

SALES  **manago**

**The eCommerce
Haunting:**

**Avoiding Tricks,
Providing Treats**

Ebook



Welcome, brave souls,

to the eerie, enigmatic world of eCommerce, where the **ghosts of poor** customer service and **hidden fees** lurk in the darkest corners. In this spooky digital realm, we'll embark on a chilling journey through the **most treacherous eCommerce practices** that can send your customers running like terrified trick-or-treaters.

But fear not, for in the shadows, we'll also unveil the secrets of practices that not only delight your customers but boost your business's prosperity like a cauldron bubbling with magical potions.

So, dear reader, as you venture forth into this eerie ebook, we pose a haunting question: **Will you trick your customers with dark sorcery, or will you be the purveyor of delectable treats, ensuring their loyalty and your success?**

Poor Customer Service



Boo...
I guess

POOR CUSTOMER SERVICE

Trick!

You're navigating the haunted halls of an e-commerce website, desperately searching for answers to your product-related questions. But it's like communicating with a ghost! Poor customer service can feel like a trick pulled straight from a Halloween bag of horrors. Slow response times, unresponsive support, and cryptic, unhelpful replies leave customers feeling more like abandoned spirits than valued patrons.

POOR CUSTOMER SERVICE

Treat <3

Imagine a customer service experience that's more enchanting than a cauldron of bubbling potion. When e-commerce companies offer speedy, data-driven, and helpful customer support, it's like waving a magic wand of loyalty. With quick solutions, personalized recommendations, and friendly assistance, customers are spellbound. This bewitching customer service not only banishes frustration but also leaves customers coming back for more - just like kids to a candy bowl. It's a loyalty-boosting elixir that keeps customers under its enchantment, year after year. So, remember, when it comes to e-commerce, a little treat can turn any trick into a treat-tastic shopping experience!

Hidden Fees and Pricing



HIDDEN FEES AND PRICING

Trick!

You're perusing an online store, filling your virtual cart with ghoulishly delightful goodies, and just when you're about to check out, BAM! Hidden fees and pricing pop out like a jump-scare in a horror movie. It's the e-commerce equivalent of a ghostly apparition, lurking in the shadows, ready to haunt your wallet. Hidden fees can erode trust faster than a zombie horde descending upon a hapless village. They may even cause cart abandonment or, the scariest word in eCommerc - churn! Booooooohoooo!

HIDDEN FEES AND PRICING

Treat <3

But don't be spooked just yet. Providing customers with a clear, transparent understanding of the total purchase cost is like the warm glow of a jack-o'-lantern guiding you safely through the e-commerce labyrinth. When customers know exactly what they're paying for, trust in the company grows stronger than a werewolf under a full moon. It reduces friction on the path to purchase, ensuring a smooth and delightful shopping experience. So, remember, in the eerie world of e-commerce, transparency is the magical treat that keeps customers coming back for more, year after year.

Inaccurate Product Descriptions



INACCURATE PRODUCT DESCRIPTIONS

Trick!

You're wandering through the online haunted mansion of e-commerce, lured by the promise of a bewitching purchase. You click on a product that sounds spooktacular, only to find it's as deceptive as a ghostly illusion. Inaccurate product descriptions are the trickiest of tricks, leading customers down a dark, winding path of disappointment. Trust in the company vanishes like a ghost at dawn, and what do you get? More returns than a haunted house tour!

INACCURATE PRODUCT DESCRIPTIONS

Treat <3

But don't fret, for there's a sweet treat to keep those e-commerce goblins at bay! Clear, truthful product descriptions are like a beacon of light in the darkest of e-commerce nights. When customers know exactly what they're getting, it's like a cauldron of satisfaction bubbling over. They can shop with confidence, and their trust in the company becomes stronger than a vampire's aversion to garlic. No tricks, just treats, leading to a harmonious shopping experience. So, remember, honesty in product descriptions is the spellbinding treat that keeps customers coming back for more!

Slow Shipping and Delivery



SLOW SHIPPING AND DELIVERY

Trick!

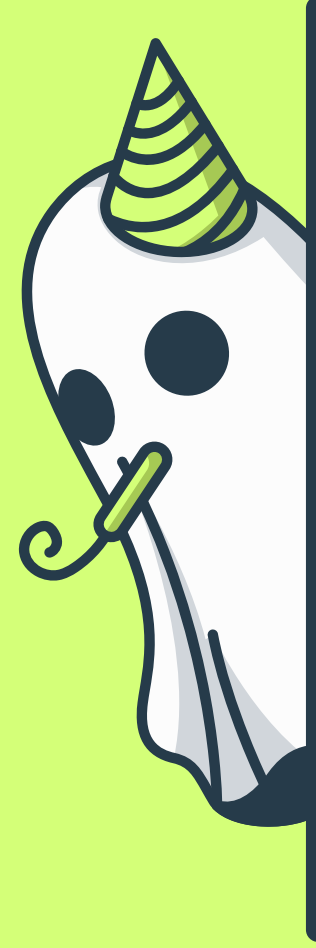
You've placed an order with an online store, eagerly anticipating the arrival of your Halloween costume to slay at the costume party. But days turn into weeks, and your costume is nowhere to be found. Slow shipping and delivery times are a frightful fault that can transform excitement into despair. Customers become as disappointed as a witch whose broomstick is on backorder, and the result? Churn – they vanish into the night, leaving your e-commerce castle haunted by missed opportunities.

SLOW SHIPPING AND DELIVERY

Treat <3

Fear not, for there's a treat that can exorcise this delivery demon! Swift shipping and delivery, or at the very least, transparent information about any delays and package tracking, is the magic potion that keeps customers under your spell. When orders arrive promptly or customers are kept in the loop, it's like finding a hidden treasure chest filled with candy – pure delight! In the spooky world of e-commerce, fast shipping and honest communication are the bewitching treats that keep your customers spellbound!

Weak Security and Privacy Practices



WEAK SECURITY AND PRIVACY PRACTICES

Trick!

You're about to make a purchase on an e-commerce site, but suddenly, a shadowy figure in a mask appears, whispering tales of weak security and privacy practices. Customers recoil in terror at the thought of sharing their personal information. Weak security practices can turn even the bravest of shoppers into scaredy-cats, as they fear the lurking specter of personal data breaches. Distrust creeps in and customers may avoid e-commerce altogether, leaving your online store empty... forever...

WEAK SECURITY AND PRIVACY PRACTICES

Treat <3

Strong security and privacy practices create a comforting shield, like a magical ward against dark forces. Customers can shop with confidence, knowing their data is safe and sound. Enter the **Customer Data Platform (CDP)**, a guardian of data hygiene and control, ensuring that personal information remains locked away from prying eyes. Businesses that prioritize **zero-party data**, where customers willingly share their needs and desires, are seen as ethical champions of privacy. It's like offering customers a protective amulet, and they'll reward you with their trust, loyalty, and candied treats! So, remember, in the cryptic realm of e-commerce, strong security practices and ethical data handling are the enchanting treats that keep customers under your spell!

As our journey through the labyrinthine world of eCommerce comes to an end, remember: the choice between trickery and treats lies in your hands. May your online ventures always be guided by the light of customer satisfaction, and may your business thrive like a pumpkin patch in the moonlight.

Farewell!

