



Good shopping experience important for websites, claims expert

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E-retailers could be missing out on millions of pounds worth of sales by failing to create an attractive shopping experience, which may concern IT outsourcing users.

Scott Lester, chief executive of Flixmedia.tv, claimed that firms are losing business because their websites offer a poor consumer experience, leading to customers abandoning their online shopping cart before reaching the checkout.

"No high street store could succeed if most of its customers were dumping their basket of goods on the way to the checkout," he pointed out.

Mr Lester also said that firms should attempt to bridge the gap between the physical shopping experience and the online one by making it easier for customers to browse, pick up items and buy them.

In addition, the expert suggested that including features such as product videos and 3D views are good ways to improve the online shopping experience.

Last week, Tony Neate, managing director of internet security awareness campaign Get Safe Online, recommended that firms make sure their websites are protected from 'screen scraping', which allows hackers to obtain sensitive information.