might say the best checkout experience is one that customers hardly notice at all. If your ecommerce site suffers from poor performance, the user interface (UI) has design issues, or technical errors cause frustration during the process, a potential sale can quickly turn into a disgruntled complaint.



The simpler you can make the checkout process for your customers, the more appealing it will be. Always remember that providing a convenient, clear, and accessible process is your main objective.

The modern checkout process has three key characteristics:

- 1. It's easy to use.** Customer convenience is a top priority.
- 2. It's fast.** Customers move through the checkout process as quickly—and accurately—as possible.
- 3. It builds trust.** Consistency of positive experience builds and reinforces trust with every interaction.

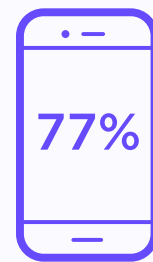
These are broad categories, so let's take a closer look at each one so you can gauge how well your current process is holding up and take steps to improve it where necessary.

1. Make it convenient

A modern checkout experience makes it easy for your customers to do business with you. That means letting them shop where and when they want with a robust mobile-first experience, as well as multiple payment and delivery options.

Mobile-first checkout flow: There's a reason we put mobile-first design at the top of this list: Nearly three out of every four dollars spent on online purchases today is done so through a mobile device.² With the rise in popularity—and growing necessity—of smartphones has come a rise in mobile shopping.

As this trend continues, it is more important than ever to ensure that your online store's mobile experience meets the expectations of consumers. In fact, a survey from Google/Ipsos found that 77% of smartphone shoppers are more likely to purchase from companies whose mobile sites or apps allow them to make purchases quickly.³



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Multiple payment options: While most online shoppers will want to pay with a credit or debit card, many others will want to use other payment options such as gift cards, PayPal, and Amazon Pay.

Additionally, the option to buy now and pay later is growing in popularity. According to research by Comscore, 56% of online shoppers stated that they want to see a variety of payment options at checkout.⁴ By offering multiple payment options, you will appease a large portion of your audience, paving the way for more conversions.

Multiple delivery options: With the arrival of the COVID-19 pandemic, consumers sought ways to get what they needed as quickly and safely as possible. The concept of buying online and picking up in-store or curbside became increasingly popular and even benefitted small local retailers with a brick-and-mortar presence. And consumers want these options to continue: 75% of consumers who've used curbside pickup, delivery, and buying online and picking up in store want to keep using these services after the pandemic ends.⁵

However, these newer options require different back-end communication streams than parcel delivery, particularly with the addition of scheduling; notifications by text, voice, or email; and even parking locations. Make sure that any ecommerce solution you choose can handle these capabilities smoothly, efficiently, and accurately.



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2. Make it fast (and frustration-free)

No customer wants to spend any more time in the checkout process than they have to, and no merchant wants to give their customers any reason to abandon the process out of frustration. That's why a modern checkout experience is not only convenient; it's fast, too. Remember: the faster and more accurate your checkout process, the sooner a shopper will become a paying customer.

Here are some critical capabilities to look out for.

1-click checkout: This is a great way to reward returning customers with the fastest and easiest checkout experience possible. Shoppers who are logged into an account with your store see a checkout page prefilled with their previous order information.

If the shopper has no changes, they can complete the purchase by clicking the "Pay" button. If they do want to make changes—such as a different payment option or delivery address—they can take care of it right on the page.

Single-page checkout: The checkout process of yore sent customers clicking from page to page, a process that could seem endless for consumers who just want to buy something and get back to their day. Consolidating into a single-page checkout is ideal because it makes the payment process easier and frictionless.

In general, one-page checkout reduces checkout abandonment by having fewer steps, being easier to follow through, and taking less time to complete—and it has demonstrable benefits. When Elastic Path tested checkout options for the Official Vancouver 2010 Olympic Store, for example, Google Website Optimizer concluded that the single page checkout option outperformed multi-page checkout by 21.8%.⁶



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Address verification: A modern checkout experience should be a smart one as well. An address verification system checks partial or complete address entries against a database to ensure accuracy, suggesting corrections should there be discrepancies. Enabling address verification for your online store results in less friction at checkout, and it leads to fewer shipping errors requiring manual resolutions that can delay delivery.

That's important because delivery is a critical factor when it comes to the online shopping experience. According to delivery management firm Convey, nearly seven in 10 (67%) consumers say they won't shop with a brand again after a poor delivery experience.⁷

3. Build trust along the way

Consumers are becoming increasingly aware of cybersecurity issues, and they need to know that they can trust your business with their personal and financial information.

How does that impact checkout? Make sure they have the option to provide as much—or as little—information as they're comfortable with, and provide signals that your brand is using the latest, most up-to-date technology to protect it.

Guest checkout option: Data security should be table stakes for any ecommerce platform. But even if you boast the most stringent site security, some shoppers will still not feel comfortable having their personal information stored in your system.

If you require them to do so when purchasing a product, they will go elsewhere to find what they're looking for. Need proof? Baymard Institute states that 24% of online store visitors abandon carts because “the site wanted me to create an account.”⁸ Give your shoppers a guest checkout option so that they don't feel as if they are being forced to choose between your products and their privacy.



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Check out on your own domain: Customers are rightly concerned about spoofing scams in which a website purports to be for a legitimate purpose just to steal their payment and other personal information. Ensure that your customers can trust you with their important information by avoiding a redirect when it comes time to collect payment. In addition, make sure to use custom SSL certificates to keep your customers on your domain throughout the entire checkout process.

Modern, trustworthy design: When it comes to design, beauty is more than skin deep. It also builds customer trust. If your website looks like it was designed in 1997, what does that say about the security technology behind it?

A clean, modern, and attractive site design tells shoppers that you focus on making sure your business looks and runs smoothly, increasing customer confidence. Capabilities to look for in an ecommerce site builder include customizable button colors and other elements to ensure that your checkout pages match the rest of your website.

Final Thoughts

Checkout might not be the most exciting part of the online shopping experience, but it is vital to the success of any online retailer. As customers become more tech-savvy, they are starting to demand seamless shopping experiences from browsing to checkout. The last thing you want to do is block their path just as you're about to conclude a sale.

A modern checkout experience delivers a seamless process that is helpful, intuitive, and quick. Getting it right can mean the difference between winning a sale and losing it to your competitor.

Volusion's Premium Checkout feature is an upgrade available to Volusion merchants that meets all the qualifications of a modern checkout experience. Premium Checkout is fast and easy for your customers to use, and it helps build trust in your brand. Learn more about Premium Checkout [here](#).



Resources

¹ “Experience is everything: Here’s how to get it right.” PwC, 2018, <https://www.pwc.com/us/en/zz-test/assets/pwc-consumer-intelligence-series-customer-experience.pdf>.

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⁵ Charm, Tamara; Becca Coggins; Kelsey Robinson; and Jamie Wilkie. “The great consumer shift: Ten charts that show how US shopping behavior is changing.” McKinsey & Company, Aug 2020, <https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Marketing%20and%20Sales/Our%20Insights/The%20great%20consumer%20shift/ten-charts-show-how-us-shopping-behavior-is-changing.pdf>.

⁶ Lanka, Janis. “A/B Test Case Study: Single Page vs. Multi-Step Checkout.” Elasticpath, 17 Jan 2010, <https://www.elasticpath.com/blog/single-vs-two-page-checkout>.

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About Volusion

Volusion is an all-in-one ecommerce solution that helps entrepreneurs build and manage successful online businesses. Since 1999, our dedicated team of developers, marketers, designers, and technical support experts have been passionate about helping merchants operate and grow their stores, whether startup or established. Two decades later, Volusion has earned dozens of accolades and powered over 150,000 successful online businesses.

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