

24 Must-Haves for a Flawless CX in 2025

24 expert tips to wow your customers and build a brand they can't get enough of!

Introduction

Let's be real: in e-commerce, it's not just about having great products.

Sure, that's important, but what really keeps people coming back is how you make them feel.

A seamless, engaging, and rewarding customer experience (CX) can turn casual shoppers into loyal brand advocates.

And guess what?

Loyal customers don't just stick around.

They spend more, refer their friends, and become the backbone of your brand growth.

But crafting an exceptional CX isn't something you leave to chance. It takes strategy, creativity, and a deep understanding of what your audience really wants.

That's exactly what this ebook is all about.

We've compiled actionable tips and proven strategies to help you elevate the experience you're offering, making it more personalized, engaging, and ultimately unforgettable.

Ready to wow your customers and build a brand they can't get enough of?

Your CX glow-up starts now.

1/24

Enable a Live Chat

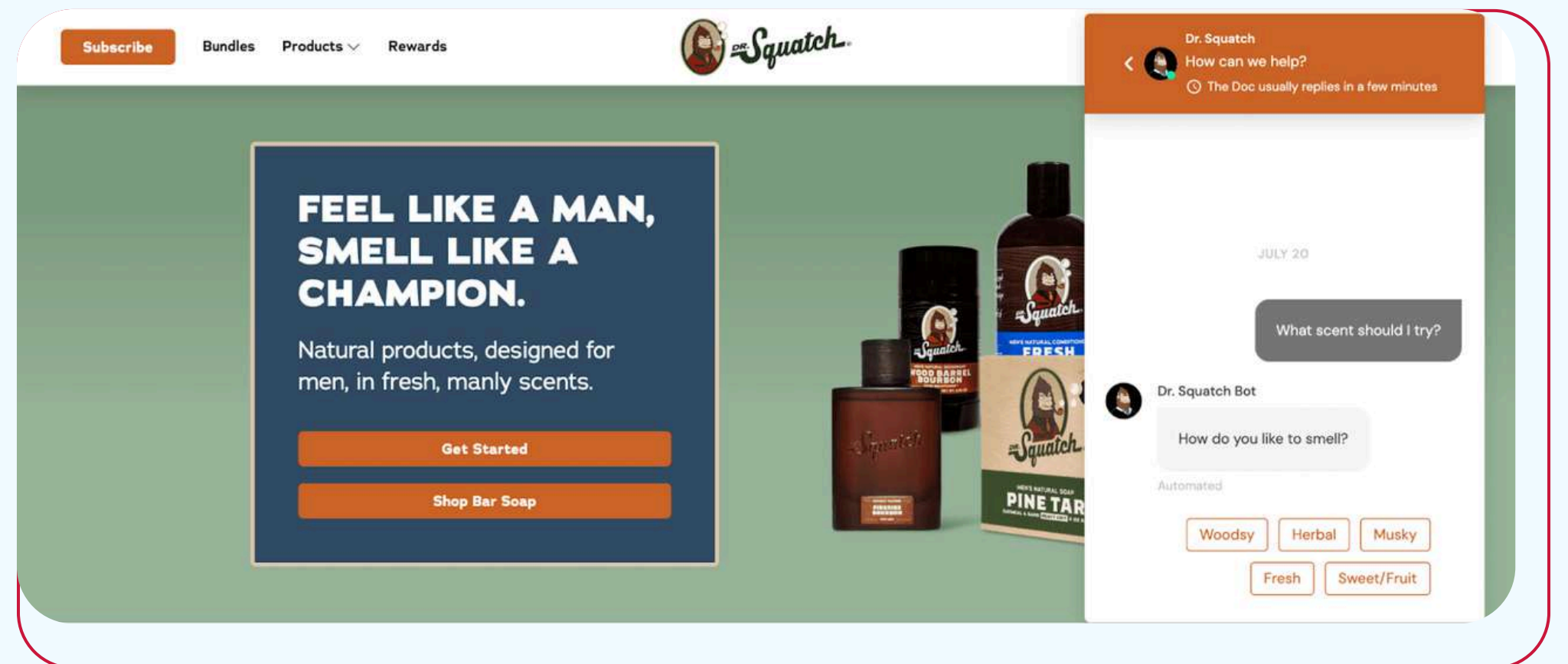
Implementing chat allows you to engage customers **right when they need help** the most, during the shopping experience.

By reaching out **at critical moments**, such as when a customer spends time on a product page or lingers in the checkout process, your support team can answer questions that might otherwise prevent a sale.

This real-time interaction helps **reduce cart abandonment** by addressing common concerns (product fit, shipping times, or return policies) on the spot, which can be especially valuable during the holiday rush when customers are making quick decisions.

86 %

of live chat tickets end with a satisfied customer*



*Gorgias, 2023

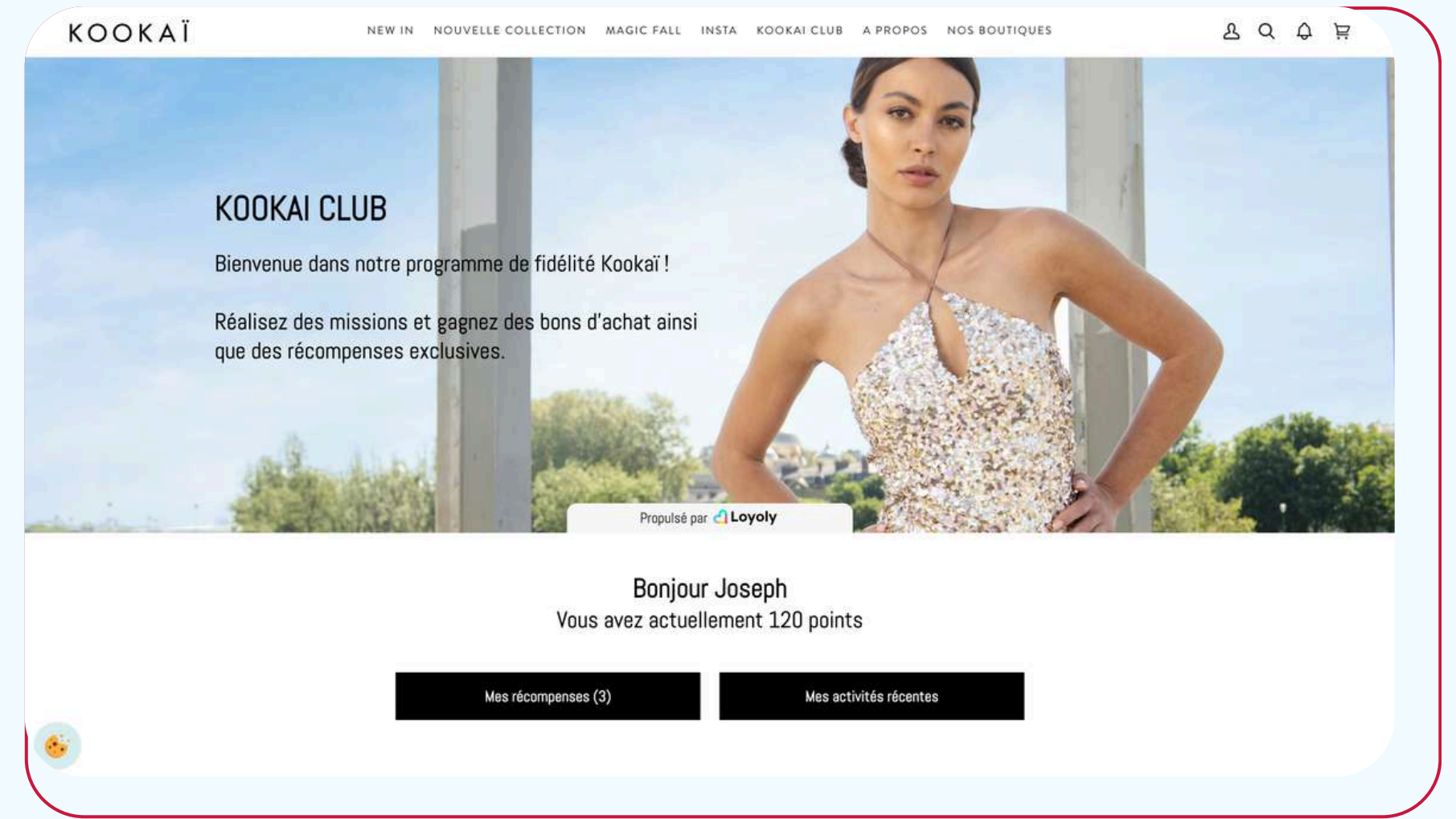
Create a Customized Loyalty Program

Customers love feeling **rewarded**, and a loyalty program makes their shopping experience more **fulfilling**.

Whether it's through points, exclusive discounts, or unique rewards, each interaction becomes a reminder that they're **appreciated** and **valued** by your brand. And everyone loves that!

Plus, a loyalty program helps build a **sense of community** and belonging around your brand. Customers become part of something more than just a transactional relationship, which strengthens their bond with your brand.

In the end, it's about creating a shopping journey that goes **beyond products** and builds long-term loyalty through value and genuine connection.



27 %

of consumers are ready to break off relationship with a brand if they feel their loyalty is not (enough) rewarded*

38 %

of consumers are ready to join the loyalty program of a brand to which they feel loyal*

A/B Test Key Pages

Testing key pages, particularly those with **heavy customer interaction** like product, cart, and support pages, ensures that users encounter a journey aligned with their needs.

Through A/B testing, you can identify which elements most enhance **ease** and **satisfaction**.

For instance, improving navigation flow, showcasing helpful content like reviews, or tailoring visuals for each user segment are all ways to make visitors feel that the experience is truly **built around them**.

FRANCE TONER
Pack de 2 cartouches d'encre FranceToner équivalent à HP 301XL (CH563EE_CH564EE) - 4 COULEURS - Format XL

4 Couleurs

Capacité: 580 pages
Référence: FTHCH563-CH564

100% COMPATIBLE

GARANTIE 2 ANS

En stock
Expédition: 24/48h

33,00 € HT
39,60 € TTC

Livraison Gratuite

- 1 +

Ajouter au panier

+23 %

add-to-cart rate for France
Toner's a/b test on the CTA color

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Pack de 2 cartouches d'encre FranceToner équivalent à HP 301XL (CH563EE_CH564EE) - 4 COULEURS - Format XL

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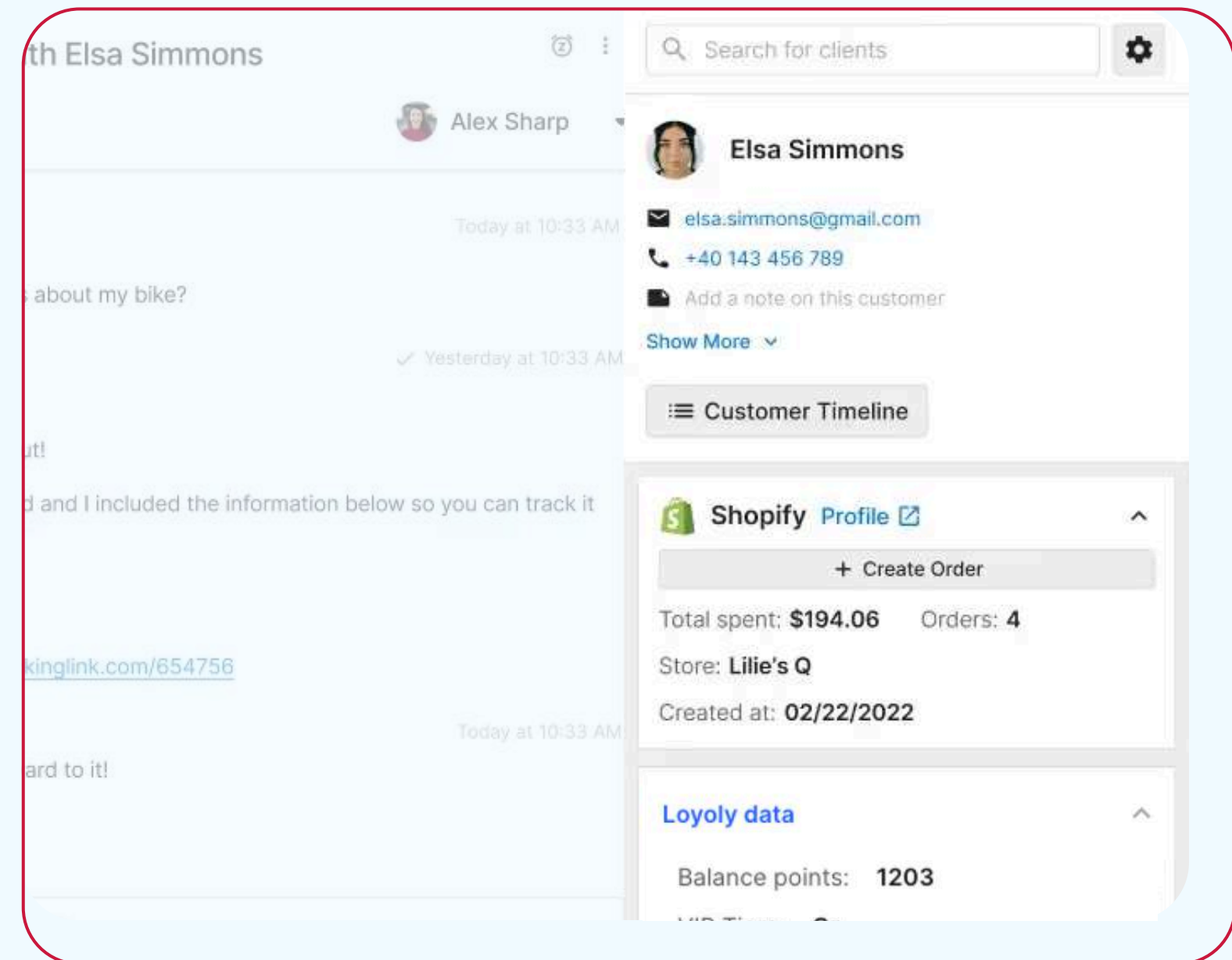
Use Enriched Customer Data

Providing agents with enriched customer data, such as previous purchases, loyalty program history, and past conversations, empowers them to deliver **personalized and efficient support**.

This data allows agents to **understand** each customer's journey, **anticipate** their needs, and **tailor** their responses.

For example, if a customer has recently purchased an item, the agent can acknowledge it and offer relevant suggestions or assist with specific product-related inquiries.

Having these detailed profiles not only improves response time but also deepens **customer trust** by showing them that you understand and value their preferences.



Add a Loyalty Checkout Extension

With such an extension, you allow customer to see exactly how many points they'll earn from their purchase, redeem rewards they've already earned, or even redeem points for immediate discounts.

First, it adds **transparency and convenience** : two things that customers love. They don't have to guess or go digging around for details on their points or rewards.

Plus, by offering the option to redeem points immediately, you're creating a moment of **instant gratification**, which leaves a lasting positive impression. It shows that you value their loyalty in a tangible way, not just in theory.

Ultimately, this approach not only boosts the usage of rewards but also **deepens their connection with your brand**.

1 Milla Or 48,00 €

1 Carla Or 62,00 €

Validez cette commande pour gagner jusqu'à 110 points

Utiliser des récompenses
Vous avez 450 points !

Récompenses
Sélectionnez une récompense

Echanger

Code de réduction ou carte-cadeau Valider

Sous-total • 2 articles 110,00 €

Expédition ⓘ Saisir une adresse d'expédition

Total EUR 110,00 €
TVA de 18,33 € incluse

286 %

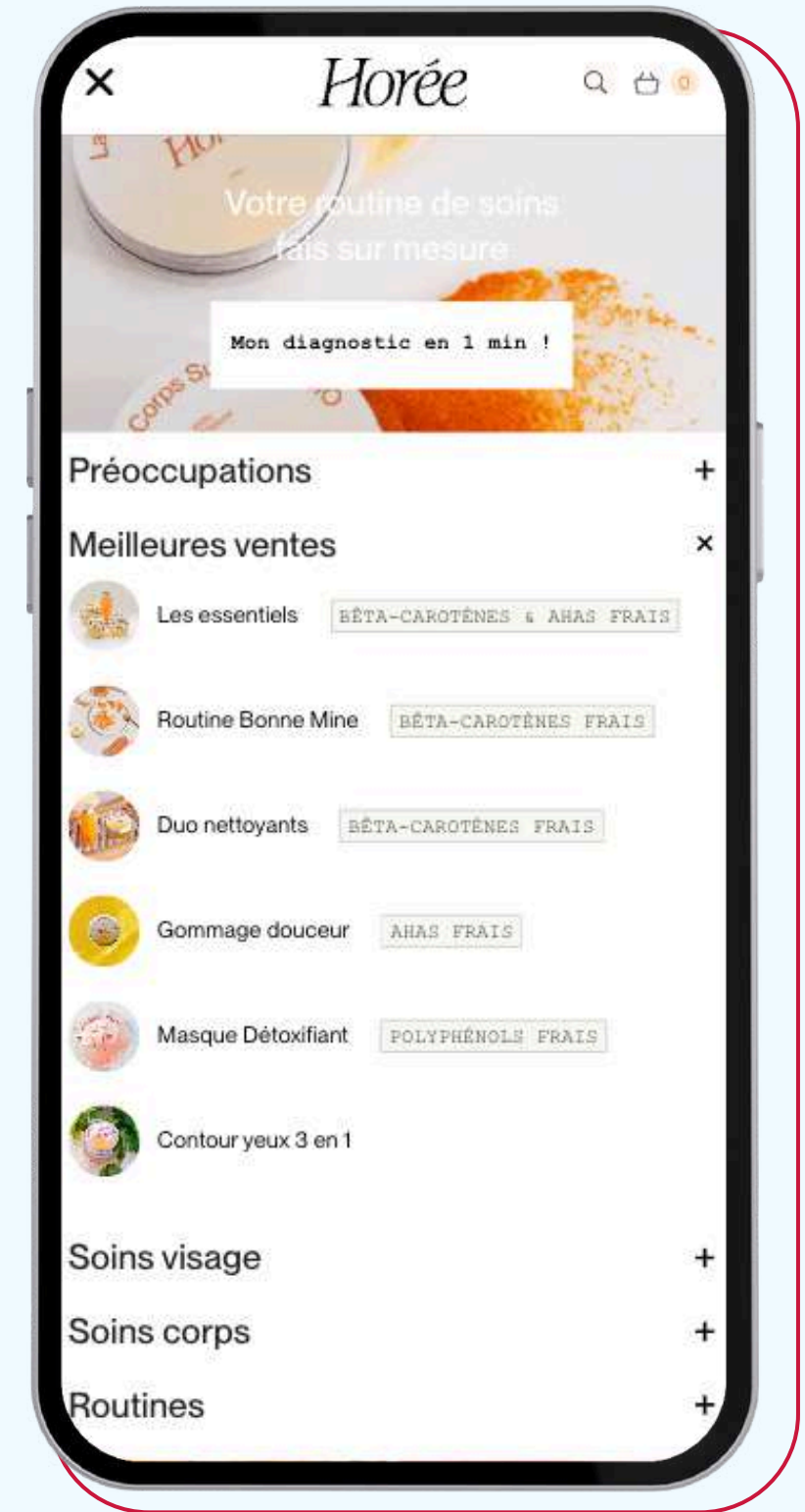
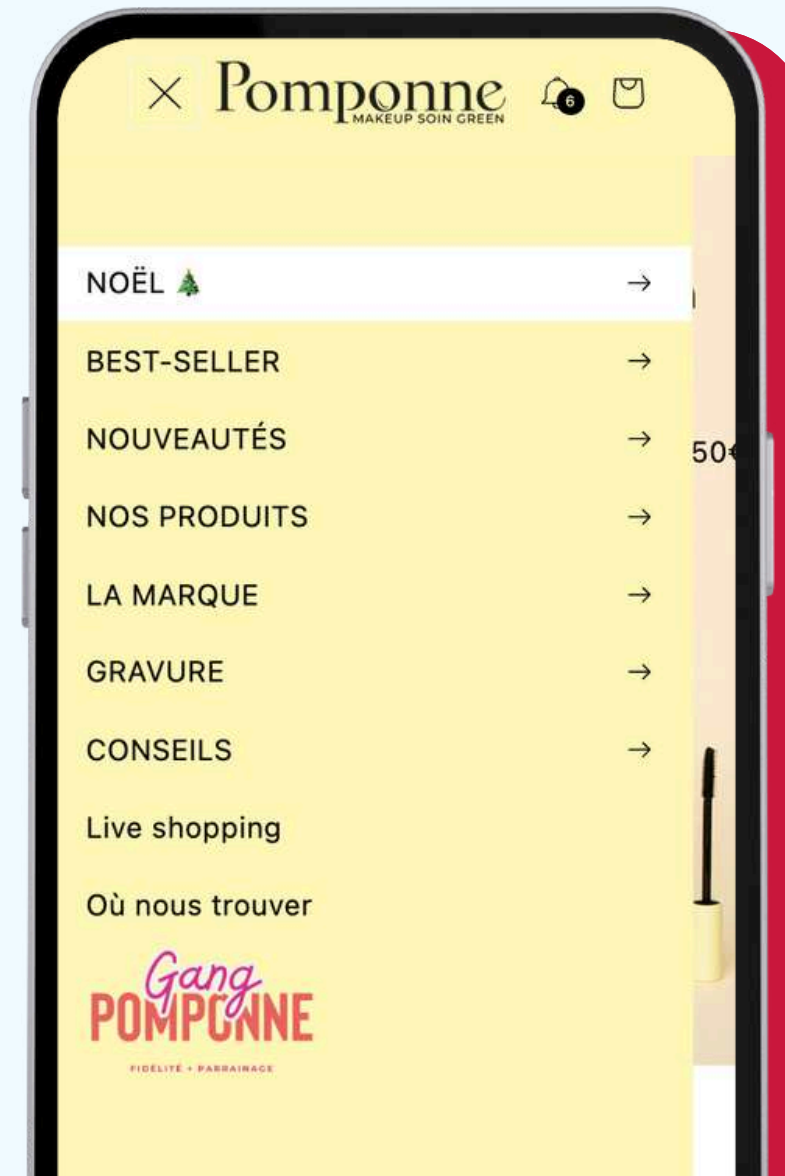
more loyalty points redeemed in 3 months by So'Cup thanks to their Checkout Extension.

Integrate a User Friendly Navigation

Create menus that effortlessly guide customers through your site, using **clear labels** and **well-thought-out categories** that reflect their needs.

A **clean, intuitive** layout reduces clutter and lets users feel at ease, knowing they can quickly find the information or products they're looking for.

By ensuring that your menus are simple and organized, you show respect for their time and create a smoother, more enjoyable experience, making each visit feel like it's tailored to them.



Automate Simple Tasks

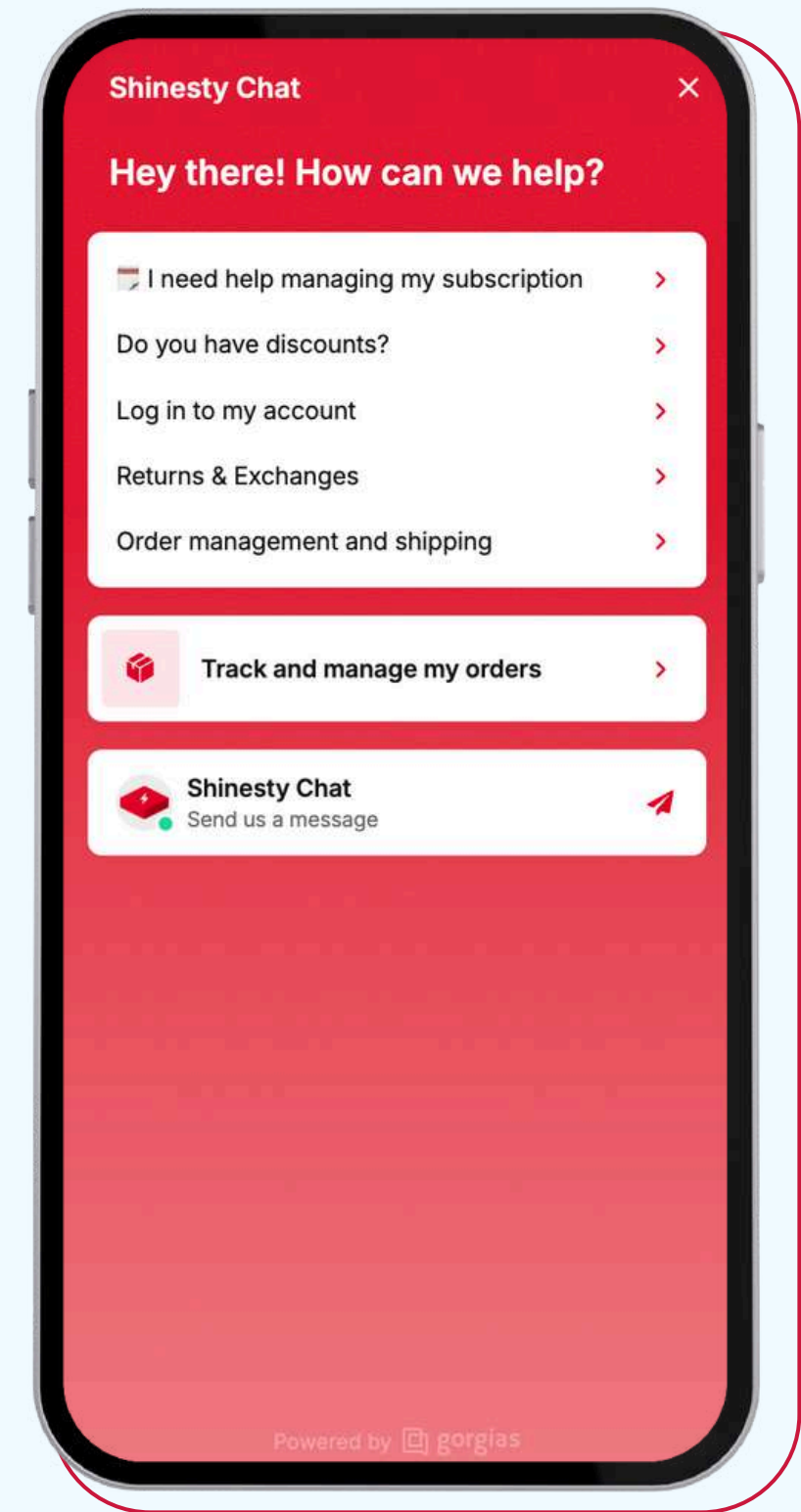
Automating routine tasks, like answering **frequently asked questions** about order status, shipping, or product availability, frees up support agents to **focus on more complex issues** that require specialized problem-solving.

Chat, automated flows, and AI tools can handle these **repetitive inquiries** around the clock so that customers get the information they need in seconds.

The benefits of an automation-centric customer service strategy include a **reduction in resolution time by half**, improved customer satisfaction, and higher efficiency during peak periods like BFCM.

+36 %

increase in repeat purchases
when at least 20% of customer
support is automated*



Display Loyalty Program Data into Customer Account

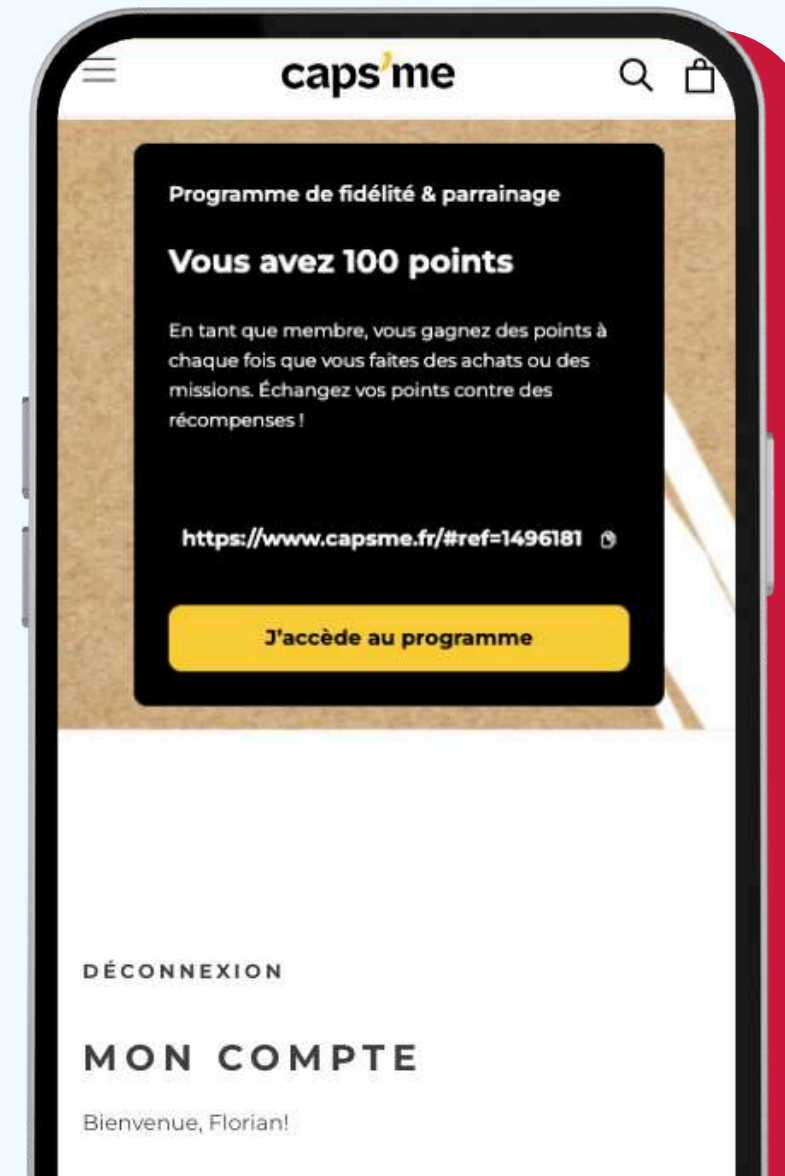
Make it easy for your customers to stay on top of their loyalty perks by displaying key data right in their account.

When they log in, they should be able to see:

- The number of loyalty points they currently have
- A quick link to the landing page to check out all the details
- A ready-to-share referral link they can copy and paste
- A list of rewards they've earned but haven't used yet

You're giving your customers **transparency** and **control**. They don't need to hunt down details or wonder about their points. They can simply log in and have everything at their fingertips.

This level of accessibility not only keeps customers engaged but also reinforces their **sense of value** and **belonging** within your brand.



Provide Clear Return Policies

The product return is perhaps the **most crucial** moment in the customer experience.

Displaying a simple and clear return policy **reassures** your customer and demonstrates your **confidence** in the quality of your product.

Ensure your return and exchange policies are easy to locate and understand, helping customers feel secure in their purchase.

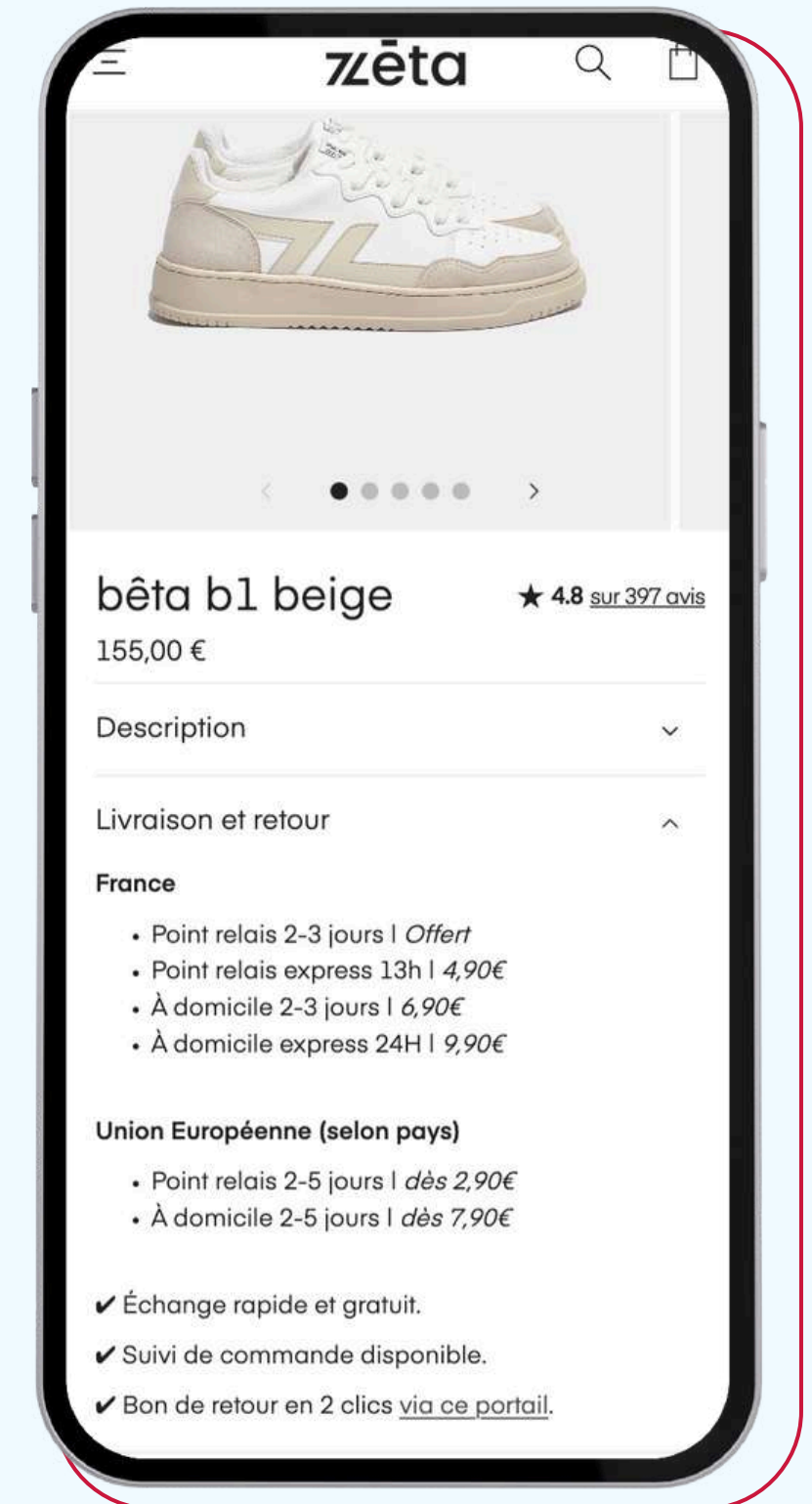
By offering **transparent** and **straightforward** guidelines, you reduce any post-purchase hesitation and foster trust, allowing customers to shop with confidence and peace of mind.

67 %

of shoppers check the return policy before making a purchase decision*

73 %

of consumers base their future purchasing decisions on their past return experience.



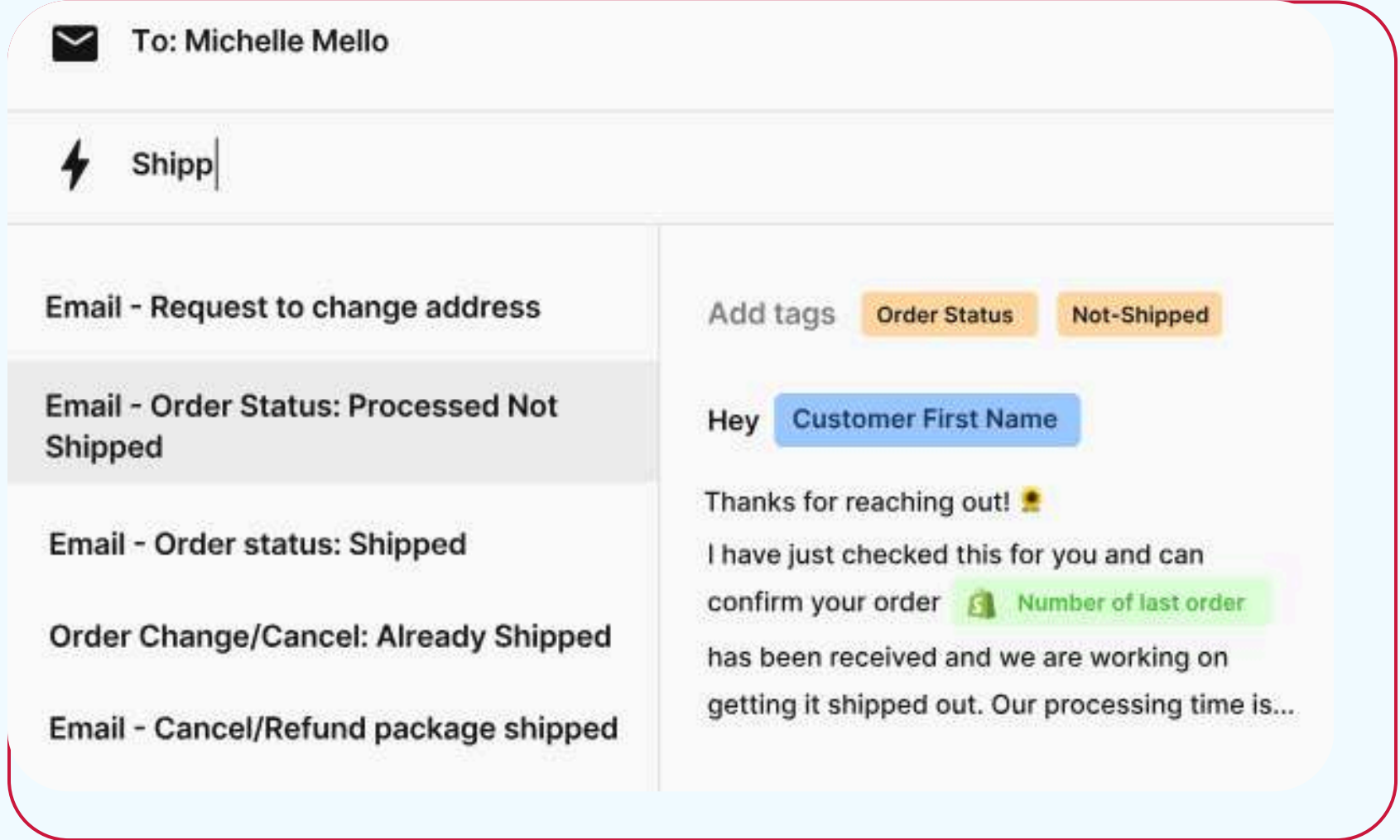
Create a Library of Response Templates

A library of **standardized response templates** ensures that your support team can respond consistently and accurately, even under peak demand.

These templates should provide **answers to common questions** about shipping, returns, product details, and any seasonal promotions.

Make sure they can be easily personalized with customer-specific information, which **adds a personal touch** without sacrificing speed.

For customers, scenario-specific responses deliver clear and quick answers to questions, making for a great experience. On the other hand, agents can use templates to **dodge manual and tedious copy-pasting work**.



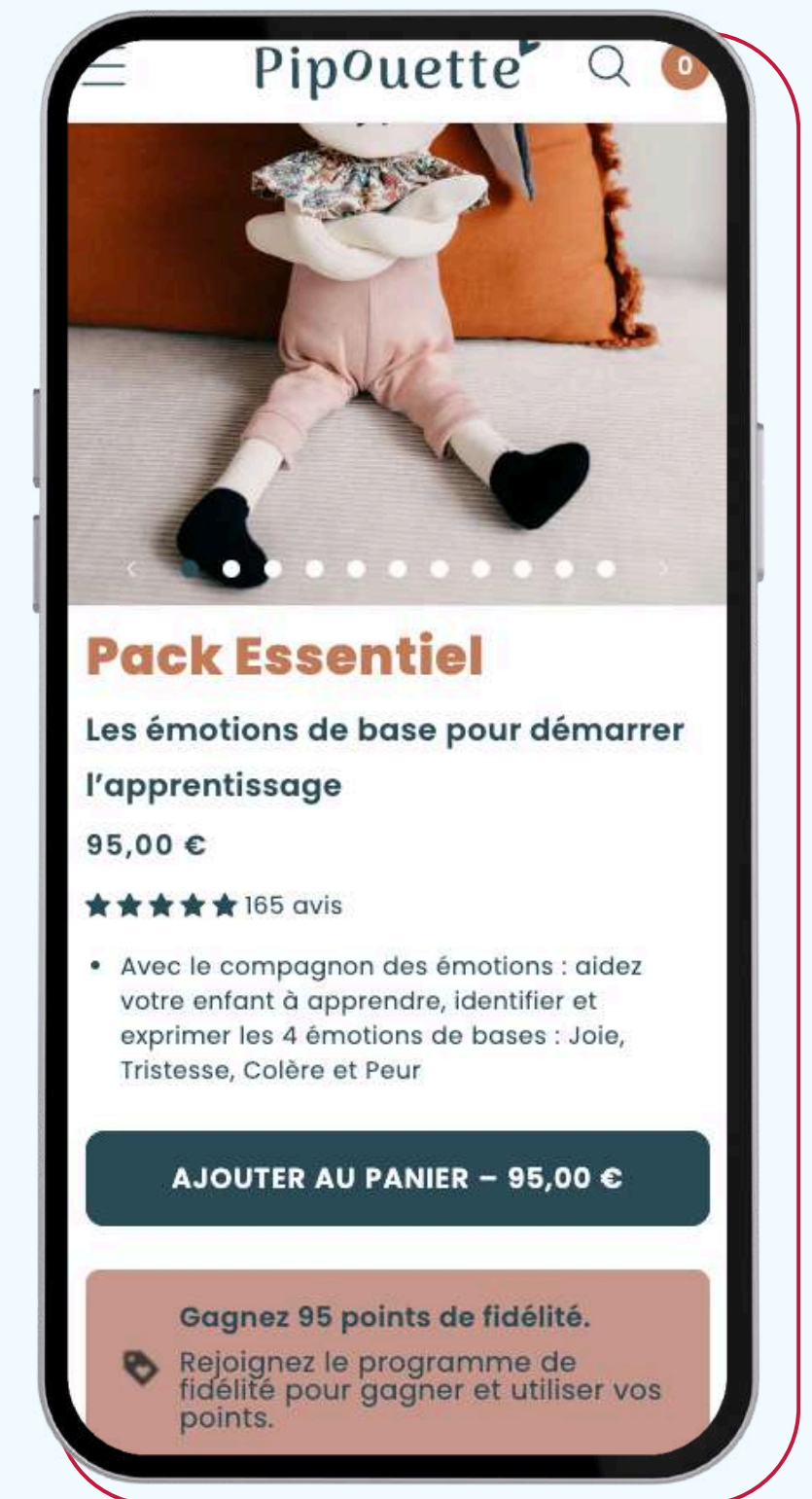
Display Loyalty Points on Product Pages

Let customers see the loyalty points they'll earn before they even add an item to their cart. It's a small addition that can make a big difference in how customers perceive **value**.

You're not only encouraging the sale but also showing customers that every interaction with your brand has value. It's like a mini reward preview that helps build **excitement** and reinforces **loyalty benefits** right from the start.

This tactic also fosters **transparency**, a key component of a positive customer experience.

When customers know exactly what they're getting out of each purchase, they feel **more in control**, and more appreciated.



Show real-time Stock Availability

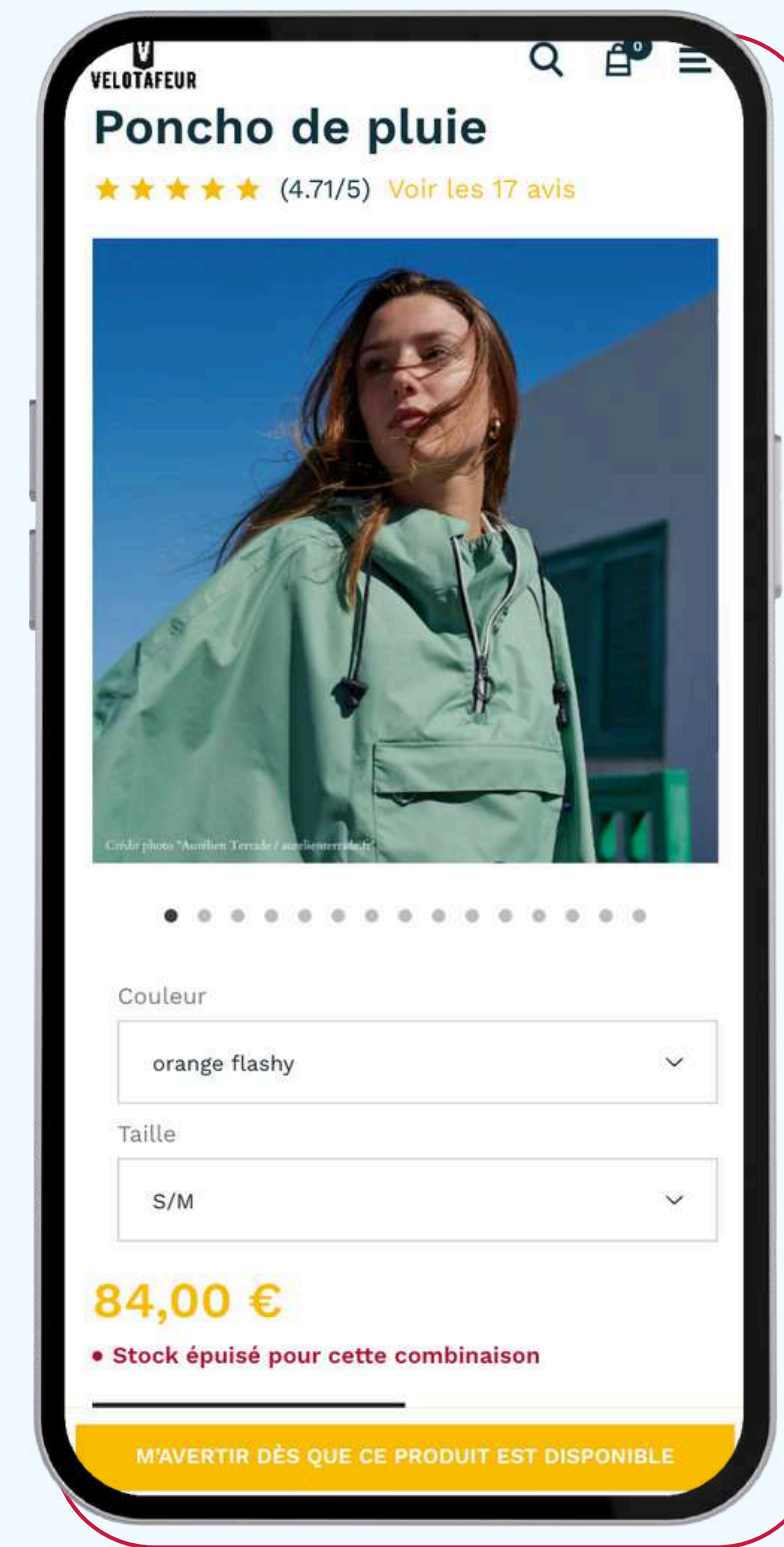
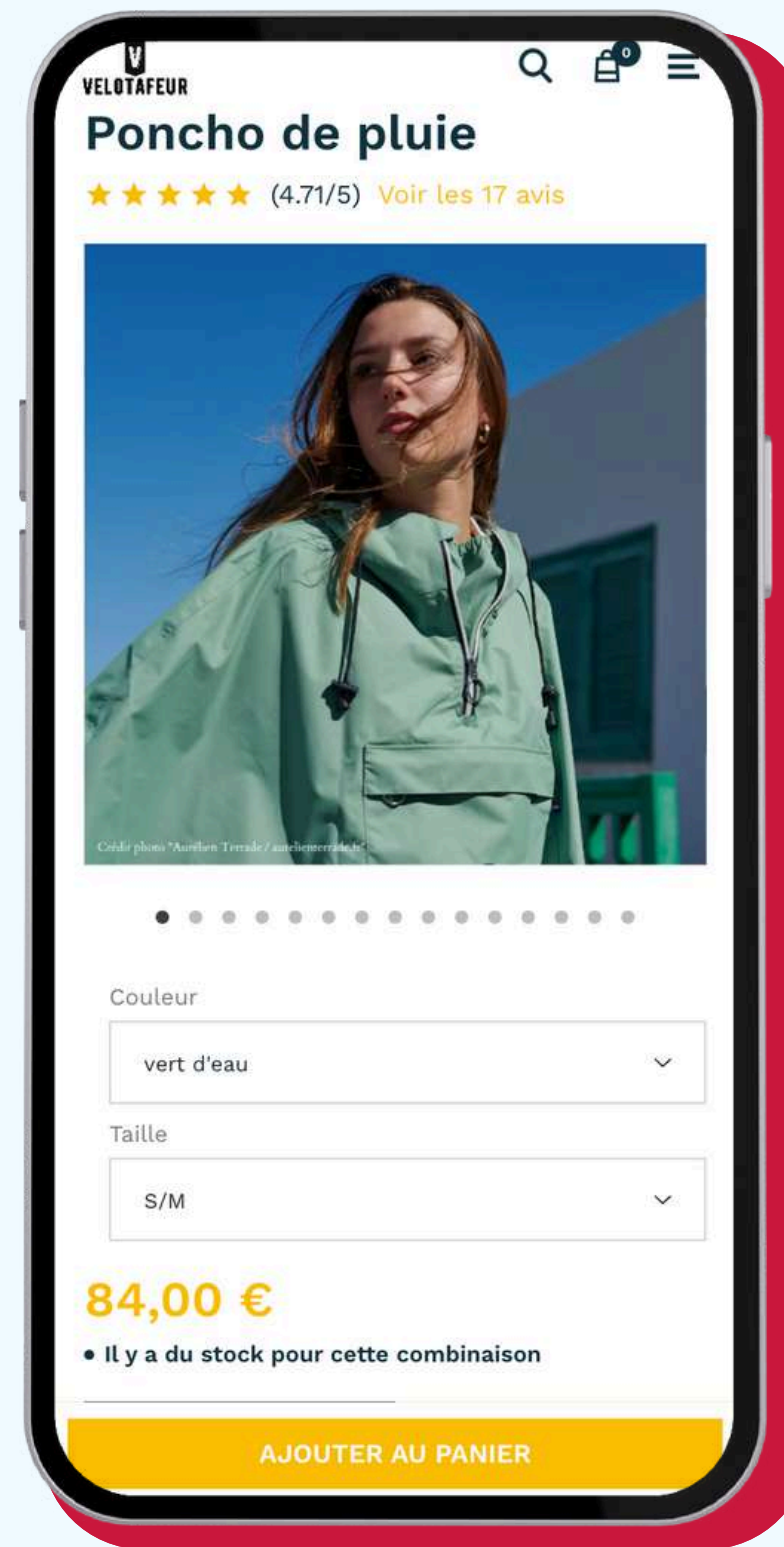
If an item is out of stock, don't wait until the checkout page to inform the customer. It's the quickest way to upset a now lost customer.

Your product page should accurately inform the visitor about the availability or unavailability of the product.

Instead, **recommend similar products** that are in stock and available in the desired size. And **offer to alert the customer by email** as soon as the product is restocked.

37 %

more likely to complete a purchase when a site displays accurate stock status*



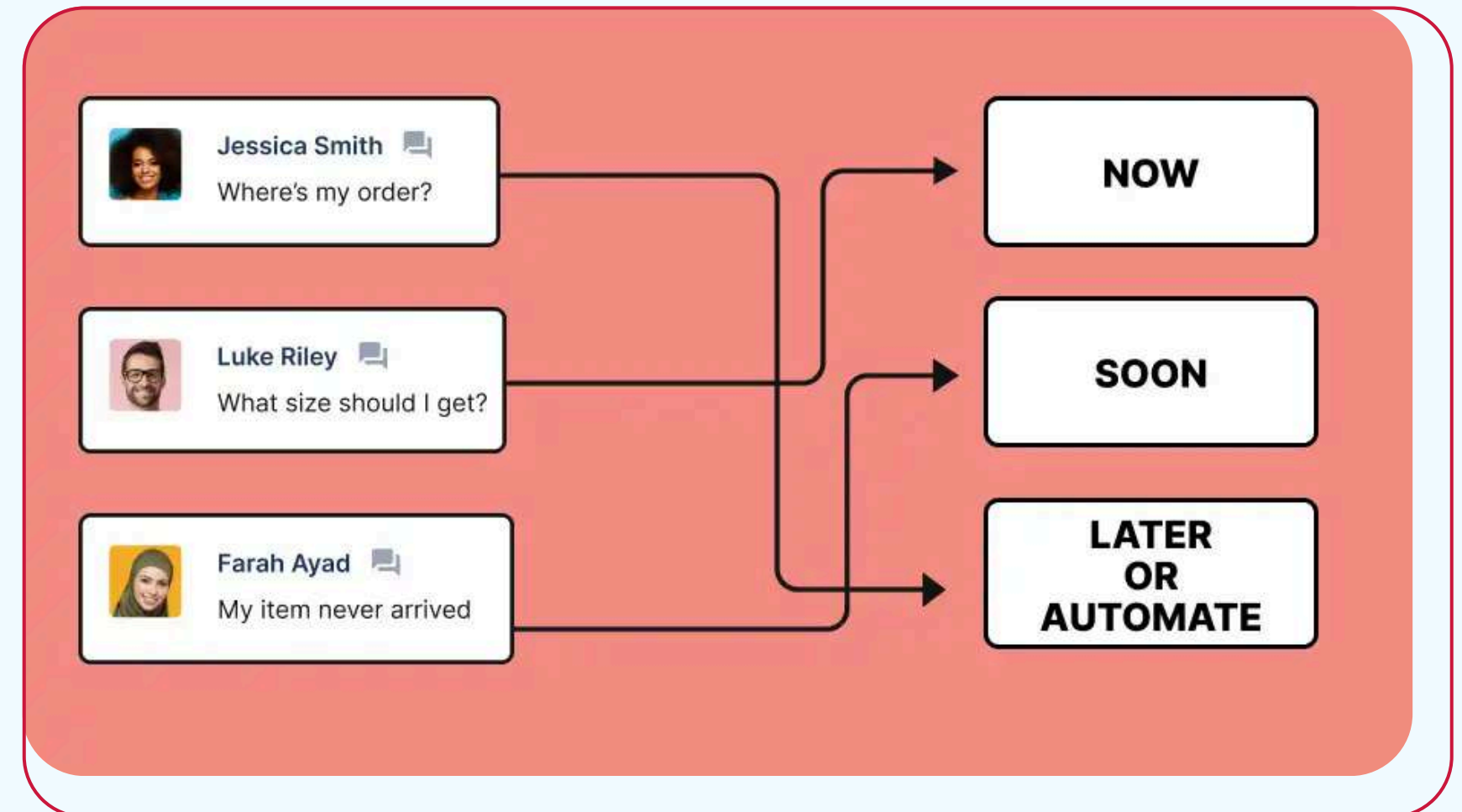
Prioritize Messaging Channels

With many customers seeking instant answers during the holiday season, it's beneficial to prioritize **fast-response channels** like SMS, WhatsApp, or live chat.

These can handle **high volumes** of interactions quickly and are ideal for resolving immediate concerns.

Encourage customers to use these methods over options, like email or phone calls, which tend to have longer waiting periods.

Customer expectations are rising, and providing support on instant messaging channels can level up **support team efficiency**, especially during peak shopping periods when time is of the essence.



Segment your Customers into VIP Tiers

These tiers create an **exclusive experience** for your most engaged customers, offering increasingly valuable rewards and perks as they climb the ranks. Think early access to sales, free shipping, or even special gifts for your top-tier members.

They add an element of **excitement** and **exclusivity** that keeps customers hooked. People love feeling special, and a tiered program makes them feel like they're part of an elite club.

Plus, the allure of joining this VIP group **motivates other clients** to climb the tiers, increasing their engagement and purchases along the way.

It's not just about the perks; it's about showing them you value their continued support. This creates a sense of **belonging** and fosters **long-term loyalty**, making your brand a go-to choice for them.



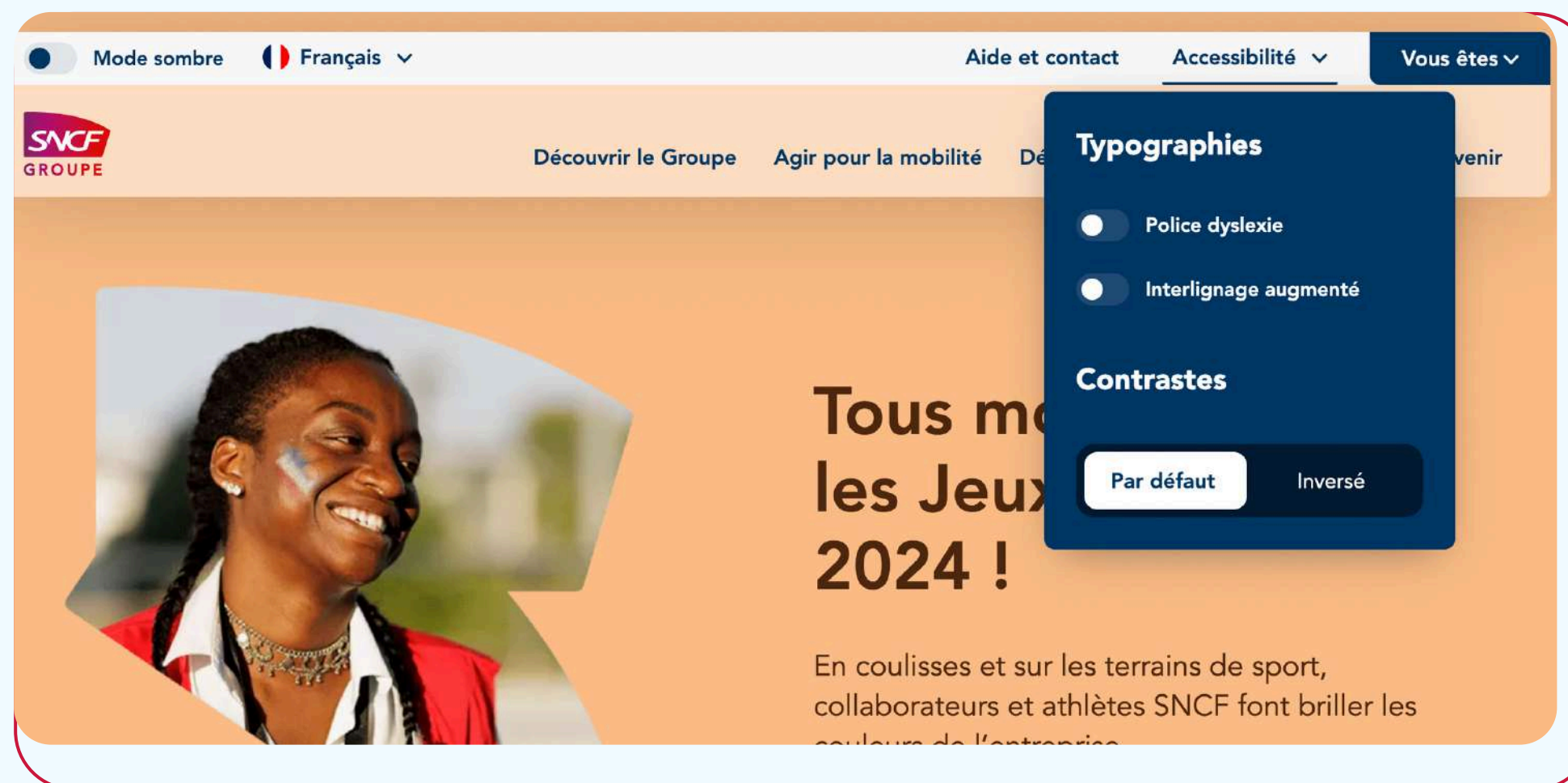
Ensure Accessibility Across your Site

Your website might look great—but if it's not for everyone, what's the point?

Design your site with accessibility in mind to **ensure an inclusive experience**.

Implement features like screen-reader compatibility, keyboard navigation, and high-contrast options to accommodate all users, creating a smoother journey for every visitor and expanding your reach.

An accessible site doesn't just meet standards. It reflects a commitment to welcoming everyone, making each visitor feel valued.

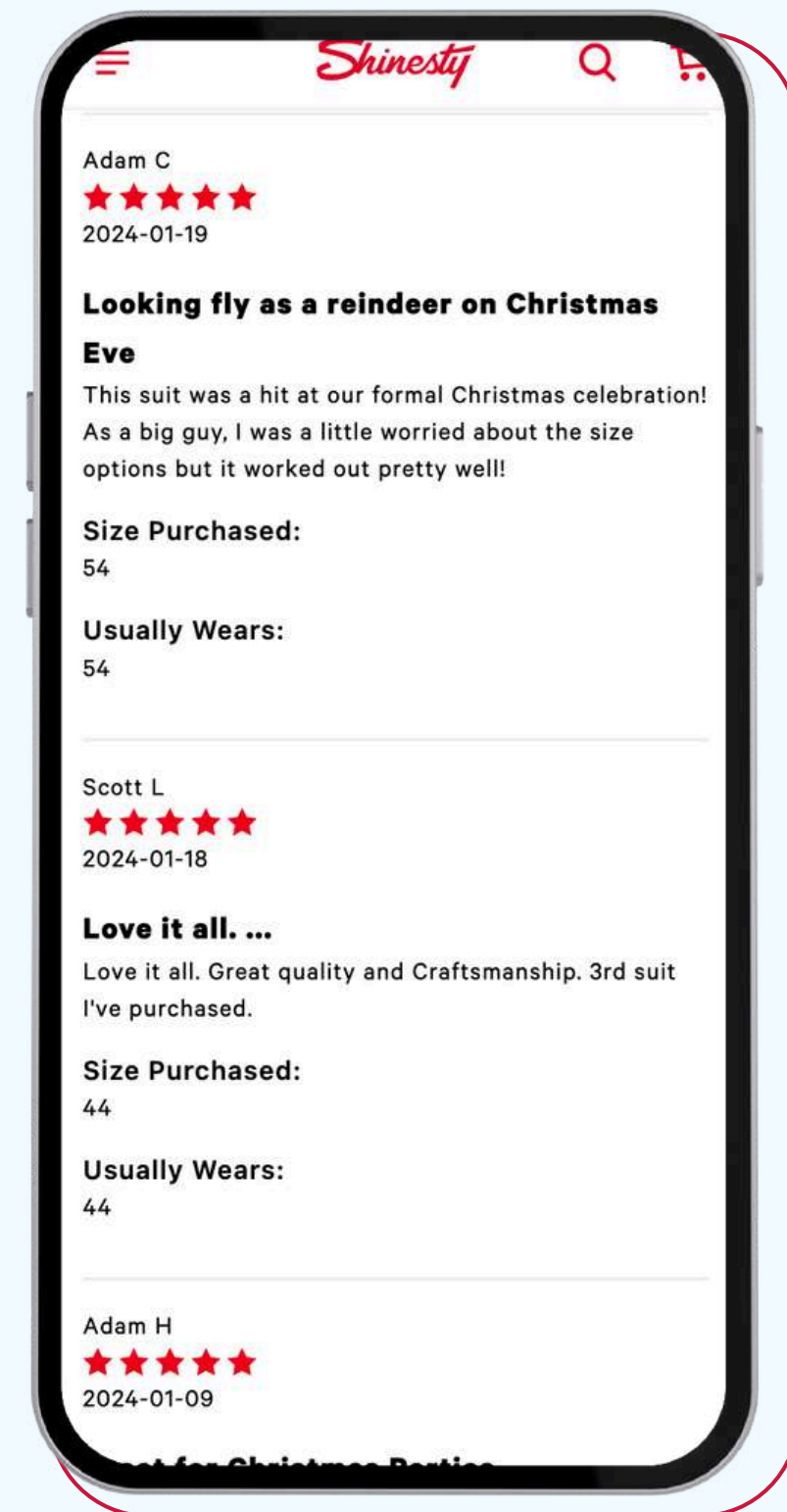


Leverage Customer Reviews

Displaying customer reviews that highlight product fit, quality, and real-world use cases can **help future customers** make informed decisions, especially during the holidays when buyers may be shopping for gifts and unfamiliar products.

By showcasing honest feedback on product pages, customers are less likely to ask for returns or exchanges. Instead, shoppers can feel **confident** in their purchases, knowing they are backed by others' experiences.

More importantly, reviews can help educate new customers who may not yet be familiar with your brand.



Make Reward Redemption Simple

Streamline the redemption experience so customers can enjoy their rewards without any hassle. A straightforward process shows customers that you **respect** their time and **appreciate** their loyalty.

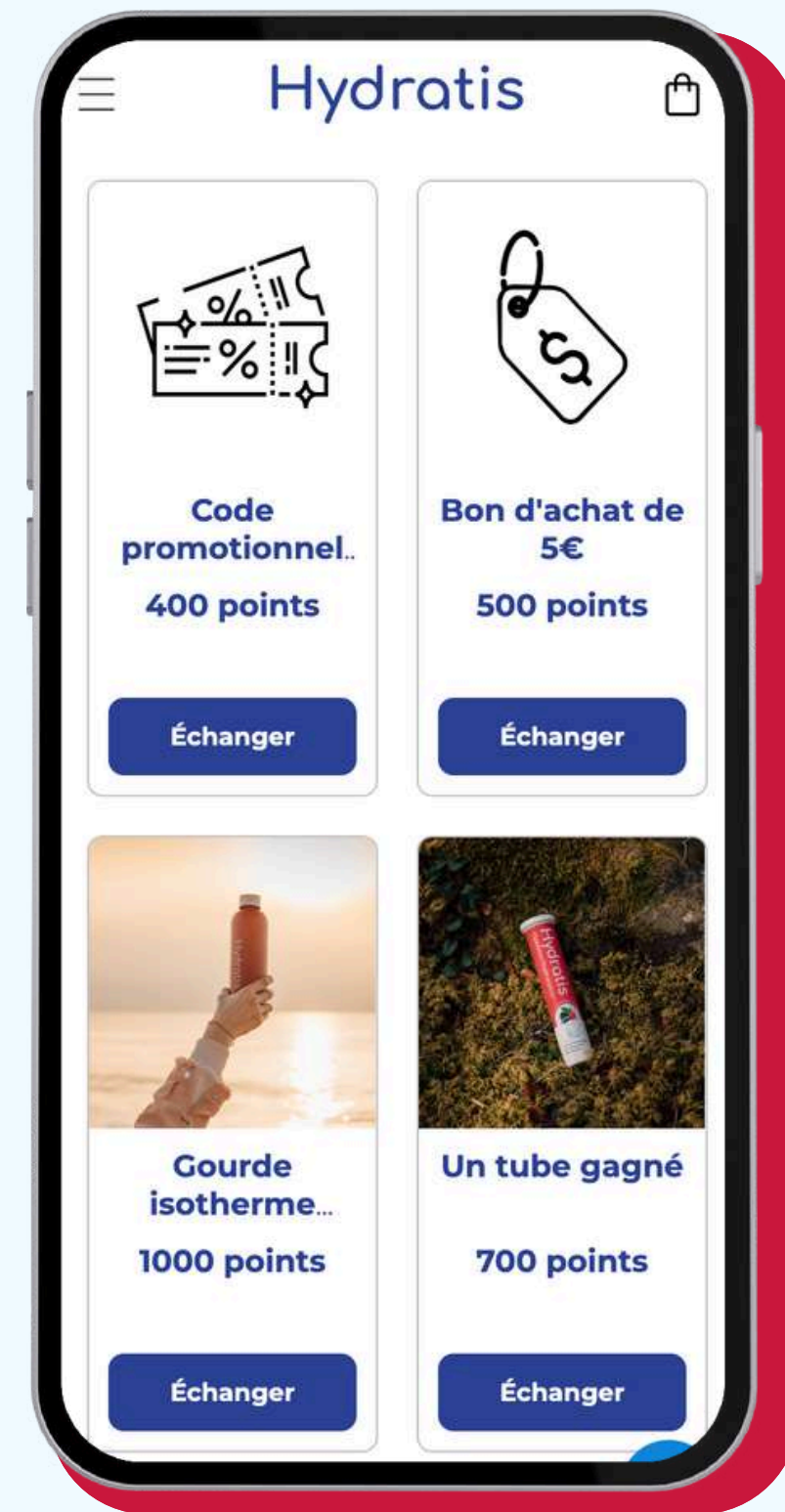
Plus, a seamless experience boosts **satisfaction** and builds **positive** associations with your brand.

When customers feel the joy of redeeming rewards without jumping through hoops, it strengthens their **connection** to your brand and keeps them coming back for more.

Making rewards easy to redeem is about creating a customer journey that feels smooth, rewarding, and, most importantly, **customer-focused**.

2/3

of consumers say that the ease with which they can earn rewards has a noticeable impact on their purchasing behavior.

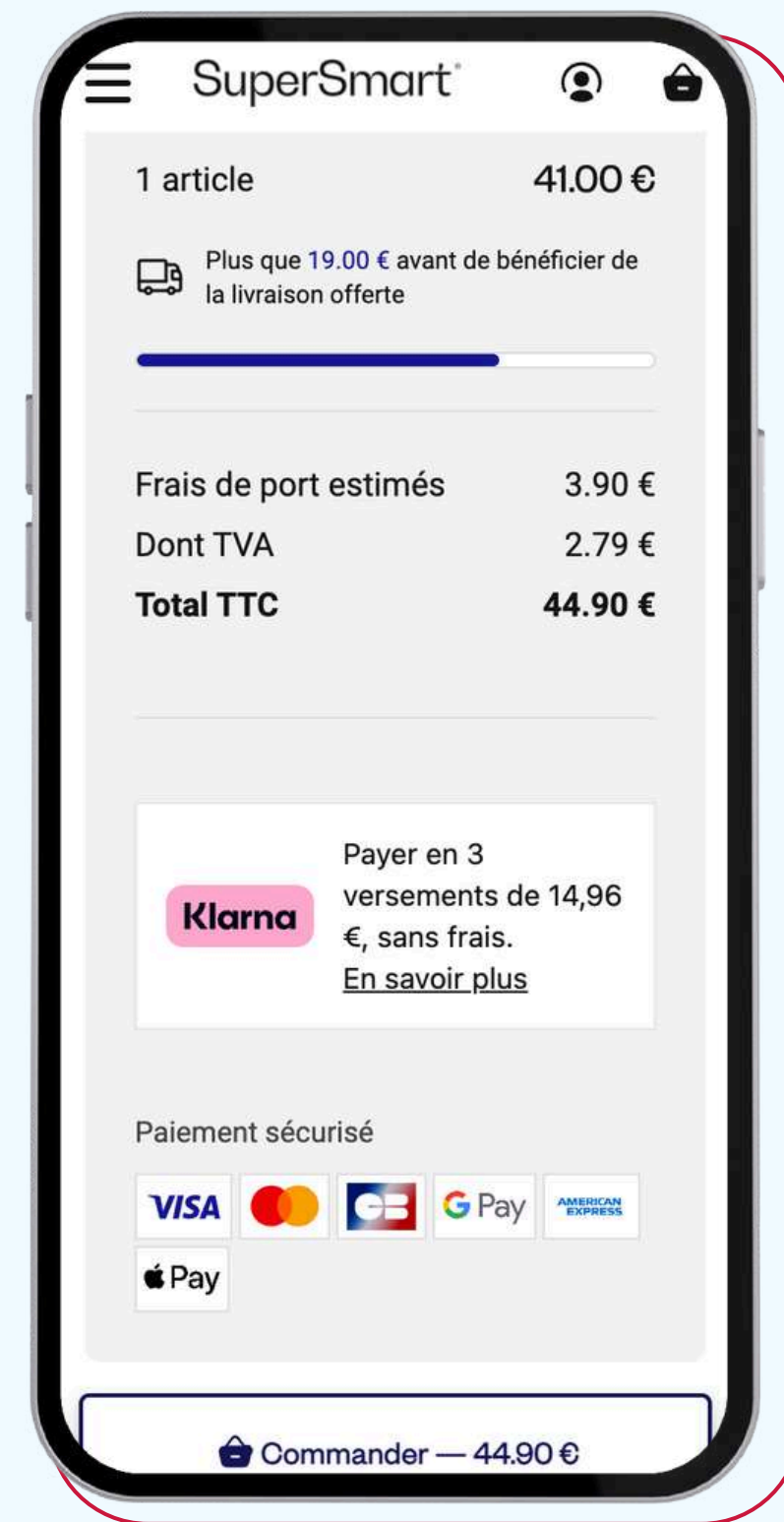


Display Multiple Payment Methods

Offering multiple payment methods enhances convenience and creates a **smoother checkout experience** for your customers.

Displaying a range of payment options—from credit cards to digital wallets like PayPal, Apple Pay, and Google Pay—not only caters to diverse preferences but also boosts trust and can reduce cart abandonment.

When customers see their preferred payment method, they feel **reassured**, making it easier for them to complete their purchase without hesitation. Think of it as removing one more barrier between them and checkout, leading to a more satisfying shopping experience and ultimately, stronger sales.



62 %

of consumers feel more positive about a brand that provides various payment methods and digital wallet options*

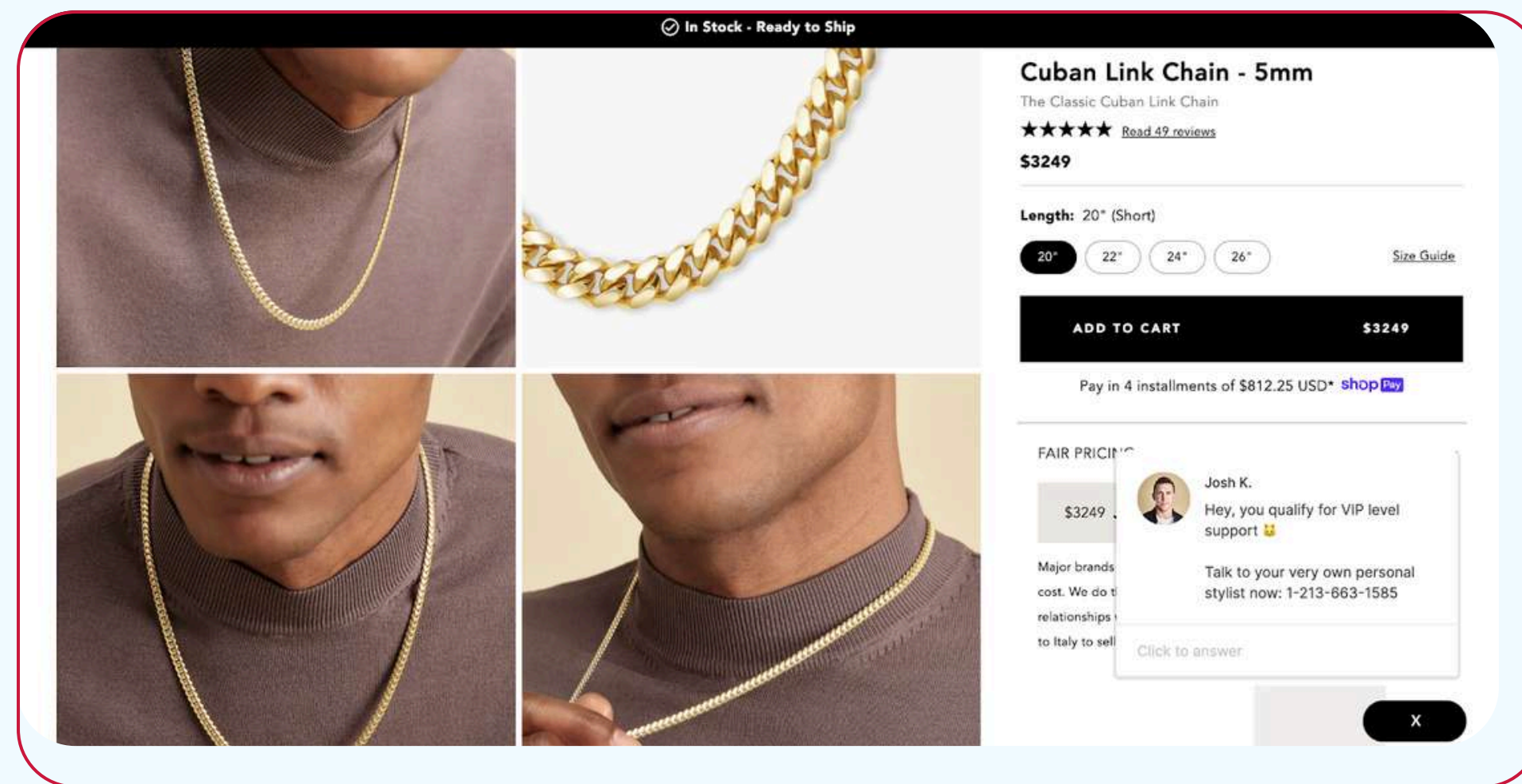
Offer Personalized Recommendations

During chat interactions or in follow-up emails, include product recommendations tailored to each customer's **needs** or **browsing history**.

These can drive **upsells** and **cross-sells**, boosting the **AOV** and helping customers find items that complement their purchases.

Personalized recommendations feel more **thoughtful** and **relevant**, adding a layer of care that increases customer satisfaction.

They can enhance the shopping experience, increase conversions, influence sales, and help customers discover items they may not have found otherwise.



+6 %

improvement in conversions when using targeted onsite marketing campaigns*

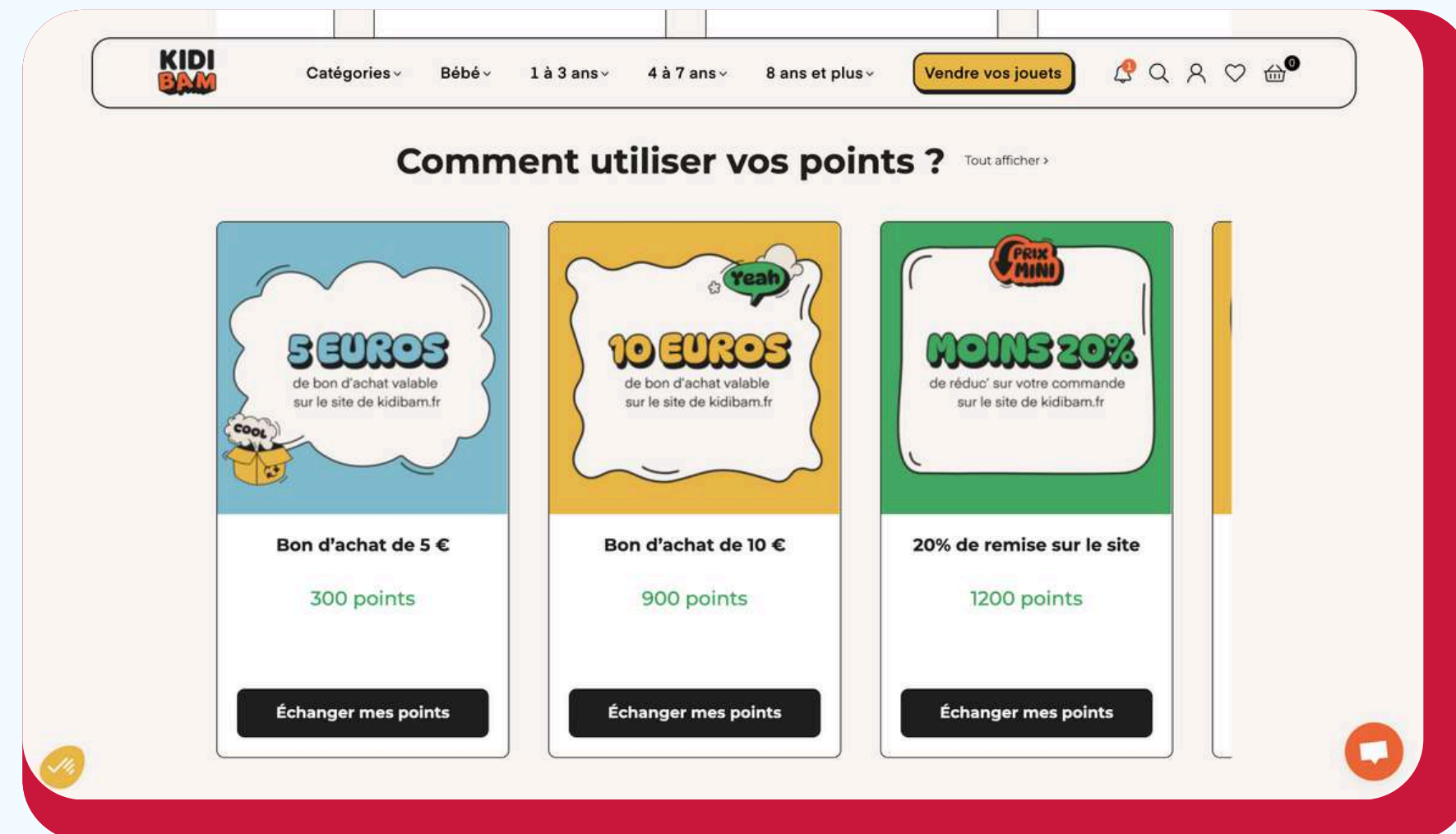
Make the First Reward Easy to Reach

Put a 1st reward **within reach**, so that your customers feel so close to it that they can't help but go the extra mile to get it.

It's all about creating a **positive, rewarding interaction** right off the bat. When customers achieve that first reward quickly, it builds immediate **trust** and **satisfaction**. They get to experience the benefits of your program without a long wait or excessive effort, which feels rewarding and valued.

Additionally, a reachable first reward reduces the risk of abandonment. If customers feel that rewards are too hard to attain, they might lose interest.

But by giving them a taste of success early on, you're shaping a loyalty journey that feels **gratifying** and **achievable**. It's a customer-first approach that keeps them engaged and happy.



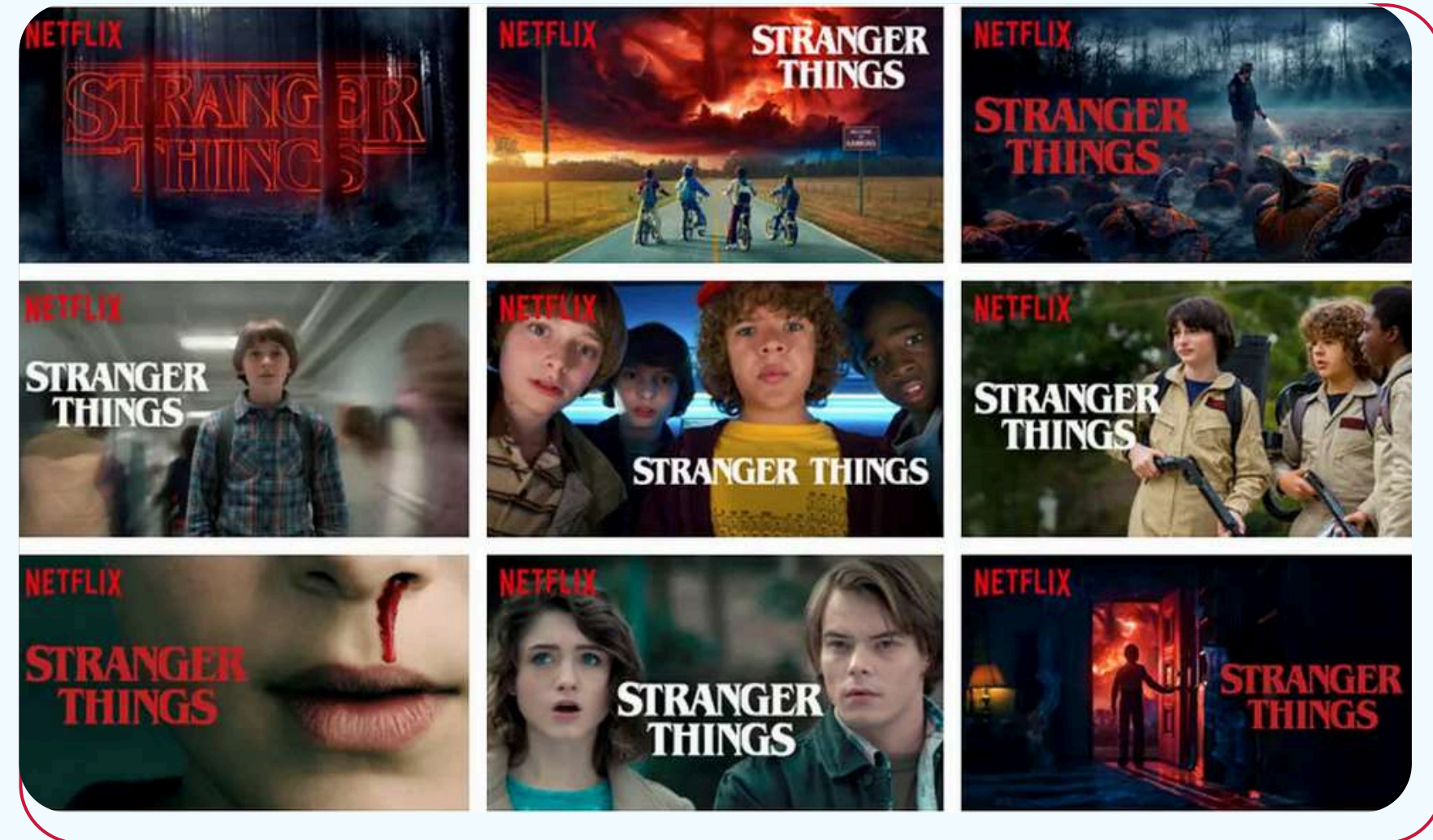
Implement Personalization

Personalization is no longer optional, it's a core expectation among online shoppers.

Leverage AI and advanced analytics to deliver customized experiences at every touchpoint of the customer journey. Tailor content, recommendations, and interactions to maximize relevance, engagement, and ultimately, customer loyalty.

For example, Netflix personalizes the viewing experience by showing different artwork for the same movie or series based on user preferences.

Similarly, you could offer welcome discounts to new users and personalized recommendations to returning customers



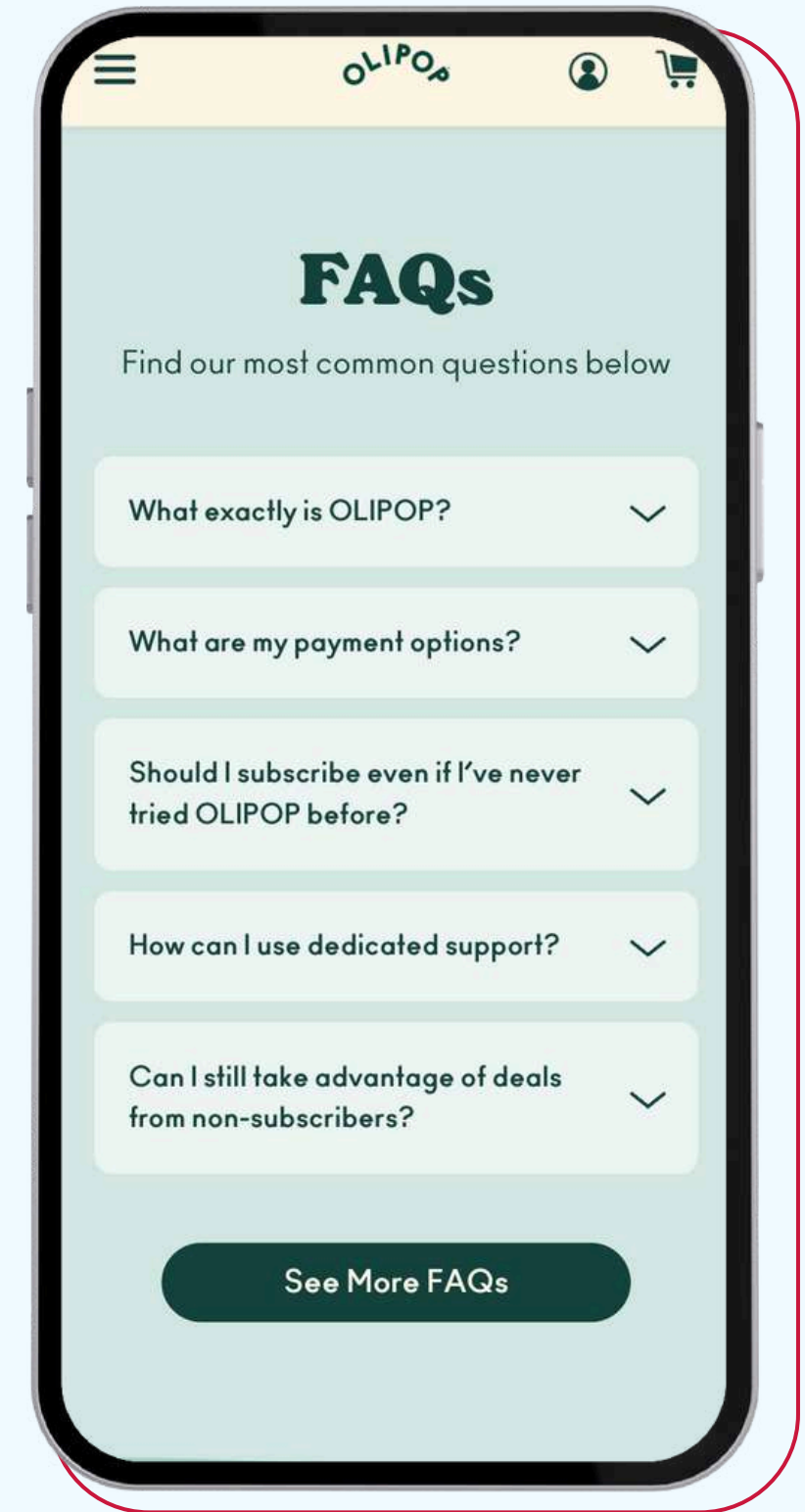
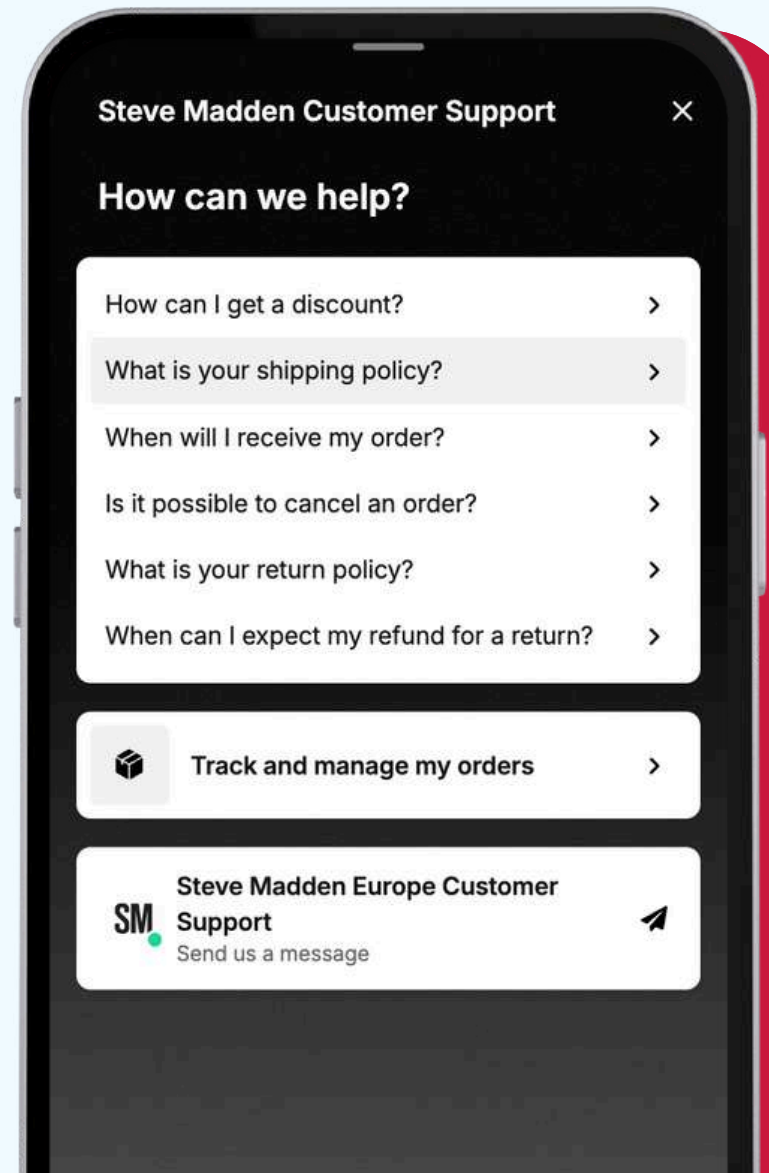
Provide Self-Service Options

A well-organized **knowledge base** or **FAQ section** empowers customers to resolve simple inquiries on their own, which can reduce the volume of support tickets and allow your team to focus on more pressing matters.

By making common questions easily accessible, you also give customers the convenience of finding answers without waiting for an agent.

Self-service options can significantly improve **customer satisfaction**, especially during busy seasons.

Setting up these resources shows customers that you value their time and convenience, fostering a positive brand impression.



23 /24

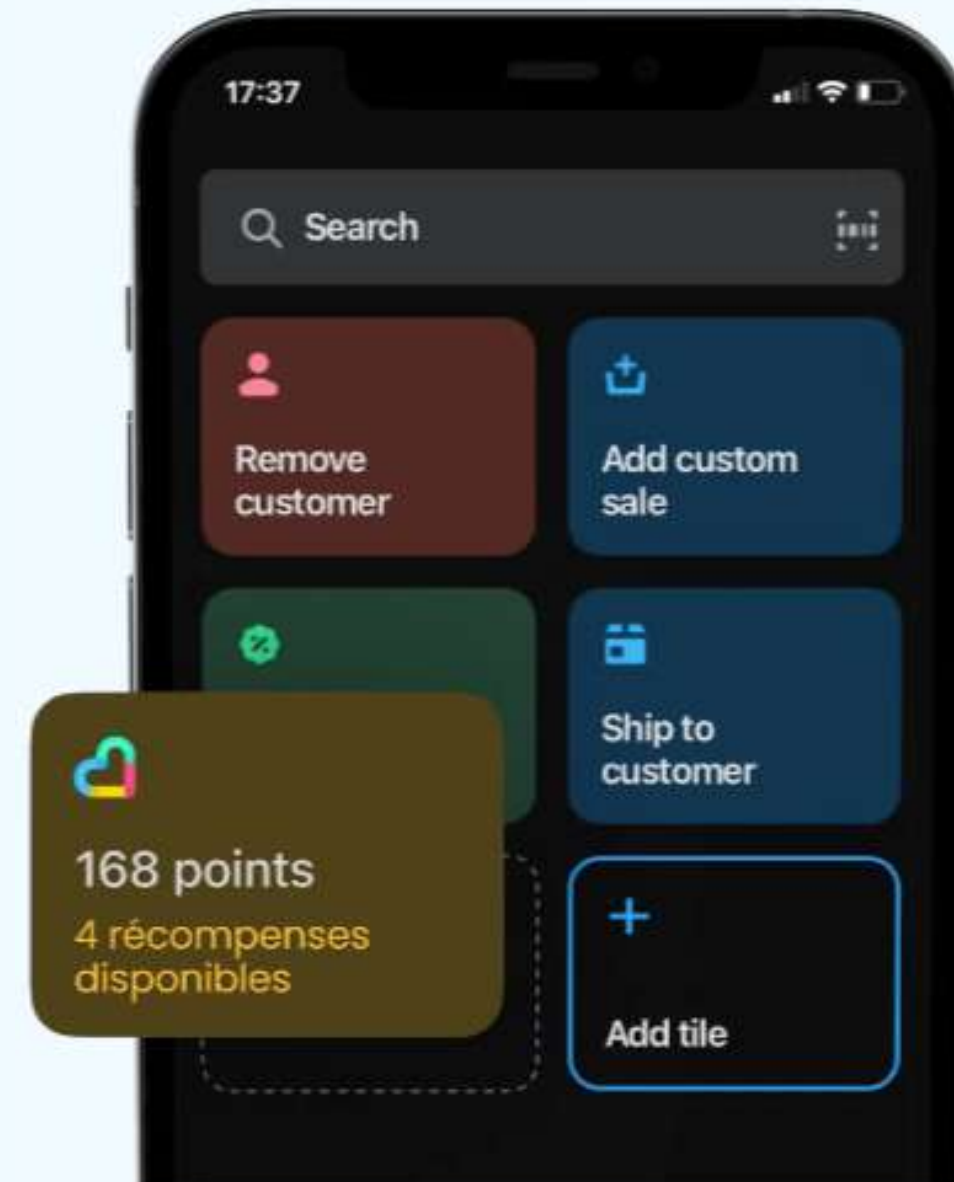
Think Omnichanal

Extend your loyalty program beyond your website by rewarding in-store purchases and allowing customers to redeem their online-earned rewards in physical stores.

Customers expect **consistency**, no matter where they interact with your brand. By making your loyalty program omnichannel, you're meeting them where they are, whether they're shopping online or browsing in-store.

This **flexibility** enhances convenience and gives customers the freedom to choose the experience that suits them best, making your brand feel more **cohesive** and **accessible**.

Plus, customers are more likely to engage with your brand across multiple touchpoints, knowing they'll be rewarded wherever they shop.



86 %

of consumers are willing to pay more for a better omnichannel customer experience*

*PwC, Future of Customer Experience Survey, 2022

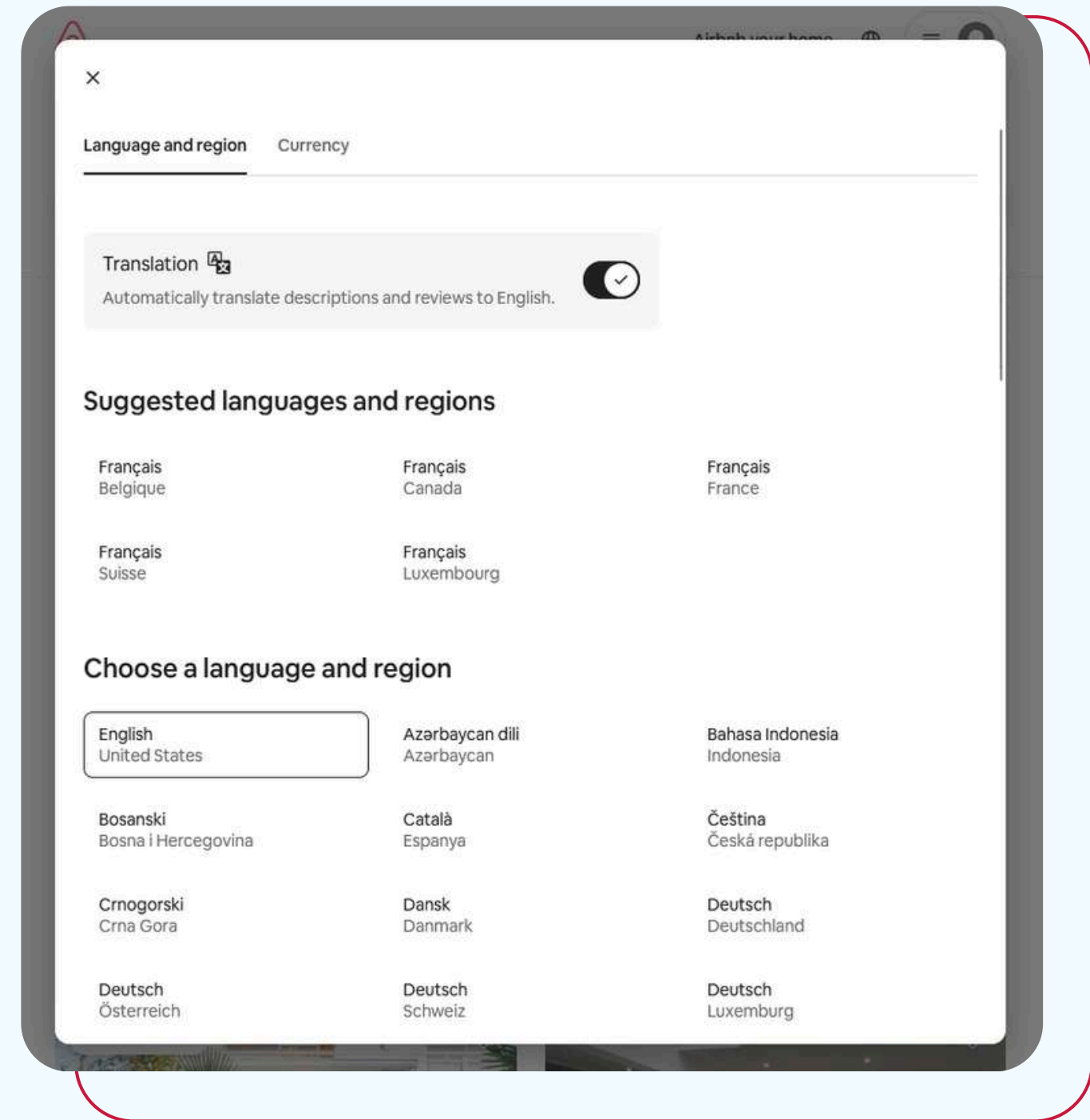
Enable Multi-Language support

To expand your reach and connect with a broader audience, offer both customer support and website content in **multiple languages**.

This ensures that users from different markets feel **understood** and **valued**, increasing their engagement and trust in your brand.

Make sure the language switch feature is not only easy to find but also **intuitive to use**. A well-placed toggle, ideally located in a prominent position such as the header or footer, allows users to seamlessly switch between languages without confusion.

Keep the process as smooth as possible by offering a clean and visible design, ensuring the experience feels **natural** and **effortless**.





The new standard of loyalty experience

Loyoly is a Loyalty & Referral platform that enables you to engage your customers via +40 mechanisms, from purchases to social interactions. The aim is twofold: to increase CLTV by boosting recurring purchases and AOV, and to reduce CAC via referrals and the social proof generated by missions.

Available on



shopify

PRESTASHOP

SOUCUP

LA BELLE
boucle

Lilly Skin

Coucou
Suzette

We ARE jolies

KOOKAI

epycure
LABORATOIRE

émoi émoi

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Nébuleuse
BIJOUX

MAISON
BERGER
PARIS
1898

maison
June

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NUTRICOSMETICS





Grow with AI-powered CX

Gorgias empowers ecommerce brands to grow through AI-powered customer experience. We bring all your conversations into one place and leverage your own data, helping your team automate tier 1 support and free up time for your team to drive revenue and loyalty from your customers.

STEVE MADDEN

bareMinerals

loop earplugs

T.M.LEWIN

ALOHAS

OLIPOP

THE BRADERY



BALZAC
PARIS

L S X D



Your AI co-pilot for website conversions.

Webyn is an AI-powered SaaS designed to optimize website user journeys by analyzing visitor behavior and generating personalized experiences in real-time.

Our advanced analytics uncover friction points in the customer journey, while our recommendation system suggests actionable improvements. With our experimentation tool, you can easily validate these changes through automated testing and personalization, ensuring continuous optimization and a seamless user experience.

lePERMIS
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Gedimat
Au cœur de l'ouvrage.

LÉO et VIOLETTE

SuperSmart®

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LES BÂTISSEURS ONT LEUR MAISON

Jurlique



inter invest
entre nous, c'est Vous