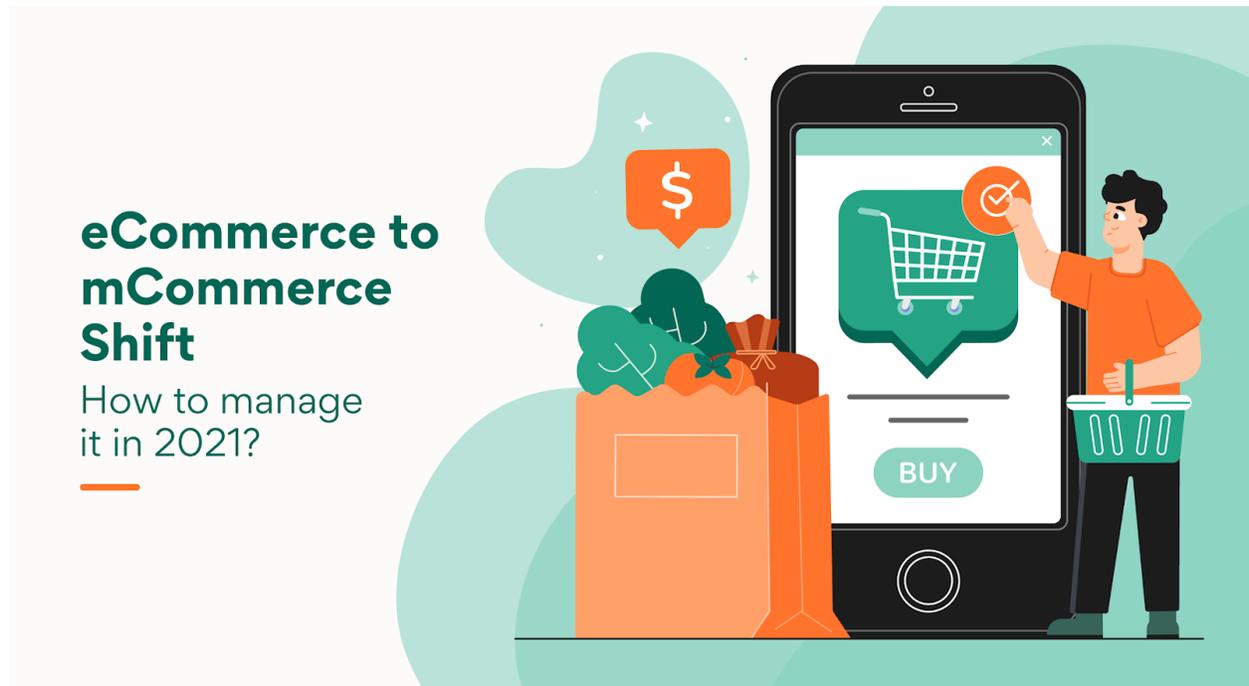


# E-Commerce to M-Commerce Shift - How it is Affecting & How to Manage it in 2021!



[Introduction](#)

[Shifting towards the mobile trend](#)

[How to manage the e-commerce to m-commerce shift](#)

[Conclusion](#)

## Introduction

The shift to mobile is not something that has started recently; it began years ago and is booming year by year. For consumers, it is an opportunity to gain more discounts and take advantage of several hot offers. The behavior of consumers towards retail has completely changed because of the evolving Internet trend. With more and more



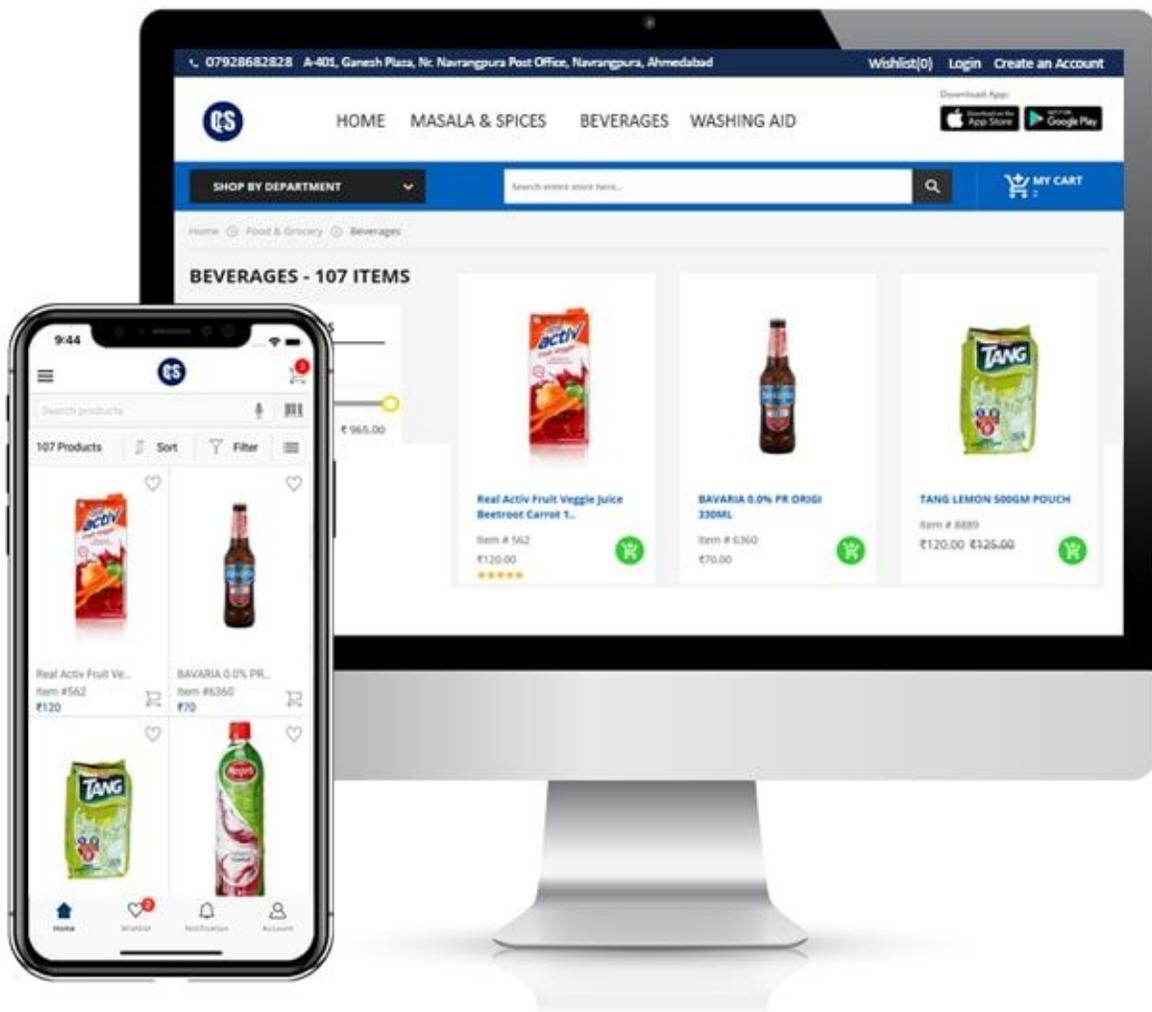
*Fun fact: Google was the first to identify the change in customers' behavior towards mobile usage and has switched to the mobile-first indexing strategy for its algorithms.*

Users are turning towards smartphones because of their choice, and companies are providing a great mobile user experience that is performing best. Mobile-first payments, one-click payments, and a smooth mobile user experience are becoming the most crucial factor for any business's success. The generation of users growing in the e-commerce era does not have any digital commerce fears and demands different digital payment methods like Google Pay, Apple Pay, and Samsung Pay. Mobile payment is equally important because of the overall customer journey using the shopping cart.

There is no surprise that technology-driven commerce services providers can recognize the shift towards mobile and, importantly, understand customers' sudden change towards mobile. Different organizations utilize innovation, creativity, and speed to develop a new faster solution that provides consumers the best mobile experience that encourages loyalty and helps in getting repeat business.

## How to manage the e-commerce to m-commerce shift

### **1. Using e-commerce platform ready for mobile**



## [Source](#)

The most crucial step is to make your eCommerce store mobile-friendly. Shopify provides straight and unique mobile management for your eCommerce stores. Using the Shopify app, retailers manage the entire product inventory, view traffic, fulfill orders, and sales figures directly from the mobile handset. The application can get configured for alerting users via push notifications when any new order gets placed and can help the store owners benefit the customer data on the go.

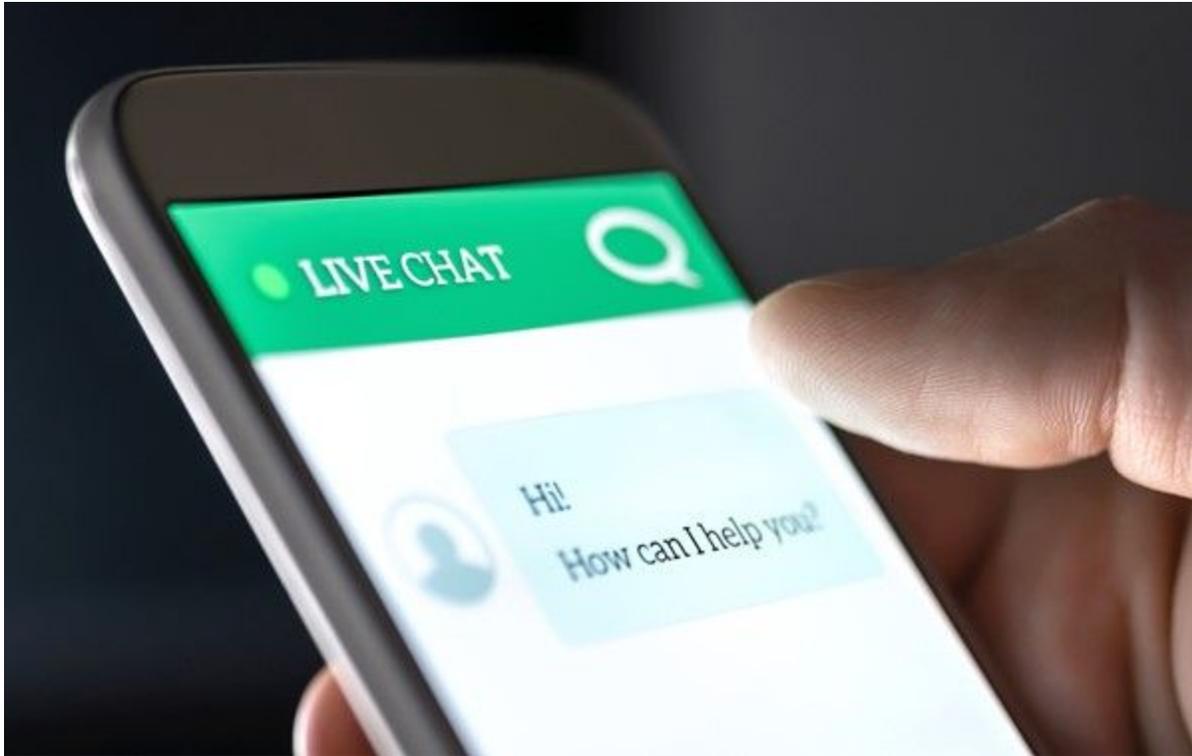
## **2. Building an app**



[Source](#)

Create your own application. A well-designed app provides customers with a more user-friendly and faster shopping experience. As per Criteo's State of Mobile Commerce report, "savvy application retailers see up to 54% of mobile transactions are generated in-app". Also, Criteo concluded that e-commerce applications drive a huge percentage of shoppers down the whole purchase funnel and converted at a 3x rate of the mobile app. Different services like Appypie and Shopgate make creating an e-commerce application easy. Shopify's mobile buys SDK features sample code for turning a mobile store into an application in just a few minutes.

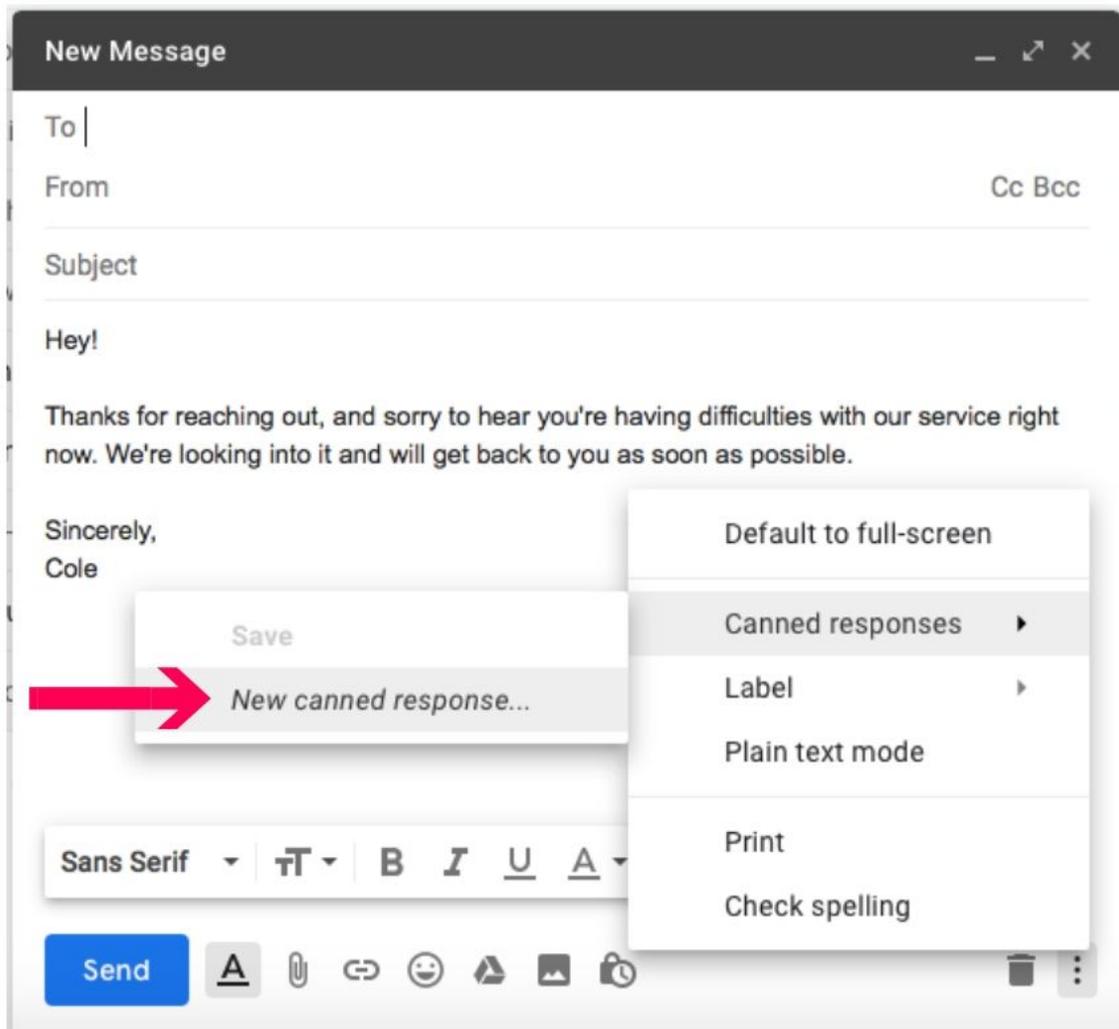
### **3. Implementing mobile live chat**



[Source](#)

Customers love mobile live chat. A study by Zendesk found that 92% of customers feel satisfied after communicating using the brand on the channel. It compares to 88% of satisfaction scores on the phone, 85% on the phone, 77% on Twitter, and 85% over email. The whole customer satisfaction level is achieved when you give all the answers to customers' live chat queries fast.

**4. Used canned responses**



[Source](#)

Sometimes using a live chat mobile app and chatting with customers can be a tricky task. For reducing this number of replies, you can force them to type out on the phone, and for that, you can use pre-saved canned responses for generating generic phrases and answers to the frequently asked questions in just a couple of taps.

## 5. Embrace outsourcing



### [Source](#)

Manage your store on the go by streamlining different processes. The fewer tasks you will be having, there will be fewer responsibilities to ensure that your store can be managed efficiently even when you are not present.

### Conclusion

The shift from e-commerce to m-commerce is expanding at a rapid pace. The future of m-commerce is very bright, and it is going to escalate in the coming years. Organizations are engaging more and more with the digital revolution. If you want to stay competitive in the market, then don't wait. Just opt for shifting towards m-commerce and keep your business up-to-date.