- We are a country that had all kind of slavery acts, and managed to grow the e- commerce.

- With the absence of the field experience, Covid pushed us to the limits still we have risen with our e-commerce.

- We are a gifted community, and managed to progress a lot, with few mistakes that we can overcome only if we are willing to understand them.

aramex

7 Minutes for 7 common Mistakes

By Assaad Sebaaly

aramex

Mistake #1: Selling on DM or WhatsApp
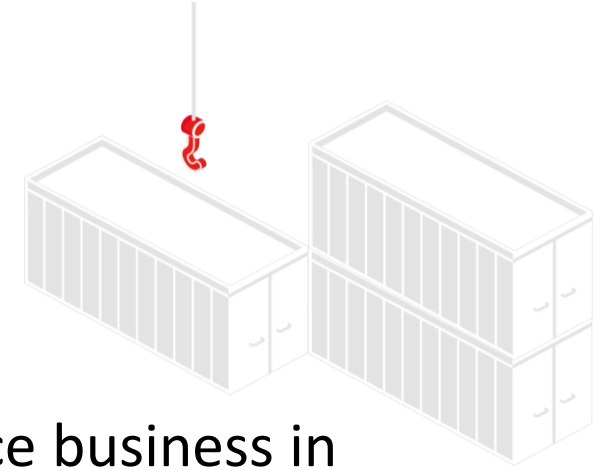
Choosing the wrong platform will negatively affect an ecommerce business in more ways that one:

1. Capturing wrong customer information: having a clear buyer info is essential for your marketing efforts as well as successful last mile deliveries.

2. Lack of upselling strategy: a common setback for e-commerce businesses is when they put all of their focus on increasing their sales, but they don't focus on getting customers to increase their purchases. This mistake comes down to not focusing on building trust with customers, and not enticing them to increase their basket value.

aramex

# Mistake #1: Selling on DM or WhatsApp
(continued)
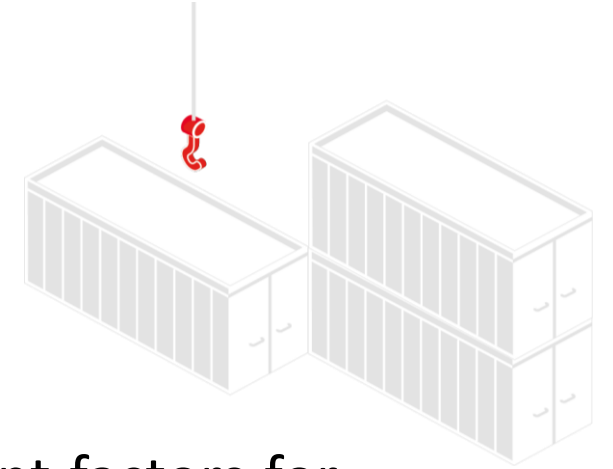
3. <u>Lacking social proof</u>: Social proof is one of the most important factors for getting potential customers to make a purchase. This includes things like reviews, referrals, or product testimonials. A customer always wants to know what customers had to say about a product. This helps build trust and offer transparency.

aramex

Mistake #2: Lack of customer service
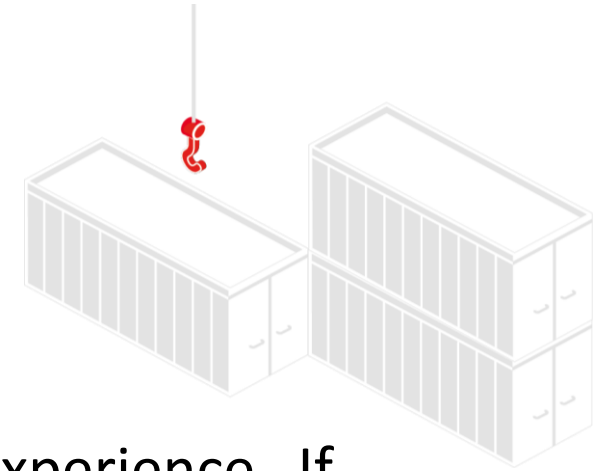
Customers will choose a platform that offers them the best experience. If your page doesn't look good, feel good, or work well, then your customers will soon find somewhere else to shop. E-commerce needs to take user experience seriously. A good experience doesn't end with content and the shopping platform.

A company needs to offer a high level of customer service through all platforms as well as a live chat agent. Good service includes following up on the customer post-purchase, asking for feedback, and building a relationship.

aramex

Mistake #3: Image quality
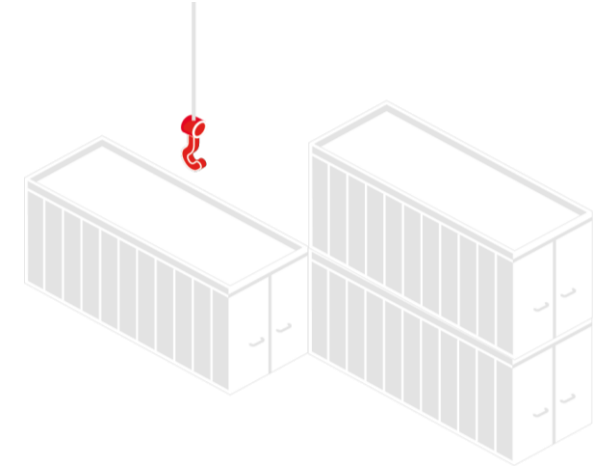
Low resolution and unreal photos is a real problem.

People are visual creatures. Having striking images on your website of your products is essential as an E-Commerce store. Since customers can't touch your product, you have to entice them with fantastic images to get them to reach the checkout.

Images of poor quality make the product lose its appeal, lose orders and lead to a high bounce rate**.**

aramex
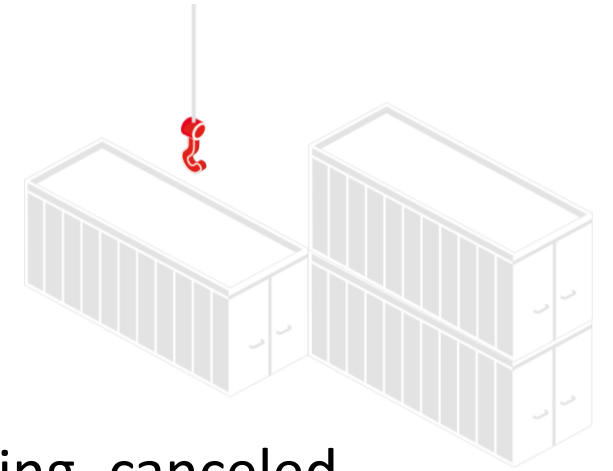
Mistake #4: Wrong communication
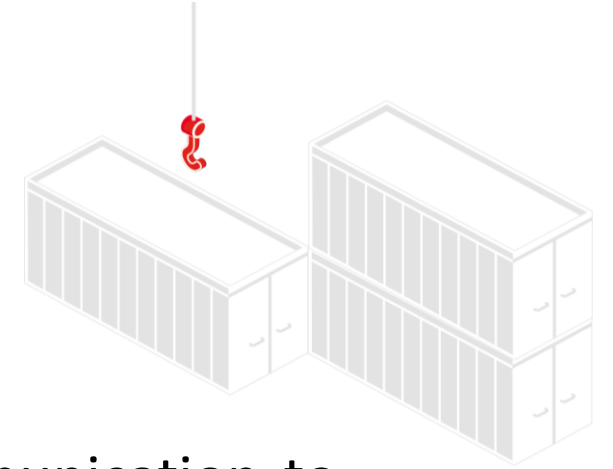
Businesses must ensure appropriate messaging and clear communication to guard against misunderstandings.

Poor communication in e-commerce can result in severe issues in deliveries, lost business and an unprofessional business image.

aramex

Mistake #5: Product availability

Poor inventory visibility leads to overbuying of inventory, overselling, canceled orders, and ultimately more markdowns.

This is due to the lack of integration between the retail and e-tail.

It is recommended to have separate warehouses for each channel, such as one for the online business and another for the in-store business.

aramex

# Mistake #6: Faulty fulfillment and return processes
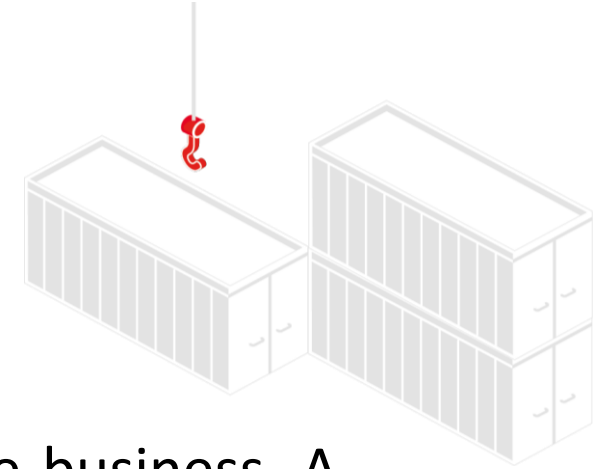
1. E-commerce fulfillment is critical to the success of any online business. A well-planned and professionally managed fulfillment strategy not only saves you time and money but also streamlines your online operation by expanding your market reach.

2. Also having a proper return module enables customers to return their products and get a refund or replacement. This is helpful in the process of building your brand image as trust-worthy and open to customer needs.
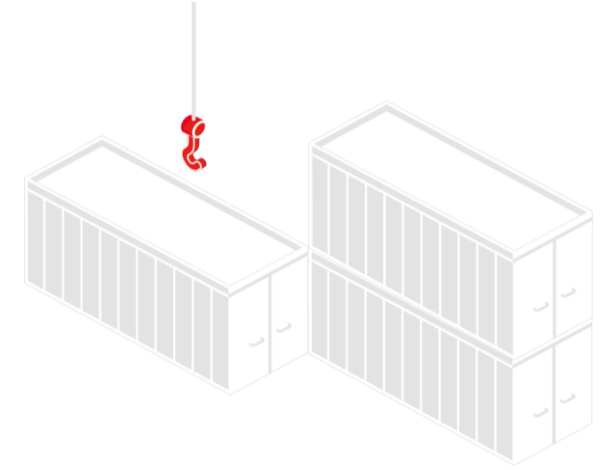
aramex

Mistake #7: Using the right delivery companies

Without an inefficient delivery system, not only will an e-commerce business never stabilize and grow, but it will more importantly ruin the whole customer experience for the end-users in general.

aramex
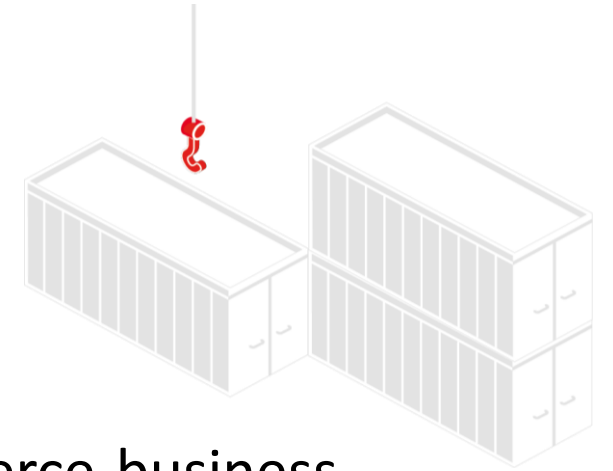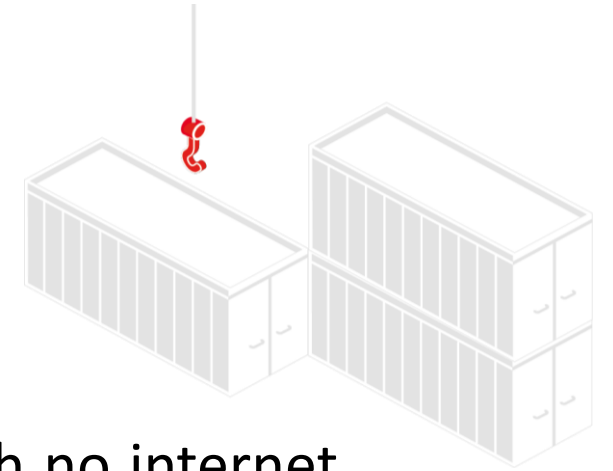
- A country that has most of the people having mining farms with no internet and no electricity I doubt it may collapse

Thank you

aramex