7 Key Topics Essential to Building an E-commerce Ecosystem

1
Trust:
Privacy, Security, & Quality

1. **Secure Data Handling:** Where is customer data stored? Who owns that data? What are the necessary security levels?
2. **Future Threat Assessment:** Consider thinking ahead through horizon planning. What are the biggest cybersecurity threats currently and in the future for our company?

2
Unify:
Seamless Touchpoints & Interactions

1. **Multi-Channel:** Customers often flow between multiple channels in one journey. The smoother the transitions, the higher your conversion ratio. Which channels are relevant to your target customer?
2. **Journey Mapping:** Identify and visualize different customer touchpoints with journey maps. Bring them to life with real-life examples.

3
Personalize:
Tailored Experiences

1. **Data Management:** How are you gathering data, where are you storing it, and how are you making it useful? What is most valuable to customers and where in the journey is this value delivered?
2. **Behavioral Promotion Flowchart:** A way to build the logic behind surfacing the right information, products, and services at the right time within the customer journey.

4
Self-Serve:
Empower Your Customer

1. **Customer Preference:** Use customer segmentation to identify which customers prefer self-service vs. a service-led approach.
2. **Retention:** How will you retain a personalized relationship to drive loyalty and retention with customers?
3. **Monitor & Optimize:** How will you monitor satisfaction and identify unmet needs and opportunities?

5
Optimize:
Customer-Centric Services

1. **Persona-Building:** Get to know your customers with profiling or persona development to clarify differing needs and motivations.
2. **Reveal Friction Points:** Leverage service blueprints or value chain maps to reveal friction points and identify moments that matter to customers. This will help prioritize and focus investments.

6
Connect:
Centralized Data & Ownership

1. **Capability Assessment:** What resources and capabilities do you need to unify data sources to create better business outcomes and stories? For example, information architecture and data audits are powerful tools.
2. **Multi-Channel:** Consider all channels where your customers interact with you and decide how to gather data from all these places in one location.

7
Experience:
Immersive E-Commerce

1. **Public Acceptance:** Customers seek familiarity in their experiences. Use novel tools to elevate customers' experiences — not alienate them.
2. **Capability Assessment:** A simple capability assessment can help identify where your company's strengths lie and what can be leveraged to support great experiences.

Notes: