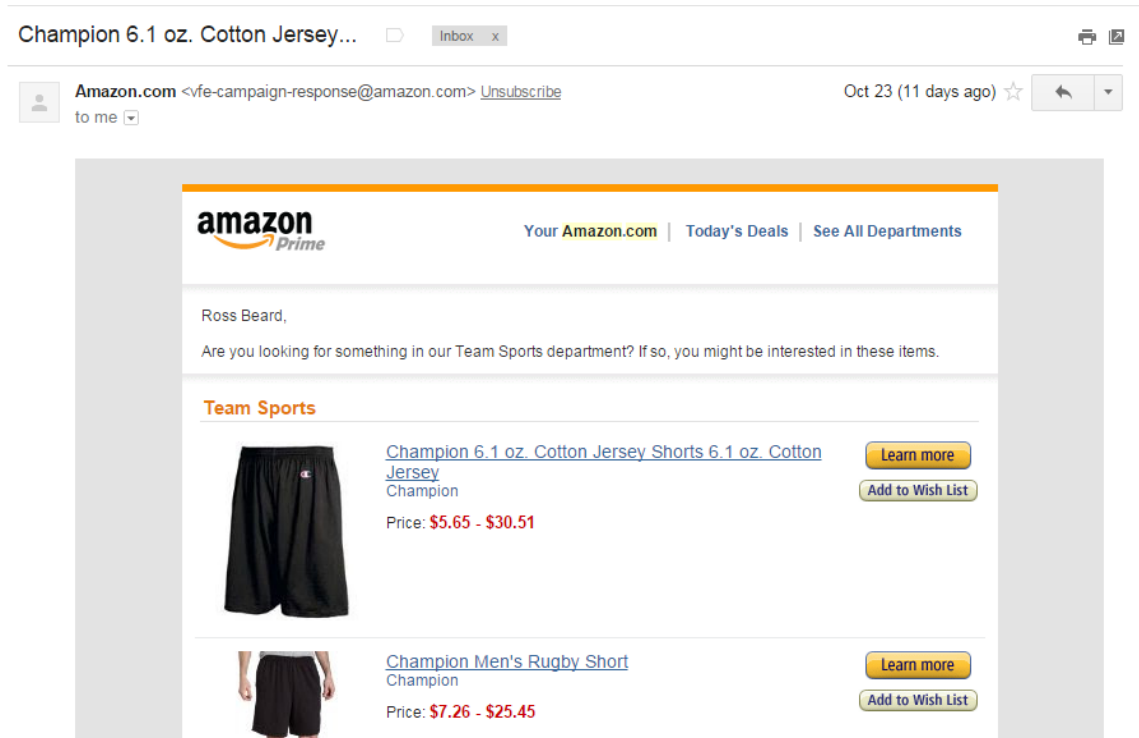
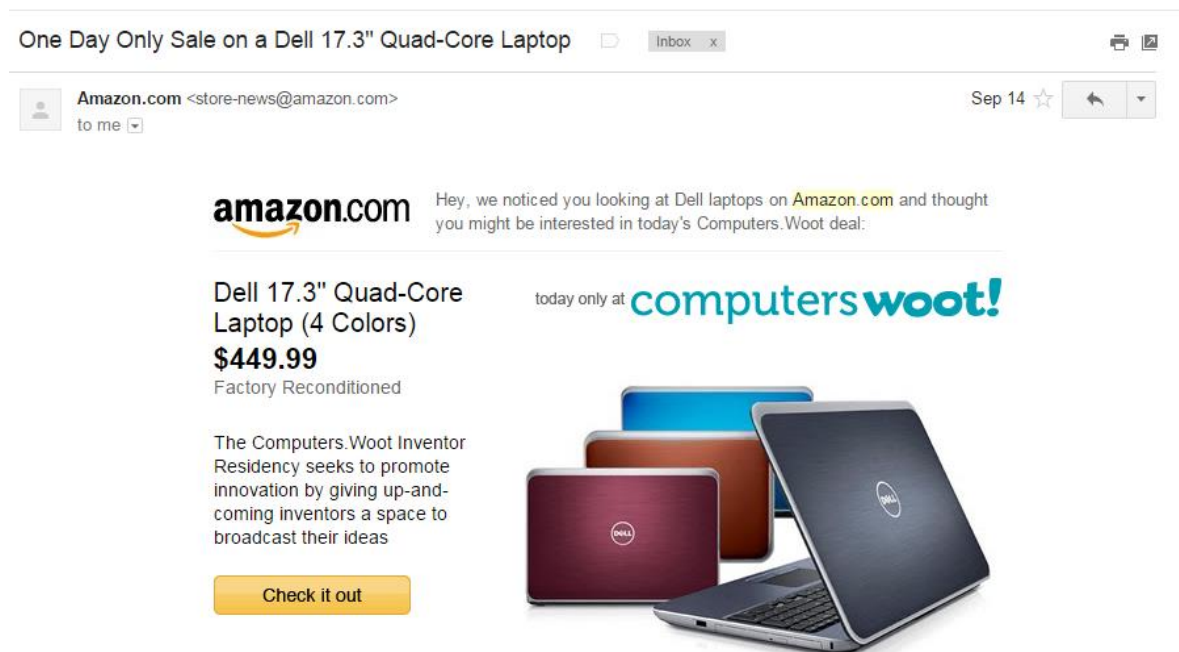


**PERSONALIZED EMAILS** tailored to individual customer needs make it more likely that emails will be opened, read, and clicked on. Amazon uses three particular types of emails:

- 1. Cart abandonment emails:** These emails are sent to customers who added a product to their shopping cart but did not complete the transaction. An email reminder is triggered and sent within a couple of hours, showing the customer the item(s) in their cart and other suggested options. Example:



- 2. Special offer emails:** Amazon uses data collected from a customer's shopping history to send personalized offers. For example, you may be shopping for a new Dell laptop and checked Amazon for the prices. One week later, you receive this special offer in the email:



- 3. **Transactional emails:** These emails are generally “thank you” messages sent after a purchase, with personalized product recommendations. This offers an opportunity to catch buyers while they’re shopping and send a personalized offer.

**SELF-SERVICE SUPPORT:** According to one study (*Technographics Customer Experience Online Survey Q4 2009*), 72% of customers prefer to use self-service support to find answers to their questions, rather than phone or email support. For ecommerce business, this means offering comprehensive information about products on the website, including photos and reviews from customers.

Nearly all products sold by Amazon have a detailed product description, often information that can’t even find on the manufacturer’s own website. Customers can also find real reviews from others that go into detail about the pros and cons of the product. Finally, there are plenty of images – both directly from the manufacturer and uploaded by customers. The combination of these elements gives customers a stronger sense of trust with Amazon. They know what to expect when buying from Amazon, which makes the purchase easier to justify.



### Samsung Galaxy Note 4, Frosted White 32GB

by Samsung

★★★★★ (12 customer reviews)

**\$299.99 – \$799.99** Prime

Price varies with service agreement

#### Plan Options From AT&T

To buy, please enter your 5-digit ZIP Code.

ZIP Code

Go

Individual Plan

Family Plan

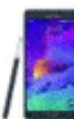
Without a Service Plan

Want it tomorrow, Nov. 6? Order within 9 hrs 4 mins and choose One-Day Shipping at che

#### See More Samsung Galaxy Note 4 Options



White



Black

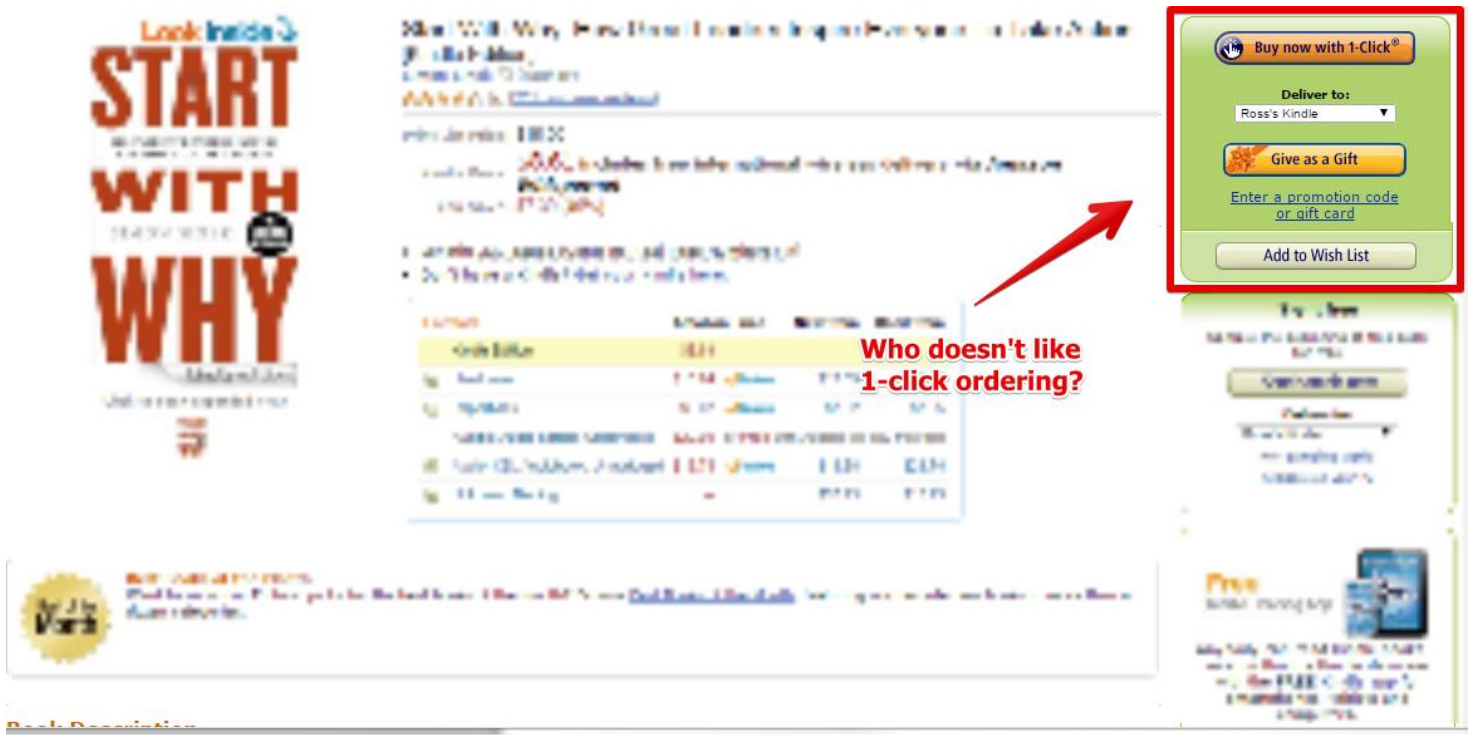
ZOOM

See larger image and other views (with zoom)



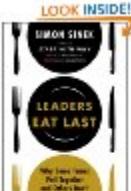
See all product images

**Easy, smart site usability:** Amazon's site usability is second to none, with features like recommended products and the convenient 1-click ordering (patent granted to Amazon in 1999). 1-click ordering allows buyers to sync credit card details to their account one time and make all future purchases with just one click; an extra level of convenience for the customer:




The recommended products feature is another way that Amazon extends customer experience. These algorithms add value by recommending products that complement products buyers have in their shopping cart.

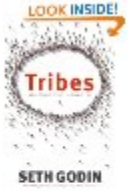
### Customers Who Bought This Item Also Bought



**Leaders Eat Last: Why Some Teams Pull Together and Others Don't**  
 > Simon Sinek  
 ★★★★★ 272  
 Kindle Edition



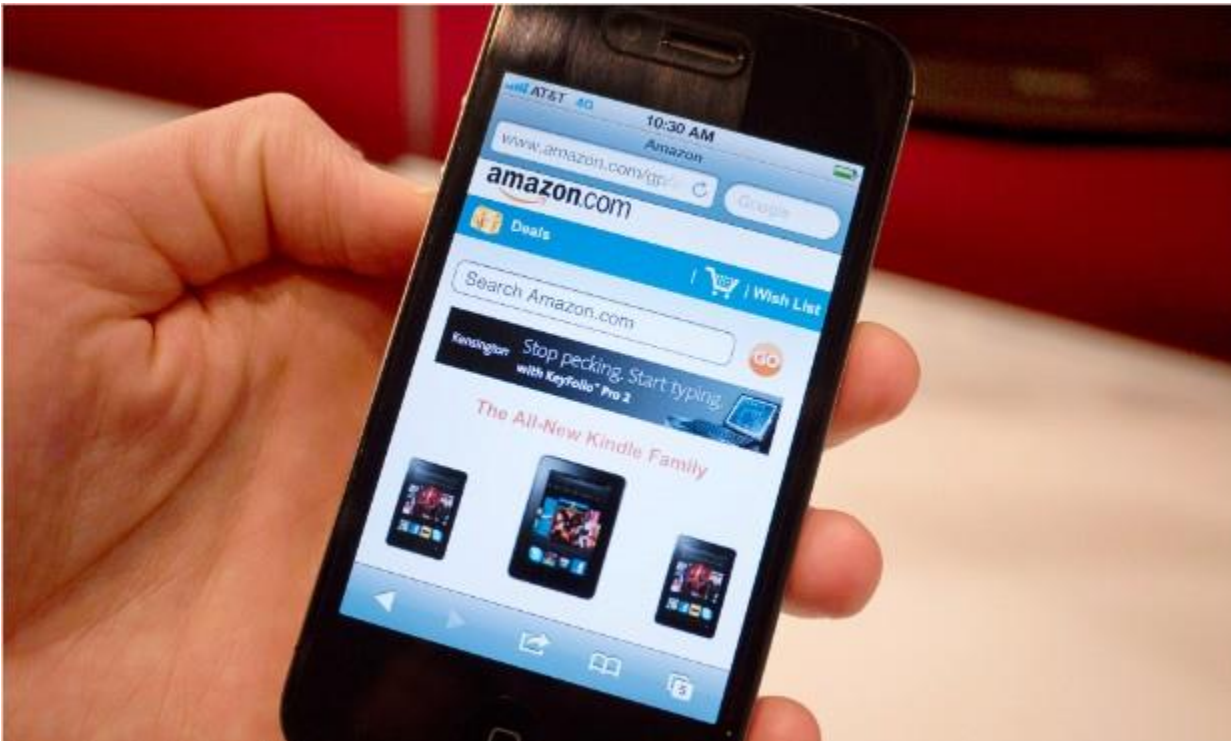
**Drive: The Surprising Truth About What Motivates Us**  
 > Daniel H. Pink  
 ★★★★★ 649  
 Kindle Edition



**Tribes**  
 > Seth Godin  
 ★★★★★ 400  
 Kindle Edition

**MOBILE-FIRST EXPERIENCE:** With over 50% of users now visiting ecommerce sites via mobile, Amazon's mobile-first approach is industry-leading. Their mobile site is easy to navigate, find information, and make purchases. Navigating through Amazon's size could be considered difficult on a mobile device because they have so many products, but by taking a mobile-first approach, they have found a way to make the experience easy through smart categorization and search functionality.

Smart convenience features like auto-fill on the search engine and 1-click ordering have been designed for the mobile user. Any time ecommerce sites make the experience easier for a customer, they create loyalty and customers remember that easy experience next time they consider buying a product.



**LITTLE THINGS THAT EXCEED EXPECTATIONS:** Exceeding customer expectations is the number one strategy for keeping customers coming back for more. Amazon does a lot of little things very, very well. Here are just a few things Amazon does to exceed expectations:

- **Free returns** reduce risk for the buyer in an online retail world. Shoe sizes and shirt sizes often get mixed up, and offering free returns is a great reassurance.
- **Fast two-day shipping (with Prime)** offers the instant gratification buyers want in their purchase experience. And the shipping is free!
- **Huge inventory of products** means that buyers can do all their shopping at one site and never have to leave Amazon.com. What a convenience! One order that delivers all your products right to your door.
- **Easy checkout** with Amazon's 1-click ordering makes shopping easy. Buyers never have to fumble with entering credit card details each and every time they order.

*(from "Learning From Amazon: How To Improve The Ecommerce Customer Experience," Ross Beard/November 2014)*