

Report On
The significance of customer experience in the e-commerce
industry

By

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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelors of Business Administration

Brac Business School
Brac University
April, 2022

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

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Student ID :17304127

Supervisor's Full Name & Signature:

Tania Akter

Lecturer, Brac Business School

Brac University

Letter of Transmittal

27 January, 2022

To

Tania Akter

Lecturer,

Brac Business School

Brac University

Subject: Regarding the submission of internship report titled “The significance of customer experience in the e-commerce industry.”

Dear Ma’am,

It gives me great pleasure to provide you with my internship report. I was given the opportunity to serve as an intern at Beautysia's "Customer support service" department for three months. As a Marketing oriented student, it is vital for me to get personal experience and practical understanding of what I have learnt over the previous four years. During my internship, I understood how crucial it is to have a hands-on grasp of the actual world of business.

I am quite happy for the chance to finish my internship report successfully under your supervision. You coached me and offered all of the required assistance throughout the internship process.

I truly hope that you will find the report interesting, and that the study's findings will fulfill your expectations.

Sincerely yours,

Shawlin Nodee Sarkar

ID: 17304127

Brac Business School

Brac University

Non-Disclosure Agreement

This is an agreement between Beautysiaa and Shawlin Nodee Sarkar (17303127), a Brac University student, to deploy important material from the company's website, portfolio, and information obtained during my internship time.

There is no sensitive information in the information supplied here. Websites and portfolios of companies contain general information. I have never given any information that has come to my notice to a third party without first seeking authorization from my supervisor.

The firm consented and allowed me to write about their code of conduct as part of my BUS400 course. The basic information in their portfolio and on their corporate websites poses no harm to the organization.

Acknowledgement

First and foremost, I would want to thank Almighty for bestowing upon me the capacity and competence to finish my internship report within the time span provided.

I'd want to thank my supervisor and internship adviser, Tania Akter, for giving me with all of the assistance I needed to finish the paper, as well as the direction she gave during each stage of the process.

Next, I'd like to thank Mr. Uzzal Miah (CTO & Head of Business Development), my workplace reporting supervisor, for providing me with all of the resources I need throughout my internship. Moreover, I'd want to thank Mr. Hussain Ahmed, who mentored and aided me in studying during my job tenure, making my work experience exceptional.

Furthermore, I would like to express my heartfelt gratitude to my family, particularly my parents, for providing me with the support and motivation I needed to overcome every obstacle and challenge that arose during the internship period; without them, I would not be where I am today, nor would I be able to finish my undergraduate degree.

Executive Summary

The report has been prepared and submitted as the requirement of completing Bachelor's degree which titled- "The significance of customer experience in the e-commerce industry." In the report, I have briefly discussed about my internship which includes my position, responsibility within the organization, my experience and challenges throughout the 3 months long internship period. In the next part, I have focused and emphasis on the organization that how it operates its day-to-day operations, how the different departments create a value to successfully run the organization. Besides, its managerial practices, financial performance, marketing practices, operating practices have discussed elaborately. I have elaborately explained the mission & vision Statements, culture within the organization, values to critically analyze the goals and motivations of the company. Furthermore, the paper includes the Porter's five forces model and SWOT analysis to having a detailed analysis on the organization's performance and getting the view in the competitive market. In the project part, I have explained the whole findings and the methodologies of my findings and concluded with recommendations on corresponding of the findings. The report highly focuses on "The significance of customer experience in the e-commerce industry." On the other hand, I have done the secondary survey and analyzed the result. In this part, the report will go through that the reasons behind the importance of customer experience on digital business platform and effects of the customer experience on the e-commerce industry. However, I could analysis how some e-commerce is lacking behind from the competition in the eyes of audiences. Also included my findings, what I could explore within the survey and providing some probable recommendations.

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Chapter 1: Overview of the Internship

1.1 Student Information

- **Name:** Shawlin Nodee Sarkar
- **ID:** 17304127
- **Program:** BBS
- **Specialization:** Marketing

1.2 Internship Information

- **Company Name:** Beautysiaa.com
- **Department:** Customer support service
- **Address:** House no-18, Road-01, Block-B, Mirpur-06 1216 Dhaka, Dhaka Division, Bangladesh
- **Internship period:** 4 months

1.3 Internship company supervisor's information

- **Supervisor name:** Uzzal Miah
- **Position:** CTO & Head of Business Development

1.4 Job Description

As an intern I mostly worked in customer support team but sometimes I worked in the creative team also. My job responsibilities are:

- First day I learned about their services and my work responsibility.
- Second and third day I visited their website to learn how it works and learned about the beauty products they are selling.
- 4th and 5th day I learned about which product is for which skin type and skin problems.
- From 6th day I started communicating with the customers via Facebook business suit and phone call.
- Giving beauty consultancy to the customers.
- Along with communicating with the customers I learned placing customers' orders on Pathao Merchant.
- Targeting and attracting potential customers by sending them latest offer messages and website and page link through social media.
- Performed in multiple photoshoot and videos for page promotion.
- Generating new ideas to boost sales.
- Assisting product team for selecting trendy products or cosmetics to keep updated with global beauty world.

1.5 Benefits from the internship

The purpose of the internship program is to give practical information that was taught in theory during the four years of finishing a Bachelor's degree. Firstly, I was able to obtain experience interviewing for jobs. I tackled my fear and nervousness of facing an interview board and answering their questions. Next, I understood that as an intern, I had the chance to apply what I'd learned in the classroom to real-world situations, and I got a firsthand look at the kind of tasks I'll be doing in my chosen career. In addition to learning the specialist skills of a certain sector, I also learned transferrable skills such as communication, collaboration, and computer competence during my internship, which perfectly equipped me to enter the industry after graduation.

Also, as a consequence of the internship, I have obtained a great deal of important job experience. I've learnt how to connect with coordinators, coworkers, and clients in a professional manner. Furthermore, I developed management abilities through working with several departments and taking over their job. Working inside an organization taught me the importance of adapting the organizational culture and key principles.

Moreover, the internship taught me a lot about my own skills and flaws. This internship provided me with input from my supervisor and others in the profession, as well as a unique learning experience that I may not have again as a working adult. For example, I didn't know that I am good at facing the camera and can be a model of an advertising video. I accepted the mistakes I made as an intern as well as the many things I don't know. To get the most out of my internship training experience, I asked questions, observed, and took chances.

1.6 Limitations of the Internship

Many things were unfamiliar to me because it was my first time working in an organization. I had to cope with several hurdles and barriers in my day-to-day and on-the-job operations. First and foremost, this was a new setting to acclimatize to. Many of the organization's rules and regulations had to be followed by me. I required two weeks to understand the work procedures and day-to-day activities completely. I had to overcome barriers in order to communicate effectively with the creatives while sharing the clients' brief. Because I had

never talked or engaged with customers previously, I had to overcome problems in speaking with and dealing with them.

Also, as internship doesn't pay much so most of the salary, I get from my internship has spent on my allowance. Moreover, as it is a startup company there was so much work to done so that's why I had to work 6 days a week and as hard as a permanent employee. However, I would add that my coworkers were really helpful and assisted me much in adjusting to the atmosphere and learning the job procedures and tasks in a short period of time.

1.7 Recommendation for future Internship

Interns and newbies are considerably more welcome at work. However, I do have some recommendations for a possible future internship. The main issue I have come across in my internship program is that the employees had to work 6 days a week there where most of the companies has 5 days a week working policy. They think that more working hour means more productivity which is not true. One's mind needs to relax enough to be productive in their work field. If someone is tired and has not enough energy and enthusiasm for the work, they are doing they done that work perfectly and creatively.

Furthermore, because they are a startup, they still have some coordination issues. Coordination from one team to another is still an issue. As a result, if they collaborate with other teams, the task will take less time and effort. Aside from that, I anticipate that the organization would give a suitable location or space for trainees to do reports and connect with other trainees in order to get more information.

Chapter 2: Organization part

2.1 Introduction

"Beautysiaa Limited" began their journey in 2021, with the goal of providing clients with better health and beauty advice. They started to guide their customers towards a healthy skin and healthcare routine. To deliver their consumers the finest, they are continually on the lookout for hard-to-find quality cosmetic brands and beauty goods that buyers in Bangladesh cannot get anywhere else. They are the go-to place for the Bangladeshi beauty obsessive, who go to them to search, find, and present the ultimate collection of the contemporary world's beautifiers. They first started as a beauty and skin care consultant, but with time they started expanding in other areas.

They started their journey in 2021 January, but they primarily launched their E-commerce platform in July, 2021. This organization creates several forms of content for various beauty, health, and hygiene products. They also sell a variety of cosmetic and healthcare items, such as makeup, beauty care, and hygiene care. They also assist their customers in selecting the best product for their needs from among hundreds of options. They have a Facebook profile and a blog called "Beautysiaa.com." They also launched the company's e-commerce site, "www.beautysiaa.com," from which they collect orders and deliver items within two days inside Dhaka and three to four days outside of Dhaka. They used to regularly update their product line on the internet and recommend them to customers with the aid of their own beauticians, specialist dermatologists, and so on.

2.2 Overview of the Company

Though Beautysiaa began as a beauty consultant but soon become a trusted online store for beauty, health and hygiene care related products, specially "Korean Beauty" and uncovered a whole universe of cosmetic science waiting to be revealed. They became one of the most prominent Korean beauty products importers in Bangladesh and started to provide Korean beauty and skin care product both retail and wholesale customers in the Bangladeshi market. Questions can be raised that "why Korean beauty?" So, the answer is that almost all of the non-essential beauty staples were created in the core of the Korean beauty business, which is always at least 12

years ahead of its western equivalent. The Korean beauty business is always researching and innovating new ways to improve attractiveness and the quality of their goods. As a result, this ever-changing environment produces the greatest skincare products in the globe. Korean beauty makes use of the most potent active substances and much more. Their creative & new formulas can provide outcomes no one ever thought of before, thanks to an astonishingly vast repertoire that includes ground-breaking substances such as bacteria ferment, snail mucus, and bee venom. This is precisely what Shafiqul Islam Shojib (MD & co-founder) finds appealing in Korean beauty, after spending a long time in South Korea which encouraged him to initially groom the idea to build such a firm with his wife Nargis Sultana (CEO & co-founder). He identified a market gap that allows him to give beauty recommendations and other suggestions via their E-Commerce site.

2.3 Mission, Vision, Core values

✓ **Mission**

Beautysiaa's mission is guide their customers towards a healthy beauty regime and provide them authentic and natural beauty, hygiene products. Also, they are attempting to change the beauty standards of Bangladesh that a fairness is not the definition of beauty but a healthy skin is. We know skin care products are sensitive and our local market is not secure for this type product as there are large number of fake products in the local market and for this reason huge number of people get affected by many skin issues.

✓ **Vision**

By ceaselessly importing high-quality, natural, innovative cosmetic products, friendly to the user and environment. They aim to:

- Take over the leading market position in the segment of e-commerce site for Korean skin and cosmetic care products on the Bangladeshi market to become the first choice of the beauty enthusiast.
- Becoming a one stop e-commerce site for beauty and lifestyle choice for both women and men.

- Increase our market share and corporate reputation in our other existing markets
- To break into new markets within and beyond Bangladesh.

✓ **Core values**

Beautysiaa is committed to few values they practice in the organization which are: Teamwork, Best customer service and Loyalty towards customers, which they regard as organizational core values that they strive to achieve.

2.4 Key principles

Some key principles Beautysiaa follows and practices in their organization. As they not only sell beauty products but also give beauty consultation to their customers so every day, they face a lot of customers who just want to be fair skinned, they want whitening creams to be fair. Not only dark-skinned women but also who are already fair skinned they also want to be more and more white. But Beautysiaa does not support this obsession for white or fair skin, for them every skin color is beautiful they support bright and healthy in its natural color. That's why they do not suggest any skin whitening products to their customers and encourage them to follow a good skin care regime according to their skin type and problems to get a glowing and healthy-looking skin.

Also, as they give consultations, they can advise a bunch of products to their customers to increase the sales of the company but they don't do such things because their main goal is not to increase the sales but increase customers trust and loyalty towards their company. So, they suggest only the necessary and suitable products which will reduce customer's skin problems and give them a beautiful glowing and healthy skin.

Moreover, customer is their first priority. Giving customers the best experience on their shopping from online Beautysiaa is always ready to go. From free consultation to knowing customers budget and suggest products according to that Beautysiaa covers it all. They also take actions as early as possible to any complaint of customers against company's service and try to improve it which proves that customers are their first and foremost priority.

2.5 Business Type

Beautysiaa mainly practices Business to Business (B2B) and Business to Customers (B2C) model. For B2B business practice they import authentic Korean Skin Care products in Bangladesh and supply them to local stores and online pages. They are the authorized sole importer and distributor of the products of “Paxmoly” (a Korean skin care brand). Also, they import Innisfree, Some by Mi, Tiam, Cosrx, Missha, Laneige, Skin food, Mise en scene, Tony Moly etc. various famous Korean skin care brand’s products.

Consequently, for B2C business practice they use their website, Facebook and Instagram page to attract customers and sell their products to them. Customers order through Beautysiaa’s website and Facebook and Instagram page. After that, the customer service department confirms their order by calling them and send their order to the given address through Pathao.

2.6 Departments of Beautysiaa:

- **Marketing:** Beautysiaa mostly engages in digital marketing operations. As a fledgling e-commerce site for beauty and skin care items, its digital marketing team focuses primarily on social media marketing, SEO marketing, influencer marketing, content marketing, and email marketing. Because a person spends an average of 2 hours and 22 minutes each day on social media, it is their primary target for digital marketing. It enabled them to reach out to their prospects in a variety of ways. They run various paid advertising and sponsored content on various social media platforms and pick a group of people so that those ads show in the feeds of members of the target audience. Influencer marketing is another excellent digital marketing strategy for Beautysiaa. They go out to social media personalities and sites, as well as those who are seen to be experts in their industry and have similar ideals, and collaborate with them to promote their site and products. This method is highly effective nowadays since one out of every two women bases a purchasing choice on a suggestion from an influencer. Similarly, email marketing campaigns enable Beautysiaa to remain in touch with prospects and consumers by sending them personalized newsletters or offers based on previous purchases or brand

engagements. Content marketing enables marketing organizations to be proactive in responding to their consumers' inquiries. Content, films, and other assets are generated to address customer inquiries or give context. Furthermore, they run "Google Shopping" advertising, which are a no-brainer for any online business. A "Google Shopping" campaign aggressively advertises their items at the top of Google search results at the precise moment consumers are searching to buy the kind of things they sell. Shopping advertisements primarily incorporate product photos, price points, ratings, incentives, and other critical information that allows customers to easily "add to cart.". Furthermore, they want to transition to conventional marketing by setting up stalls at various events, fairs, and carnivals to increase client awareness of their brand and create trust in them.

- **Financial and accounting:** Accounting is the process by which they utilize their company's financial data to make their business more efficient and profitable. The accounting department carefully analyzes a theirs's finances and figures out the best way to cut costs, prepare for taxes, and grow the company. The department is in charge of all financial operations inside the corporation, from preserving employee financial data to preparing and evaluating the company's annual report, as well as financial profits market competitiveness. They offer an update on the company's financial position as well as a budget prediction for the future year. They also plan investments for the future year, selecting where and how much the firm should invest throughout the course of the year. They also develop 14 short-term and long-term organizational growth plans in order to envision where money may be put and which areas of investment may be advantageous to the firm. They produce monthly, quarterly, semi-annual, and yearly reports to illustrate revenue growth patterns for each of their clients. The account service, on the other hand, talks with the department in order to keep current on the ROI, BEP, and other financial sectors. Finally, one crucial job is the publication of an annual report for the accounts and stakeholders, which is needed by all businesses.
- **Administration and graphics:** This department is essential to every company and performs an important function within it. They are in control of all resources, including the company's legal and intellectual property. They are also responsible for creating management connections inside the organization. They are in charge of all day-to-day

operations, employee engagement activities, and the overall working environment of the firm. They are, however, in charge of staff recruitment, assessment activities, compensation, wage distribution, and other obligations. On a daily basis, the department deals with legal and internal difficulties. As a result, the department's job is vital to the smooth operation of the company.

- **Information Technology and development:** This department performs a vital role and makes major contributions to the firm. The department is largely in charge of dealing with and resolving any technical concerns on a daily basis. They do, however, handle the organization's development software, assuring the data's safety and secrecy. To make everything interconnected and virtually accessible on the internet, engineers and web developers are working around the clock to make Beautysiaa's website more structured in order to link their staff and customers in the simplest method possible. They create and manage the website. Rather, they aim to bring new technologies into the server and repair software issues.
- **Editorial and Graphics:** With visual design and editorial talents, this team contributes to marketing strategies. Specifically, if Beautysiaa has a new product and needs to increase product awareness. The designer will then usually include a larger and more responsive illustration to catch the audience's attention. Whether people are merely passing by or want to purchase anything from the online store. They create layouts/marketing assets for homepage features, landing pages, digital marketing, social media, site banners, packaging, product labels, newsletters, mobile, email blasts, and so on.
- **Inventory management:** This sector includes inventory management, supply of inventory, storing them in a proper place, supply chain, product management etc. to monitor all the activities related with these department many man forces are engaged. The main job for an inventory manager in Beautysiaa is sourcing, storing, tracking, and shipping a business's inventory.

- **Supply chain:** Web-based company is more than just exchanging and purchasing on the Internet. It denotes corporate efficiency at all work levels. Officials understand that it is critical to the fulfillment of commercial activities. Store network Management entails planning, booking, and regulating the acquisition, generation, inventory, and conveyance of things and administrations to clients. Beautysiaa's supply chain management procedure is a huge lining process that requires engaging multiple levels of managers to complete the entire work from product storage to delivering things to their potential clients.

2.7 Industry and competitive analysis

2.7.1 Porter's five forces model

➤ **Bargaining power of buyers**

Buyers' bargaining power in this market is quite high, owing to the following factors:

- Buyers' bargaining power in this market is quite high, owing to the following factors:
- They have a plethora of options from which to shop and hence incur no switching costs.
- They may evaluate the pricing of a product across numerous websites, as well as the offers they are making, and then decide which is the best deal for them.
- Because of existing e-commerce businesses have raised pressure on them to retain consumers, many physical merchants (both large and small) have launched their own online sites.
- Also, large e-commerce sites like Daraz has multiple offers every now and then which became a big competition to the startup e-commerce like Beautysiaa as customers assume they are getting same quality in much lower price.

➤ **Bargaining power of suppliers**

Suppliers' bargaining strength in this business is often moderate. Because,

- Because there are so many e-commerce and online platforms for beauty and skin care goods, providers never run out of customers.
- Internet retailers have defined product standards that suppliers must follow in order for their things to be displayed on their platform.
- On the other side, Bangladesh has adequate suppliers to suit the demands of online retailers and e-commerce platforms.
- Certain items have readily available alternatives in other stores or in physical stores.
- Suppliers with distinctive products in terms of range, quality, and size have a bit more negotiation leverage in this sector.

➤ **Threats of new entrants**

The threat of new entrants is relatively moderate to high in this industry because,

- the increasing accessibility of the internet creates a vast market for new entrants by increasing the number of customers and their requirements, making the e-commerce business more appealing to newcomers.
- To compete with established companies, large expenditures in technologies, promotion, and human resources are required.
- Existing businesses have already gained customer trust, and one or two main companies have already captured the major market share (Shajgoj, Carnesiaa).
- Existing online enterprises, such as Shajgoj, Carnesia, and The Mall, have strengths such as brand image, brand loyalty, robust distribution channels, steady vendors, and availability of raw materials that a new entrant might not have.

- Achieving economies of scale in this market would be tough for a newcomer since they cannot spend much and hence cannot benefit from cost advantages like large enterprises.
- Larger businesses that react violently in the market, such as Shajgoj, Carnesia, and The Mall, achieve economic benefits by adapting different strategies (which obviously require a large upfront investment). For example, Shajgoj, Carnesia, and The Mall use their own delivery system, that has made their distribution network successful and effective.
- Existing major companies pose a genuine threat of reprisal to new competitors. And may not be able to withstand the competitiveness supplied by the current firms.

➤ **Threat of substitute**

Threat of Substitutes is very high in this industry because,

- Customers can switch from one online retailer to another without incurring any switching costs. If there is no online store that can meet the needs of consumers, they can switch to physical stores (their indirect competitor) at a low or no cost.

E-commerce companies are attempting to provide higher value propositions by enhancing customer service in addition to delivering cheaper pricing and improved quality. For online firms that offer differentiated items, such as Daraz, the threat of substitution is low. Daraz offers several things that no other local e-retailer in Bangladesh possesses.

➤ **Rivalry among existing competitors**

In this business, competition among established rivals is fierce. Because,

- There are a large variety of website-based retailers (both global and local), some of which only sell cosmetics, others only sell skin care products, and still others offer a wide range of products including cosmetics, skin care, accessories, and fashion items, resulting in fierce competition in this industry.
- Due to the extreme competition, all of these companies compete on their pricing policies, quality of products, and varieties of products offered to customers.
- The number of online customers is growing by the day, and every business in this industry is seeking to gain more consumers by delivering new products and running more promotional programs, such as the 12 December (12.12 sale), in which Shajgoj, Carnesia, BD budget beauty, and other businesses in this industry presented massive discounts and offers, making competition intense for small ecommerce websites because not all of them can invest this much in sales promotion.

2.7.2 SWOT Analysis

➤ **Strength**

- **Strong marketing strategy:** Beautysiaa's marketing department assists them in effectively communicating with their consumers, allowing them to attract them and make them loyal customers for repeat purchases. Before introducing their goods, Beautysiaa conducted extensive market research. They also identify their possible target client group to approach in a professional manner. They do this through various promotional activities such as Facebook advertising, internet marketing, social media campaigns, and their own website. In addition, they had engaged in a variety of events, fairs, and other gatherings in order to better enlighten and expose people to their brand. This sort of operation requires a large number of

personnel to ensure that the entire process runs smoothly and efficiently, resulting in a large number of scopes.

- **Budget friendly but authentic and high-quality product:** Beautysiaa clients may get high-quality goods within their price range. It's a one-stop shop for all of their skin care and cosmetic needs. They may acquire a wide range of things from numerous brands created in many nations at a lower price than any other e-commerce site in Bangladesh.
- **Efficient human resources:** Many undergraduate freshmen and seniors who are studying wish to work part-time or intern at a firm like Beautysiaa. Beautysiaa, as a startup company, strongly encourages them to be a part of their company, and students are also very interested in working with them because new companies have some potentials where freshers and fresh graduate students can demonstrate their creativity and knowledge that they cannot in an established company. As a result, Beautysiaa has an effective human resource.
- **Good relationship with the suppliers:** Beautysiaa has maintained a very solid connection with its suppliers, who are one of Bangladesh's largest importers of international items. They have contacts with several importers for various countries' products. Some Korean items are imported directly by the company, while others are imported by the suppliers, although UK and Indian products are fully dependent on their suppliers.
- **Fast delivery:** Beautysiaa shipping enables online businesses to provide their consumers with the quickest delivery possible. Everyone values time, and shoppers expect their freshly acquired goods to arrive as quickly as possible. When a consumer completes their order, they may expect to receive it within a few hours to a few days. Most of the time, the delivery businesses with whom Beautysiaa is affiliated deliver the items throughout Bangladesh within 24 to 48 hours. Beautysiaa works with Pathao and Sundarban Courier to deliver merchandise to customers' homes.

- **Excellent customer service:** A solid customer care department is critical for any internet business. The firm must have faith in its goods. What precisely does Beautysiaa do? They believe in their product and discuss features and use cases in depth with their clients, as well as show them how the software may benefit them - not to mention debug anything that isn't operating properly! The customer service team's job is to assist their clients in getting the most out of their purchase and feeling like they received good value for their money.

➤ **Weakness:**

- **Low brand recognition:** Brand awareness is essential since it assists audiences in understanding, recalling, and being familiar with the branding and goods. As, Beautysiaa is a startup company who started their journey only 8 months ago, so their brand recognition is really low. people are yet to recognize beautysiaa as their trusted e-commerce company which is the biggest challenge for them.
- **Fund crisis:** As Beautysiaa is a startup and their brand awarenwss is low so the investment rate is also low. Beacause investors cannot trust Beautysiaa as much as they trust other big e-commerce sites. They have doubts about getting their investment return. So, getting good investment is a tough challenge for a startup like Beautysiaa.
- **Fail to provide employees motivation:** Beautysiaa is plagued by a lack of staff motivation. There are some issues in Beautysiaa that make employees feel demotivated, such as no entertainment facilities for employees, a weekly holiday that is only one day a week, unclear or nonexistent job descriptions, no clear chain of command, disorganized directives, hazy goals and objectives, unclear or nonexistent job descriptions, no clear chain of command, disorganized directives, hazy goals and objectives, unclear or nonexistent job descriptions, no clear chain of command, disorganized directives, hazy goals and objectives

➤ Opportunities

- **Emerging e-commerce sector:** People are becoming more and more interested in e-commerce sites for shopping than going into a physical store. As, people's life is becoming busy day by day. So, they don't want to spend their precious leisure time spending in malls or market roaming around to buy a product. So, e-commerce is a blessing for them. That's why e-commerce services are emerging in this country day by day which inspired business minded intrapreneurs to grab is opportunity.
- **Own delivery service:** If Beautysiaa starts its own delivery service it will be a really beneficial for their business. If not outside but only inside Dhaka they use their own delivery service it will increase their service standard. They can deliver the orders of the customers inside Dhaka within 12 hours which will impress their customer very much.
- **Celebrity endorsement:** Nowadays celebrity endorsement has become a trend for any business. Businesses endorse celebrities to create brand awareness, publicity and marketing.

➤ Threats

- **Upcoming competitors:** Even though the low cost of entry in the E-commerce industry is a plus, it also offers a significant danger to current sellers such as Beautysiaa. This is owing to the simplicity with which anyone — from anywhere — can launch a new e-commerce site and compete with existing online retailers. It is crucial to recognize that this feature of competition affects individual enterprises rather than the overall success of the E-commerce sector.
- **Fraud customers:** The e-commerce sector is powered by client trust, making it an ideal target for scammers. People may easily purchase a

goods on cash on delivery and then discover that the address is incorrect, the client is not picking up calls, or the phone number is incorrect when the delivery guy comes at their location. This is a loss for Beautysiaa since they would have to pay the delivery firm twice for the delivery and return of the merchandise.

- **International giants:** Monopolies have a lot of potential to form since E-Commerce enterprises may service entire nations — or perhaps the entire world. The impact of Amazon on bookstores is perhaps the best example of this. Previously, a certain region would be supplied by a variety of local booksellers. Traditional stores are decreasing as huge e-commerce options like as Amazon emerge, and Amazon is gradually has become the one-stop-shop for books. As an example, if large multinational conglomerates such as Amazon or Alibaba begin operations in Bangladesh, it will pose a significant challenge to the tiny e-commerce business such as Beautysiaa.

2.8 Recommendation

- In future, more space for employees as well as interns of Beautyssia Company needs to be given to comfortably cope up with the job environment and work as well as they should provide weekly training system along with weekly 2 days holiday to enjoy working with this company otherwise employee will not feel free to work on this environment in future and will not contribute much for the company as well.
- Unique quality products need to be launched by them in the market to grab the huge number of consumers and create strong brand image in future. As we know that, customers are now so much aware of best quality products so in that case, some unique quality of products can help to make it attractive to the customers by which in future,

Beautyssia can successfully stand up with strong brand image among the competitive and established brands.

- Most effective investment strategy is needed to survive successfully in the long run and reach to customers easily as a company's main focus should be on consumers as without good number of consumers, a company is nothing. Moreover, profit is not more important than the growth of company so without thinking about the profit, they should take the risk of investing more to grab more customer attention, more popularity, more profit in future as well.
- As a startup company, they should apply successful innovative strategies in every possible way to compete with the international giants as well as with the established companies otherwise it will not be easy to survive in this competitive world.

2.9 Conclusion

In overall, I want to conclude by saying that, With the vision of bringing in excellent, normal, inventive corrective items cordial to the client and climate, Beautysiaa's central goal is to direct their clients towards a solid marvel system and give them genuine and normal magnificence, cleanliness items and contemplating which They began to direct their clients towards a sound skin and medical care schedule. To convey their buyers the best, they are consistently watching out for hard-to-track down quality restorative brands and excellence merchandise that purchasers in Bangladesh can't go anyplace else.

Though they are facing lots of issues like- Threats of News entrance, Threats of substitutes are very high along with Upcoming competitors, international giants, already established brands having low brand image and fund crisis, This Company have overall good performance and somehow trying to cope up with all of them in last 8 months which is not even a small try for a startup company. So, in future to make them as an established company, they should start working on providing unique quality products, applying more effective investment strategy,

using successful innovative strategies to achieve their goals and so on to beat other companies and rise up as a successful established company in Future.

So, as an intern, I am actually happy and thankful to Beautyssia Company to help me having practical working ideas along with friendly environment which will help me to be more practical and also help me in my future job as well.

Chapter- 3 Project part

The significance of customer experience in the e-commerce industry.

3.1 Introduction

E-commerce is a business strategy that uses the internet to conduct transactions and is digitally implemented to enable interactions between businesses and individuals. E-commerce refers to the process of distributing, selling, purchasing, marketing, and servicing a product using an electronic system known as the internet (Hadiantini et al., 2021). The survival of any e-commerce business depends on how they satisfy their customers by giving them the best experience they never had while shopping on a website. Customer experience refers to internal and subjective feedback from customers as a result of direct or indirect interactions with the organization. In this scenario, customer experience is a developing focus in marketing research since it impacts consumer perception of quality in the competitive e-commerce industry.

Consumer purchasing habits have shifted considerably as living conditions have risen and the speed of life has quickened. The e-commerce sector has had an impact on people's daily lives. Currently, an increasing number of individuals are spending an increasing amount of money on online shopping (Luo & Chen, 2018). The role of technology in market is crucial, and it affects every business activist. Companies that employ technology to carry out business operations will be able to offer services to their clients more swiftly. Because every company's purpose is to provide the best possible client experience. Evidence suggests that client experience is crucial in E-commerce, thus marketers should pay attention to it while selling goods or services on the internet (Nisar & Prabhakar, 2017). A business should undoubtedly include the customer experience in their e-commerce strategy. It is so crucial, in fact, that it may be the most significant aspect of all. Some of the most important aspects that influence customer experience include service quality, price-quality product compatibility, trust, brand image, delivery speed, personalization, and so on. A great customer experience may be accomplished by delighting consumers by meeting all of their expectations while buying on a website.

3.2 Research objective

Broad objective:

The aim of the study is to know the significance of the customer experience in the e-commerce industry.

Specific objective:

- To investigate the reasons behind the importance of customer experience on digital business platform.
- To analyze the effects of the customer experience on the e-commerce industry.

3.3 Research significance

As previously said, customer experience is extremely important in the e-commerce market. Most of the e-commerce sites offer certain fundamental items and services, market rivals are more competitive. By being more popular in particular sectors than others, e-commerce enterprises acquire a competitive edge. The study was significant to me since all of the online stores or e-commerce enterprises have similar characteristics, even though consumers' preferences vary based on the many qualities of the business. More than half of buyers (40 percent of consumers and 56 percent of business customers) would pay more for a better experience and would not buy from the same firm again if the experience was unsatisfactory (McAuliff, 2020). So, it is a question of determining why certain e-commerce companies fail to provide their clients with the finest purchasing experience while others provide a very satisfactory one and what significance it is bringing to the e-commerce business.

3.4 Methodology

For this report I conducted secondary research. I collected data from various sources from the authentic and trusted sites of the internet, including online articles, journals, blogs, previous

studies etc. The data are both qualitative and quantitative. I choose this method because a lot of study, surveys and articles has done recent times on the importance of customer experience in the e-commerce industry. So, it was easy for me to gather information, fact and statistics to support my report topic. It was easy, time saving and cost friendly way for me to collect and analyze data in secondary research method.

3.5 Literature review

Consumer experience broadly explains how a consumer perceives involvement with the company or brand, where each encounter contributes to the customer experience regardless of whether the customer interacts with the brand in-store or web (Anblicks,2020). Products and services by themselves are insufficient to build brand awareness or acquire a competitive edge. Product parity in terms of price and quality can be delivered by competitors. The customer experience that a business deliver to their consumers is what sets a business apart from the competition. Customers that have a terrible experience will depart in 80-90% of cases, with little possibility of returning (McAuliffe,2020). Consumers will have to go elsewhere quickly if they couldn't easily obtain other people's perspectives with a brand. Around 88% of customers examine online reviews to judge the quality of a company's customer service. The quality of a company's customer experience is judge by 88% of customers by examining online reviews (Frichou,2020). Considering the customer experience a priority in the business plan is the most effective method to increase brand awareness, create repeat customers, and profit from recommendations (Hassey,2019). Companies that do not prioritize innovation and creativity will struggle to exist. The digital commerce consumer experience is quickly becoming a key distinction. (McAuliffe,2020).

3.6 Findings and analysis

A well-thought-out e-commerce strategy for the online business is crucial to its long-term success. As objectives are exceeded by higher aiming ambitions, the appropriate approach may catapult the firm to new heights. It may position the e-commerce as a leader in the niche, one that the rivals aspire to be like.

However, an e-commerce strategy that is lacking a crucial component might lead a business sale to stagnate. It's like a Lego game with a crucial piece. Yes, it may stand for a time, but the missing component may ultimately cause the entire building to collapse. Many merchants have learnt to value customer experience as a key component of a progressively replaced strategy.

Having outstanding things to offer on the website and driving traffic with SEO and PPC advertisements isn't that much these days. (Hassey,2019). That's something that everyone does. However, in order to separate themselves from the competition – to truly stand out – businesses must be hyper-focused on the experience their customers receive from them.

3.6.1 What is customer experience?

To effectively describe what it is, it is necessary to first state what it is not. Many individuals mix up customer service with customer experience. Although offering excellent customer service is a crucial component of the whole experience, the two concepts should not be used interchangeably.

Customer experience is the overall impression of a brand that customers have during the buyer's journey. It affects elements relating to their bottom line, including revenue, as a result of their perception of the brand. In the context of e-commerce, customer experience refers to how a consumer interacts with a company's e-commerce website and the feelings it evokes. Some elements of this experience include:

Is it convenient for consumers to reach what they're searching for??

Is the website easy to use and visually attractive?

Are the product descriptions simple to read and understand, with no extraneous fillers?

Is the checkout procedure straightforward and quick?

Is there anything that bothers customers about the purchasing experience?

Is it possible to get a response to a customer care inquiry in a timely manner?

Is customer service upholding the clients?

The ultimate objective is to create a shopping experience so fantastic that clients would never consider purchasing from a competition. Customers should believe that the company actually cares about them as a result of their experience.

3.6.2 Why is every customer experience is so important?

In recent times, ecommerce has evolved into much more than a sales platform. Sixty-five percent of shoppers conduct online product research before visiting a physical store (McAuliffe,2020). Online browsing, more than any other approach, has the ability to motivate users to make purchases. Customer experience management is crucial in capturing and converting these possibilities by creating a great and stress-free customer experience at all stages.

The purpose of being overly concerned with the buying experience is to foster brand loyalty. If a consumer has a great buying experience and truly feels valued by the company, there's a strong chance the customer will remember that company when it's time to order again. This is crucial for businesses who offer restock able items.

Another crucial factor to consider is referral business. Many businesses rely heavily on client referrals to generate a large portion of their revenue. People are more likely to believe a reference from a friend, family member, or coworker. Similarly, when consumers have a negative shopping experience, they prefer to tell others about it - to warn them and let them know that they should take their money elsewhere.

Without consumers, an e-commerce business cannot exist. While SEO and PPC advertisements may certainly attract new clients to the website on a regular basis, creating brand loyalty is a vital component of long-term success. For that an e-commerce should make sure that customer has the best experience while shopping from them. Every stage of the purchasing process should be handled, from how consumers research their goods and assess options, with what tailored assistance and information they would need along the way, to encouragement for new purchases, selecting, and, finally, post-purchase support.

E-commerce is becoming much beyond a sales medium. According to one report, 65 percent of buyers conduct internet research before approaching a physical shop. (McAuliffe,2020). According to the same study, more than half of buyers (40 percent of buyers and 56 percent of corporate clients) would pay more for a quality experience and will not purchase from the same firm anymore if they had a negative experience.

Nevertheless, far too many e-commerce sites do not provide fundamental features such as easy website navigation, appropriate search results, or accurate product description. According to McAuliffe, approximately 80% of customers abandon their purchases, choosing to go to opponents that better meet their needs. (2020). Furthermore, according to that same research, 98% of organization's policymakers believe that failing to provide a seamless customer experience has significant business consequences, such as a reduced customer satisfaction rating (49 percent), fewer customer visits (48 percent), and a 44 percent loss in revenue/market share to rival enterprises.

3.6.3 Pandemic effects on e-commerce customer experience

The Covid-19 worldwide epidemic drove digital commerce to the forefront for both B2B and B2C purchasers, prompting half of shoppers to purchase things they had never purchased online before, including 70% purchasing more than normal (McAuliffe,2020).

It has served as a wake-up call to all organizations to improve overall customer experience management strategies, emphasizing the significance of customer experience and desires for improved online experiences. The difference between firms who were prepped and those that were not will be striking. According to McAuliffe, the corporate sector will witness far greater investment in e-commerce customer experience, and transition will be more rapid than what it would be otherwise (2020).

Customer tastes, expectations, routines, and behaviors will alter as a result of Covid-19, according to a study. People's shopping habits has become more focused and customers has begun to prioritize convenience and availability over cost. This applies to both consumer and business buying behaviors. It has become about dependability, accessibility, availability, and

ensured delivery assurance, rather than price. These characteristics are at the foundation of an effective customer experience strategy nowadays.

3.6.4 The Significance of Customer experience in the e-commerce industry

Customer experience can position businesses to be more innovative and customer-focused, resulting in increased sales and company success. The following are some of the reasons why a positive client experience is so important:

❖ Improve customer satisfaction

organizations that focus on optimizing customer happiness throughout the customer journey have the potential to boost customer satisfaction by 20%. (McAuliffe,2020). Surpassing the customers' expectations requires a strong focus on customer experience. Brands must be accurate, reliable, and able to deliver on their promises. The possibility lies in the ability to keep the promise while also surprise the customer with extra attention and support. A totally satisfied customer brings in 2.6 times the revenue of a moderately satisfied client and 14 times the revenue of a somewhat dissatisfied customer (Frichou,2020). The company should guarantee that the customer experience is consistent across all touchpoints, resulting in a smooth experience all through the customer journey.

❖ Improve customer retention

A pleasant customer experience benefits the consumer and distinguishes them from competitors. A great customer experience is vital for every company's long-term success. A positive customer experience enhances brand engagement, develops loyalty, and assists in customer retention. A positive customer experience ensures that the consumer will have a long-term relationship with the company and will generate positive word of mouth. It is seven times more expensive to attract a new client than it is to retain an existing one (Frichou,2020).

❖ **Reduces customer churn**

Customer churn, also known as customer attrition, is the rate at which consumers who buy or subscribe to the product or service offering terminate their relationship with the business and stop bringing in money for the company. If a consumer has a negative experience engaging with other components of the business, such as marketing material, social media platforms, customer service, and account managers, they are more likely to churn. Customers need to feel embraced and respected by the businesses they support, and if they have negative interactions with the firm, they will leave. Customer attrition is caused by factors other than price. In truth, poor customer service quality is to blame for client attrition. A CEI survey found that 86% of shoppers are willing to spend extra for a superior customer experience (Anblicks,2020).

❖ **Creates a competitive advantage**

Consumers are no longer ready to accept poor or even mediocre service. As a result, every blunder, no matter how slight, presents an opportunity for corporations to acquire market share by outplaying their competitors. A positive customer experience may provide a significant competitive advantage. Low costs and outstanding customer service may be the company's two primary differentiators. According to Conversocial's State of Customer Experience Trends 2020 analysis, 22% of the consumers consider a pleasurable experience to be more important than price. (2020).

❖ **Increasing revenue**

As previously said, a pleased consumer will return for even more products and services. According to research, loyal consumers lead to a 300 percent boost in income over a three-year period. This is in stark contrast to an unhappy client base, which may cut business's income by up to 14% in a calendar year.

These figures are too tempting for any professional business owner to ignore, especially given how simple it is to improve customer experience. To satisfy the consumer, all a business needs to do is collect feedback from customers and use it to enhance their services. It's mostly about demonstrating a real attempt to go the extra mile in order to address the customer's problem.

Providing outstanding customer experiences guarantees that the e-commerce have a high level of client loyalty and retention. The more devoted the customers are, the more purchases they will make from the business. Not just that, but loyal consumers help promote positive word of mouth about a company and bring in new clients via recommendations. All of these factors have a favorable influence on the company's revenue.

❖ **Competitor is keen on poaching the loyal customers**

No matter how long an e-commerce company has had a devoted client, he or she will be enticed to depart for a better bargain elsewhere. Unfortunately, rivals understand that devoted clients are the backbone of the whole e-commerce firm, and if that backbone is compromised, the business will crumble. If an e-commerce company wants to win over some of its loyal clients, they must put pressure on their competition. So, how does an e-commerce company protect its consumers from poachers, and how does it effectively capture customers from competitors? It can only be done by providing the greatest possible customer service.

❖ **Great CX = engaged employees**

According to a recent study, firms who provide excellent customer service (CX) have 1.5 times the number of engaged employees as those that do not (QuestionPro,2020). An engaged workforce is a valuable asset to any firm. They are committed, loyal, and connect themselves with the company's aims. According to studies, firms with highly engaged employees beat competitors by 147 percent.

Employee experience (EX) and customer experience (CX) are intricately intertwined. Employees that are highly engaged have a good impact on the customer experience. They continually seek out and implement innovative methods to provide an amazing client experience.

❖ **It is the genesis of brand advocacy and community marketing**

A case of brand advocacy occurs when pleased consumers use various social media platforms to promote a company, its customer service, and the quality of its services and goods. Others utilize word of mouth to promote a brand among their friends and family. That is a highly powerful

advertising plan for any company, both local and global. The inverse is when displeased consumers share unfavorable evaluations about a firm's product and service to the point that many potential customers choose to purchase elsewhere.

The unifying factor in each of the preceding examples is customer experience. And, with increased internet activity across the world, regardless of socioeconomic position or age, the importance of positive online evaluations cannot be overstated. They result in more social media shares and tweets, as well as more internet traffic to the e-commerce website. This is how Google and other search engines will rank the website. One of the most successful tactics for acquiring clients online is to have a high SEO ranking.

3.6.5 Examples of some international e-commerce companies who created great customer experiences

To succeed in today's highly competitive world of electronic commerce, outstanding experiences must be created and managed.

- **Boden:**

Boden, a British clothing store, recognized that customizing the customer experience will be critical to its success in the future. It was in desperate need of a remedy that would;

- ✓ Deliver customers a tailored experience.
- ✓ Reduce the amount of manually policy writing that is essential.
- ✓ Increase the team's flexibility and adaptability in responding to consumer requests.

Boden, for example, can now sell consumers climate-appropriate items by targeting people depending on their location and advertising appropriate items to them. It has

also been able to implement 'refitting,' which is the practice of providing clients with a range of coordinated clothing.

- **Albertsons**

When it comes to e-commerce, Albertsons has always been one step ahead of the competition. It aimed to keep developing by encouraging its customers to cook for themselves, providing them with several purchasing options, and delivering personalized, relevant content everywhere that it could. In addition they had to keep up with the growing popularity of online grocery shopping.

Albertsons had seen a possibility with product search and explore options to reduce the time it takes to develop baskets, increase basket capacity, and boost exchange rates, with over 50% of their e-commerce attributed to search (McAuliffe,2020).

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- **Annie-Selke**

Annie Selke, a home interiors business, already had a well-established brand, so the next step was to create a unified purchasing experience from start to finish, with retailing at the core. What it truly needed was basic search to replace the clumsy search functionality it already had. "It's vital to show the customer the correct goods at the correct time and in the appropriate place," says Monica Cleveland, CMO of The Annie Selke Companies. (McAuliffe,2020).

The organization was able to take a double approach to search by adopting Bloomreach Search. Customers who know exactly what they want may skip past irrelevant search suggestions and go straight to the official site. If they were unsure about their search, they would be presented with highly relevant items on a search engine results page based on past user behavior. Within the initial six months of the campaign, the company's search income grew by 40%. (McAuliffe, 2020).

- **HD Supply**

HD Supply, one of North America's major industrial distributors, intended to update its whole consumer experience to B2C+, which implies it intended to provide the experience that consumers are accustomed to and expect, as well as the added features that corporate clients want.

It was critical to ensure a smooth purchase procedure. They want to make sure that consumers can easily find what they're looking for, that they're selecting the right items, that they can order them, and that they can return to their day. The goal is to make the 'Add to Cart' function as easy as feasible.

It improved its site search experience by allowing users to 'Add to Cart' right from the search box. Customers may now view the image of the product, item number, price, and 'Add to Cart' button in the search box. As a result of the initiative, HD Supply saw a 16% boost in earnings from search and a 4 % rise in 'Add to Cart' rates from list and product description pages (McAuliffe,2020).

So, after analyzing the secondary data in this report it is clearly showed that in the it is vital to provide a comprehensive experience to clients rather than just excellent quality items by completing this research. In addition, it is explained that how the customer experience dimension has changed in recent years and during pandemic in case of e-commerce industry. Moreover, it discovered the elements influencing customer experience in this market, as well as how to regulate and enhance those factors in order to provide customers with a memorable encounter. Finally, this research has shown that the importance of creating a positive experience for customers through their shopping journey and how it will benefit the company to succeed in a long run.

3.7 Recommendation

There are a few things that may be done to improve the consumer experience in the e-commerce sector:

❖ **Intelligent Search**

Site search is the essential tool for creating baskets and converting clients, whether they are new or returning for e-commerce. On any website, the search box is the most crucial piece of real estate. Customers want relevant search results; then they also want to know if the things they want is in store, and they want to see meaningful insights, latest information, and thorough product information.

Unfortunately, because they emphasize on keyword rather than just the meaning of those terms in context, many of today's search capabilities may do more harm than good. In practice, it is the difference between stupid and smart search. Most marketing tools still just search for words, which is a formula for disaster. When a customer looks for "budget blue mobile," they are most likely looking for a blue, low-cost mobile phone. A keyword search, on the other hand, may result in a page of low-cost blue mobile accessories. An intelligent, semantic search, on the other hand, assesses the words in different contexts, exactly like a human sales person would. This easy, personalized search functionality is critical in providing a great client experience.

❖ **A Personalized Experience**

Although just 14% of consumers and 22% of corporate customers claim their most latest online experience was completely tailored to them, this is gradually becoming the consumer standard across all industries (McAuliff,2020). When it comes to consumer views around purchasing, Covid-19 has prompted an unusual cultural reset, and new behaviors are likely to have evolved. Consumers are increasingly looking for a customized experience.

As per Pam Danziger, a luxury fashion specialist and author, stated during a discussion on navigating retail firms during the epidemic, “coming out of this crisis, we’ll see even greater division between shopping as an experience and really needing to buy things. The shopping experience and purchasing have become decentralized.” (McAuliffe,2020). Of course, stating it is much easier than implementing it. While personalization is growing more popular, most businesses are still discovering how to utilize it successfully.

AI technology has the potential to assist enterprises in incorporating personalization and targeting into their digital products, resulting in a more relevant and individualized consumer experience. Products, for example, may be shown based on client-driven performance statistics and critical business objectives. Thanks to machine learning algorithms, retailers can also respond quickly to changes in customer behavior as well as external elements such as weather.

❖ **Rich Content and Information**

Throughout the epidemic, as a key need both for B2C and B2B customers, the importance of product options increased by 11%. Precise information, including product specifications, inventory levels, answers to frequently asked questions, and price clarity, may significantly improve the e-commerce user experience. 32% of organizations already give extensive, thorough product information, indicating that there is still great opportunity for development (Frichou,2020).

Furthermore, it must do more than just precisely answer product questions: it should also tell a story and encourage the customer. They must connect with customers with great content and experiences. Consumers will be looking for more impactful interactions after Covid-19, and they would not be drawn to a five-star brand merely because it is well-known for being such. Companies will have to put more effort to deliver better online consumer experiences for their customers.

❖ **Flexible Payment and Delivery Options**

According to the State of Commerce Experience research, 41 percent of firms provide in-store or office pickup and 27 percent offer next-day delivery as part of their current e-

commerce strategy. A lack of versatility in buying and delivery alternatives might be expensive, leading the customer experience to fall at the last step.

Amazon Business is a wonderful example of a B2B company that offers the freedom that consumers desire and want. It provides Amazon users with the same experience they are used to in their personal life, but with additional business functionality and convenience such as the option to buy on credit, pay by bill, downloaded VAT receipts, and expenditure monitors.

3.7 Conclusion

In recent years, the number of global e-commerce firms has increased, market rivalry has become exceedingly strong, and the desire to develop their own user groups has also increased. However, because modern customers are highly sensible, they compare shopping based on the categories, commodity brands, and price promotion range, delivery methods, and so on of various e-commerce websites. It is extremely difficult for businesses to grow their market share by merely offering high-quality items at a low price. So, if e-commerce enterprises want to thrive in a world of strong competition, they must please their clients by giving the finest purchasing experience a customer has ever had.

The global epidemic of Covid-19 has thrust e-commerce customer experience into forefront, making it a top issue for organizations. Those who have a successful customer experience plan have won, while many have been stranded and attempting to find a way out. To plan for what occurs next, every firm will require a successful digital e-commerce platform. It is often necessary for a dramatic occurrence, such as Covid-19, to change people's minds and inspire them to action. The main goal of the industry is now to surpass their customers' expectations, offer a consistent customer experience across all touchpoints.

Now is the moment for website-based retail companies to get back to essentials and emphasis on the substance of the customer experience and the sort of connection they want to cultivate with

fresh and existing consumers. Beyond everything, the experience they create must be easy, but it must also be an engrossing and exciting encounter that keeps people returning.

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