

Giving Your Customers What They Want

There are many ways to get traffic to your website: SEO, social media, advertising, emails, reviews, word of mouth. Many companies spend time, money and resources driving people to their website. But these actions are pointless if they immediately click away after only a few seconds of visiting your site.

The whole reason you are driving people to your site is because you want them to take some sort of action – make an appointment, purchase something, sign up for a service, etc. That's why it's important to convert more of those who are coming to your site. One way to do this is to give your customers what they want when they visit your site.

When customers arrive at your site, they want to know something about you and your product, that you are reputable and can be trusted. And they are looking to engage with you in some way. They expect an experience that leaves them happy to do business with you.

It's nearly impossible to please everybody, especially when you run a business that sells something to your customers. But you can please more of them when you give those customers what they want.

Most companies place a high level of importance on meeting customer expectations. But with all the competition, and the millions of consumers wanting different things from different channels, how do you know what customers expect and want?

You probably already know that providing good customer service is one thing customers want. But do you know what types of customer support services they desire?

One of the best ways to give your customers what they want is by understanding what it is they want from you. Doing a customer needs analysis is the first step in determining what they want.

A needs analysis helps your business understand what value your customers are looking for from your products or services. It also provides valuable insights about your target audience. A needs analysis helps you get customer feedback on their purchasing decisions.

- A needs analysis can be done through customer interviews of your current customers.
- Through focus groups that comprise of small groups and a specific product or topic focal point.
- Finally, through surveys of your target customers.

Even if you do a needs analysis, you might not know what questions to ask or items you should be looking for from their responses. But this” Insider’s Guide to Giving Your

Customers What They Want” will help you understand what customers are looking for when they visit your site.

First, we’re digging into what a first-time visitor is looking for when they visit your site. Then we’ll look at what customers expect from the checkout process. Another item that is important to look at is what a repeat customer expects from you. Lastly, we’re giving you insight on what customers expect from customer service.

Let’s get started.

What First Time Visitors are Looking for

When you first visit a site, what is your first thought? These might be the same thoughts going through visitors to your site. They are curious about the product and the company. They have questions that need to be addressed on your site.

There are several things that should be easily obtained from a first-time visitor. They include:

1. Does your site provide answers to their questions?

When a first-time visitor lands on your site, they will have questions. These might relate to the product, to your business, or the buying and shipping process. Make sure you provide clear answers to these questions. They can be in the form of a frequently asked questions page that is linked to from several pages on your site. It could be a section at on the product page itself. Or you could include an about page that talks about your business, along with testimonials from happy customers.

2. Can they easily see the valuable information they need?

When they are interested in your product or service, they want to be able to see all the important information quickly and easily. Make sure you clearly state:

- 1) How the product benefits them
- 2) What the price is
- 3) The features that help solve their problem
- 4) The reliability/effectiveness of the product

3. Is your site easy to navigate?

If your site is difficult for your customer to navigate, they will quickly leave. Make it easy for them to find what they want. Organize your site and set up categories, as many as necessary, so your customers can quickly navigate to the one they are looking for.

Reduce the number of unnecessary clicks for them to get to where they need to go. Don't use auto-scrolling or multiple random pop-ups.

The design can affect the navigation as well. It should be clean, with easy to see menus, categories, or pages. It needs to have cohesive colors that don't distract from the content. Your company's contact information should be prominently displayed in several places on your website.

4. Do they get an omnichannel experience?

The omnichannel experience might sound like something that marketers promote. But it is the total experience of your customer.

According to HubSpot, "The omni-channel experience is marketing, selling, and serving customers on all channels to create an integrated and cohesive customer experience no matter how or where a customer reaches out. The experience should be the same for customers regardless of the platform or method they choose to use."

The omnichannel experience allows you customers to shop how they choose. It means they might start in a brick-and-mortar store's window, but the actual transaction occurs on a tablet as they are watching their favorite show. This means that they get a fully optimized experience from your brand across all platforms.

Now the omnichannel is more than just the fact that your customers can access your products among different platforms. The omnichannel experience means the process is seamless. Your brand, design, products, customer service, messaging, checkout experience, everything is all cohesive and created to make the user's experience seamless.

5. Do your pages load quickly?

Quick page loads are not only desirable it's almost mandatory. When your pages take long to load people become impatient and frustrated. They'll quickly hit the back button and move on. Attention spans are short and with more and more mobile users accessing sites, they want content that loads quickly. Anything more than three seconds means you might be losing customers.

Improve your website speed by compressing big image files. This allows them to load at the same time as the other content on your webpage. You can use an app like Squoosh.app to compress large images. There are also tons of resources for testing your website's speed and what you need to do to help it load faster.

First time visitors are curious about your products or services. They want to be able to quickly find what they need, the answers to their questions and how your business benefits them. Your website should load quickly for visitors. And you want to provide the complete omnichannel experience for them, from the messaging on social media to the same clear messaging on your website pages.

What Customers Expect from the Checkout Process

You got the customer to your site. Don't lose them now in the checkout process. Optimizing your checkout process is necessary for the sale. But many ecommerce businesses make many avoidable mistakes that discourage customer trust.

Knowing what customers expect in the checkout process can help you avoid many of these mistakes. You want to make the checkout process as easy as possible, from the shopping interface to selecting payment, from completing the transaction to the delivery of the product.

The following items should be clear and easy for the customer to access.

Clear shopping interface

Clear shopping interfaces are necessary for helping avoid abandoned cart issues. Your shopping cart needs to be uncluttered with a layout and icons that guide them through the shopping journey from their search to the completing the checkout.

A clear shopping interface includes

- a simple or single checkout page
- guest checkout options
- smart form filling
- multiple currencies and payment gateways
- global tax supports
- complies with security guidelines
- has a search bar for ease in finding what they are looking for, including categories or specific tags
- clear product description and information

Easy checkout

Customers are more rushed than ever. They are looking for quick easy checkout when they are ready to checkout. This means you need to provide them with a simple form that speeds up the checkout process. Reduce the form fields they need to enter. What information do you really need? Keep it to the barest minimum. Another option is allow them to checkout without creating an account.

Guest checkout

Everyone's inbox is crammed with new promotions, launches or sales emails. Many shoppers aren't interested in adding yet another brand to the mix. Instead of pushing an account signup, offer a guest checkout or social sign-in option.

A guest checkout doesn't require the customer to create an account. Many shoppers will abandon their carts if an account is required. Only ask for information needed for billing, shipping, and limited contact information.

You can ask if they want to create an account after they checkout is completed.

Visually appealing layouts

Gone are the days you could slap up a website sales page with a buy button and expect sales. Your checkout page needs to have a simple visually appealing layout. Your form needs to have colors, fonts and brand identity that is cohesive throughout your website.

Eliminate distractions by removing all unnecessary elements that distract shoppers from focusing on the checkout. This might mean eliminating elements in the header, footer, menu options, or any unneeded buttons.

You also want your site to be mobile-first friendly. That means the design of your whole site needs to be made directly for mobile devices first then for tablets and desktops.

Quick page load

The speed with which your pages load is important. Shoppers are in a hurry and won't wait more than 30 seconds for a slow product page or checkout page to appear.

Condense your pages by offering a single-click checkout. By reducing the number of clicks the shopper must take

Use large headlines with plenty of white space on your product pages. Use directional cues to take the customer to where you want them to go. Clearly display the Call-to-Action buttons on your sales page.

Enticing product graphics

Your product graphics need to grab attention. They should entice your customer to hit the buy button. Use product mock-ups to display your digital products in a real-time setting. Make sure your products are displayed in a way that enhances their look.

Robust search options with filters to refine searches

If you have a large product catalog, it's important to have a way for customers to search. And your search options should include filters for them to refine their searches.

Customers expect filtered navigation that allows them to refine results for specific terms such as category, prices, ratings, size, color, etc. Use a software script that creates search results pages can be filtered by price, stock availability, thumbnail images, product description snippets or with an add-to-cart / add-to-wish list buttons.

Customer reviews

Shoppers often look at the customer reviews of a product first before deciding. Social proof helps visitors see that others love and find your business is trustworthy. You can add social proof to your website in several ways and places. Be sure to include some on your payment form. They can include:

- Customer reviews
- Client testimonials
- Influencer endorsements
- User generated content

Multiple payment methods

Everyone has a preference in how they pay. Allow alternative payment options like digital wallet options from Apple, Google, or Samsung. Look to add options mobile payments from vendors like PayPal or Klarna. Offer Stripe, PayPal, or other credit card acceptance processors.

Instant or quick delivery

In our fast paced, I-want-it-now society, customers look for the option to get their products quickly. If possible, give them instant download or quick delivery options for their purchases.

Instant download and quick delivery help reduce abandoned carts and improves user loyalty.

Free shipping

Another option is to offer free shipping. If you sell tangible products, offering your customers the option of free shipping helps build impulse buys, especially if there is set time limit or amount of purchase to get the free shipping.

The checkout process needs to be smooth, quick, and built for easy navigation for your customers. Having a checkout that allows the shopper to fill out a simple form or checkout with the barest minimum of information reduces abandoned carts. Offering different types of payment options, shipping options and search bar that can be filtered easily are all things that customers are looking for in the buying process.

What Repeat Customers Expect

Repeat customers expect many of the same things as first-time visitors as well as other expectations. Now that they have done business with you, they expect to be treated as a loyal customer with some type of perk to keep them coming back. In fact, you want to treat them this way as repeat customers are more profitable than new or one-off customers.

These include the following:

1. Exclusive content & services. Repeat customers expect to receive exclusive content that is just for them. This might mean special products just for them, VIP services or trainings just for repeat customers.
2. Loyalty points, discounts, or other offers. Loyalty programs make the customer feel valued and connected to your brand. This provides the motivation for the customer to purchase more from your company.

The same is true for special discounts specifically for your repeat customers. Offering them a special discount or some other type of special offer makes them feel like you appreciate them.

3. A personalized experience. Repeat customers demand a personalized shopping experience. They want to see personal collections suggestions specifically to their style and needs. This might come in the form of a “since you bought this”, type of suggestion or some other form of curated collection.
4. Excellent personalized customer service. Along the same lines as a personalized shopping experience is the need to offer personalized customer service for repeat buyers. This could be in the form of faster response to their questions, co-browsing with them to help them resolve a problem or a live chat with them.

Repeat customers expect to be treated with a more personalized experience. They expect to get special discounts and rewards for their loyalty. Provide them with excellent customer service and specialized content as well.

What's Expected from Customer Support Services

Speaking of customer service, you need to understand what is expected from your customer support services by your customers. Slow response time, canned responses and unhelpful customer support is not acceptable by your customers. When they have a problem or issue, they want to be able to reach your customer support services easily and get a quick response.

Customers expect to see you care about their wellbeing, their lives, and what matters to them. Your customer service is one way you can do this. Treat your customers like they are VIPs, so they feel appreciated.

There are several types of customer support services that fit these needs.

Instant access to support. This includes a phone number, live-chat option, chatbots and other types. Live chat uses software to connect customers to human support agents to assist them. Response time might be slower during peak or busy times.

Chatbots are used to provide 24hour/7 days a week accessibility to your customers. Live chat helps fill the void when your in-house customer service team isn't available.

Chatbots use artificial intelligence technology to hold a conversation with visitors. It's designed to answer questions and provide immediate assistance. One drawback to a chatbot is its inability to address complex problems.

Having a phone number available as part of your customer support services involves having a human available to immediately answer your customer's questions. The one drawback is that it will only be available for set number of hours per day/week.

Customer service email responses are a way for businesses to connect with customers. It's best used for frequently asked questions or for acknowledging the customer query before following up with a call. Customers expect a response from a human (not a generic email) within 24 hours.

Customers expect knowledgeable custom replies, not generic responses. AI generated replies need to be personalized to generate with specific words. Customers expect your customer support team to be up to date and knowledgeable about the topic, products, your business, shipping and much more. Many customers want to speak to a real person to help solve their issue.

Easy return policy is expected by your customers. When they contact your service support team, they want to get a quick response on how they can return an item. Even better is to have a return policy on your site.

Your return policy could include:

- Free returns. Offer your customer free returns no matter what reason they are returning it.
- Include a return label. Send a return label with your original package or invoice to your customers.
- Provide the procedures. Give your customers a thorough description outlining clear details of your return or refund policy to avoid confusion.

When a customer does contact customer support, your team should be trained in your return policy to help them resolve their product return.

Customer service is a major asset in any business. Using the right type of service and being knowledgeable is key to providing your customers with what they want.

Templates and Tools Included

We've included a set of checklists, templates, and worksheets to help you give your customers what they want. These include:

- A customer service checklist
- A handy worksheet for determining your customer expectations
- A checkout process best practices guide
- A customer service email template

What to Do Next

Now that you know how and what your customers expect you can begin taking the steps needed to provide them. Your shoppers are looking for easy navigation of your site, a simple and quick checkout system and personalized customer service.

Pay attention to what your customers are saying. Get to know their needs, likes, and desires.

Communication is especially important in business, especially when it comes to customer retention. You want to make sure that you are always available to your customers and that you are communicating with them in a helpful way. Making a customer smile is the best way to keep them as a long-term customer. It doesn't matter how good your product is or how cheap it is if it is not used. You don't have to be a psychic, just be genuine and friendly when you are making customer care and support calls.

Consistency and reliability.

This is another easy decision and something that you should be striving for. You want to make sure that your customers are getting the same level of service that they were getting from you when they were first coming in. You need to make sure that you are consistent in your communication with your customers. This means that you need to be available when they need you, whether that is through email, phone, etc.

Take care of your repeat customers.

Your repeat customers are loyal; they already like your products. Treat them with rewards, coupons, or special deals on other products. Entice them with special trainings, videos, and content just for them.

Finally, make sure your site is easy to navigate, your checkout process is simple and fast, and your search bar allows your customers to filter their queries.

Now that you have an idea as to what your customers want from you, it is time to take action. Put these customer desires into action and start giving your customers what they really want.