Online shopping makes buying easy. But it’s just as easy for shoppers to walk away from a full shopping cart. Here are a few ways you can help prevent shopping cart abandonment:

1. Let shoppers know about shipping and return policies upfront.
2. Simplify the checkout process by sending reminder emails to customers who have not completed their checkout.

Prevent eCommerce chargebacks can be a result of fraudulent activity, but they can also occur when a customer does not receive the correct order. To help reduce chargebacks, consider these actions:

1. Use package tracking and delivery confirmations.
2. Provide detailed product descriptions and customer reviews.
3. Post product shipping, delivery, and return information clearly on your site.

The top 5 Why should you accept online payments?

1. More customers
   - More customers are shopping online. You are no longer limited to the local region that your store is located in – you can reach thousands of potential buyers.

2. Greater opportunity
   - As your online consumer traffic increases, so will your sales. You have the potential to sell anywhere to anyone. 24/7 as your site never takes a break.

3. Diversified shopping
   - Today’s consumers are looking to diversify the way they shop. Give them the convenience of shopping from wherever and when they want.

4. Built-in security
   - The migration to EMV has raised concern about fraudsters targeting online transactions instead. However, many of today’s eCommerce solutions incorporate enhanced payment security measures to help protect against data breach and fraud.

5. Increased productivity
   - By automating certain business processes, eCommerce saves time and effort. Easy online payments reduce—or eliminate—manual tasks such as data entry, processing paper invoices, and managing customer disputes.

Completing the eCommerce connection

Ready to get started? Worldpay can help you get your online business ready — whether you need a website or a payment gateway, we make it easy for you to accept payments.

To learn more, contact us today.