

# E-Commerce Diagnostic and Optimization



## Merchant Client



### 🎯 Challenge

A prominent online retailer was experiencing abnormally low online conversion rates and challenges with its online payment process. With e-commerce growing rapidly across the retail industry, the client was concerned about the potential loss of additional sales, and was motivated to enhance its user experience.

- How do my key performance indicators compare to benchmarks from leading e-commerce retailers across the globe?
- How can the online user experience and payment process be improved to drive conversion?
- How do we prioritize opportunities for improvement?

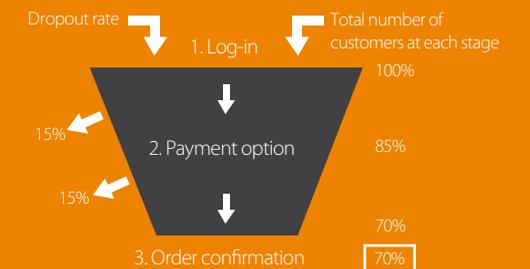
### 🛠️ Solution

Visa Performance Solutions was engaged to design a solution to optimize the client’s user experience and identify opportunities to improve the payment process. Our solution approach included the following actions:

- Performed a user experience diagnostic on the main website, analyzed web data, and benchmarked user experience and usage performance against leading e-commerce retailers
- Conducted a detailed analysis of the payment cycle, including post-purchase cancellations, and identified key issues relating to card payments
- Provided customer experience and payment cycle recommendations based on their feasibility, ease of implementation and business impact

### 🌐 Client Impact

- Client’s website fully relaunched with a transformed customer shopping experience and checkout process
- Sales increased more than 25% year over year within the first year



Note: Training materials, advice and best practice recommendations are provided for informational purposes only and should not be relied upon for marketing, legal, regulatory or other advice. Recommended training materials and advice should be independently evaluated in light of your specific business needs and any applicable laws and regulations. Visa is not responsible for your use of the training materials, best practice recommendations, advice or other information, including errors of any kind, contained in this document.

Visa Performance Solutions is the advisory business arm of Visa, Inc. Our tailored consulting services and automated solutions are designed to help financial institutions, acquirers, and merchants succeed in today's fast-changing payments industry. For more information, please visit [www.visa.com/VPS](http://www.visa.com/VPS) or send an e-mail to [vps@visa.com](mailto:vps@visa.com).

