ECOMMERCE DOS & DON'TS
GETTING READY FOR Q4

edesk

Singles Day

Feel the love: 90% of shoppers say great Customer Service involves a positive attitude and quick responses

✅ **DO** take action now: research trends and build them into your social strategy

❌ **DON'T** put all your eggs in one basket: be inclusive of all of the holidays

Thanksgiving

Reach out: 97% of buyers appreciate proactive contact from sellers

✅ **DO** look at logistics: consider how the supply chain crisis will impact stock and shipping

❌ **DON'T** miss SLAs: slow responses and missed delivery deadlines can lead to your account being suspended

Black Friday

Carry on regardless: Most online shoppers want their queries answered in just 1 day

Cyber Monday

Sphere of influence: Only **2%** of people don't look at online reviews

Hanukkah

Keep things light: Quick responses **54%** and politeness **42%** are key factors in positive customer experience

Giving Tuesday

The spirit of giving: 9 out of 10 buyers leave a review after just one experience

✅ **DO** get help: find tools and suppliers that offer solutions to problems

❌ **DON'T** lose the Buy Box: stock levels, good reviews and speedy shipping can help put you in pole position

Green Monday

Sustainability brings loyalty: 3/4 of buyers leave a review at least once every three months

Free Shipping Day

Bon Voyage: Around 1/3 of all customer queries involve shipping issues - don't leave them stranded

✅ **DO** audit your SKUs: Focus on best sellers and avoid problem performers during peak trading times

❌ **DON'T** shrink profits: be proactive about product and shipping margins

Kwanzaa

Community experiences: 85% of online shoppers will share their experiences when asked to do so

Christmas

The season of goodwill: 79% of people will look at reviews before buying family technology

New Year's Eve

Resolve to do better: 90% of bad service experiences can be turned into positive ones with the right approach

✅ **DO** reprice: optimise product listings with the most competitive prices

❌ **DON'T** take your eye off the ball: anticipate buyer needs and monitor your competitors

Source: eDesk cross country report for online reviews, H1 2021

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