

## Smartsourcing Global Case Study

### Client Profile:

Consumer products eCommerce portal

### Need:

Conversions, payment and consumer experience on the portal needed to be improved.

### Result:

- Sales increase by 25% in a quarter after the solutions were implemented.
- Increase in online payments by 70% in a quarter.
- Reduction in shopping cart abandonment by 20%

### The Smartsourcing Global Approach:

- We create a mix of qualitative tools and perform software testing by identifying test scenarios using frameworks that match the system's behavior and architecture.
- We work on implementing end-to-end security testing solutions to protect vital information.
- We give greater importance to user experience and proactively suggest UX improvements.

*Substantial growth in sales, online payments and reduction in cart abandonment for eCommerce portal after performance and usability testing and changes proposed by Smartsourcing Global.*

Performance, usability and security are major concerns for eCommerce companies and have a direct bearing on business performance. We worked with a customer in this segment and helped to overcome specific challenges and deliver business benefits.

#### **Problem 1: Product text search was not working effectively.**

If the user entered an incorrect spelling, she wouldn't get the correct suggestion. Also, auto-suggestion was too slow.

**Solution:** We asked for logging to be implemented to study the most searched keywords, then added keyword suggestions at the search text field.

We also ensured that search was carried out in case of a spelling mistake in the search keyword.

We work on continuously optimizing the search suggestion feature to suggest latest and popular products according to the user's purchase history.

#### **Problem 2: Relevant product suggestions were needed to increase conversions**

This feature was required to increase conversions and reduce shopping cart abandonment.

**Solution:** We tested the feature to suggest the relevant products for the user based on purchase history.

The feature keeps track of the last searches by the user where a purchase was not done and keeps suggesting relevant products.

#### **Problem 3: Too many clicks for checkout and transactions**

This problem needed to be solved to increase sales

**Solution:** We gave functional suggestions to increase calls to action and minimize the clicks to purchase on the site.

We did relevant competitor analysis and optimized the current site.

#### **Problem 4: Payment methods supported did not have security trusted seal**

**Solution:** We added the trust seal of various payment methods to reassure users that the payment is secure.

#### **Problem 5: Shopping cart abandonment**

**Solution:** This problem was a result of all the issues mentioned above. In addition, we spread our analysis to find the root cause and resolved the following issues:

- Shipping fee was not visible on the cart.
- Discount coupons were not working correctly.
- Cart page did not have the facility to change the quantity of the products.