



ONLINE RETAIL EXPERIENCE
CHECKLIST

POWERED BY
moengage



Optimize the Online Meeting Solution



Adopt/upgrade existing meeting platform to make it more dynamic



Reduce the platform load-time



Optimize for zero voice/video lag across low network speeds (2G, 3G, etc)



Communicate About Online Meetings Across Channels



Update web assets



Communicate about online meetings to customers through emails



Update communication across all digital channels - Google, Facebook, etc



Set-up Crack Team to Oversee the Complete Implementation



Set-up workshops for all the designers for effective usage of online meetings



Set-up a team to track the Online Meeting: Order% (M:O%)



Track week-on-week M:O% across all cities and their showrooms



Benchmark M:O% for online meetings Vs. showroom meetings



Customer Feedback After Every Meeting



Share a feedback form after every meeting



Evaluate NPS across all the cities



Evaluate NPS for all the designers



Shadow customers to understand their experience



Set-up a Weekly Metric Check



Average meeting time-to-order conversion



Track NPS for all the designers



Track NPS across all the cities



Tracking week-on-week L:M% (Lead: Meeting%) across all the cities and their showrooms

The background features several overlapping, slanted rectangular shapes in red, orange, and blue, creating a modern, geometric aesthetic. The shapes are positioned primarily in the corners and along the right edge of the frame.

THANK YOU

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