WHY CUSTOMER SATISFACTION IS CRUCIAL IN THE NEW DECADE

In the last ten years, many businesses have improved their online marketplace resulting in more accessible commerce. In 2019, e-commerce accounted for 14% of retail sales worldwide. However, we'll see that figure double in the next three years. The past struggles of navigating the web may be old news. Now, more than ever, companies are realizing one crucial factor that can make or break them. **Customer engagement and satisfaction.**

In short, it comes down to psychology. Customers ultimately want to feel valued when they're making a purchase with you. Up to 80% of customers feel that the experience a company offers is just as important as the products or services it sells. **More than half** of those customers have canceled a subscription or abandoned a cart when their satisfaction was not met. The only one to benefit from this is your competitor.

The consumer market is only aiming to become more competitive so it's time to evolve if you want to begin or maintain a lucrative business. As a consumer, could you benefit from a company who uses a simpler marketing strategy to reach you or one that optimizes the voices of loyal customers?

Certain big brands have proved this strategy to be successful.

A Loyal Customer Begins with a Loyal Company

An ideal model of e-commerce customer satisfaction is Amazon. Customers attest to the promise that Amazon's products are well-reviewed and have a satisfaction guarantee. This provides consumers with a feeling of control and safety over their purchases resulting in loyalty for Amazon's brand. In fact, 47% of first-time online shoppers made their first purchase on Amazon.

If you're a first-time buyer, do you trust in the company who wants to sell you their product or do you scroll down and read the reviews of other buyers? Most customers do the latter. This is why **a user-centric platform is essential in getting an honest opinion of a product.** Reviews are there so blind faith doesn't have to be.

In addition, customers can engage with their favorite sellers on Amazon's platform. They have open communication with their favorite reviewers and grow to trust their opinions and recommendations. To make product reviews even more useful, Amazon encourages customers to vote on the content of each review that is posted.

These are simple and easy strategies that allow consumers to engage with each other. **Ties like these are useful for building loyalty and keeping the customers coming back.**

How to Start Building Customer Trust

Establishing a relationship of trust is important to brand loyalty, but it takes time. What can you do right now to build consumer confidence in your products?

- **Invest time in your website.** Easy navigation is key, but don't dismiss the value of your aesthetic.

- **Educate the customer about your product** with the information that you have available.
- **Encourage the consumer to leave reviews.** This will become a testament to your products or services.
- **Offer a platform for your shoppers to engage with each other.** Doing so will increase the likelihood of a positive experience for the customer.

Don't wait to build lasting relationships with your loyal customers. [Begin right now](#) by making engagement simple and meaningful.

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