

Remember when shopping at actual retail stores was the only way you could buy anything?



Then, just as now, fortunes were made by some chains—while others languished and went out of business.

Now, we're not here to say that brick-and-mortar shopping is dead. Far from it.

But the most successful ones have always had one thing in common: they provide a positive shopping experience.

Doesn't matter whether you're talking about Apple, with its minimalist design and bright lights, or the utilitarian shelves of Dollar Tree—retail stores spend a lot of money on finding out what its customers want... and then delivering it to them.

The one thing they're not constantly reinventing?

The checkout process.

Customize What Matters

Yes, successful real-world businesses sometimes tweak the buying process. At Apple you just flag down a dude with a phone. At Walmart you can check yourself out if you want. At Amazon Go, that's the only option! And Kroger recently launched its 1000th store where you can order online and pick up from the parking lot.

The process of checking out at retail relatively the same. Get your stuff scanned. Pay for it. Leave.



So why do so many online retailers mess with the basics?

If you really want to get your money's worth with your ecommerce store, build an experience your customers will love—but leave the checkout process alone.

Because when it comes to actually buying your products, your customers want the simplest, most familiar process you can provide.

They've got a cart full of goodies and they can't wait to get them.

So don't get in their way with a difficult checkout process. **As far as we're concerned at Foster Commerce, "what the checkout process should look like" is not up for debate.** What we give them is optimized and tested.



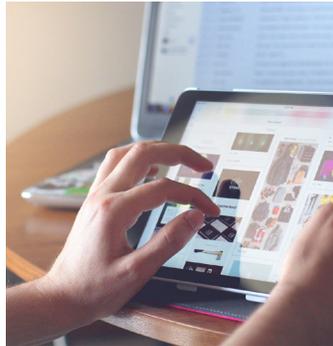
What is up for debate is the way we create a unique shopping experience for your store—one that drives higher conversions, engages customers after the sale, nurtures customers toward future sales, and presents them with new offers.

For example, let's say you sell premium t-shirts.

It's a safe bet your customers would love to see multiple options in a variety of sizes. Since they can't try on their chosen shirt, they're probably going to want to know which colors and styles are available, whether the combination they want is in stock, and what the front and back looks like. They may even appreciate content that describes what the fabric feels like, or how the cloth is stitched.

To reduce your customers' nervousness around buying online, you'll need to decide a few key things:

- Does your site need to provide 360 degree views?
- Product availability? Return policies? Shipping costs?
- A grid, carousel, or slideshow view?
- Will you recommend similar items?
- Will you write content yourself or hire someone else?



These decisions—and the customizations that follow—are the places you'll get the most ROI for the money you spend. You need an e-commerce shop that can be built on a blank slate, allowing you to take your customers on journey specific to your brand.

Because it should be your experience that differentiates you. Not your checkout process.

Spending money here is just a waste.

Don't Touch the Checkout Process

Some studies estimate that cart abandonment is a multi-billion-dollar problem—nearly \$150 billion a year, in fact. That's the total PYMNTS calculated when it looked at 650 retailers across 18 industries. Why?

According to Baymard, the average cart abandonment rate is more than 69%.

That's a lot of money left on the digital table.

Don't make it worse—and waste your money a second time—by making your shopping cart difficult to use.

Most businesses don't realize that custom e-commerce sites often cost so much because everything, including the checkout process, gets built from scratch.

Not only is this an unnecessary use of your money, but you also risk losing sales on something that's completely untested.



At Foster Commerce, we understand the psychology of shopping.

That's why we refuse to build custom checkout processes that don't actually contribute to sales. **We know what works in a checkout and what doesn't**, and we won't let anything get in the way of that.

So we rely on a handful of proven—and reliable—checkout systems. When you work with us, you will too.



When you realize that e-commerce is about so much more than the checkout process, you'll better understand how to make more sales...

And, because you didn't spend money on a custom checkout, you'll have the extra resources to help make those sales happen.

About Foster Commerce

Foster Commerce is here to help you put your money where it counts.

If you're ready to build an e-commerce shopping experience that focuses on the right customizations—and leave the checkout process alone.

Contact us for a quick introductory call: 614-368-1060

