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# How to modernize your eCommerce digital performance to improve customer experience

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# Executive Summary

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.

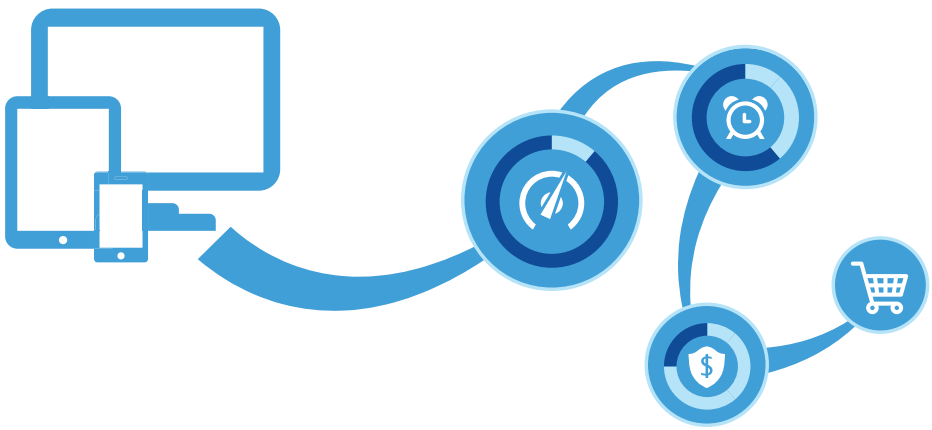
As an eCommerce vendor, you are challenged to keep up with these demands to deliver seamless digital experiences as sites grow more complex. You need to weigh the impact your site complexity could have on customers while managing the entire digital performance of the business.

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.

This white paper examines modern consumer behaviour as it continues to grow across multiple channels and how eCommerce organizations need to invest in digital performance to improve the demands of omni-channel customer experience.

## Deliver unrivaled digital experiences

Dynatrace and CenturyLink make it possible for enterprises to adopt the latest cloud and hybrid IT technologies so they can scale for the future, all the while being able to dive deep and see the performance of every application and how it impacts every user — on-premise or in the cloud. Together we address the entire application ecosystem and supporting infrastructure to deliver comprehensive Application Performance Management Solutions that help the largest global organizations tune their applications, optimize infrastructure resources, reduce costs, and increase operational efficiency.



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Chapter 1

# Today's hyper-connected digital consumers

Digital consumers are driving a major transformation across all industry markets. This is especially true in retail and e-Commerce, where digital experience enhances the customer experience, which in return influences your bottom line.

Consumers eat, sleep, and breathe with their mobile device. 87% of people always have their smartphones by their side and have come to expect the same high-quality experience whether they are online, in-store, or mobile.

In a survey for CenturyLink, four in 10 of Generation Z — the industry's current youngest adult consumers — hoped leveraging better technology would lead to a better customer service experience.

## Always connected

84% of smartphone users check their phones within the first 15 minutes of waking.

## Omni-channel

82% of smartphone users say they consult with their phone during shopping in a physical location.

Conducting online research prepurchase led to 13% more in-store spending among omnichannel shoppers.

## Demanding

66% of B2B and 52% of B2C customers stopped buying after a bad customer experience.

## Empowered

1.65B active mobile social accounts globally, with 1 million new active mobile social users added every day.

There's never been a time when consumers have had so much power or when the decision to switch brands was so low-cost and easy for them. If anyone has a poor experience with a website or an app, they can go elsewhere with just a click."

— Forrester Research

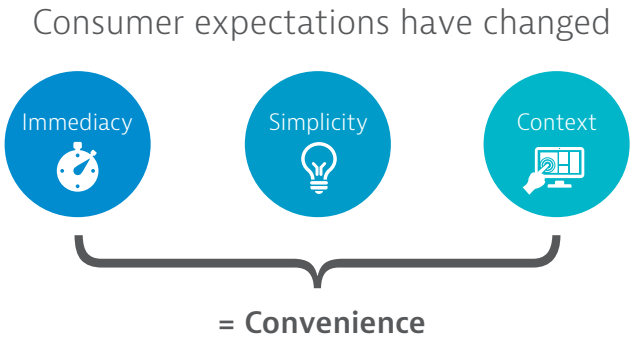
## They demand convenience

Digital consumers expect convenience at every stage of the buying process.[5]

They want retailers to provide:

- **Immediacy:** responding in milliseconds
- **Simplicity:** anticipating their needs and providing pre-emptive service
- **Context:** providing products and services in context to their location, timing and stage in the process.

The digital experience you provide is imperative. Not just for online sales growth, but for your brand's ultimate survival. If you don't meet consumer expectations for convenience and speed you will lose their attention — and their business. According to a CenturyLink study, 42% of Gen Z said better technology in-store such as touch screens to locate items and place orders would improve customer service.

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Chapter 2

# Performance matters

Businesses and IT need reliable benchmarks to know what a good customer experience looks like.

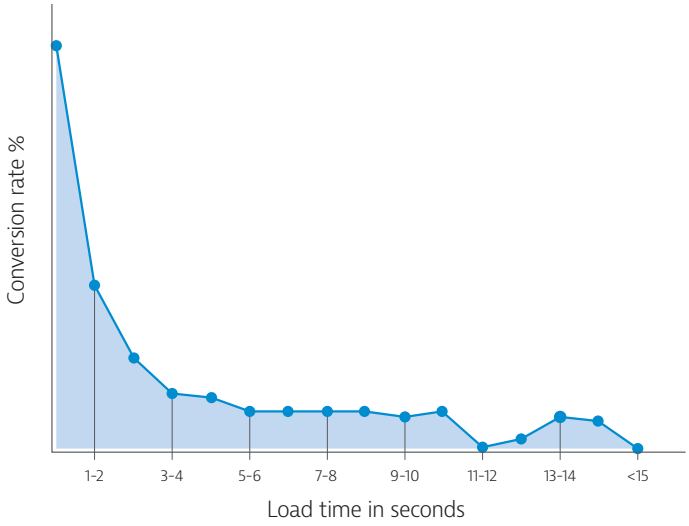
Traditional website performance optimization metrics are based on measured time, number of requests and kilobytes. While these numbers are important, they do not reflect when users are able to see the information they are looking for. Users care more about the time it takes a website to become visually loaded and ready to use.

53% of mobile site visitors will leave a page that takes longer than 3 seconds to load

A 100-millisecond delay in website load time can hurt conversion rates by 7%

If an eCommerce site is making $100,000 per day, a 1 second page delay could potentially cost $2.5 Million in lost sales every year.

Data source: Kissmetrics



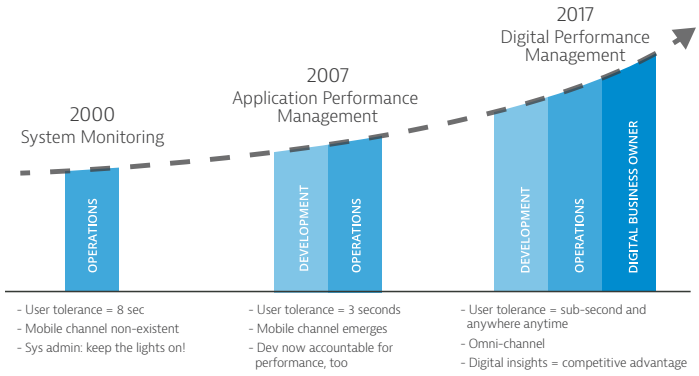

## Monitoring customer experience across the complexity

Many companies are just starting to develop a strategy to monitor customer experience. Traditional tools have primarily tracked on-site behaviour, telling you only what happened but not why.

Today, understanding your customers' experience requires modern application management tools. These tools provide a comprehensive view of customer experience across every digital interaction, with deep insight into the application delivery chain and a focus on your users' journey as a whole — not just the bits and pieces.

In the next section, we'll look at six best practices to help you move beyond a traditional monitoring approach to master digital performance by gaining deep visibility customer experience.

Evolution of APM to digital performance management

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Chapter 3

# Best practices of digital performance masters

## Six best practices to learn from

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.

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

Your customers' experience 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.

### 2. 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.

### 3. 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.

### 4. 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.

### 5. 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.

### 6. Practice application performance management throughout your development lifecycle.

Shift-left quality by adding performance management capabilities to find performance, scalability and architectural related issues early in the pipeline and only allow "good builds" to reach production. This enables you to understand usage and dependencies and create additional continuous performance quality gates in your delivery pipeline.

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7. Forrester Research for Dynatrace, "5 Ways to Drive Conversions with Exceptional User Experience, March 2015

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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.

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