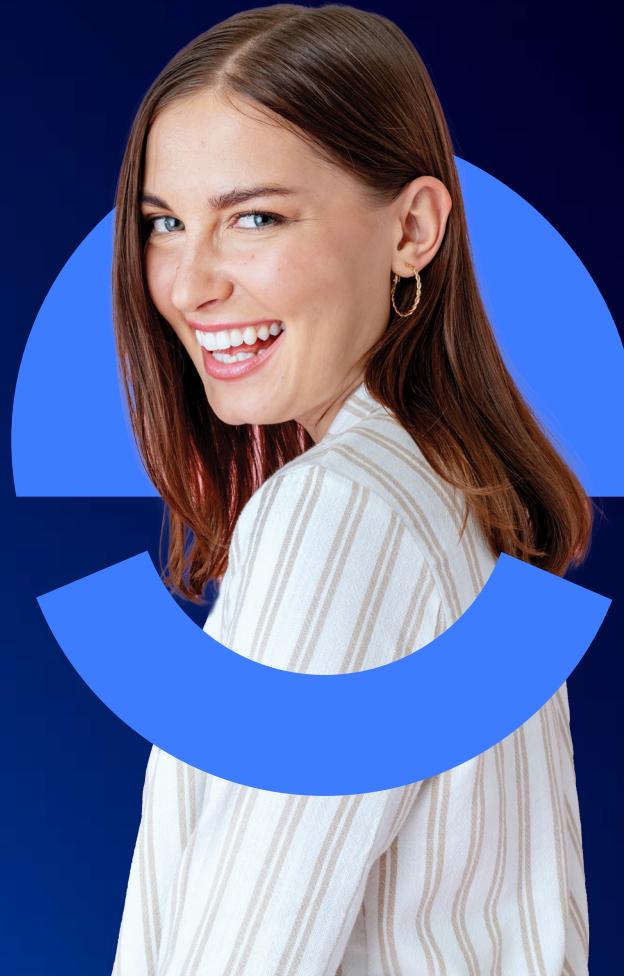


# eCommerce Customer Service

The Ultimate Guide 2026

eDesk



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# eCommerce customer service: a new set of challenges



As online sellers diversify, customer service teams face growing complexity. This guide outlines key challenges and AI-powered best practices for staying ahead.

Marketplaces continue to capture over half of global eCommerce GMV and remain the fastest-growing online sales channel, pushing sellers to diversify beyond a single storefront. Sellers are responding by ramping up their marketplace presence.

Social commerce platforms such as Instagram, TikTok Shop, and emerging creator-led marketplaces have become revenue-driving channels, not just discovery tools, accelerating multi-channel complexity for sellers.

Customer service teams must now handle more volume, varied expectations, and complex workflows. AI helps manage this by automating tasks, supporting omnichannel delivery, and equipping agents with insights to ensure fast, consistent service.

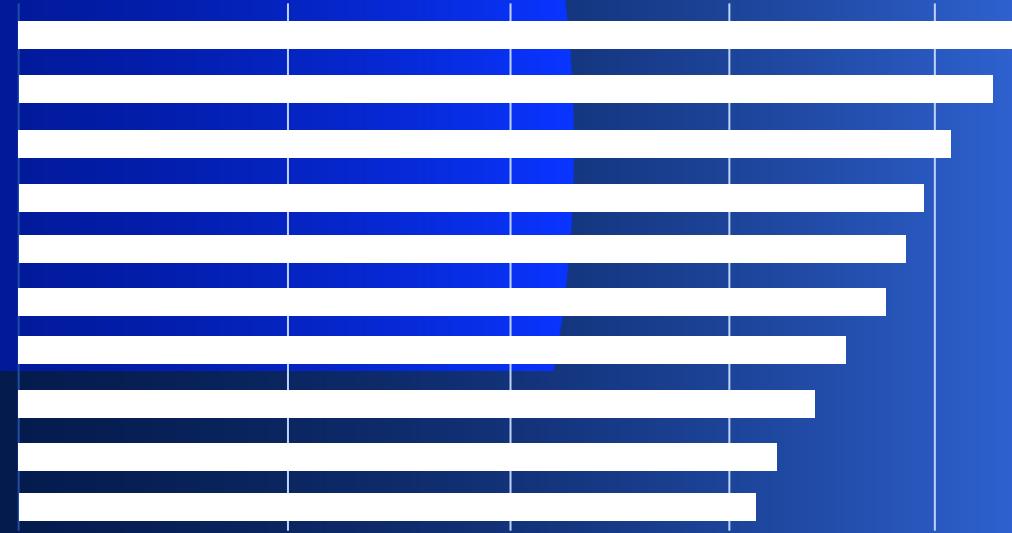
Here are some of the challenges facing customer service teams in leading eCommerce organisations, as they continue to expand across multiple sales channels.

The screenshot shows a list of 100 customer tickets. Each ticket includes the owner, channel, customer name, subject, last update, time left, created, and last update. The channels listed are Amazon, eBay, Instagram, TikTok, Facebook, and WhatsApp. The subjects of the tickets range from delivery issues to product descriptions and returns.

Owner	Channel	Customer	Subject	Last update	Time left	Created	Last update
Charles Martin	Amazon	Charles Martin	Can I update my delivery	24 hours left	2:25 PM	3:25 PM	4:25 AM
Clara Cooper	Instagram	Clara Cooper	Packaging is damaged	24 hours left	1:45 PM	4:25 AM	4:25 AM
Eva Heppel	Facebook	Eva Heppel	Excellent service!	24 hours left	3:25 PM	3:25 PM	4:25 AM
Clara Cooper	Instagram	Clara Cooper	Packaging is damaged	23 hours left	3:25 PM	3:25 PM	4:25 AM
Draig O'Hare	Facebook	Draig O'Hare	Refund not processed	23 hours left	3:25 PM	3:25 PM	4:25 AM
Carl Casey	Instagram	Carl Casey	Item received in wrong size	21 hours left	3:25 PM	3:25 PM	4:25 AM
Charles Martin	Facebook	Charles Martin	Item not as described	21 hours left	3:25 PM	3:25 PM	4:25 AM
Cedric La Roche	Instagram	Cedric La Roche	Item not as described	20 hours left	3:25 PM	3:25 PM	4:25 AM
David Harris	Facebook	David Harris	Can I please get a different size?	19 hours left	3:25 PM	3:25 PM	4:25 AM
Denise Howard	Instagram	Denise Howard	What is your returns policy?	17 hours left	3:25 PM	3:25 PM	4:25 AM
Elle Oregon	Facebook	Elle Oregon	Incorrect item shipped	16 hours left	3:25 PM	3:25 PM	4:25 AM
Clara Cooper	Instagram	Clara Cooper	Automatic reply: Hello, this is currently on email	24 hours left	3:25 PM	3:25 PM	4:25 AM

# What are the top challenges your customer support team faces as you expand across multiple channels?

**Negative reviews and feedback management**



**Increased volume of inquiries**

**Providing unified customer experience**

**Scalability of current setup**

**Technology integration**

**Platform-specific policies & procedures**

**Data silos across sales channels**

**Communication challenges**

**Performance monitoring**

**Training & development**

Source eDesk, 2025

# eCommerce customer service: a new set of challenges

## **Negative Reviews & Feedback Management**

Negative reviews or feedback on any of the marketplaces can significantly impact a brand's reputation. Customer service teams need to be proactive in addressing negative feedback and resolving issues promptly.

## **Increased Volume of Inquiries**

Expanding into multiple marketplaces often results in a significant increase in customer inquiries. This surge can overwhelm customer service teams if they are not adequately staffed or equipped to handle the extra workload.

## **Providing Unified Customer Experience**

Ensuring a unified customer experience across different marketplaces can be challenging. There may be inconsistencies which can lead to a fragmented customer experience.

## **Scalability of Current Infrastructure**

As the company grows its presence on multiple marketplaces, the customer service infrastructure must scale accordingly to maintain service levels. This may require additional investments in personnel, technology & processes.

## **Technology Integration**

Integrating the necessary technology to support multi-marketplace operations can be complex. Teams may need to work with multiple systems or platforms to manage customer interactions, which can be inefficient and error-prone.

## **Platform-Specific Policies & Procedures**

Each marketplace has its own set of policies, procedures & customer expectations. Customer service teams need to be well-versed in these to provide accurate and consistent support across all platforms.

## **Data Silos Across Sales Channels**

Data from different marketplaces may be stored in separate silos, making it difficult to have a unified view of customer interactions and history. This can hinder the ability to provide personalized service and resolve issues efficiently.

## **Communication Challenges**

Communication between different teams, departments or marketplaces can become more complicated, potentially leading to delays or miscommunication that could adversely affect customer satisfaction.

# eCommerce customer service: a new set of challenges

## **Training and Development**

Customer service teams need ongoing training to stay updated on the various marketplace policies, procedures, and technologies. This can be time-consuming and may require a significant investment in training resources.

## **Performance Monitoring**

Monitoring and measuring the performance of customer service across multiple marketplaces can be challenging. It may require the development of new metrics or benchmarks to accurately assess service quality and efficiency.

**The transition to a multi-channel strategy necessitates a robust and well-thought-out approach to customer service to navigate these challenges effectively and ensure a positive and consistent customer experience.**

"The future of customer experience is personalized, white-glove service for all. The next horizon of customer service will be built on individual customer profiles, enabling companies to quickly resolve issues and even prevent them from occurring.

Characterized by attention to detail, convenience, speed, and emotional fulfillment, this high standard of service offers solutions, products, and services that are tailored to each customer's specific and unique needs."

**McKinsey & Co, "Digital Service Excellence"**

**McKinsey  
& Company**

# The business case for better eCommerce customer service

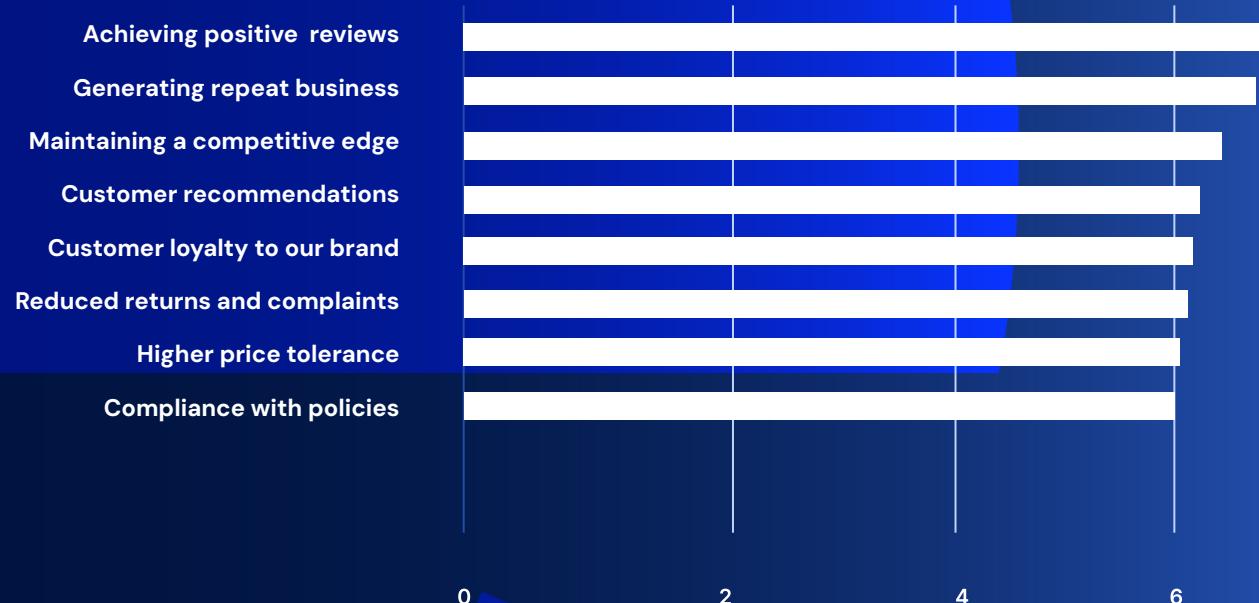


Brands have long understood the importance of providing great service for their own customers when selling online. However with the rapid transition to multi-channel selling, the investment in the customer experience can sometimes be degraded; delegating ownership of the customer experience to the marketplace platform.

We believe that this is a mistake since investment in consistent high quality service across all channels can lead to strong dividends for merchants. Even when a customer's primary affinity is with the marketplace, it's crucial for sellers to strive to provide excellent customer service.

Discover the top reasons why sellers like you are prepared to increase their investment in the support they provide across channels.

# What are your main reasons to increase your investment in eCommerce customer service?



Source eDesk, 2025

# The business case for better eCommerce customer service

## Achieving positive reviews

Customer service heavily influences reviews and ratings, enhancing seller reputation and boosting visibility.

## Generating repeat business

Customer retention consistently delivers higher ROI than acquisition, especially in marketplaces where visibility and ad costs continue to rise.

## Maintaining a competitive edge

Great service sets sellers apart in crowded marketplaces and social platforms, attracting and retaining buyers.

## Customer recommendations

Satisfied customers often refer friends and followers. Peer reviews on social channels strongly drive purchasing.

## Customer loyalty to our brand

Service can turn one-time buyers into loyal followers who seek you out across channels, beyond the marketplace.

## Pre-sales support

Proactive help during the buying journey—through chat, FAQs, or guided assistance—can increase conversions.

## Higher price tolerance

Buyers consistently show higher price tolerance for sellers with strong service records, faster responses, and positive reviews.

## AI-powered customer service

AI boosts efficiency, enabling faster responses, 24/7 support, and smarter workflows that scale with demand.

# Best practices for eCommerce service



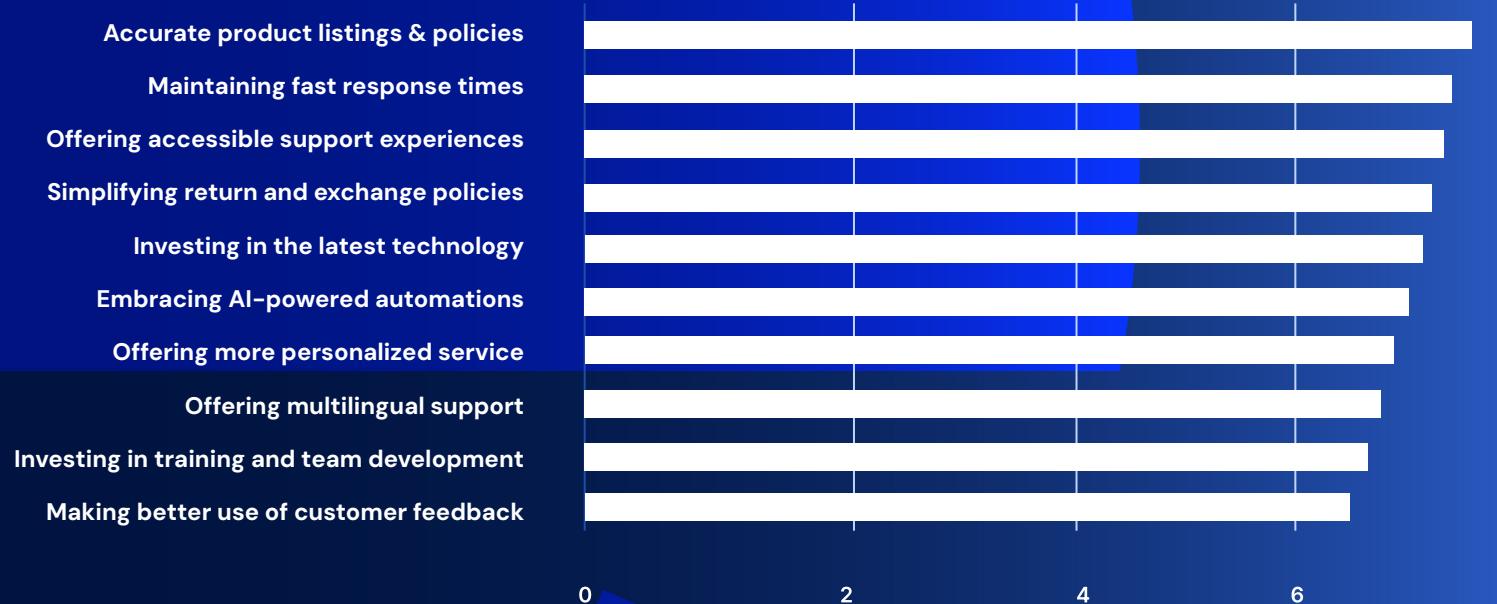
Enhancing customer service consistently across channels is pivotal if diversification strategies are to pay dividends. Consumers are researching brands across many sources; every customer touchpoint matters.

From accurate product listings to a more personalized service, various strategies can significantly impact customer satisfaction and loyalty. Being accessible across many channels is now crucial for building trust with consumers.

Investing in people, processes, and technology enables merchants to meet modern customer expectations efficiently. Let's see how top merchants are spending their time in an effort to improve customer service performance.

The image displays a customer service interface. On the left, a 'To do' list shows 92 items, with a specific message from 'Sam' highlighted. The message from 'Sam' is: 'I hope this message finds you well. I recently placed an order and am awaiting delivery. I just wanted to take a moment to say how much I loved the service...'. On the right, a detailed customer profile for 'John Cole' is shown, including his channel (amazon), order value (\$214.90 for 1 order), segment (REPEAT CUSTOMER), and customer since (01 May 2022). Below the profile, a circular inset shows a man in a purple hoodie sitting on a couch, looking at a laptop. At the bottom, a pie chart titled 'Quick reply' shows 68% in green and 32% in grey, with a legend indicating 'Sent' (green dot) and 'Generated' (grey dot). A small purple star icon is in the bottom right corner.

# What are your main priorities when seeking to improve customer service across all your sales channels?



Source eDesk, 2025

# Best practices for eCommerce customer service

## Accurate product listings & policies

Accurate and comprehensive product listings and policies, reduce the likelihood of misunderstandings, returns, and negative reviews which in turn fosters a positive customer experience.

## Achieving fast response times

Fast response times are critical for maintaining customer satisfaction and trust. Prompt responses have been demonstrated to significantly impact customer reviews and overall marketplace ratings.

## Making customer service more accessible

Whilst sometimes limited by the marketplace or social platform, accessibility to seller customer service enhances the customer's experience by providing them with the convenience to choose their preferred method of communication.

## Implementing easy return & exchange

Clear and fair return and exchange policies reduce friction and build trust with customers. They provide a safety net for customers if the product doesn't meet their expectations, which in turn may encourage them to make a purchase.

## Investing in the latest technology

Top merchants are more likely to leverage technology to streamline customer service operations. Technologies can help to maintain high service standards while helping to reduce operational costs as merchants scale.

## Embracing AI-powered automations

AI-powered and agentic automation has redefined customer service operations, enabling sellers to resolve more queries autonomously while reserving human expertise for high-value interactions.

## Offering more personalized service

Personalized service enhances the customer experience by making interactions more relevant, engaging, and satisfying. It can lead to increased customer loyalty, repeat purchases, and positive word-of-mouth referrals.

## Offering multilingual service

Implementing realtime conversation translation is beneficial for sellers operating in multilingual marketplaces or serving a diverse customer base; breaking down barriers and facilitating seamless communication.

# Best practices for eCommerce service

## **Investing in training and team development**

Investing in training ensures that teams are knowledgeable and capable of resolving issues effectively. This investment is also valued by employees, as it gives them the tools they need to be more successful.

## **Making better use of customer feedback**

Customer feedback is invaluable for understanding customer needs and identifying critical areas of improvement. Implementing these improvements can enhance the overall experience, satisfaction and willingness to repeat purchase.

**Focusing on these tactics, a merchant can significantly enhance customer satisfaction and loyalty. In an evermore competitive market, investing in establishing customer trust is a winning strategy.**

"We could go away at any minute...

Retailers come and go. It's really simple: If you're not meeting the wants and needs of the customer, you're done. There's not a lot of loyalty here."

**Doug McMillon, CEO Walmart**



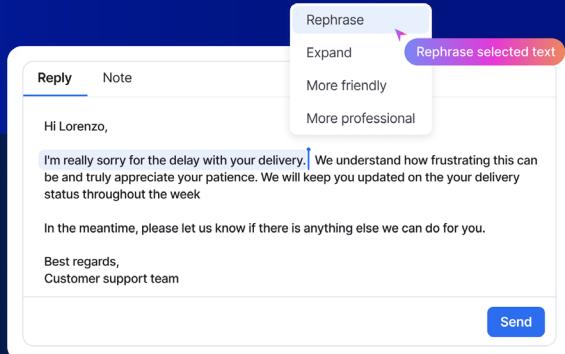
# Adopting an eCommerce-first customer service help desk



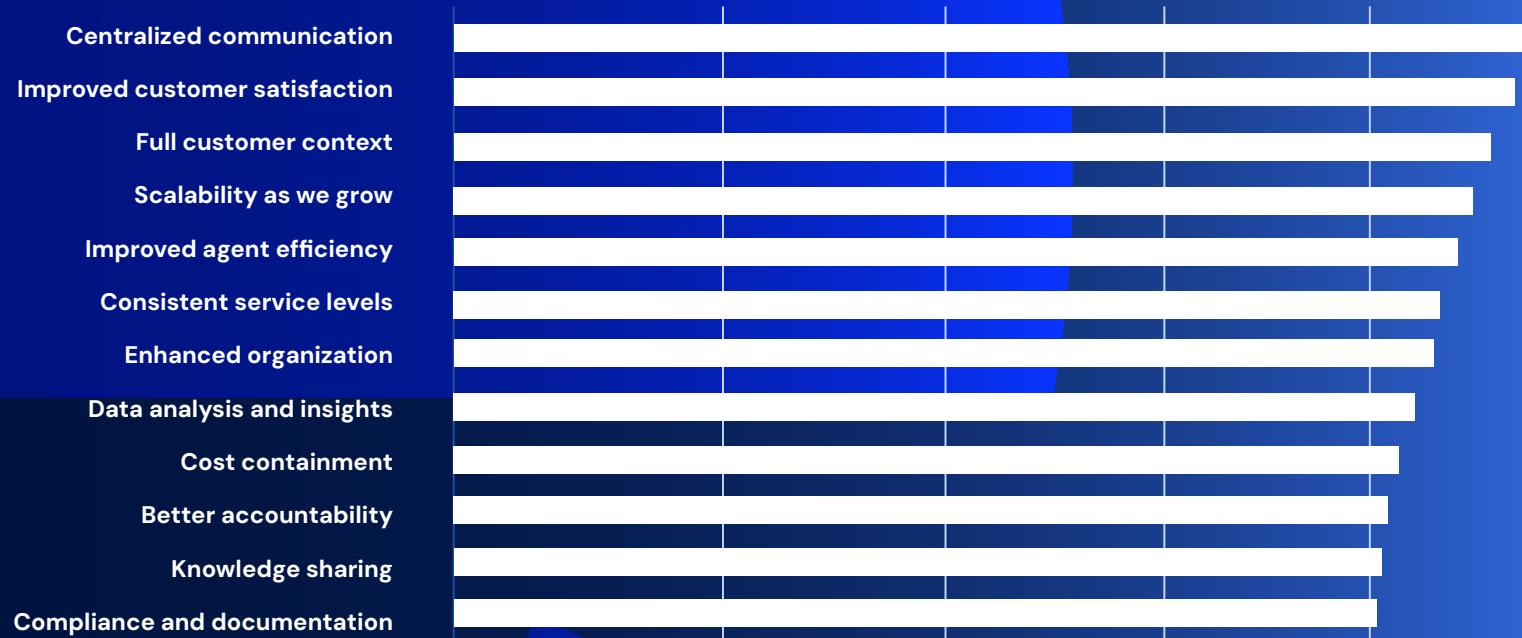
An e-commerce customer support help desk is a centralized point of contact where customer inquiries, complaints, and support requests are managed and coordinated. This system leverages software to streamline the process of receiving, prioritizing, tracking, and solving customer issues.

A help desk serves as an organized interface between your customers and the support team, ensuring that each customer receives timely and appropriate responses. There are many benefits to implementing a customer support help desk for multi-channel operations.

Our research highlights the primary reasons sellers decide to invest in a help desk.



# What are your main goals when deciding to invest in an e-commerce customer service help desk?



# Adopting an eCommerce-first customer service help desk

## Centralized Communication

A help desk consolidates customer communications from various channels like email, chat, phone, and social media into a single dashboard, making it easier to manage and respond to customer inquiries.

## Improved Customer Satisfaction

Quick, organized, and efficient responses lead to improved customer satisfaction, which is crucial for building loyalty and enhancing the reputation of the e-commerce business.

## Full Customer Context

A key feature of an e-commerce help desk is its ability to significantly reduce handling times by instantly matching incoming messages with the relevant order and the customer's complete history across all sales channels.

## Scalability as we grow

As the business grows, a help desk can be scaled to handle an increasing volume of customer interactions without compromising service quality. Today, with the power of AI-automations, this capability is greatly amplified.



## Improved Efficiency

Automation features such as ticket routing, templated and AI-powered responses, and priority tagging help in speeding up the resolution process, allowing customer support teams to handle inquiries more efficiently.

## Consistent Service Levels

The use of templates, knowledge bases, AI-assistance and automated workflows ensures a consistent level of service by providing standardized responses and information to customers.

## Enhanced Organization

A help desk helps in organizing customer interactions, categorizing issues and keeping track of open, pending, and resolved tickets, which is crucial for managing a high volume of inquiries and ensuring marketplace SLAs are achieved.

## Data Analysis and Insights

Help desks provide analytics and reporting tools that help in analyzing customer interactions, identifying common issues, and evaluating the performance of customer support teams.

# Adopting an eCommerce-first customer service help desk

## Cost-Efficiency

By streamlining processes and improving agent efficiency, a help desk can help in reducing operational overheads. Support leaders cite reductions in staff costs following the successful implementation of a help desk.

## Better Accountability

With a help desk, each ticket is assigned to a specific agent or team, fostering accountability and ensuring that every customer issue is attended to. Routing and escalations ensure that the right person is assigned the right ticket.

## Knowledge Sharing

A knowledge base within the help desk allows for the sharing and updating of information among support agents, promoting a collaborative approach to problem-solving and ensuring consistency of response.

## Compliance and Documentation

Help desks ensure that all customer interactions are documented and stored securely, aiding in compliance with regulatory requirements and providing a historical record for future reference.

**Implementing a help desk system is a strategic move for e-commerce businesses aiming to elevate their customer service experience, achieve operational efficiency, and garner actionable insights from customer interactions.**

"We're not competitor obsessed, we're customer obsessed. We start with what the customer needs and we work backwards."

**Jeff Bezos**



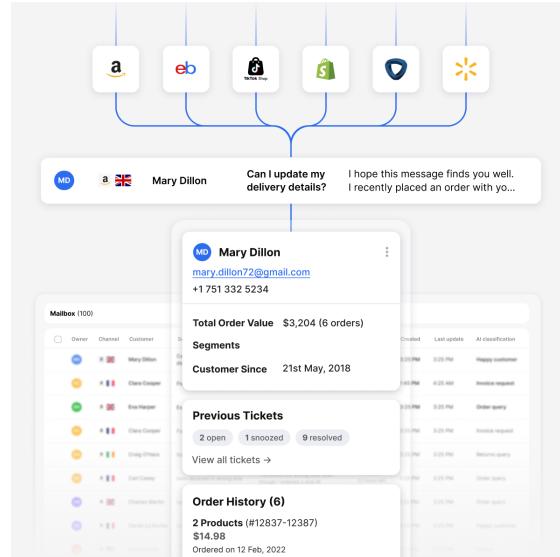
# eCommerce customer service: System capabilities assessment



Are you potentially losing business because of less than optimal customer service across all your sales channels?

Review your system capabilities and check your score against best-in-class multi-channel sellers.

Get a tailored business plan for your business in 2026.



# Self-assessment: customer support system capabilities

## A. System capabilities that improve customer satisfaction

We use live SLA alerts to ensure we meet customer and marketplace expectations.

We use sentiment analysis to ensure an empathetic response to customers.

We proactively ask for feedback and reviews from satisfied customers.

We use customer support history to enhance our marketing outreach via our CRM.

**Total**

## B. System capabilities targeted at improving team performance

We automatically classify and route incoming queries to the right team member.

We can easily collaborate on queries with colleagues and external partners.

We use AI and chatbots to enable 24/7 support across all channels.

We leverage AI to translate and respond in real time to foreign language queries.

**Total**

Add up the scores and get your mark out of 16:

## 0/4 C. System capabilities aimed at improving operational efficiency

- We centralize customer queries from all channels into a unified inbox.
- We instantly match incoming queries with order information and delivery updates.
- We use customer purchase history to tailor our responses to queries.
- We use AI to automatically suggest personalized responses to queries.

**Total**

## 0/4 D. System focused on improving management

- We have CS data from all channels in a single place so we can spot issues quickly.
- We monitor metrics such as handling times and query volumes to improve planning.
- We easily identify products and channels that generate repeat queries and returns.
- We monitor customer reviews for feedback on how to improve support.

**Total**

[Click here](#) to complete the self-assessment online (takes 3 minutes) and get a complimentary business plan to support your investment in 2026.

# Who is eDesk

Founded in 2011, eDesk is the leading AI-powered customer service platform built exclusively for eCommerce. Our AI Agent works alongside human teams to resolve customer queries faster, automate repetitive interactions, and deliver consistent support across every major marketplace, webstore, and social sales channel.

We help clients manage **10 million customer conversations** in **50 different languages** every month across **45,000 stores**.

We are the **leading/exclusive help desk partner** for Mirakl, Walmart, Amazon, eBay and 300 other webstore, marketplace and social sales channels.

We are endorsed by online sellers everywhere, with more **5 star customer reviews** on Trustpilot, Capterra, SourceForge, G2 and more.

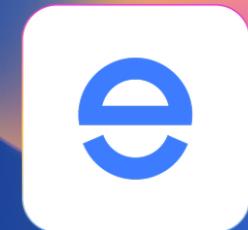
We are the only service desk **providing 24/7 support** via chat, email and phone to all customers, with teams based across the globe.

Always on ✓

Every channel ✓

Trained by you ✓

Powered by eDesk ✓



# Why do successful eCommerce Customer Service teams love eDesk?

"We love eDesk because it saves us so much time. We have reduced average customer response times by 84%."

**Natalie Goddard, Suzuki**

"Each issue comes in as one ticket into a centralized inbox, so we no longer have to dig through multiple inboxes and threads."

**David Meniane, Carparts.com**

"For us, eDesk is a one and done customer support solution. You can answer any customer question from one screen."

**Brendan Toone, Sauder**

"We love the aesthetic of this tool, the UI is intuitive and user-friendly and it has helped significantly with our workflow and efficiency."

**Claire Dusoe, Cymax**

"We found integration super easy, and the eDesk team is a great support when setting up new channels."

**Alan Mullen, Superdry**

"eDesk streamlines our customer support, which means we meet our SLAs."

**Greg Ulrich, MyBoatStore**

"Ratings went back up after being able to manage all the negative tickets in one place. It was much easier and quicker."

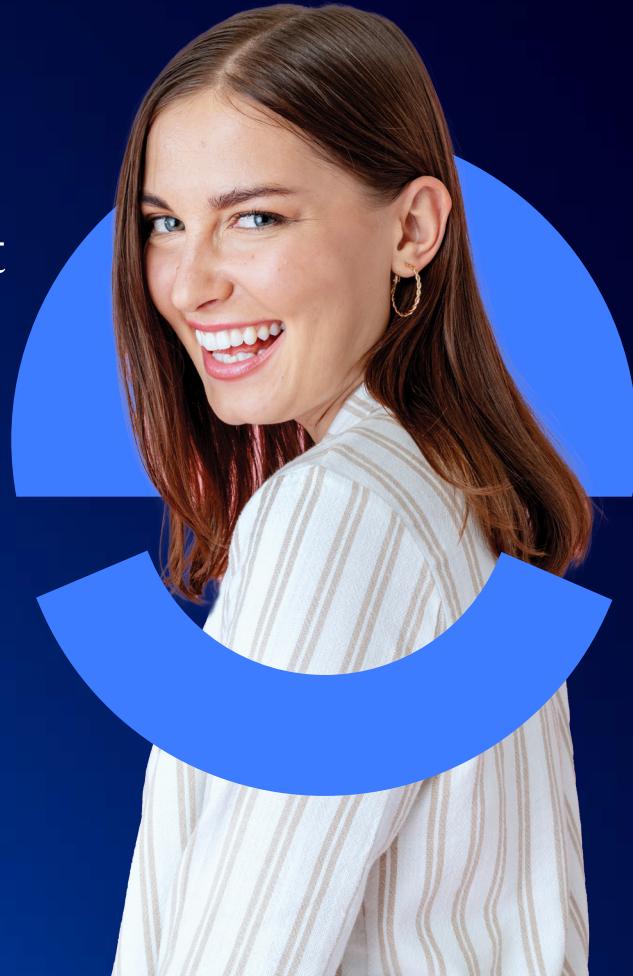
**Marion von der Brelie, Q-Parts24**

"eDesk allows us to keep up with business sales and not implode. We now have one system to manage everything."

**Scott Griggs, Trainz.com**

# eDesk

AI-Powered eCommerce Support



Book a demo