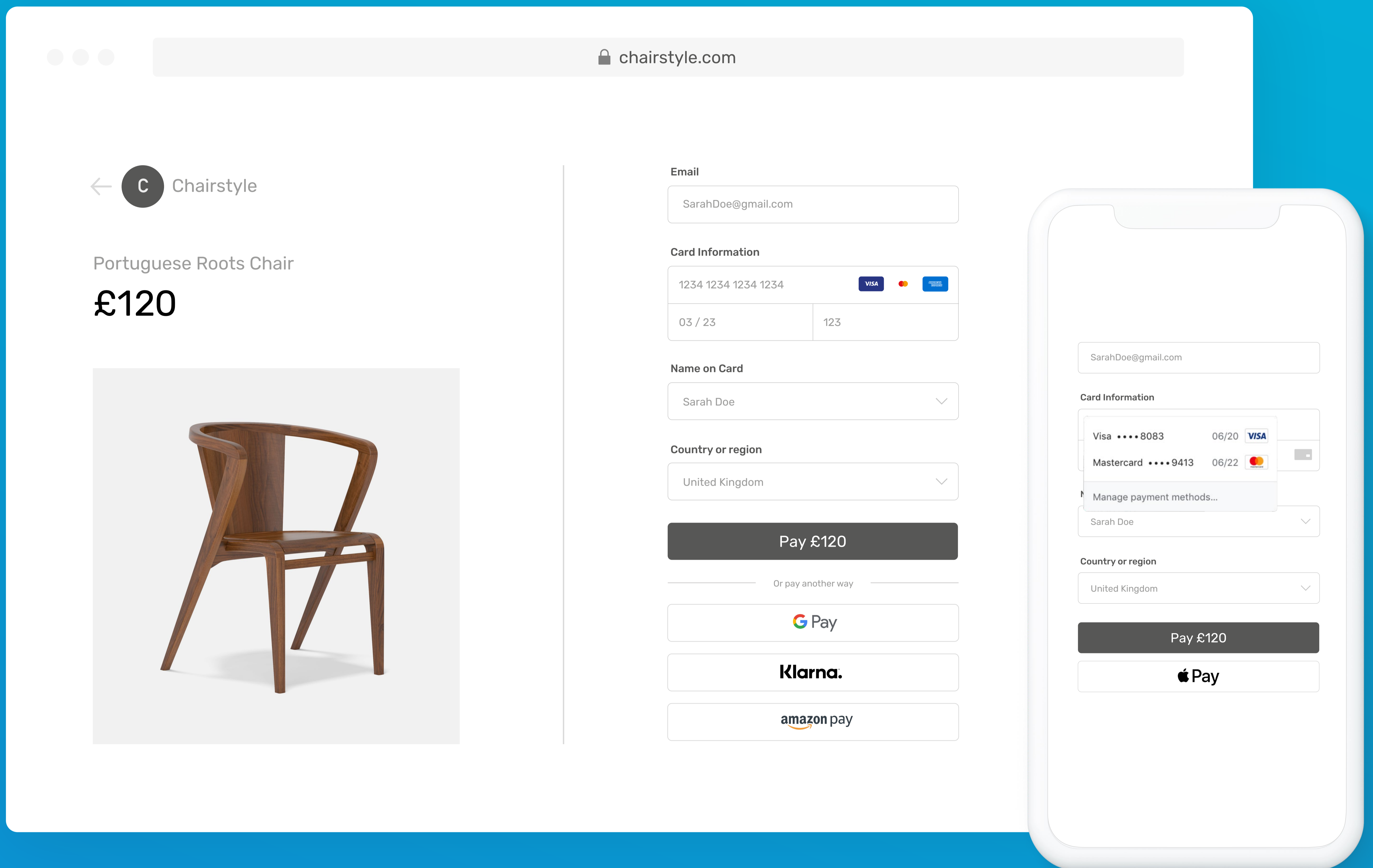


Checkout Flow Strategy Guide



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01 Overview

The way businesses determine their demographic and target audience is changing because of the devices and payment methods customers are choosing to shop with.

Not to mention, that once your customers have found you, the real work begins in converting their journeys into checkouts and their checkouts into sales.



9 / 10
European carts
are abandoned

Unfortunately, 9/10 shopping carts in Europe still end up abandoned at the checkout stage.

Three best practices to boost sales at the checkout

Implement these three practices, and watch your revenue and customer retention grow. The customer experience caters to demands for comfort, security, preference and convenience throughout your e-commerce store.

1. Optimise checkout design
2. Simplify checkout flows
3. Implement dynamic security tools

In this guide, discover:

- The significance of customer UX for completing a sale
- The importance of an intuitive checkout flow in creating a frictionless experience
- The importance of security for customer loyalty

02 Site design

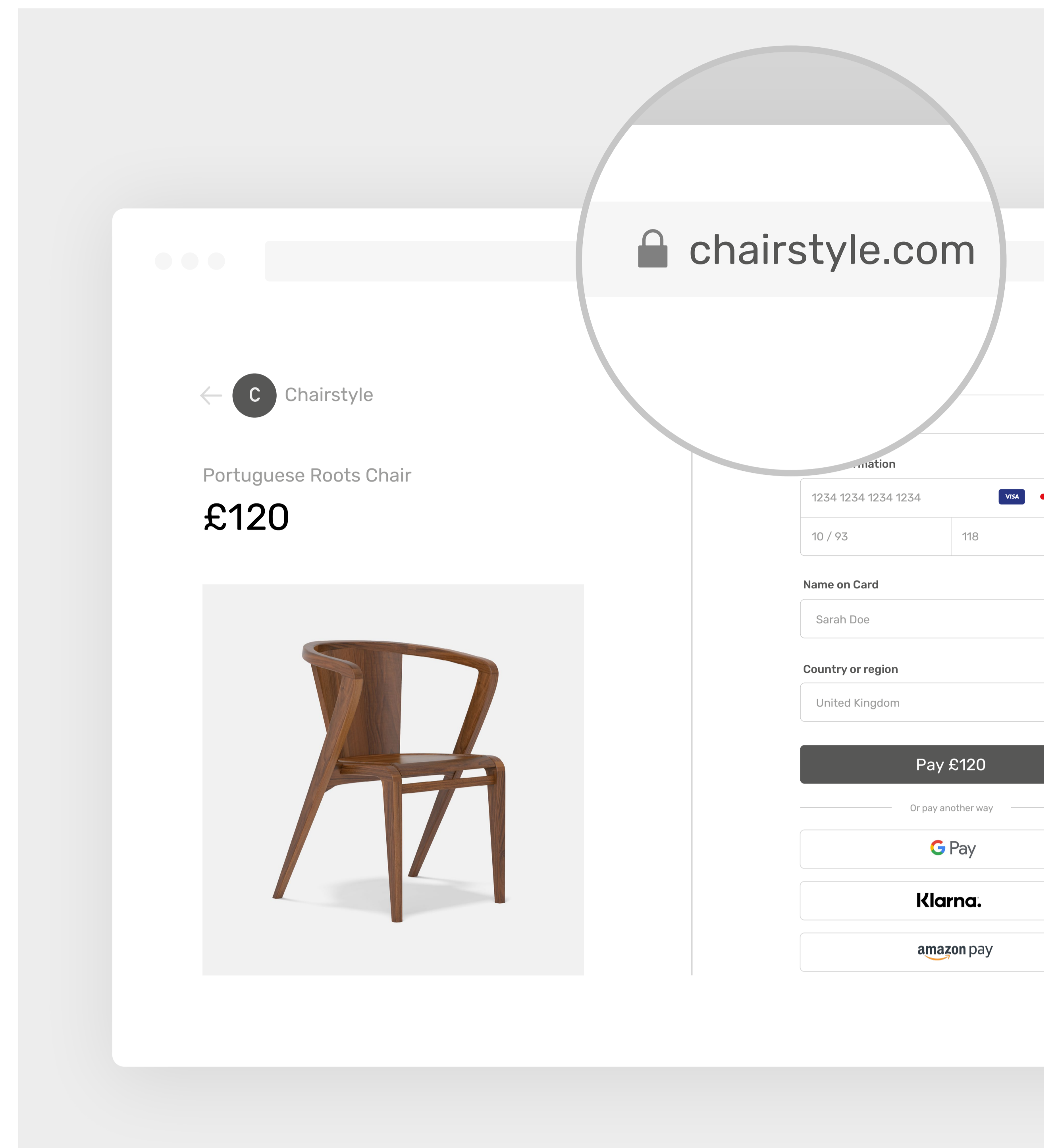
Site design is hugely important when it comes to your checkout flow. It draws attention to two key needs that could destroy a sale before a customer has even added a product to the cart: preference and security.

Security

In displaying trust seals and site locks alongside available APMs, you're beginning to build a foundation of trust that most customers need when they go to checkout.

The padlock that is often adjacent to the 'https' of your site URL - aka a site lock - is an automatic identifier from step one of your SSL certificate to the customer. Trust seals provided by brands such as Visa, Mastercard, Norton and Google were amongst those proven to help establish trust between the shopper and merchant when paying online.

Using additional icons of security and trust throughout your site before the customer even reaches the checkout serves to establish a strong foundation wherein they are more willing to trust you with their payment credentials.



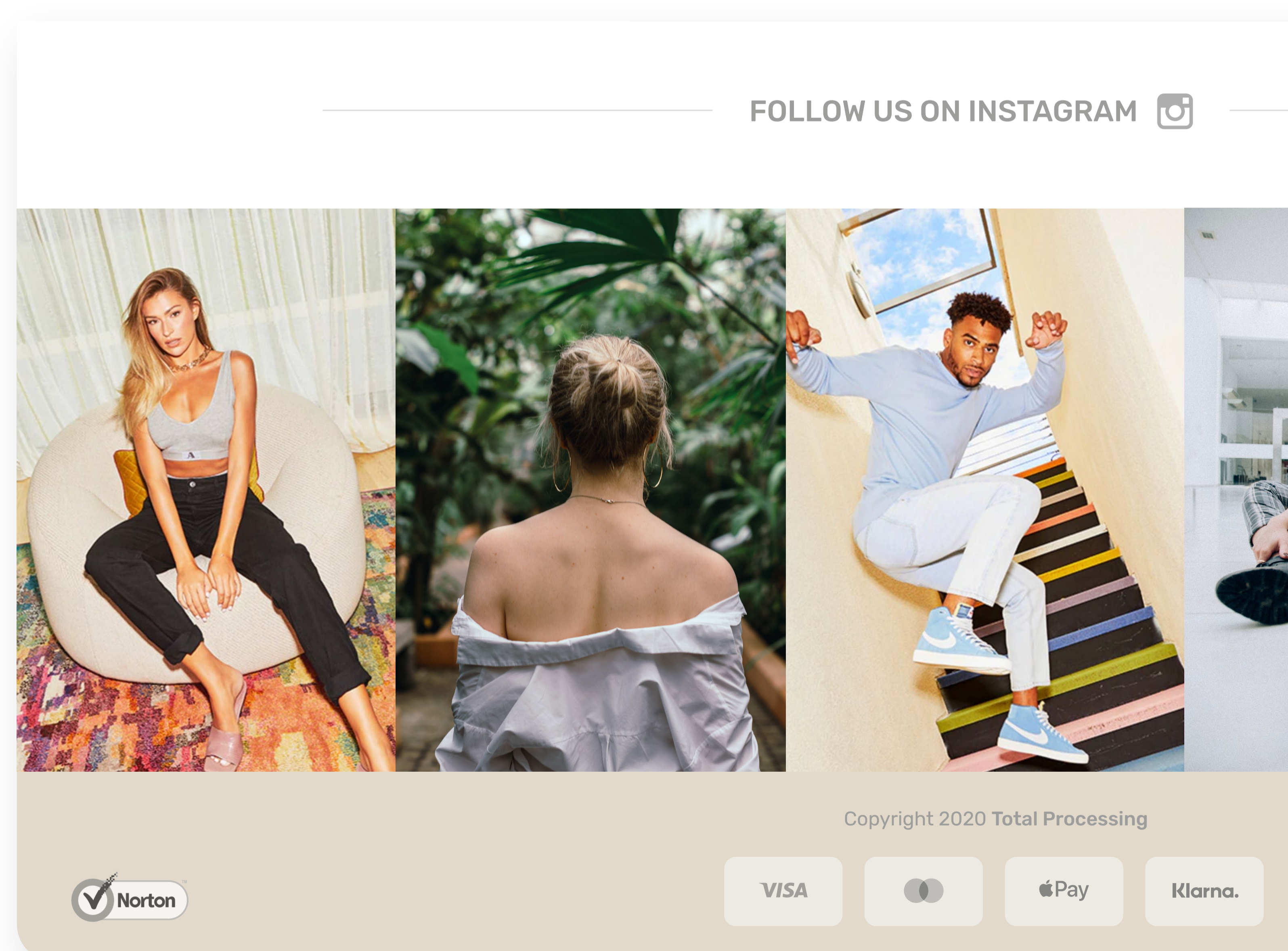
TIP: Always display trust seals and APM options at the checkout when the concern for security is at its highest.

Anticipating a Sale

Positioning your available APMs to your consumer before they enter the checkout flow is going to save you from a lot of abandoned cart scenarios. When the customer is browsing your site, every element needs to be positioned in anticipation of a sale!

Displaying popular payment brands on your site not only informs the customer that they can checkout how they prefer to, but also reinforces your site's trust levels with the credibility and authority of a strong brand association.

However, the checkout flow and the way in which it is designed is, ultimately, the most crucial point in which to drive home your sale.



TIP: 63% of shoppers say a seamless shopping experience throughout an e-commerce store makes them trust a brand.

03 Optimising your checkout flow

An optimised checkout flow provides a strong foundation for your customers to be able to shop across a variety of desktop, mobile and omni-channel solutions.

When designing your initial checkout flow, make sure that you're meeting the following criteria:

Display fees and totals clearly throughout every stage:

Allow the customer to individually see which costs are attributed to the product they are buying, the shipping and handling and the fees required for tax.

Always redirect the customer back to your site:

If the customer pays with a payment method that takes them off-site, ensure that the payment flow redirects them back to your site in order to display a confirmation message.

Limit your required fields:


A seamless checkout experience means that your customer isn't unnecessarily redirected back to step one of the checkout flow for failing to fill out a form field that isn't essential to completing the transaction.

Keep the checkout process as short as possible:

On that note, it's best to steer clear from entering your customer into any avoidable checkout flows that take up time and require unnecessary data entry.

Example: allowing customers to declare 'my billing address is the same as my shipping address' within the checkout flow speeds up the process and removes any unnecessary fields.

In your Cart



Portuguese Roots Chair
Quantity: 1

Subtotal: £50

Summary

Subtotal:	£50
Estimated Shipping & Handling	£8
Tax	£0.23
Total:	£58.23

1. Shipping



2. Payment

Change Billing country
This is the country where your payment method is registered

USA

Do you have a gift card or product voucher?
 Do you have a promo code?

Choose your payment method

 Credit or Debit Card 

Billing Address My billing address is the same as my shipping address

Brikka Treviedi
1923 Elton Hills
Roster, MN 3562
US

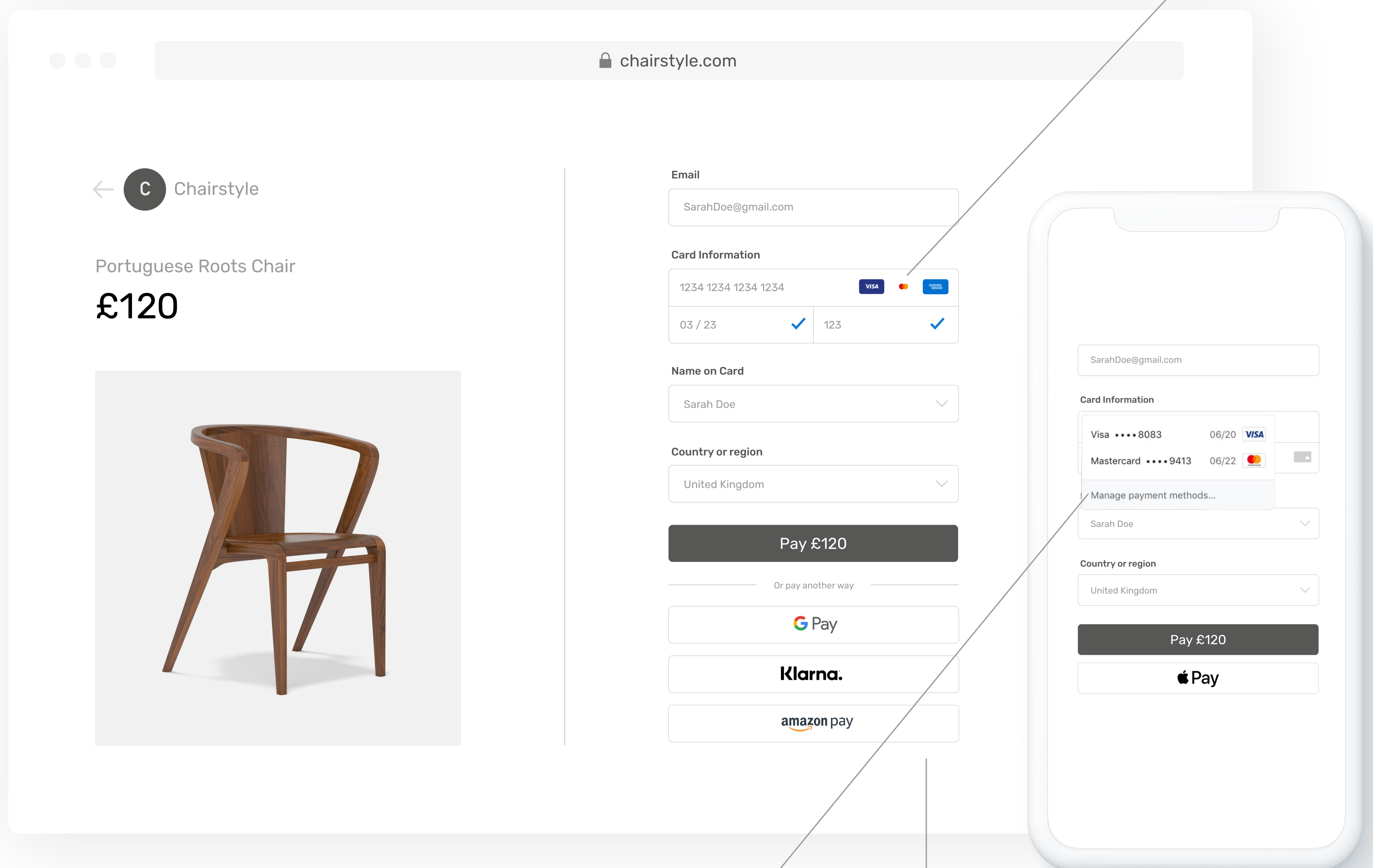
Leave no room for error

Your checkout flow should leave no room for error or doubt. Form fields *are* needed – most of the time. Once you've established a basis for your checkout across all devices, you can further optimise the checkout flow through the implementation of tools designed to make taking online payments as seamless as possible.

So, let's break it down.

Real time validation

Reduce the chance of a decline after making a payment with card recognition and error indicators.



Auto-fill

Populate your checkout flow quickly to accelerate the checkout process.

Alternative payment methods

Implement APMs to align with customer spending preferences and offer faster checkout methods.

TIP: One-Click checkouts have measured an incremental increase of 25% in conversions at the checkout across certain industries.

04 Device optimisation

A rule of thumb to follow when optimising your checkout for multiple devices is that your payment page needs to be as convenient and as simple as possible.

Numeric keypads

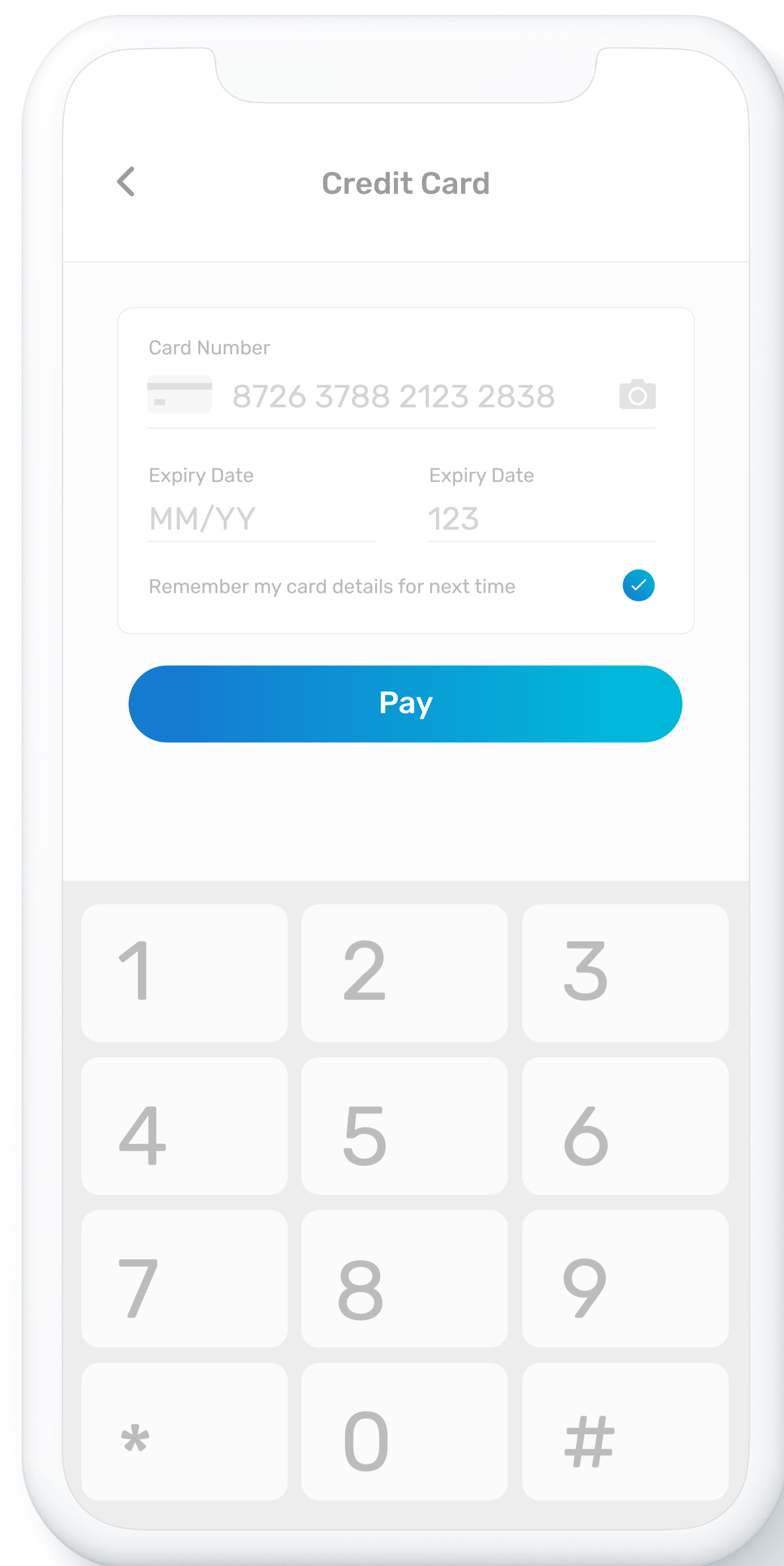
Not only should your store and checkout flow fit the reduced surface area of a mobile device, but merchants should enable numeric keypads to make entering card details easier for customers.

Mobile APMs

Ensure that you're offering your customers a way to checkout with payments native to their mobile devices such as Apple Pay, Google Pay, Samsung Pay and Alipay.

TIP: 96% of e-commerce checkouts can adapt to mobile devices but only 12% can facilitate payments made with digital wallets.

TIP: 22% of online checkouts in the UK support Apple Pay and Google Pay.



How important is device optimisation?

More than 67% of shoppers begin their purchases on one device before checking out on another, with 65% of these purchases beginning on a smartphone to only convert via a desktop most of the time.

Whilst there are other considerable factors that can decide how a shopper chooses to checkout, with time and place being a predominant reason amongst Google's Insights study - another was comfort.

TIP: Studies have measured that a dedicated interface across varying devices can increase conversions at the checkout by 15-20%.

A majority of customers within Google's study revealed that they'd wait to make a purchase on a product they'd discovered on mobile in anticipation of encountering input errors and a frustrating checkout process via their phone.

Whilst it would seem obvious that people are shopping from almost anywhere and everywhere; the actual data suggests that m-commerce is far from being optimised as we need it to be.

05 Localisation

Localising the checkout flow is a major step that you can take in order to boost conversions at the checkout.

The considerations to be made around localisation can vary depending on which payment flow is offered on the customer-facing basis.

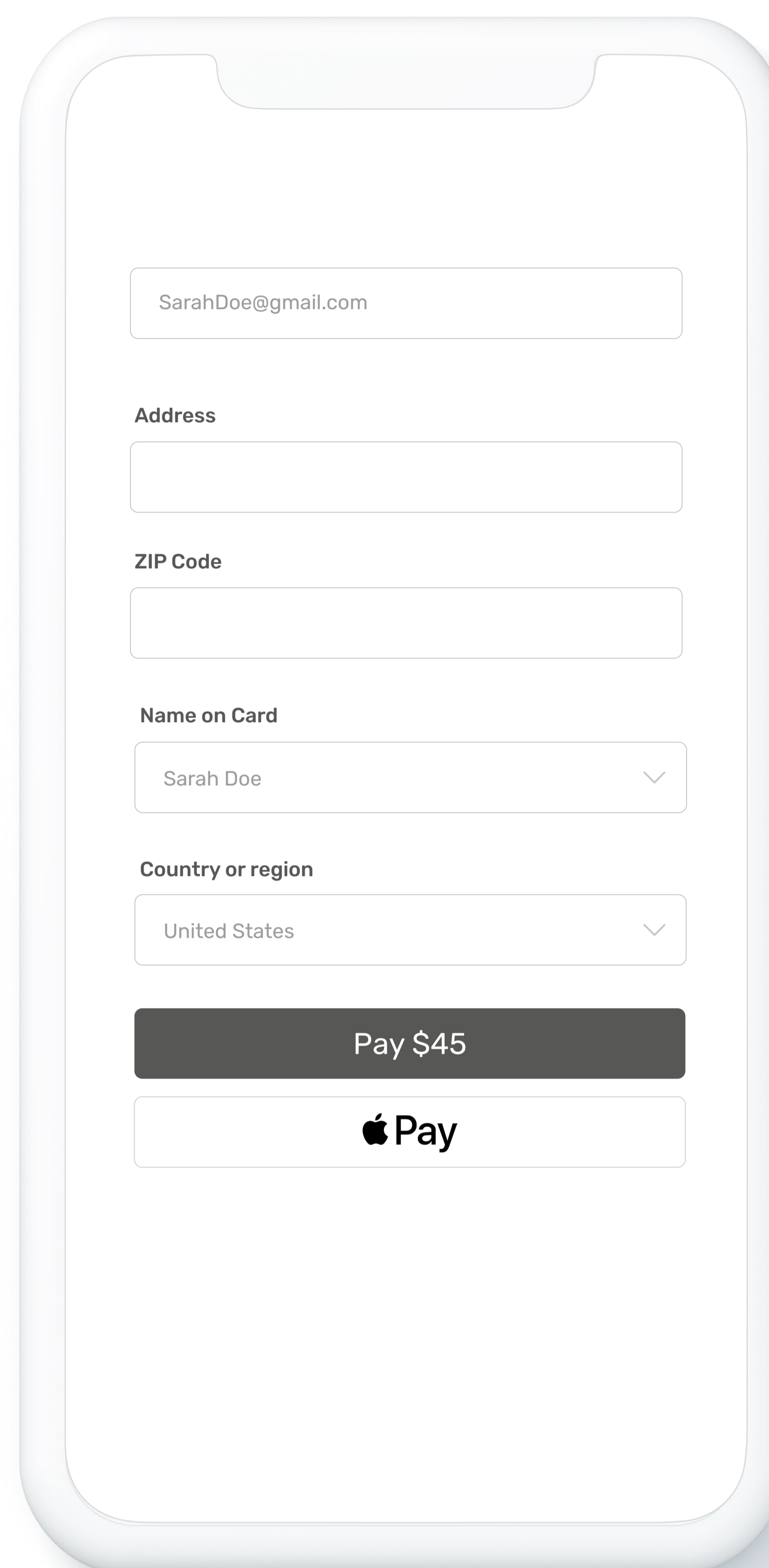
However, a merchant must take three essential considerations into account when localising a checkout flow for their customers:

Language: Translating and displaying your checkout flow in the customer's local language.

Terminology: Using terminology relevant to the customer's location, *e.g. ZIP code vs Postcode*.

APMs: Offer payment methods and currencies local to the customer's location and payment preferences.

TIP: 74% of European checkouts fail to translate their flows into the customer's local language.



SarahDoe@gmail.com

Address

ZIP Code

Name on Card

Sarah Doe

Country or region

United States

Pay \$45

Apple Pay

06 3D Secure 2.0

New legislation surrounding strong customer authentication has been legally enforced across the European Economic Area.

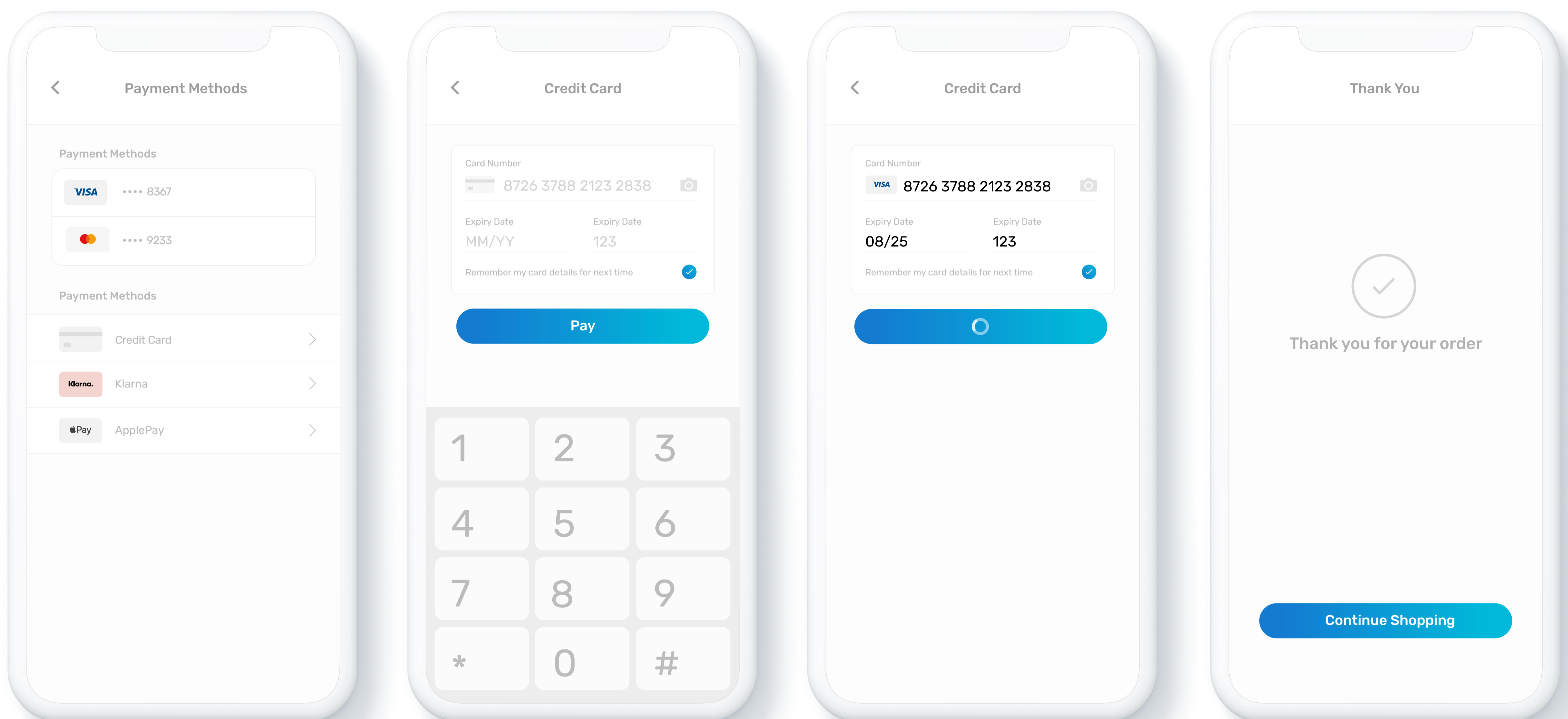
Implementing 3D Secure 2.0 into your checkout flow is considered the most convenient and frictionless way of complying with these new regulations.

Globally, there is a growing awareness from both merchants and shoppers surrounding security and risk in e-commerce.

3D Secure 2.0 can be integrated via three different scenarios at the checkout.

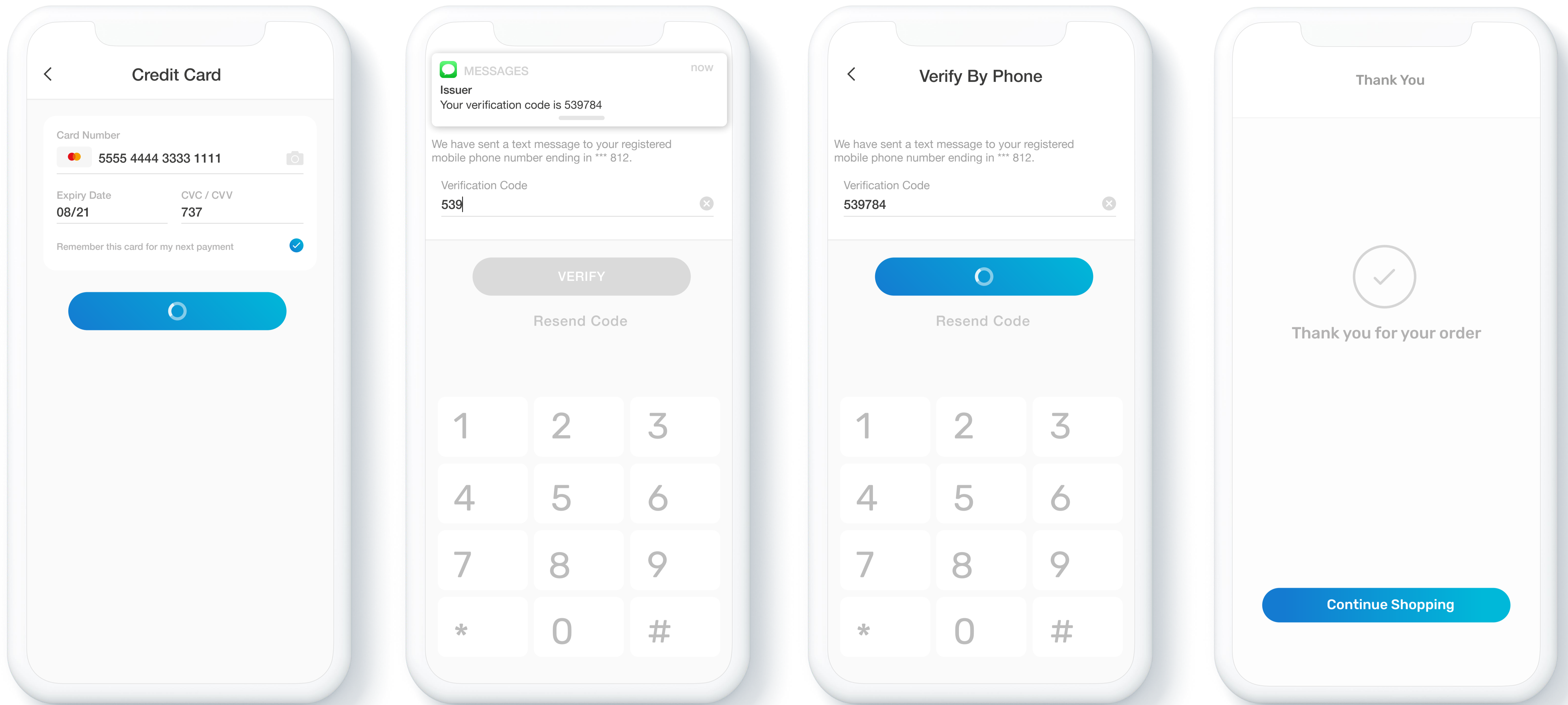
Passive

The transaction is authenticated quietly in the background without the customer having to do anything.



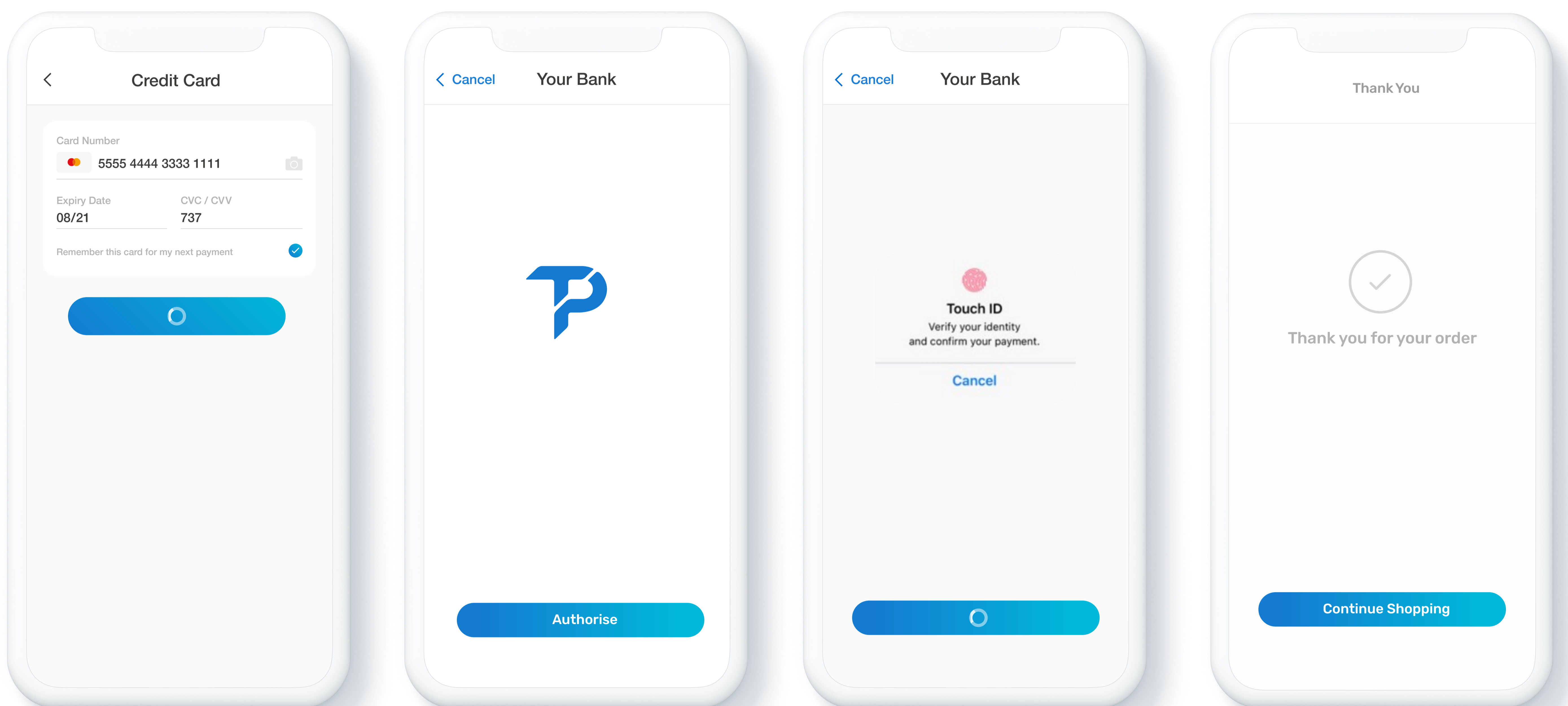
2FA

The transaction needs to be authenticated with a one-time passcode sent to the customer via SMS or email that is then input within the checkout flow.



Biometric

The customer must switch to their issuing bank's app to verify their purchase via facial or fingerprint ID. This may appear as a native overlay option on iOS or Android devices.



Benefits and considerations of 3D Secure 2.0

- 3D Secure 2.0 shifts liability for fraud to the issuing bank.
- It seamlessly supports purchases natively via mobile browsers and in-app.
- Through the various integration options, merchants can ensure 3DS2 matches the branding of their e-commerce platform.
- 3D Secure 2 can potentially clash with other fraud tools already in place and can negatively impact conversions depending on the CNP fraud rate of different countries.

Dynamic fraud tools:

Bear in mind, there is a certain risk when using 3D Secure 2.0 that suggests high-value orders may experience higher decline rates. Without the use of dynamic fraud tools, merchants may see a negative impact on their conversions with 3DS2.

Utilising Dynamic 3D secure with either version 1 or version 2 of the protocol, allows merchants to customise their authentication challenges to transactions that meet specific values.

TIP: Utilising Dynamic 3D Secure for transactions made within the EEA will require some consideration surrounding PSD2 compliance.

Your Global Payments Partner

Total Processing understands that an optimised payment journey is not just one that removes points of friction within your checkout flow, but one that can cater to customer demand.

Our e-commerce solutions provide you with the diverse portfolio of tools and resources required to design a checkout flow strategy optimised to your ideal customer.

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