

Guide To Increase The Efficiency of Your eCommerce Business



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Abstract

To increase the efficiency of your eCommerce business, focus on optimizing key areas such as website performance, user experience, and logistics. Start by ensuring your website is fast-loading, mobile-friendly, and easy to navigate. Streamline the checkout process to minimize abandoned carts. Utilize data analytics to understand customer behavior and preferences, allowing you to personalize marketing efforts and product offerings. Improve inventory management to prevent stockouts and reduce storage costs. Lastly, invest in customer service to build trust and loyalty, enhancing overall efficiency and profitability of your eCommerce operations.



1. Introduction

Another critical aspect to enhance the efficiency of your eCommerce business in Sydney is to implement automation wherever possible. Automate routine tasks like order processing, inventory updates, and customer support responses. This not only reduces human error but also frees up time for your team to focus on strategic initiatives and growth opportunities. Additionally, integrate your eCommerce platform with other tools such as CRM systems and marketing automation software to create a seamless workflow that enhances productivity and scalability. By embracing automation, you can streamline operations and improve overall efficiency significantly.

2. Optimize Your Business Website



As a small business, your website is the single most important resource you have in your marketing arsenal. It's where all your marketing efforts converge, whether they are in the form of inbound content marketing, ads or direct marketing. Customers will usually check your website for an overview of your products and services before committing themselves to any other action, including a purchase.

There are pros and cons to this. On one hand, it's a great opportunity to revamp your website and ensure that it's set up just right to convince visitors to take the next step in the sales journey. On the other hand, if it's not done properly, you'll make no gains in the conversions department, and you might even make things worse.

Here are four strategies you can explore to maximize the advantages and boost your conversions rapidly:

1. Track and analyze all your data

If you want to optimize your website, you need to understand how it's currently performing and which specific areas need tuning. You should already have tracking tools set up on your site, but if not, you can get them quickly. Google Analytics is by far the most common and affordable option -- free -- but you can get others with more advanced feature sets too.

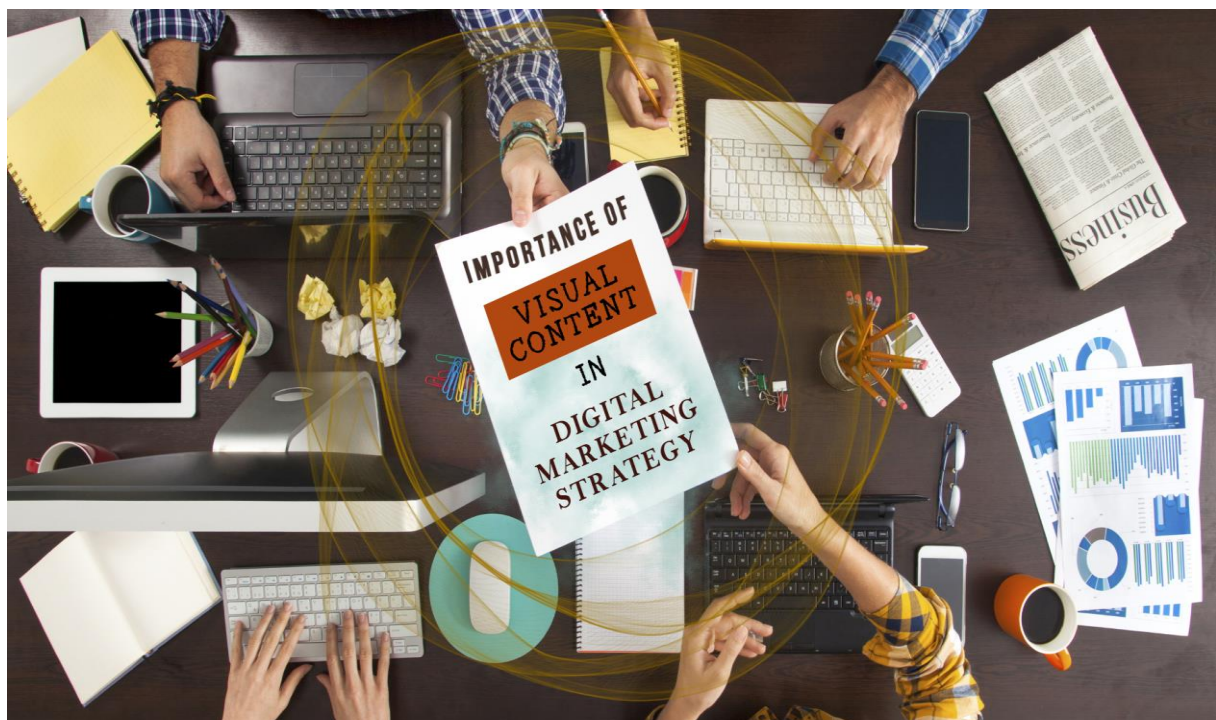
According to Meyr Aviv, CEO of Moving APT, "It's important to analyze how visitors get onto your site in the first place, how much time they spend there. Also, use heatmap tools to see which areas hold their attention better and which ones they just breeze through. With that data, you'll be well-equipped to make the needed changes to your design."

2. Define clear goals

For you to see how well you're doing over the course of time you spend implementing these strategies, it's important to establish your end-goal objectives. This should be based on the data you already have and be as specific as possible.

You can also have different goals for different aspects of your conversion strategy. This could range across different products and services and different customer actions such as signing up for something or scheduling a phone call to discuss potential partnerships with your company.

3. Use visual marketing



Text is good, and it's great for some types of audience and some kinds of information. For most businesses though, your message would be more effective if you put it in the form of pictures, videos, infographics or other forms of visual marketing.

Visual marketing breaks up your text and makes it easier for your audience to actually read through the entire page and get to your call to action. Naturally, the more people who get to your call to action, the more people will likely convert. Images and videos are more shareable too. More people will share a nice, intriguing infographic, and more people will engage with it on social media, which brings in more traffic and conversion prospects.

You can use tools like Canva to make quick, unique designs, and you can also incorporate customer-generated content by using some incentives to increase customer engagement on your Instagram pages.

4. Run segmented tests

When you're changing an element on your site, it's important that you test the new design or copy to see the effects on your stats. Regardless of how good you think your website looks, the real test of whether you should keep the changes or revert is if there's a positive response among your visitors.

5. Use live testimonials

Testimonials are quickly going the way of ads on the internet. They're everywhere, but most people are desensitized to them and don't even notice them anymore. Virtually every site has a slider with a couple of positive quotes.

That doesn't mean testimonials don't work though. They do, but to make them more effective, you should ditch the rote testimonials template and incorporate screenshots of actual comments by customers on your social media platforms, email or any other source.

Those testimonials catch the eye better and look more real, thus enabling you to maximize the psychological effect, social proof and increased conversions which come with credible testimonials.

3. What Is Customer Service, and What Makes It Excellent?



What Is Customer Service?

Customer service is the support, assistance, and advice provided by a company to its customers both before and after they buy or use its products or services. Customer service is a critical factor in ensuring buyer satisfaction, retaining customers, and growing a business. Customer service is also considered a key aspect of servant leadership.

How Customer Service Works

At most companies, customer service representatives are the only employees who have direct contact with buyers or users. The buyers' perceptions of the company and the product are shaped in part by their experience in dealing with that person. This is why many companies work hard to increase customer satisfaction levels.

Successful small business owners in Sydney understand the need for good customer service instinctively. Larger businesses study the subject in depth, and have reached some basic conclusions about the key components:

Timely attention to issues raised by customers is critical. Requiring a customer to wait in line or sit on hold sours an interaction before it begins and can ruin their opinion of a business.

Customer service should be a single-step process for the consumer. If a customer calls a helpline, the representative should whenever possible follow the problem through to its resolution.

If a customer must be transferred to another department, the original representative should follow up with the customer to ensure that the problem was solved.

Benefits of Customer Service

There are many reasons why businesses should invest in good customer service. The following are just some of the main benefits of implementing a customer service program within a company:

Customer retention: The first and most obvious advantage of having a customer service plan in place is to keep customers happy. It means listening to concerns, being empathetic, and easing issues related to product availability, payment, returns, and technical support. Showing that a company cares keeps customers loyal.

Employee retention: Customer service isn't just for customers. It also helps keep employees with the company. When customers are happy, employees are, too. Individuals tend to want to work for a business that cares about its customers.

Troubleshooting and problem-solving: Businesses have to take care of their customers' problems. But companies that take a proactive approach tend to do better. This means that

it's important to reach out to customers before any issues arise. This shows that the company cares and is doing all that it can to ensure a smooth customer experience.

Referrals: Consumers who have a good experience usually pass on that information to others, whether that's through word-of-mouth to people they know, customer reviews, or social media mentions. This often helps businesses generate new sales.

Brand boost: Businesses that show consumers they care through customer service help increase their brand equity. This also leads to more referrals and, therefore, an increase in sales.

Increased customer lifetime value: This refers to the relationship customer service helps establish and solidify with a single customer. When a company provides a single customer with good service, that person is more likely to add to the company's revenue by remaining loyal and making more purchases.

Corporate culture: Customer service allows businesses to streamline their workflows and promote cooperation among different teams. This includes communication between agents and managers, technical engineers, and production teams. All of this is to help corporations achieve their goals of customer attraction and retention and increasing sales revenue.

Competitive advantage: Having a good customer service base sets a company apart from its competition. It boosts the business's reputation and also increases its brand value by showing consumers and competitors that the business values the relationships it has with new and existing customers.

How to Deliver Great Customer Service

Studies of customer service have centered on creating the perfect online experience. The first and most difficult factor is the multiplicity of channels. Today's customers expect to get service through whatever app or device they happen to be using at the moment. That may be a mobile device or a laptop, a social media site, a text app, or live chat.

Once again, the focus has been on packaging how-to content and related resources that are designed for self-service. Increasingly sophisticated data analytics also are being used to identify dissatisfied or low-engagement customers. But, as always, the most effective customer service needs to incorporate human contact, if only as a last resort.

Customer Service Channels

There are a number of different channels to deliver customer service. Many companies, especially larger ones, use more than one way for consumers to reach them. Smaller businesses may use one or just a few of them. And in the age of social media, it's become

even easier to get in touch with businesses in Sydney to get questions answered and problems resolved.

4. Ways Google Ads Can Grow Your Business



When it comes to promoting your business online, nothing beats Google Ads. Businesses around the world use Google Ads to drive traffic to their websites, build brand awareness, boost sales, and more. If you've never tried it, you'll be amazed by how easy it can be. This guide will teach you the basics of promoting your business through Google Ads. Keep reading to learn how this service can advance your business goals, and how to set up a Google Ads campaign to help your business grow and thrive like never before.

Things You Should Know

You can use Use Google Ads to promote your business by driving visitors to your website, building brand awareness, increasing sales, and finding new clients.

Google ads let you advertise your business whenever someone types specific keywords into Google. You can choose which keywords will display your ads.

Use a Gmail account to create a Google Ads account. Then use the Google Ads dashboard to create ad campaigns targeting certain keywords, regions, etc.

You can set a daily budget for your Google Ads campaigns. Your ads can be calibrated to maximize clicks so that more people visit your website.

Benefits of Using Google Ads for Business Growth

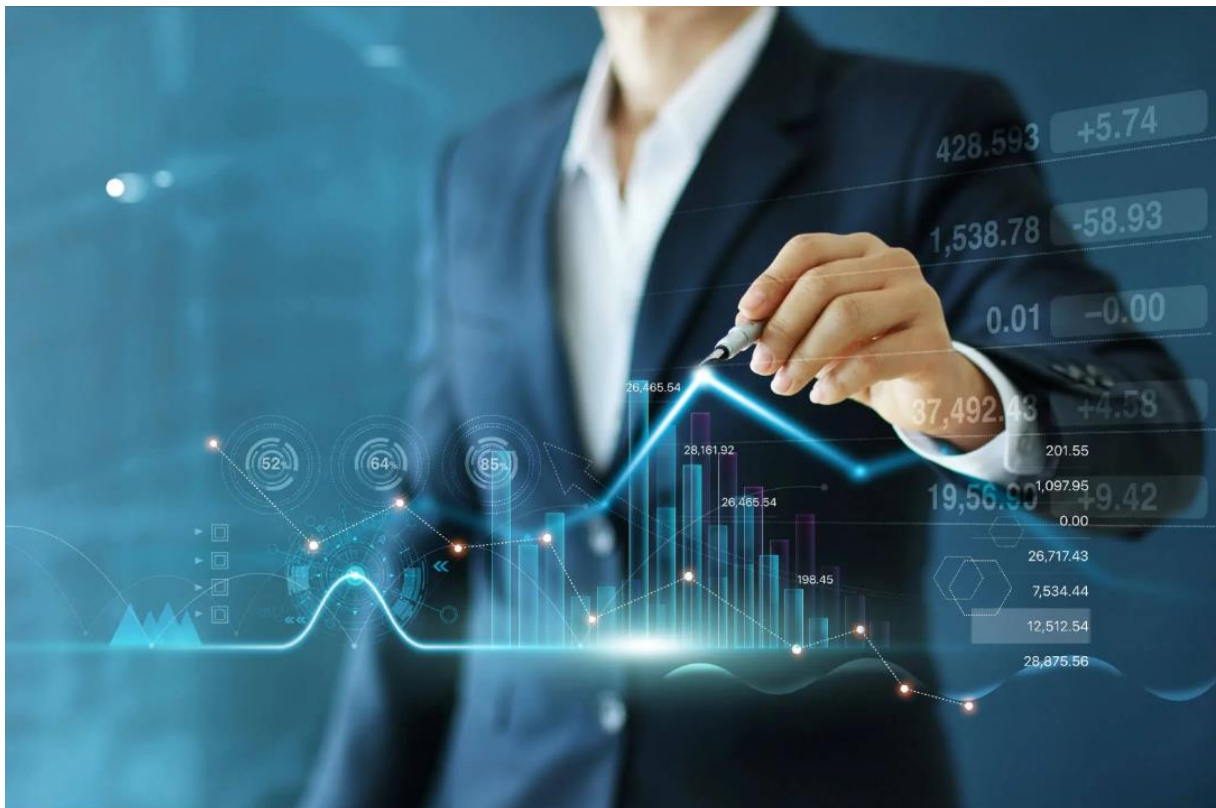
Promote your business, product, or app

For example, let's say you own an online pet supply store. You could run an ad campaign that shows ads to people in your city who type "pet supplies" into Google. A user would see your ad at the very top of their search results, increasing the chances that they'll click on it and go directly to your website.

Build brand awareness

If your brand is not as famous as your competitor's, you can use Google ads to make people see your brand whenever they type certain keywords into Google. For instance, imagine you've developed a fitness brand with multiple exercise apps. If the keywords "Exercise App" display your competitor's apps as the #1 result, you can run an ad campaign that makes your website appear above the search results for "Personal Finance App."

Boost sales



A clever Google ad campaign can bring more customers to your store or website where they can buy your products. A local coffee shop, for example, could offer 20% off fresh ground coffee to anyone who clicks their ads. The discount could be applied to online orders, or it could be a coupon that customers use in person when they visit the coffee shop.

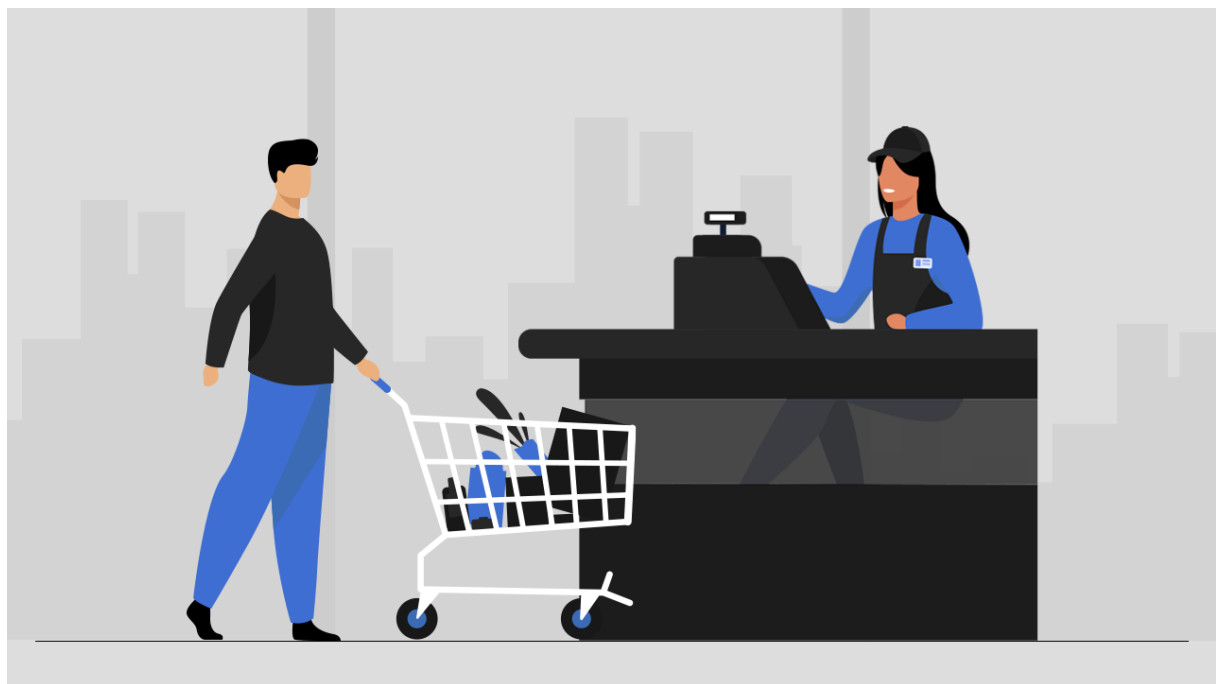
Generate leads and bring in new clients

If your business provides a service in Sydney, an ad campaign could attract clients who search Google for those services. For example, a local law firm specializing in personal injury claims could run ads offering free consultations to anyone searching for “hurt on the job,” “car accident injury,” and other relevant keywords.

Drive traffic to your website

Whether you’re running a personal blog, indie news site, or online store, getting enough web traffic is essential. An effective Google ads campaign can bring more users to your website and make your business more competitive. More traffic leads to more sales, more readers, more followers, and so on.

5. Quick Tips for Upselling and Cross-Selling



Congratulations; you’ve made a sale! But in reality, the battle has just begun. What comes after you’ve made that sale? Hopefully, more sales. That’s where upselling and cross-selling come into play. These popular sales techniques help drive more sales from converted customers, who are easier to sell to.

What is upselling?

Before we get into the best tips for upselling and cross-selling, let’s clarify the definitions of each. Upselling is a sales technique in which a salesperson entices customers to purchase

more-expensive items or upgrades to make a more profitable sale. Employees with great sales personalities excel at this.

Upselling gives you a great return on your investment. You've already invested the time to make the initial sale. It's much easier to upsell than to make the primary sale, and the upsell is much more likely to be successful. The customer has already decided to trust your recommendation with the first purchase. With that credibility, it's easier to sell more to them.

When done correctly, upselling increases customer satisfaction. Customers want value and are often willing to spend more money to get a better value.

What is cross-selling?



Cross-selling involves selling additional products and services to an existing customer based on their initial purchase. The products or services involved in cross-selling complement what the customer already bought.

For example, a fast-food restaurant famously asks, "Would you like fries with that?" The customer orders a burger and a soft drink, which allows the clerk to sell them an additional product, fries, to complete their order and satisfy the customer's needs while increasing the purchase amount for the business in Sydney.

This sales method can increase revenue and help you retain a strong customer base. Due to the complementary nature of the products or services offered in a cross-sale, the technique can be highly effective. Once you know your customers and have formed a relationship with them, it's much easier to make recommendations, offer discounts on certain products, or put together bundles that could save them money.

How do upselling and cross-selling work?

Though the two are different, upselling and cross-selling benefit both customers and businesses. Both strategies encourage customers to spend more money, thereby increasing your revenue and providing greater value to customers. Combining the two strategies informs customers of options, packages and products they may be unaware of or didn't think were necessary at the time.

For example, think about a customer who's looking to purchase a new oven. To upsell, the salesperson might suggest an oven with upgraded features, like infrared technology for near-instant heating. To cross-sell, they could recommend the customer also purchase the matching microwave that fits above the oven.

As this example shows, these selling styles can complement each other. But for either technique to work, it is crucial to know your customers and understand their desires and needs so you can make appropriate recommendations that don't come off as a money grab.

Tips for upselling and cross-selling



When you're upselling and cross-selling, it's important to maintain customers' trust and demonstrate that you value their business. Keep the following tips in mind to ensure your strategies are effective.

1. Offer free shipping.

Customers are more likely to buy from a company that offers free shipping. Online retailers can include shipping in the total product price to give the appearance that shipping is free, or they can choose to set a minimum purchase total that rewards customers with free shipping. Another way to offer free shipping is by encouraging customers to purchase subscriptions or join a loyalty program.

2. Send follow-up emails.

Customers want brands to engage with them and form a deep connection, as long as the communications are relevant and beneficial. Follow-up emails are a great way to welcome clients to your business in Sydney, thank them for shopping, ask for customer feedback on products or remind them to check back in after cart abandonment. However, sending emails at strategic times is key to their effectiveness.

Send communications promptly after customers' interactions, such as when they browse specific items. This helps confirm their interest in your product or service, allowing you to send targeted messages that drive customers toward purchases. Automation can streamline your follow-up process by automatically triggering personalized emails or notifications based on customer actions. This saves time and resources by facilitating the follow-up process without human intervention.

3. Limit recommendations.

When upselling, more options do not necessarily increase the chances of a sale. Remember that more choices usually generate more confusion and overwhelm consumers. Successful upsells begin with a solution to customers' problems — not more questions.

When you give cross-selling recommendations, offer only a few options rather than dozens. A few well-targeted suggestions will maximize your shot at a successful sale. Here's a great example: GoDaddy limits its upselling items to just three things. When a customer orders a domain name, the system asks if the customer is interested in domain protection, web hosting or email hosting. The company doesn't throw everything in its arsenal at the customer; it suggests a few relevant services instead.

4. Try bundling.

Bundling encourages both upselling and cross-selling, so it's smart to package related items together. For example, you can sell WordPress templates, plug-ins and logos in bundles of various combinations instead of offering them only as stand-alone items. The chances that a consumer will purchase all three of these items increase dramatically if they can do so with a single purchase instead of three separate purchases. Therefore, bundling can boost your company's revenue.

5. Know your customers.

Mapping the customer journey with comprehensive audience research is essential for successful upselling and cross-selling. Make sure you know your customers and understand their wants, needs and preferences so your attempts at offering upgrades or additional products seem like natural extensions of the main product.

For example, an effective server in a high-end restaurant knows to pay attention to the preferences and tastes of regular customers. If the same couple comes in several times a month and always orders the same bottle of Malbec, the server should take note of this and eventually recommend a more expensive bottle suited to the customers' taste. This move would likely impress the diners and boost the restaurant's revenue. This upselling method communicates that you have the customers' best interests in mind.

Amazon is another great example of a company that effectively upsells and cross-sells based on its knowledge of customers. The company tracks customers' orders and makes purchase recommendations based on past orders. If you have ever bought a book from Amazon, you have probably noticed that the company logs your book orders and suggests other relevant reading material based on what shoppers with similar taste purchased.

6. Keep the 25-percent rule in mind.

As a general rule, never try to upsell or cross-sell items that cost over 25 percent more than the original order. So, if a potential car buyer walks onto a dealer's lot intending to purchase a Honda, the salesperson probably shouldn't try to upsell the buyer with a Porsche. By sticking to the 25-percent rule, you will avoid making outlandish customer suggestions and boost your odds of closing sales.

The same principle applies to cross-selling. Let's return to the restaurant example. Imagine that after the couple settles on a \$100 bottle of Malbec, the waiter attempts to cross-sell the couple white Italian truffles, which would pair beautifully with the wine. The problem? An order of white Italian truffles will typically run around \$250 for a 5-gram serving, which is probably out of the couple's price range. The waiter shouldn't try to cross-sell anything that costs more than \$125, or 25 percent more than the original order (the bottle of wine).

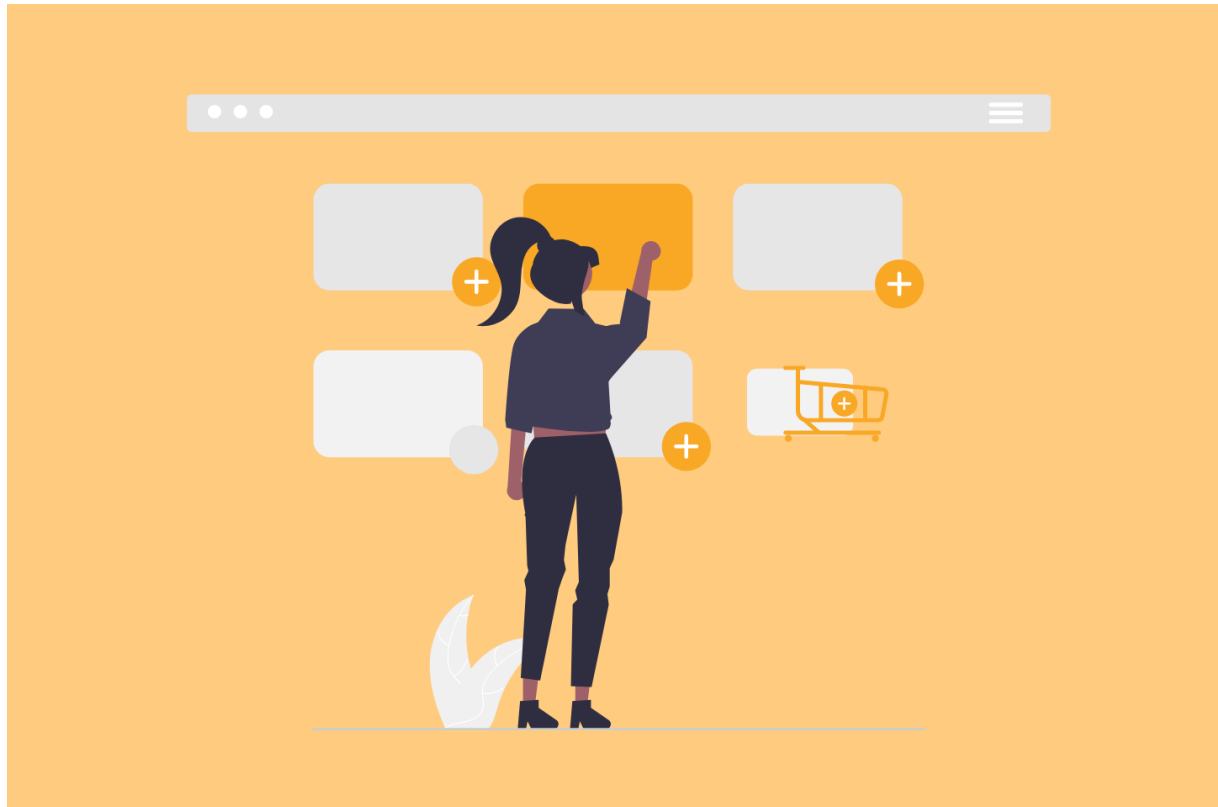
7. Be transparent about pricing.

To upsell or cross-sell effectively, share prices upfront and include breakdowns when possible. Customers aren't interested in tracking down pricing information on products they didn't request. However, presenting the pricing upfront and emphasizing the value to customers can easily sway them into adding one more product to their cart.

Partner transparency with strategy when you're upselling or cross-selling. Set a maximum price margin — ideally no higher than 50 percent of the original purchase total — and

recommend relevant products and services, even if they fall below this margin. This prevents your upselling or cross-selling tactics from appearing greedy.

6. Strategies To Improve Customer Retention



For a company to thrive, it must be able to keep customers coming back.

It's well known that retaining existing customers is much more cost-efficient than attracting new ones. In fact, research shows that increasing customer retention rates by just 5% can lead to a 25% to 95% increase in profits. Loyal customers can also become brand advocates, recommending your products or services to family, friends and others.

In this article, I'll look at five tips and strategies for retaining customers in today's digital world:

Build an excellent on-boarding experience.

Creating a positive first impression with customers is of crucial importance, meaning you have to make sure your onboarding experience is impeccable.

Customers are likely to remember any customer-service issues during their initial onboarding, such as information being handled incorrectly or not having a defined point of

contact to guide them through the process. Even though your company can rapidly resolve those points of contention, it could still leave the customer with a negative impression.

A successful onboarding procedure should include timed email triggers, follow-up conversations, self-service knowledge base availability and celebration messaging to enthuse and wow new customers.

Personalization is key.



No two customers will have the exact same needs and demands from your business. Businesses that employ a cookie-cutter strategy cannot satisfy customers who require goods and services customized to their individual needs, preferences and timelines.

In fact, 78% of marketers say personalization has a "strong" or "extremely strong" impact, and 99% of marketers agree that it helps advance client relationships.

Customer trust is everything you need.

When it comes to increasing client trust in your business in Sydney, two things are true:

1. Don't assume that just because they buy from you, they trust you.
2. It takes time to establish trust.

Eighty-one percent of consumers agree that trust plays a significant role in their choice to use certain services, but no business can deploy a universal strategy to build trust overnight. The very definition of trust is a "firm belief in the honesty, integrity, skill or power of someone or something." Your business, therefore, must continually provide clients with value as reliability is a crucial component in developing trust.

Establish a feedback loop with customers.

Without feedback from your customers, you won't be able to notice which parts of your business are strengths and which are weaknesses. You need a strategy for gathering consumer feedback if you want to start retaining customers.

A customer feedback loop can be useful in this situation. It offers a method for compiling, evaluating and disseminating client feedback and surveys. There are several techniques for gathering feedback:

- Run surveys.
- Ask customers to join focus groups.
- Ask customers to rate their services and provide detailed reviews of what they liked and what they didn't.

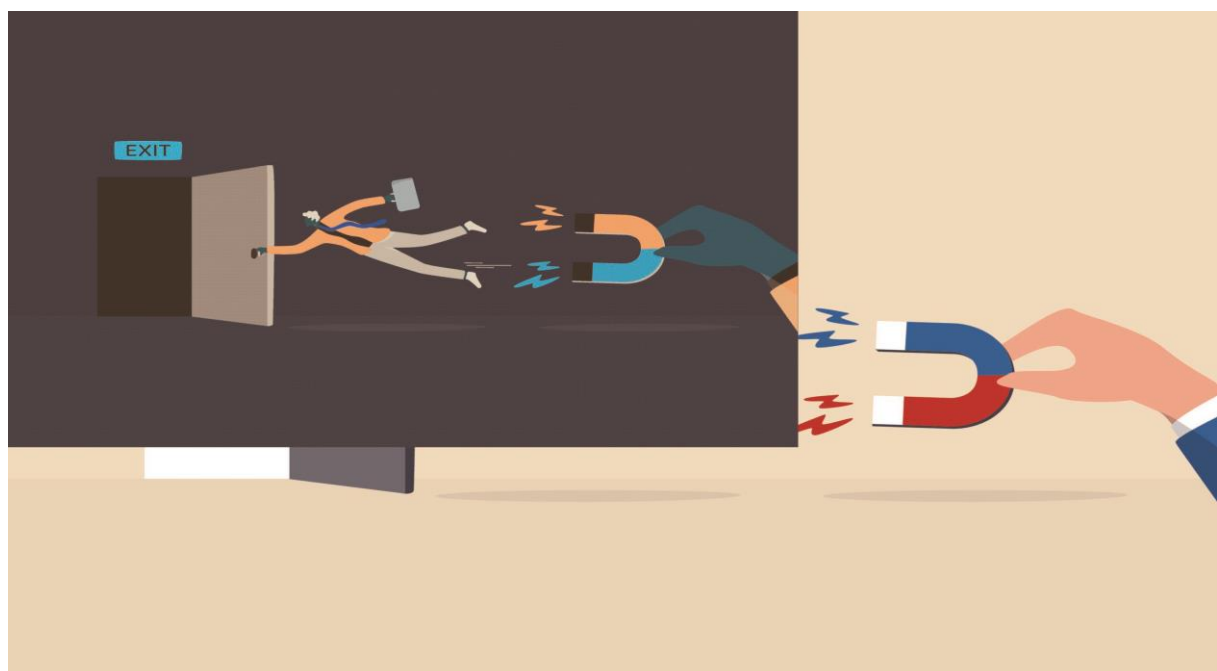
After you've collected this information, you should search for patterns in consumer behavior and other areas to improve the user experience as you examine your survey and reviews' results.

Apologize when necessary.

I know any successful business would do its best to avoid any mistakes in the first place—but hey, we're humans, and mistakes happen.

The most important thing is that you apologize whenever you make a mistake. This will help you gain your customer's trust and respect. Additionally, strategize ways to make it up for them. Your customers will be much more likely to return if they know that you will make it right even if a mistake occurs.

6.1. How E-Commerce Businesses Can Prevent Customer Churning



E-commerce has become a happening industry due to the rise of digital activity and Smartphone usage in the country. It contributes significantly to retail spending and its revenue is expected to reach US\$39.31 billion in 2024. The sector will show immense growth in the next five years, reaching an estimated market value of US\$61.13 billion by 2029. Amazon and eBay are the most preferred platforms for online shopping among Australians who are spending heavily on food, liquor, clothing and footwear. Woolworths and Coles are not far behind with billion-dollar sales achieved through e-commerce.

Although online purchases are increasing, businesses in Sydney entering the market are facing the challenge of customer churning. It is even more difficult to retain customers in the digital medium because of tempting offers, experiences and services offered by rival brands. The online marketplace is flooded with big and small competitors vying for a bigger market share, making customers switch loyalties easily. Here is how e-commerce businesses can prevent customer churning. It can help small businesses maintain a stable income through the digital medium.

1. Understanding E-Commerce Customer Churn



Customer churn rate is calculated as the percentage of customers that switch to another brand in a specific period. A high churn rate displays low customer retention and the inability of the business to maintain its growth momentum. Significant customer attrition can harm the business in Sydney because of the decline in sales and revenue. The rate is inevitably high for e-commerce entities for various reasons, such as pricing, online buying experience, loyalty program incentives, etc.

Businesses can identify churning through website analytics and customer behaviour. For example, if the user stops purchasing, uninstalls the mobile app, or blocks emails, it is evident that they have found another shopping avenue to fulfil their needs. Entrepreneurs must keep analysing customer behaviour and gathering feedback to identify pain points and reduce churning.

2. Focus on Loyal Customers to Stay Afloat

E-commerce businesses have high customer churn rates, which makes entrepreneurs spend more on retaining buyers who are about to churn. However, this leads to a draining of resources, and the probability of customer retention is also low because the customer is eyeing other options and may switch at any point. Thus, if you have purchased a business for sale Sydney, you must follow the traditional method of paying attention to loyal buyers.

Repeat buyers are accustomed to the brand and feel connected because of their long-term relationship. Thus, if the business offers loyalty incentives, it can help increase profits through higher average bills and regular orders. It reduces the burden on the bottom line due to high churning.

3. Build Relationships With Your Customers

Gaining the loyalty of customers is hard in the digital medium that offers many alternatives to buyers. However, the same channels can be used by e-commerce brands to build relationships with their target audience. It requires identifying users interested in your products and sending them customised marketing messages.

It involves determining their position in the customer journey and showcasing relevant and valuable information to them. For example, if the customer is in the awareness stage, the e-commerce business must lure them with display ads, insightful blogs, marketing emails, and social media ads. Engagement must continue through all touchpoints, including the website, social media, customer service team interactions, emails, blogs, videos, testimonials and online reviews. They will not disengage when they feel associated with the brand.

4. Offer Instant Gratification for Customer Retention

A significant reason for churn is better pricing or offers provided by competitors for the same product. However, this can be reduced by tempting customers with instant gratification. This increases customers' emotional loyalty and makes them stay, for example, by providing a first-purchase discount or sending a gift with the purchase.

Aspiring entrepreneurs who purchase a Sydney business for sale must keep incentivising their target audience to mitigate churning. Buyers must be given something to come back for more orders, such as free deliveries, early access to clearance sales, etc. Instant gratification through games, contests, quizzes, etc., helps increase brand advocacy.

5. Listen to Customers and Improve Offerings

Customers move to the next online store when they feel their needs are not fulfilled with the current one. Thus, it is vital to understand the desires of the target audience and create offerings that will be accepted quickly. Entrepreneurs who purchase an e-commerce business for sale in Sydney must conduct surveys and gather feedback to know their buyers.

It will help in customisation of products and meeting the needs of the buyers to increase sales. With the help of big data, entrepreneurs can make informed decisions about pricing, promotions, packaging, delivery, technological advancements, etc. They must constantly improve to become the top choice of the target buyers.

6. Offer A Convenient Buying Process



Several technical obstacles in the buying process can turn off buyers, such as slow loading time of the web pages, tedious payment gateway process, lengthy information forms, etc. For an e-commerce business, the website is the most valuable part of customer attraction. These entities must build robust and intuitive sites with easy navigation and immersive graphics.

The product catalogues must offer convenient browsing and similar products for quick comparisons. All pages must load quickly and include relevant content that is useful for the buyers with clear call-to-action buttons. A smooth and streamlined buying process can decrease customer churn rate effectively.

7. Invest in Better Customer Service

Churn management can be accomplished by constantly endeavouring to delight customers with excellent service. For example, an easy return policy with quick refunds in the bank account can help customer retention. In addition, same-day delivery for loyal customers

increases loyalty. When customers can try different products and return them without any questions or hassles, they will continue to buy from the site.

In addition, diversifying products and services can help keep buyers interested in the e-commerce site. They will not be buying the same thing again and again. So bringing something fresh to the table can work wonders. Budding entrepreneurs who acquire a business for sale Sydney must invest in innovation and outstanding customer service to woo buyers.

Conclusion

By prioritizing website performance, optimizing user experience, and leveraging automation, you can significantly increase the efficiency of your eCommerce business. These strategies not only improve operational workflows but also enhance customer satisfaction and drive growth. Investing in the right tools and continuously analyzing performance data will help you stay ahead in a competitive market, ensuring long-term success and profitability for your eCommerce venture.

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