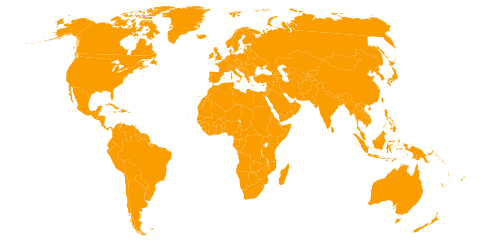


E-Commerce Diagnostic and Optimization



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?

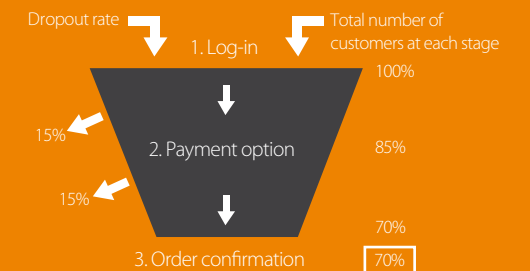
🛠️ Solution

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



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