

What Is The Future Of eCommerce?



WHY ARE ECOMMERCE BUSINESSES SO FOCUSED ON SATISFYING THEIR CUSTOMERS?



Consumer's likes and preferences are changing rapidly. eCommerce is not using personalization, customization, Shopping recommendations, Virtual Shopping Assistants etc. To keep up with this, eCommerce companies are doing everything in their right to woo customers.

HOW HAS THAT IMPACTED ECOMMERCE MARKETING?



The result is mCommerce, personalized shopping experiences, automated email marketing, AI, Big Data and unified Commerce.

WHAT IS THE FUTURE OF PERSONALIZATION?

We are looking in a direction of predictive technologies, personalized and targeted marketing campaigns and unified commerce – all powered with personalization will be the game changers in the eCommerce landscape.



HOW DOES SHOPPING ONLINE LOOK IN VR?

Virtual reality is most likely to allow online shoppers to hold a product in their hands before making a purchase from their desktop or smartphone.



CAN CUSTOMER EXPERIENCE BE BOOSTED WITH BETTER SHIPPING?



Yes, according to studies customer experience can be boosted by improving shipping and distribution channels.



WHY IS PROVIDING CONVENIENCE IN SHIPPING SO IMPORTANT?

43% of retailers are already witnessing increased sales as a result of introducing better shipping choices for their customer.



WHERE DO WE SEE BRICK AND MORTAR STORES IN ALL THIS?

Brick and mortar stores will merely exist to develop physical presence, and mainly to enhance customer fulfillment and customer service.

WHAT IS THE FUTURE OF MOBILITY IN ECOMMERCE?



Future for mobility is going to move far beyond Apple vs. Android, to a place where individual mobile logistics (like payment gateways) will be competing against each other.

WHICH KIND OF ONLINE RETAILERS ARE LIKELY TO THRIVE IN THE FUTURE?

The retailers who will allow their customers to shop when, how and where they want to are the ones who are more likely to sustain in the future.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

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