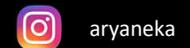




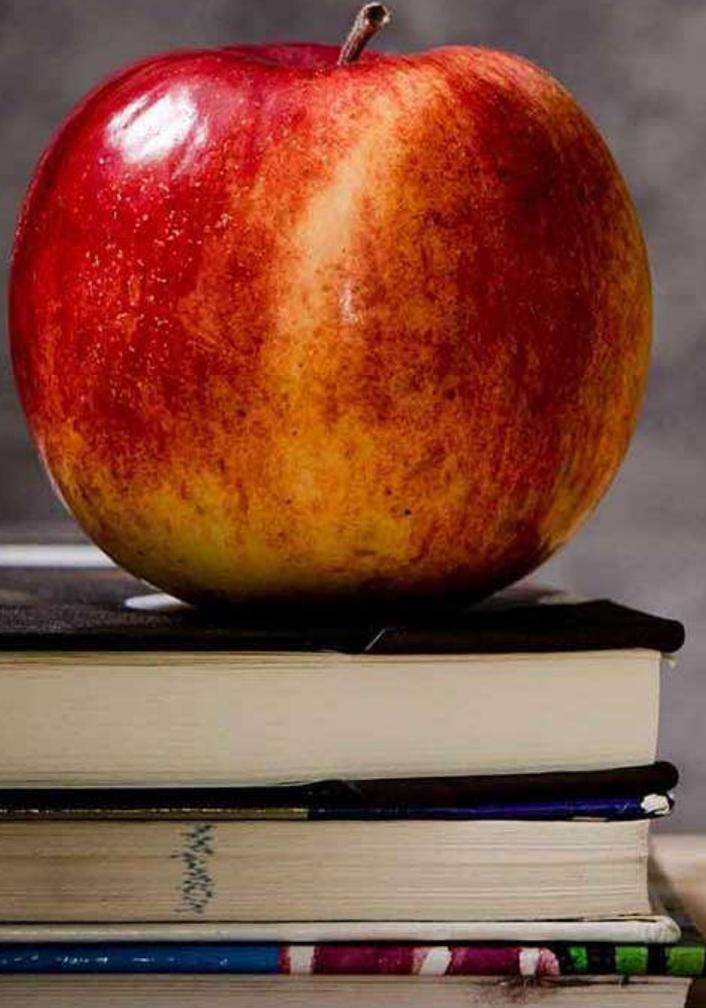
MENGIDENTIFIKASI PENGALAMAN KONSUMEN (Lanjutan)

Aryan Eka Prastya Nugraha, S.E., M.Pd
2022





Introduction



If your ecommerce company has been in business for any amount of time, you already know that offering a killer product isn't enough to survive — let alone thrive.

Yes, the products you offer have a huge impact on the future success of your business.

But you can't rely on product quality alone to attract, engage, and retain your ecommerce customers.

In fact, product quality is no longer the main reason consumers will do business with a certain brand. By today's standards, it's much more important to deliver a valuable overall experience to your ecommerce customers.



What is the Ecommerce Customer Experience?

The term ecommerce customer experience refers to the sum of every touchpoint, engagement, thought or feeling that occurs or is exchanged between the customer and your brand — as experienced from the customer's perspective.

It's a broad definition by design: The customer experience encompasses everything that happens from the moment an individual hears of your brand, to the moment they actively decide to stop doing business with your company.



Take a look at the following examples:



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Furnace Parts

Steve
HEATING & A/C

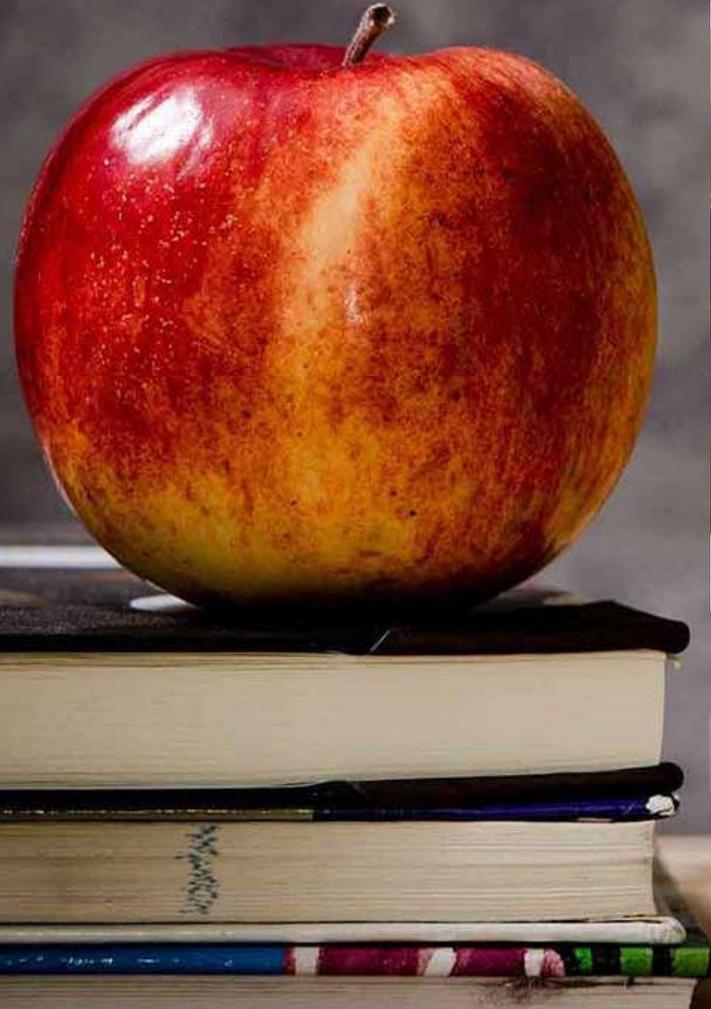
Lennox Rheem Carrier Trane Goodman/Amana York Armstrong Nordyne Lennox Hearth Mitsubishi

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HVACPartsShop.com is your #1 internet source for HVAC repair parts. We sell original manufactured parts from most brands, including Lennox, Goodman, Armstrong, Trane, York, etc. We have a knowledgeable and friendly staff ready to assist you. Need technical assistance? Contact us via Live Chat or call us at 1-866-215-3831.

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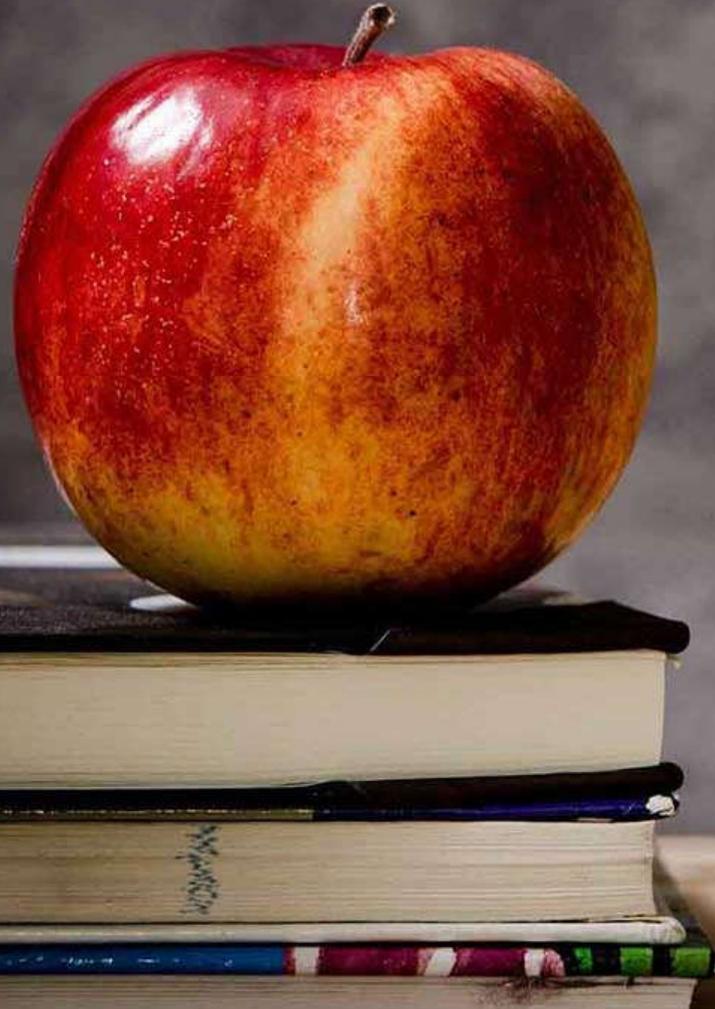


- Featured Products -



4.9 ★★★★★
Google

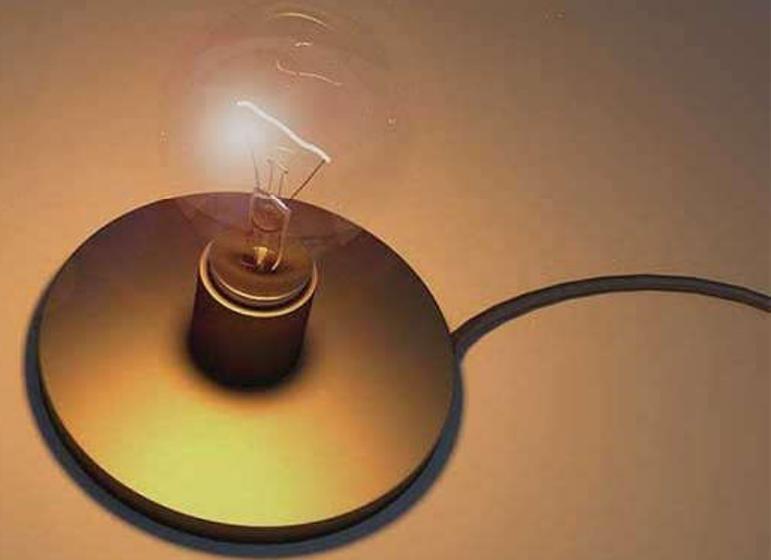
- Featured Products -



With just a quick glance, you can easily see how different your experience as a customer would be from brand to brand, and industry to industry.



No matter the industry, your experience as a customer will generally follow the same pattern, in which you'll experience different needs based on your circumstances — and ideally get the support you need from the brand you're working with.





Pre-Purchase ECX

How do you attract and engage these online passers-by?

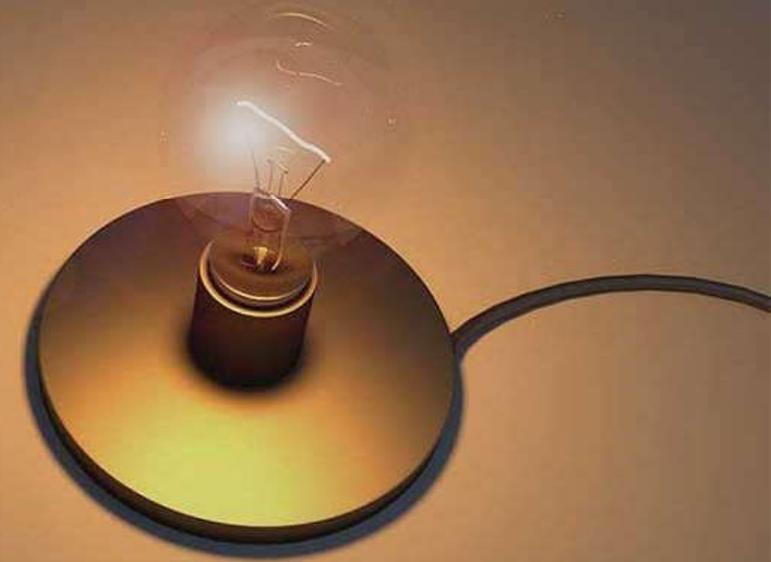
Information.

For the customer, the pre-purchase experience should answer some key questions, such as:

What does your brand offer?

What's in it for me?

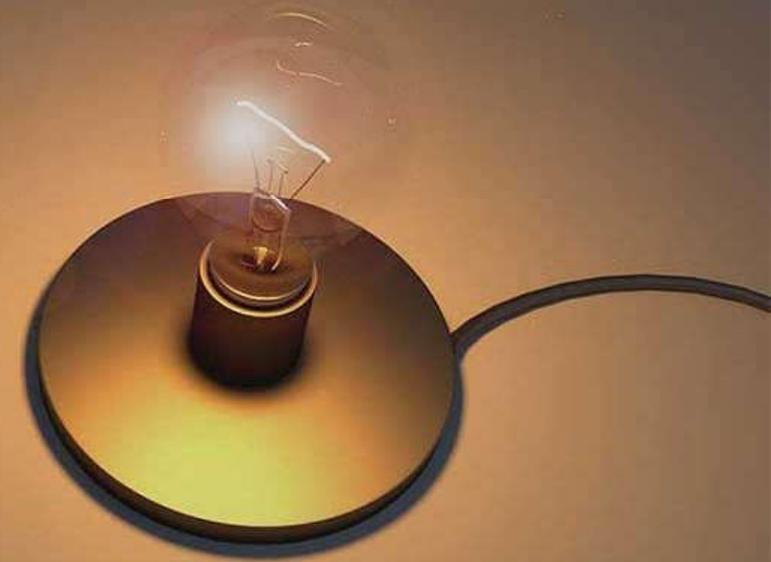
What are my options?





In delivering a welcoming and informational pre-purchase experience to your prospects, you accomplish three key things:

1. You proactively provide value before asking anything of them — leading them to trust your brand moving forward.
2. You prepare them to make the exact purchase that will allow them to best accomplish their goals — in turn strengthening their trust in your brand even more.
3. You set a foundation for future success and growth, putting the customer on a path to goals they don't even know they have yet.

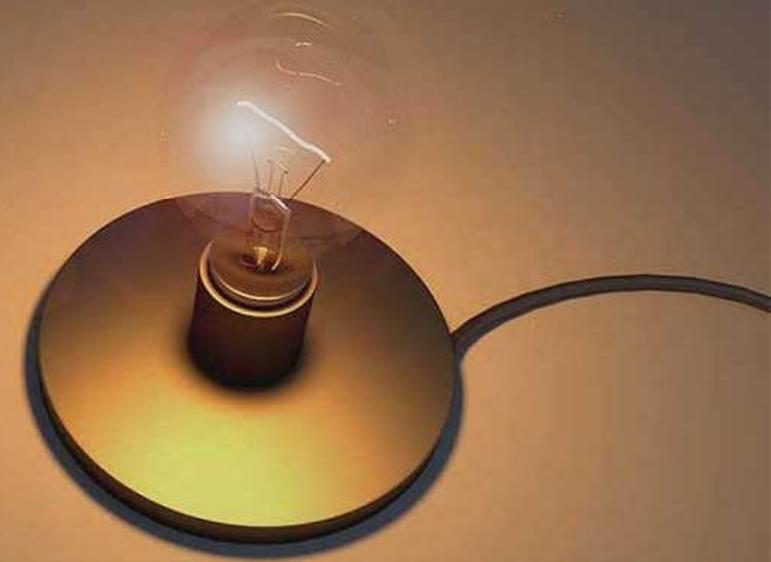




Shopping and purchasing ecommerce customer experience.

keeping your nearly-converted customers informed is key to getting them to take the plunge. At this point, the prospect will be in need of some key pieces of information, such as:

- Product specs, pricing, and availability
- Transactional policies (e.g., returns, exchanges, shipping fees, etc.)
- Brand/company policies (e.g., info on ethical operations, etc.)



Post-purchase ecommerce customer experience

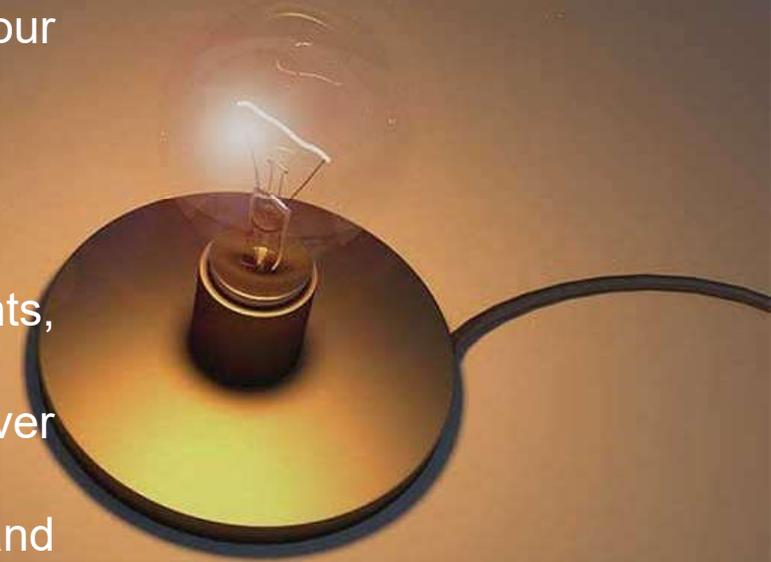


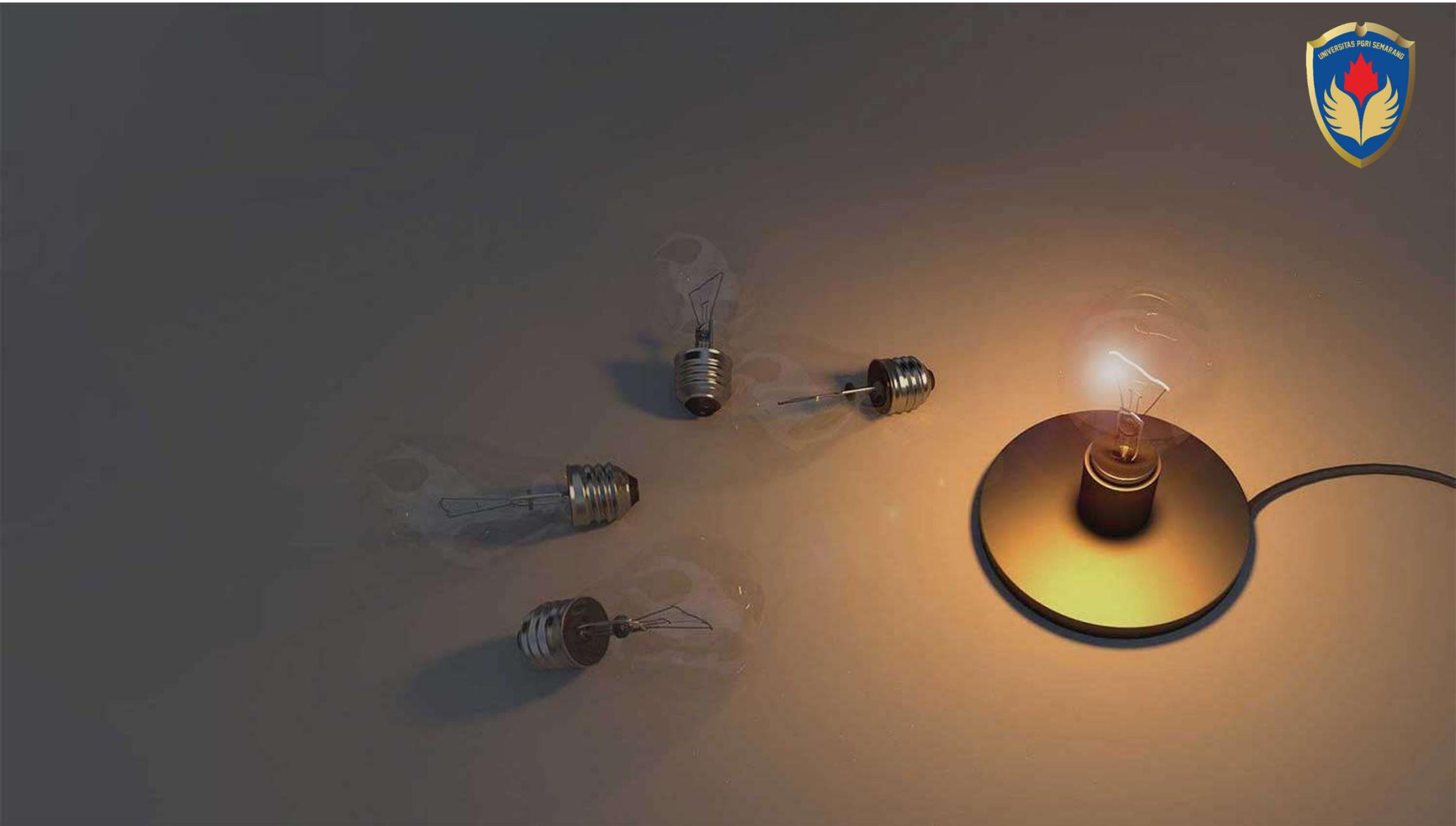
Overall, your goal will be to get your customers to continue buying more, and buying more frequently from your company.

To make this happen, you'll need to stay in close contact with your customers from here on out.

This means:

- Regularly (and proactively) delivering updates, announcements, promotional offers, and more through a variety of channels
- Developing programs, events, and other initiatives to deliver added value to your audience
- Soliciting (and acting on) feedback from your satisfied and dissatisfied customers alike





REFLEKSI

1. Informasi penting hari ini
 2. Manfaat penting dari informasi penting hari ini
 3. Tindak lanjut yang dapat saudara lakukan
- 
- The background image shows a lit lightbulb on a lamp to the right, casting a warm glow. To the left, three unlit lightbulbs are scattered on a dark surface, symbolizing ideas or information that have not yet been acted upon.



THANK YOU

Any Question ??