



EasyStore

3 Steps Checklist to Master *Customer Experience* in 2025





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Mastering *Customer Experience* in 2025

Customers are smarter than ever when choosing brands, making it crucial to stand out by delivering a **Unified Customer Experience (UCX)** in 2025.

UCX is about creating a seamless, personalized, and consistent brand experience, no matter where customers shop.

87% Consumers are more likely to shop with retailers that use technology to offer the unified customer experience (UCX).

34% Increase in average customer & spending after embracing a unified customer experience (UCX) strategy.

90% Higher customer retention rate for businesses adopting unified customer experience (UCX) approach.



“Customer shopping behaviors are always evolving. With EasyStore, I feel confident I'm delivering the shopping experience my customers expect.”

memories

Ang Gee
Founder



1. Studying Your *Customer Persona*

A great shopping experience starts with understanding who your customers are and what they need.

What information is needed to study a Customer Persona?

- Age
- Gender
- Location
- Shopping Metrics

Example of a customer persona using EasyStore

Melissa > ×
Celestial Member

\$233.20 more to Crown Member

Voucher 2	Points 100	Credit \$ 12.8
Customer since A month ago	Avg. order value \$75.20	In-cart items 3



“Greenology taps into customer insights such as purchase history and preferences from EasyStore to recommend the ideal hair products for each customers.”

Greenology
NATURAL HAIR & BODY CARE

Gray
Managing Director

UCX Takeaway

When you know your customers inside and out, you can craft an experience that feels personal, keeps them engaged, and sets your brand apart. After all, the better you know them, the more loyal they’ll become.



2. *Customer Touchpoint* Evaluation

Let's map out the channels your customers use to interact with your brand—online or offline—and assess if you're managing each touchpoint effectively.

**Are you delivering the right experience at the right place,
at the right time?**



Online Store

- Domain Name: Short (under 15 characters) and brand-related for easy recognition.
- Product Images: High-quality (1000px, 1-2MB) for fast loading.
- Autosaved Account: Quick creation with passwordless access and OTP.
- Payment Options: At least 3 payment methods (credit card, e-wallet, etc.).
- Loyalty Program: Include points system, tier memberships, or cashback options.



Shopping App

- Monthly Vouchers & Discounts: Update at least 1 voucher or discount every month.
- Exclusive Benefits: Provide exclusive deals or new products at least once every month.
- Push Notifications: Send push notifications 3-5 times per week.
- Address Book: Allow customers to save 5+ addresses (e.g., work, home).



Social Media

- Social Media: Active on at least 3 platforms your customers use.
 - Product Availability: Featured or tagged products are purchasable across all channels.
 - Live Commerce Ready: Allow viewers to purchase with automated keywords like 'blue+1'
 - CTA: Clear calls-to-action guiding customers to take action (e.g., tap link in bio to order)
-



Market-places

- Consistent Offering: Auto-sync product info for easy recognition.
 - Appreciation Card: Show gratitude while highlighting reasons to shop at online store.
 - Inventory Accuracy: Ensure real-time updates to prevent customer disappointment.
-



Live Chat

- Chat-Order Integration: Enable chat for orders and start chats from orders.
 - Order Update Notifications: Send updates dynamically via preferred channels.
 - Support: Provide dedicated or automated support with a 24-hour response time.
-



Retail / Offline Events

- Customer Recognition: Recognise customers through phone number.
- Loyalty Integration: Allow customers to use online-earned loyalty points in-store.
- Personalized Service: Leverage online data to offer personalized in-store experiences.
- Click and Collect: Enable customers to order online and pick up in-store.
- Consistent Catalogue: Ensure in-store product availability matches online announcements.

UCX Takeaway

Identify where your customers shop and connect with them seamlessly. Understand the channels they prefer, meet them where they are and make their journey smooth, personalized, and connected, no matter how they engage with your brand.



3. *Unifying* Customer Experience

Now that you understand how to study persona, how to prepare touchpoints, we will now focus on unifying customer experience.

As described earlier, UCX is about creating a seamless, personalised, and consistent brand experience for customers no matter where they shop.

Seamless

- Cross-Channel Integration:** Customers can easily switch between online and offline channels (e.g., browse online, buy in-store).
- Consistent Shopping Journey:** The shopping experience is consistent across mobile apps, websites, and in-store, reducing friction.
- Flexible Payment Options:** Customers can pay using any preferred method, whether online, in-store, or via app.
- Unified Support Systems:** Support is available across all channels (live chat, in-store, social media), ensuring quick resolutions.

Key UCX Tools: POS, Online Store, Multiple Sales Channel Integration



Personalised

- ❑ **Data-Driven Recommendations:** Tailored product suggestions based on purchase history and browsing behavior.
- ❑ **Loyalty Program Integration:** Personalized rewards and offers based on customer preferences and habits.
- ❑ **Unified Customer Data:** Synchronizing customer profiles across all platforms for a unified experience.
- ❑ **Targeted Communication:** Personalized emails and messages based on customer interests and past interactions.

Key UCX Tools: Unified Loyalty Program, Unified Inbox, Shopping App

Consistent

- ❑ **Brand Identity Alignment:** Consistent branding, messaging, and product details across all touchpoints.
- ❑ **Standardized Service Quality:** Maintaining consistent service levels across all channels.
- ❑ **Consistent Product Availability:** Keeping product availability consistent across all channels.

Key UCX Tools: Unified Inventory



“Sultera switched to EasyStore to consolidate customer data and connect customer touchpoints, ensuring a seamless and personalized experience for our customers.”



Ashraf Aziz
Managing Director



EasyStore

Unified Commerce Solution

Home Shop News Community Perks Location

Celes.

Let Celes Bring C
At Celes, we provide luxuri
transform everyday re

Sales Channels

- Lazada
- Shopee
- Facebook
- Instagram

Total sales
\$94,182.15

100,000
80,000
60,000
40,000
20,000
0

1 Oct 5 Oct 10 Oct 15 Oct 20 Oct

Celes HQ

Search

Scan Custom Items Orders Pickup Orders

Maizah
Crystal Member • Lifetime

Points > 1864 Credit > \$49

Vouchers Profile

Personal Information

More actions Clear

Niaz > Celestial Member

\$233.20 more to Crown Member

Product with * is taxable

Divine Silk Conditioner \$19.82

Radiance Scalp Ampoule \$15.85

Subtotal \$35.68

Discount -\$3.56

Tax 2.96

Voucher 2 Points 100 Credit \$ 12.8

2 items - \$35.08

EasyStore empowers your brand to prioritize customers and enhance their experience, creating a unified customer experience (UCX) that makes customers love buying from you.



www.easystore.co