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HOW RETAILERS CAN IMPROVE CUSTOMER EXPERIENCE WITH MOBILE SHOPPING APPS

Article from [Revalsys Technologies](#)

This article explains about the how retailers can improve customer experience with mobile shopping apps



With the rapid growth of eCommerce industry and mobile usage, mobile plays a crucial role these days in most retail purchases. Mobile has transformed the entire shopping experiences of the shoppers. And as the expectations of the shoppers regarding the brands they love are rising day by day, retailers need to live up to their expectations regarding their favourite brands.

It is seen that more than 50% of the retail sales of brick and mortar companies are made through mobile apps. As people use retail mobile apps to make in-store purchase, it has become extremely important for the retailers to find ways in order to provide seamless customer experience while using their apps.

Here are the important strategies to improve mobile customer experience that lead to the success of mobile shopping apps:

1. Reduce friction on the path to purchase

As the main goal of the retailers is to increase sales, it's important to reduce friction on the path of purchasing. When you're successful in doing so through your mobile apps, you allow your customers to get the things they want anytime with little interference. Retailers can make sure that their mobile app is frictionless by adopting the following tactics --

- **Have functional in-app search**

In order to reduce friction to the path of purchase, you don't have to introduce complicated process. Including simple features in mobile apps can really make a great difference. You can make the login process of the app simpler and hassle free by providing one time password to the users. With touch ID authentication feature, users can log in instantly to the mobile app eliminating the need to remembering user ID and password.

- **Use one time password feature**

In order to reduce friction to the path of purchase, you don't have to introduce complicated process. Including simple features in mobile apps can really make a great difference. You can make the login process of the app simpler and hassle free by providing one time password to the users. With touch ID authentication feature, users can log in instantly to the mobile app eliminating the need to remembering user ID and password.

2. Make shopping experience of the customers convenient

People embrace new technology when they find it easy and convenient to use. Retailers should make sure that their mobile apps are easy to use making the shopping experience of the customers enjoyable. When the customers feel convenient in using an app, app adoption and customer engagement are likely to increase. The following tactics can help you in making your customers' shopping experience convenient—

- **Make shopping process easy and quick**

Customers don't like spending their time on things they find it complicated. When they open an app, it's necessary that they find the shopping process easier. The ability to pay for purchases easily in a mobile app is very important these days. With the help of the mobile app, you should make sure that the customers can shop quickly and efficiently through mobile payments, coupons etc. The checkout process should be very simple; complicated checkout process can lead to cart abandonment.

- **Sync apps with loyalty program**

When people get additional benefit while shopping, the likelihood of switching to other is higher. With mobile apps, integration of creative loyalty programs has become much easier. When the customers get reward points for the purchases they have made which they can use easily on their next purchase, they'll definitely return to your app to another purchase. With the loyalty solutions offered by Revalsys Technologies, you can not only retain your old customers but also attract new ones. It can be integrated seamlessly with any payment gateways and third party vendor tools for better customer experience. The scalability feature acts as a catalyst for the growth of your business.

3. Offer a seamless omnichannel customer experiences

Creating seamless customer experiences across different channels is very necessary to retain your customers with you. As people use different devices to indulge in online shopping, you should make sure that you offer good experiences across all channels. Here are a few ways to make better customer experiences—

- **Create an omnichannel shopping bag**

Imagine if you have sorted out some items in your shopping bag while browsing in your desktop and decide to buy later. But when you return to the shopping bag later using the mobile app and find the shopping bag empty, you're likely to feel frustrated and make sure not to return to that shopping store. So, it's necessary to create an omnichannel shopping bag and ensure that customers find the same shopping bag, no matter through which channel the customers shop. It reduces the risk of customers abandoning their bag and not returning again.

- **Consolidate the digital experiences**

Using different user interfaces on different digital channel might turn out to a confusing affair for the customers. When you adopt an omnichannel approach to user interfaces, customers don't have to waste their valuable time figuring out how to navigate when they visit your store via app.

Conclusion

You can achieve all these and enhance your customer experience only when you choose the right technology partner. With years of experience in the field of mobile app development and other eCommerce requirements, Revalsys Technologies make sure to provide the best. Strengthening customer numbers and expanding business is very easier with the services provided by Revalsys. For more details, you can visit the link— <http://www.revalsys.com>



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