

6 best practices to modernize your eCommerce analytics and improve customer experience

As modern consumer behavior continues to grow across multiple channels, eCommerce organizations are investing in digital performance to improve the demands of omni-channel customer experience.

Best Practices

Today's consumers are tech and media savvy, with access to anything 24/7. They have high expectations for their user experience and if anything hinders that, whether a slow site or worse, a crashing mobile app, you can expect them to voice their complaints over social media or take their business to a competitor.

As an eCommerce vendor, you are challenged to keep up with the demands to deliver seamless digital experiences as sites grow more complex. You need to weigh the impact your site complexity could have on customers while managing the entire digital performance of the business.

The path to digital performance success requires a joint effort from IT and business. This allows for insight into the business impact of performance issues, translating into actionable information for all stakeholders.

As eCommerce organizations pivot to face the demands of a growing digital marketplace, the key to success will be closely tied to customer experience. Here are 6 best practices you can implement today to modernize and improve customer experience.

Gain visibility into each customer journey — down to individual interaction from all digital touchpoints.

Your customers' experiences across all their interactions with you are what determine whether they are satisfied or frustrated. Look at customer visits as a collection of all actions, across channels, and in the order executed. At a minimum, measure the first and last action and when the visitor abandoned the site or converted.

Real-time insight into revenue impacting IT events.

With real time data across all customer channels, you can resolve customer complaints, conversion, and bounce rate issues quickly. This great contextual data can also help you predict problems, quantify issues, and make informed decisions about where to prioritize and focus.

Understand application performance across Web, mobile Web, and mobile apps.

Enable your business teams to understand and compare the experience delivered to every customer across channels. Evaluate customer experience across online channels — by geography, device, browser, and connection type — and provide visibility to business teams.

Gain real-time visibility into 3rd party contribution to customer experience across channels and geographies.

You rely on 3rd parties to deliver critical services and content that makes up your overall customer experience. You need to pinpoint 3rd party issues and resolve them quickly.

Use benchmarks for industry-based, comparative performance measurements.

Benchmarking provides intelligence on how to improve your customer experience. Check where your website and mobile site performance stands against your competitors' to find out where you need to improve. Establish performance baselines to evaluate the impact of optimization initiatives on an on-going basis.

continued

Practice application performance management throughout your development lifecycle.

Shift-left quality by adding performance management capabilities to the start of the application development lifecycle and eliminate common problem patterns earlier. Enable engineering to define their metrics and track them all the way into production to get real-time feedback from real users back to engineering. Integrate automatic metric collection into your existing toolset for your delivery pipeline.

Dynatrace Digital Performance Platform — it's digital business...transformed.

Successfully improve your user experiences, launch new initiatives with confidence, reduce operational complexity and go to market faster than your competition. With the world's most complete, powerful and flexible digital performance platform for today's digital enterprises, Dynatrace has you covered.

[Learn more at dynatrace.com](https://www.dynatrace.com)

Dynatrace has redefined how you monitor today's digital ecosystems. AI-powered, full stack and completely automated, it's the only solution that provides answers, not just data, based on deep insight into every user, every transaction, across every application. The world's leading brands, including, 72 of the Fortune 100, trust Dynatrace to optimize customer experiences, innovate faster and modernize IT operations with absolute confidence.

07.20.17 2406_FS_jw

 @Dynatrace  fb.com/dynatrace

 dynatrace