

7 Customer Experience (CX) Trends 2023

How to revolutionize your CX to drive
sales and loyalty in ecommerce

Start →

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Introduction

Whoever runs an ecommerce business nowadays knows that offering a killer product is not enough. Customers' expectations have risen, and retailers are struggling to find that one key to their hearts that will convince them not only to buy but also to stay with the brand.

Customer experience (CX) is more than just user experience (UX) on your website. It implies all customers' perceptions and feelings during and after interacting with a company. From how long consumers have to wait for a product to be delivered to what channels they can use to their post-purchase follow-up, merchants have to do their very best in every interaction with their shoppers across all touchpoints.

Easier said than done? True. But with the right ecommerce strategy in place and the knowledge of the target audience, ecommerce teams can really create a digital presence that inspires meaningful customer experiences.

This is the first Elogic whitepaper starting a series of industry-specific reports to bring more insights into the ecommerce landscape.

To assess the efforts and initiatives resulting in a positive CX, we have interviewed 100+ ecommerce executives from our customer base and prepared a list of CX trends these retailers use to promote customer satisfaction, loyalty, and retention.

Key highlights from the paper:

The ethical use of zero- and first-party data: how can retailers leverage customer data and personalize shopping experiences without creeping people out

The rise of digital natives as B2B decision makers: why it is important to bring automation and self-service portals to the complex B2B sales cycle

Website performance as a key to customer acquisition: why slow websites may break your ecommerce strategy

Omnichannel commerce as a way to meet your customers where they are: what are the best strategies to blur the lines between different sales channels and create a seamless shopping experience

...and more!

In many cases, organizations cannot deliver on their promises on outstanding CX largely because of the broken tech stack. Legacy ecommerce architecture, customer data silos, and a chaotic — or even non-existent — ecommerce strategy all prevent retailers from harnessing the true power of these trends.

The trends you will find in this whitepaper draw back on existing research to prove the point and are supported by success stories of ecommerce brands that became Elogic clients. They will also lead to [another questionnaire](#) that will serve as a basis for our future reports.



Section 01

Predictive analytics to turn data into insights

Predictive analytics could be a crystal ball for businesses. In movies, it all narrows down to a mysterious person with an uncanny ability to see things others cannot. In ecommerce, these are data analysts who use data to convert the facts of the past and present into future insights.

For a while now, merchants have been gathering customer data but, more often than not, hardly leveraging it to draw insights about their shopping behavior and trends. Google Cloud-sponsored research, [Digital Customer Journey for Manufacturers](#), shows that 22.4% of manufacturers experience difficulties transforming and improving the customer experience because of silos and difficult-to-access customer data. These silos show up mostly in organizational structure and in ways data is housed, meaning there is no technology integrated to unify the data, let alone draw insights from it.

Analytics tools and customer data platforms are here to tackle the issue.



“Business analytics may actually 50x your revenue if you use it right,” says [Igor Iakovliev](#), the Managing Partner and COO at Elogic Commerce. “Take descriptive analytics, for example. You collect a large set of data — the more, the better — and the system draws conclusions from it. That’s how I see that most of my company’s clients come from Europe, bring in X revenue, use service Y, and so on.”

Apparently, such real-time data technology is not just another cool tech toy on the market. It can inform your business decisions on where to ship more products and how to distribute the budget right. It can also bring more transparency to your customers, which is a part of the outstanding CX. Having a clear picture of their business, retailers can display accurate prices, shipping costs, delivery times, and any other transactional information about the product a shopper might need.

They can also take it up a notch and upgrade their tech tools to prescriptive or — better yet — predictive analytics. “Let’s say you’ve set out to boost your company’s revenues”, continues Igor Iakovliev. “Based on your collected data sample, the system sees that service Y has the highest profit margin. It scans the type of customers requesting that service and suggests you promote that service to a particular target group. Add AI to this type of analytics tool, and you’ll get predictive analytics.”

Predictive analytics encompasses a combination of techniques and technologies like artificial intelligence (AI), machine learning (ML), and statistical analysis to forecast everything from market demands to customer behavior.

This case scenario applies not only to growing profits; it can help your entire organization respond to customer decisions on the fly. And research proves that this is exactly what consumers want.

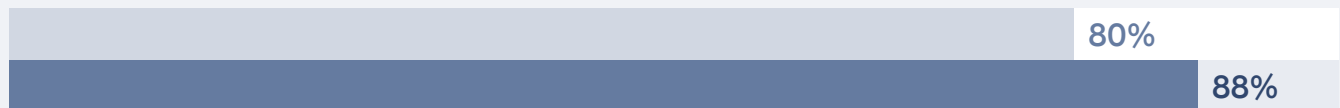
Data shows that 73% of customers expect brands to understand their needs and deliver meaningful recommendations based on their tastes and preferences. What's more, 62% of customers say they expect companies to anticipate their needs.

Predictive analytics will check both of these boxes, helping to raise the bar on the future of CX.

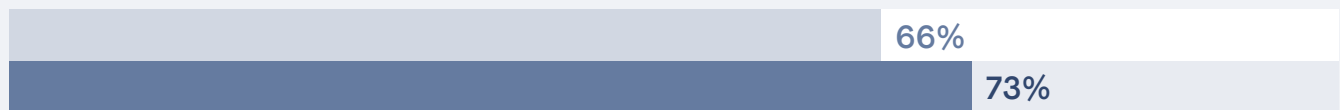
Attitude of Consumers Worldwide Toward Personalization and Customer Experience Provided by a Company, 2020 & 2022

% of respondents

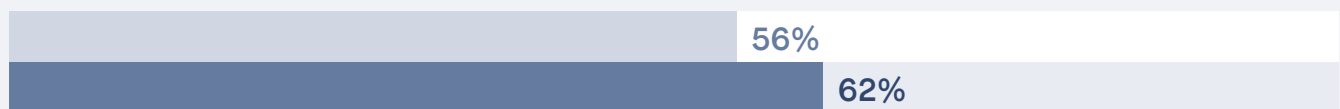
The experience a company provides is as important as its product or services



I expect companies to understand my unique needs and expectations



I expect companies to anticipate my needs



I feel an emotional connection to the brands I buy from the most



I expect offers to always be personalized



Most companies treat me as a number



2020 2022

Note: ages 10-58. Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

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eMarketer | insiderintelligence.com

Besides personalization which deserves a separate chapter in this whitepaper, one of the most common use cases for data and analytics among Elogic clients is customer journey mapping.



Customer journey mapping is a visual representation of customers' expectations, experiences across multiple stages of brand awareness and touchpoints while using a product or consuming a service. The data captured from multiple sources — surveys, social media, website analytics, etc. — is captured to model the as-is state of the customer journey and amplify your shoppers' pain points along the path to purchase.

Here's an example of our client at Elogic:

Customer journey mapping

wine shop online

	First Time Visit	Selecting Items	Checkout	Returning Customer
Actions	<ul style="list-style-type: none"> • Explore landing page (PdP or home page) • Check product selection • Look at the pictures and videos • Check the awards 	<ul style="list-style-type: none"> • Use search • Use filters • Choose a gift box with a greeting card 	<ul style="list-style-type: none"> • check the list of items ordered • I choose the shipping method • I can apply a coupon or a gift card 	<ul style="list-style-type: none"> • I track my order • Reorder or order other items • Buy a gift card • Make a review
Thoughts	<ul style="list-style-type: none"> • It is a beautiful place • Wow, this is impressive, so many awards • I want to buy and taste this wine 	<ul style="list-style-type: none"> • Which wine is better? • Would it match the meals I like? • How can I pay? • What are the offers? 	<ul style="list-style-type: none"> • Is this secure to give the personal info here? • How can I make it easier and faster to pay? • Can I track the order? 	<ul style="list-style-type: none"> • How can I track my order? • Can I reorder the items I purchased last time? • How does the loyalty program work?
Feelings				
Pain Points	<ul style="list-style-type: none"> • I need the fast delivery! • The wine I'm looking for is out of stock • It's difficult to choose the right wine 	<ul style="list-style-type: none"> • Difficult to browse the product selection • Difficult to choose the right wine • It's challenging to add the custom wine label 	<ul style="list-style-type: none"> • It's too long and complicated • I want another payment method • The delivery cost is high 	<ul style="list-style-type: none"> • The goods I ordered previously are out of stock • I forgot my login and password • Not clear how to use the coupon
Opportunities	<ul style="list-style-type: none"> • Update the content constantly • Personalised advise a wine online • Provide an easy navigation 	<ul style="list-style-type: none"> • The smart filtering of the catalog • Food-wine pairing feature • Provide the preselected gift-boxes • Similar wines feature 	<ul style="list-style-type: none"> • We provide the fast checkout • Show the instruction how to track the order • Provide fast checkout with Apple, or PayPal 	<ul style="list-style-type: none"> • Provide fast checkout with Apple, or PayPal • Show the order history • Offer the possibility to restore password and login • Send the review reminder email

The chart above is for illustrative purposes only and does not represent the complete picture of the customer journey map.

The data used in a customer journey map can later serve to tailor marketing and promotional activities targeting your audience. For instance, if you see a segment of your customers is unsatisfied with the checkout experience, you might consider adding more shipping or payment methods, improving the page loading speed, or making the page more user-friendly across multiple devices.



Having identified the pain points and the opportunities in the customer journey maps, organizations can visualize which aspect of their business requires more attention and focus on improving it. They can also re-evaluate their investments and better align their tech stack and business objectives with customers expectations.



Section 02

Customer service & chatbots advance

Managing Partner and CEO at Elogic, [Paul Okhrem](#), says, “CX is more than just UX; it’s about the details that make a loyal customer.” And oftentimes, customer service can make or break your CX.

About [62% of consumers](#) would prefer to use a customer service bot rather than wait for human agents to answer their requests. Yet, more and more businesses are turning to AI-powered chatbots to respond to customers’ most common queries — and take the stress off their customer support shoulders.

Many major enterprises integrate the technology into their own customer experience systems. KLM, for instance, has [trained chatbots](#) to answer thousands of questions and integrated it into their CRM to improve customer satisfaction. Mercari, the second-hand consumer goods marketplace, has introduced an [AI-driven shopping assistant](#) that runs on ChatGPT software and can not only respond to customers' queries but also recommend products based on the input question.

Start of chat

Hi there! What can I help you find today?

I'm looking for a floral dress to wear to a summer wedding.

Great! What is your preferred dress length? Knee-length, midi, or maxi?

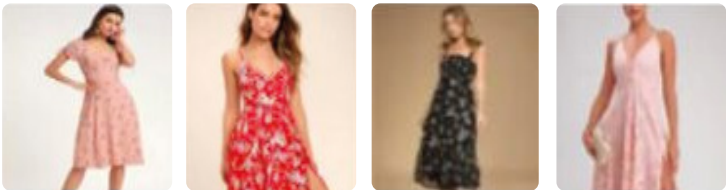
Midi

Awesome! What is your size and preferred color?

Medium and pink.

Here are my recommendations based on our chat. What do you think?

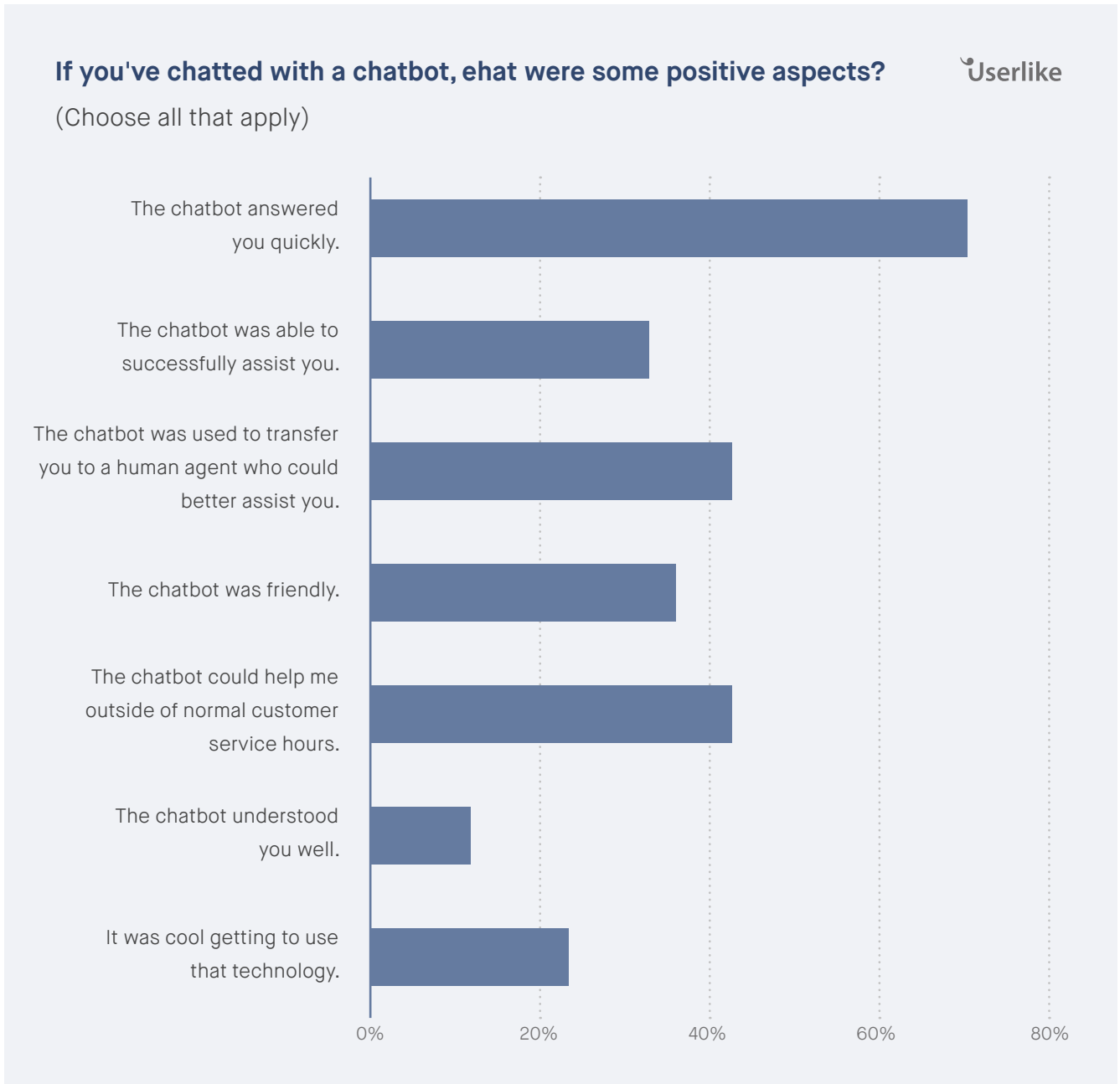
Pink Floral Midi Dress by Lulus, Size M



Explore more

Type your response...

In all cases, chatbot integration efforts pay off for ecommerce businesses. [Seven out of 10](#) consumers report feeling closer to businesses they can message, and 65% of consumers prefer to contact businesses via chat. This is particularly true for Gen Z buyers but less relevant to Boomers.



Retailers that appeal to younger audiences might be more “chatbot-friendly” in their CX approach: Zendesk research confirms that [75% of customers](#) will spend more buying from companies that give them the customer experience they expect.



Section 03

Personalizing CX drives differentiation in retail

We have briefly touched on personalization earlier while discussing data. And for personalization initiatives, retailers need lots of it.

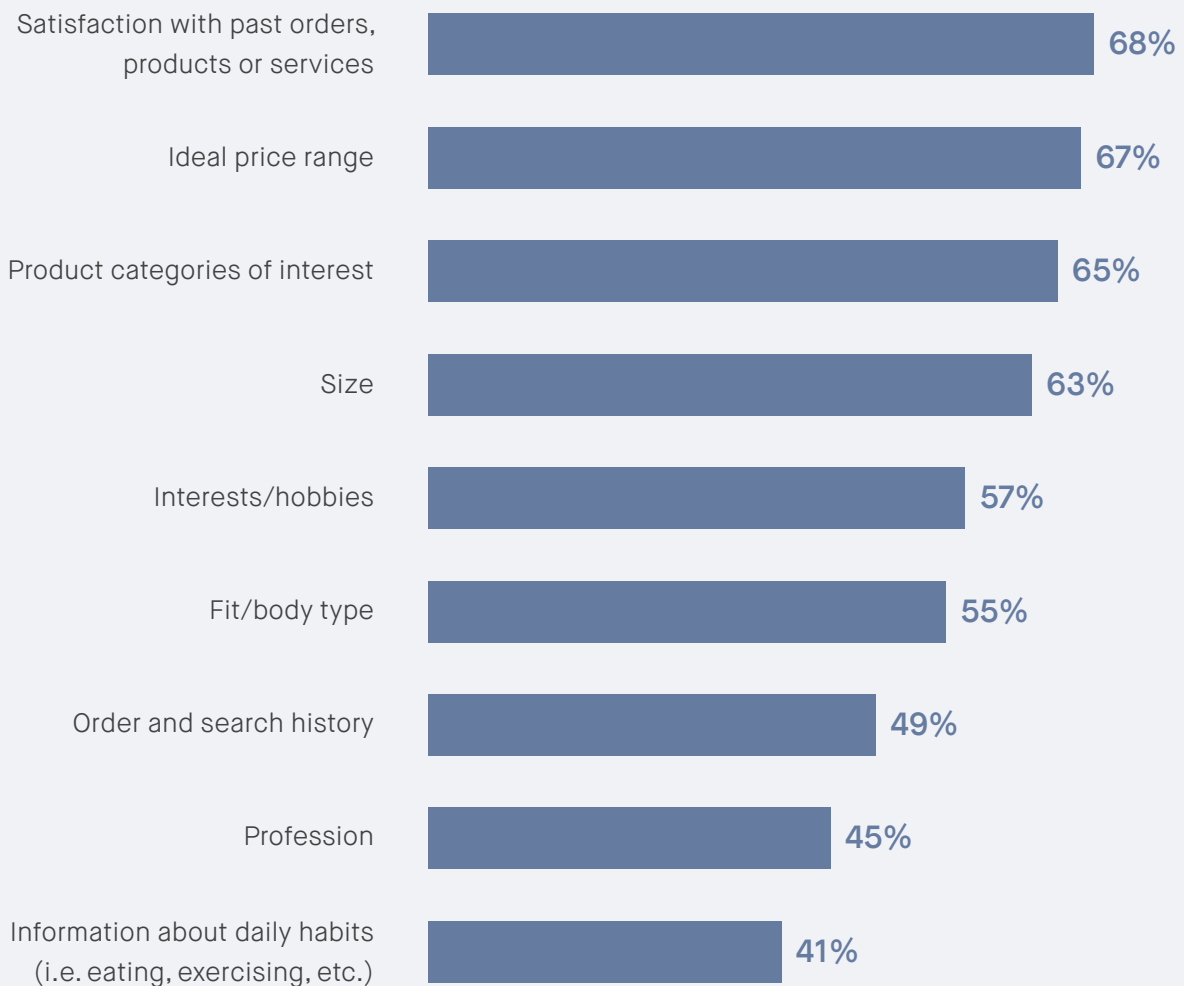
Salesforce, one of the leading ecommerce platforms and Elogic partner, [reports](#) that 73% of consumers will buy from companies who understand their unique needs and expectations. Some may argue that personalization might be easier said than done with cookies going away and data privacy policies tightening. However, they could not be more wrong about it.

A [Movable Ink survey](#) shows that customers would be more than happy to share their personal information in exchange for perks and discounts offered on the side of the retailer. Giving feedback on past purchases, ideal price range, or product categories of interest are some examples of data consumers are comfortable to share, which might be just enough for retailers to tailor their product offerings to each particular customer and, as an added bonus, build loyalty and trust with them.

Consumers' Comfort Sharing Data for Personalization



% very comfortable/comfortable



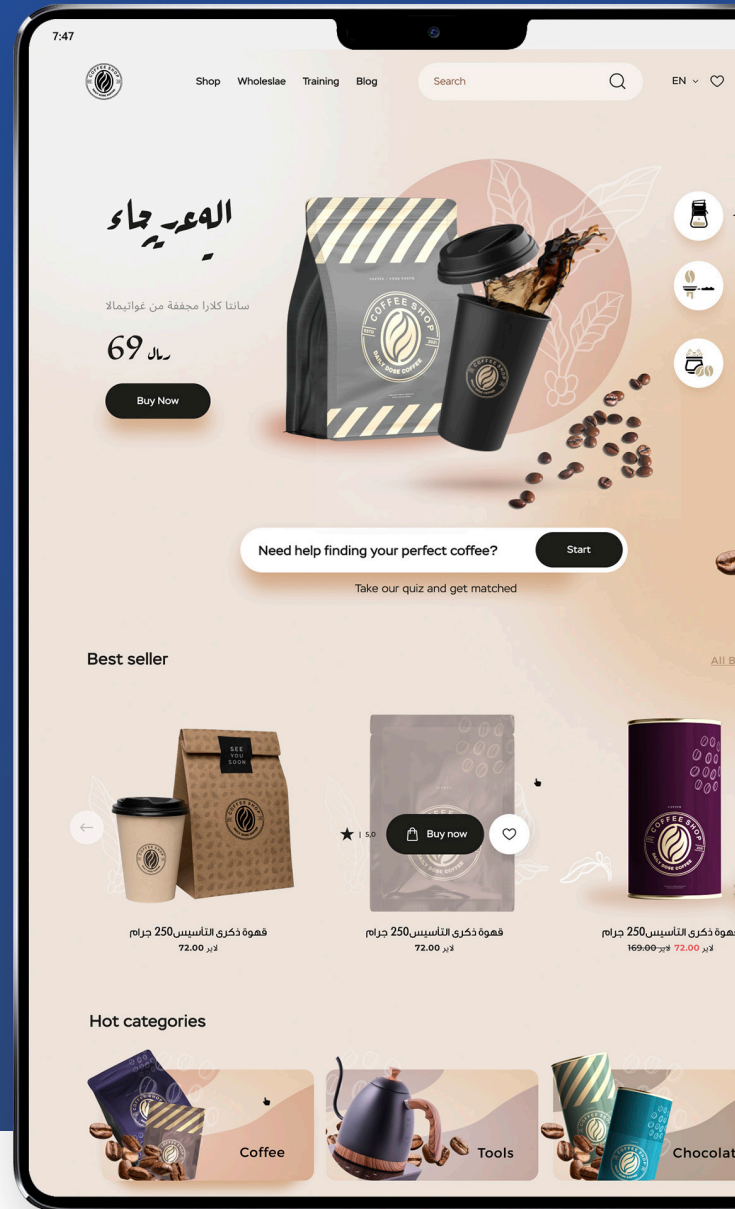
Published on MarketingCharts.com in June 2022 | Data Source: Movable Ink

Based on an April survey of 3,000 consumers in the US, Canada, UK and Ireland /Q: "How comfortable are you giving the following types of information to retailers in exchange for personalized product or service recommendations that are relevant to you, your interests and your



CLIENT SUCCESS STORY

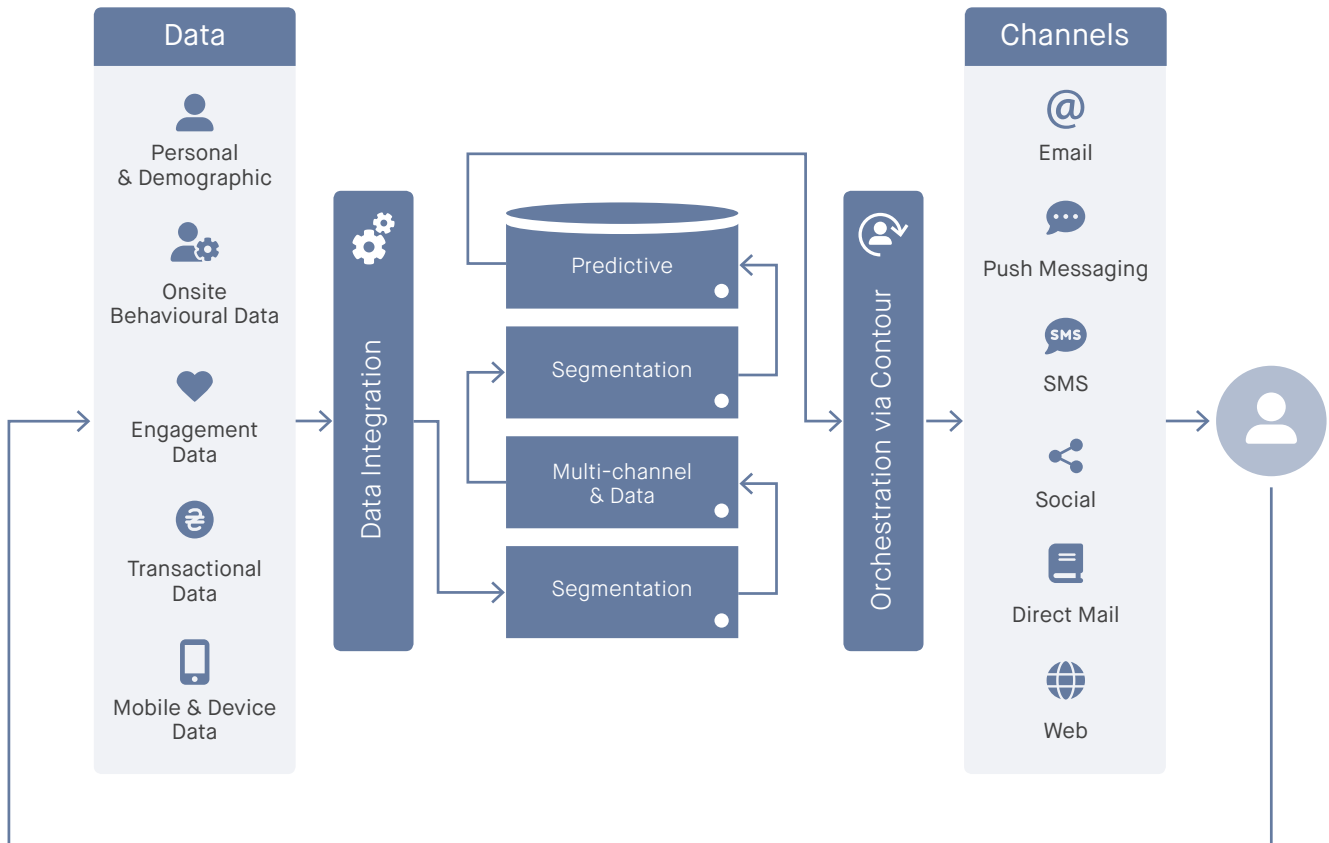
For instance, Elogic customer, [Saudi Coffee Roasters](#), has introduced gamification into the customer experience. Elogic has created a coffee quiz asking the user to answer a few questions on the coffee types they like (brewed, espresso, decaf, etc). Once the user ends the quiz, the system generates the beverages a user might like based on the data input. This way, the brand leverages first-party data to learn more about their customer preferences and can tailor their product offering to a particular user.



**The question is:
if personalization boosts CX,
what do you start with?**

The trick is to collect as much data about your customer as possible and bust all the data silos, unifying it into a single source of truth.

Many retailers have recently started to invest in customer data platforms (CDPs) which pulls information from multiple systems, cleans it, scrubs it, and combines it into a single customer profile. From the emails they have opened, to the links on your website they have clicked, to the products they have purchased, a CDP will show you all the info in one place.

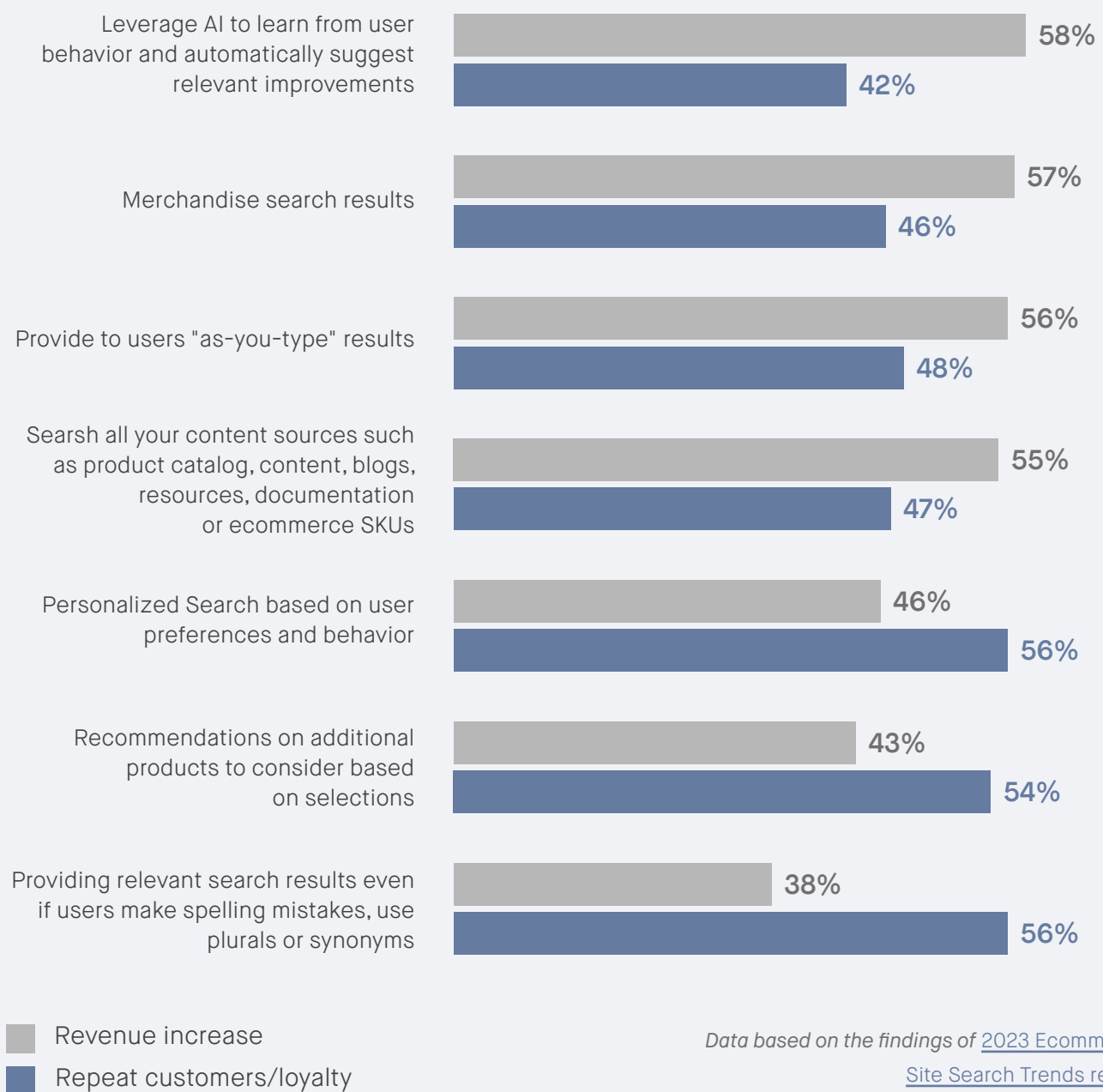


“Once you have your data all unified, you can start personalizing,” says [Paul Okhrem](#), Managing Partner and CEO at Elogic Commerce. “A CDN captures data from all sources, both online and offline, and ties it with cross-device identification. A customer shared ID is created; for example, if an email linked to a store account is opened on a particular device, subsequent activity on that device is also linked to the customer ID. This way, retailers get a unified view of the customer and can personalize at scale given they have omnichannel commerce in place.”



Many retailers see it as a key component not only of customer experience but also of maximizing the potential return. Nearly three quarters (73%) have implemented the “related products” feature; others offer personalized shopping profiles followed by subscriptions to email messaging programs in exchange for a more personalized experience. Algolia-sponsored [2023 Ecommerce Site Search Trends report](#) shows the wide-ranging benefits of personalization both in terms of revenue growth and customer loyalty boost.

The benefits of personalization in ecommerce

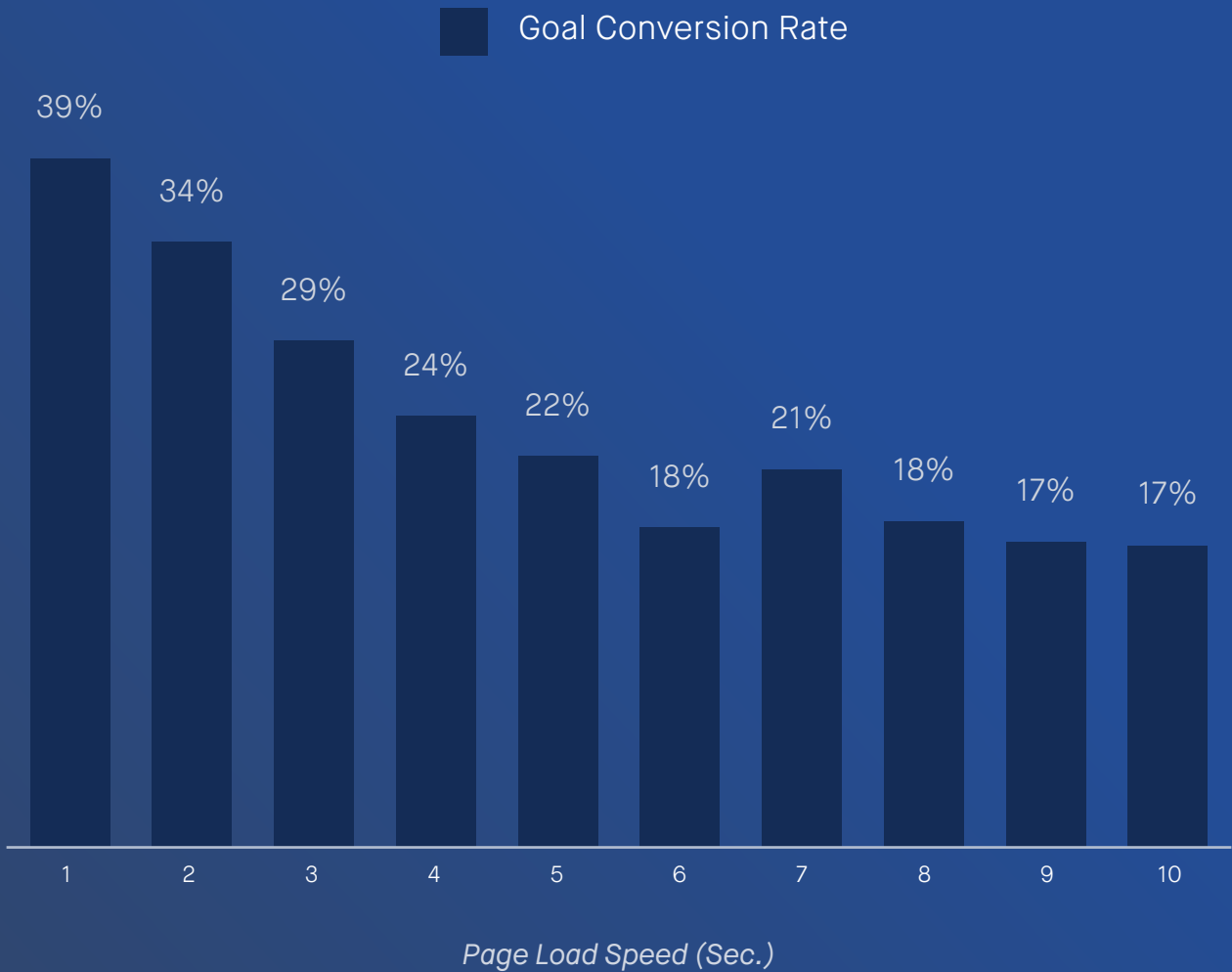


Section 04

Lightning fast website load speed never goes out of style

Customers demand immediate attention. Not only in terms of customer service who are expected to answer in one hour or less according to the research of [Jeff Toister](#), but also in terms of website response times.

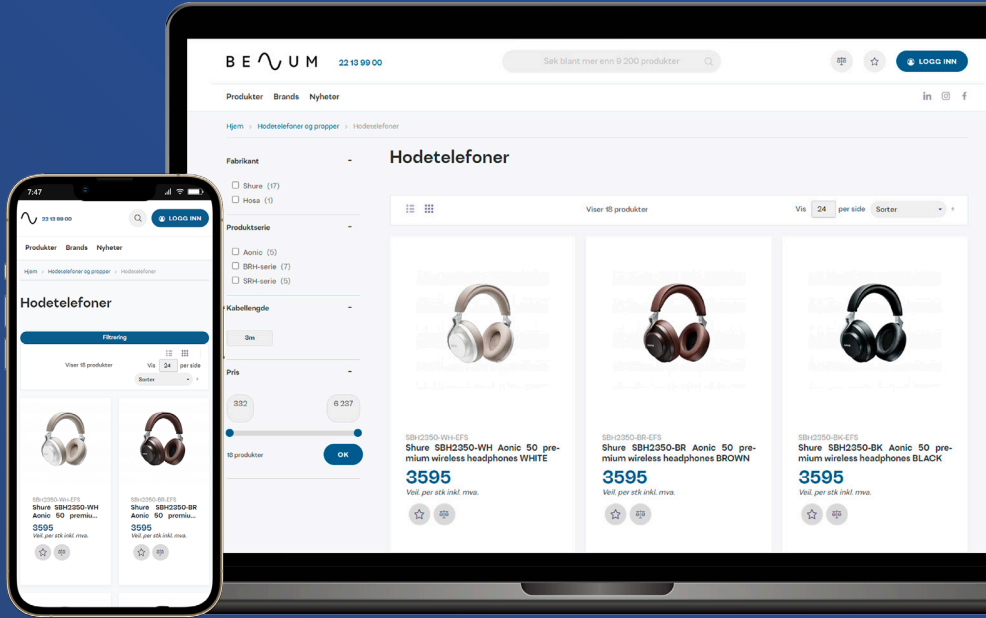
On average, a user expects a website to load in less than 3 seconds. For every additional second your website takes to load, response rates of people buying from you or leaving an inquiry drop. According to [Portent](#), a site that loads in 1 second has a conversion rate 5x higher than a site that loads in 10 seconds. The highest ecommerce conversion rates occur between 1 and 2 seconds.



The reason for such figures is rather obvious: unhappy customers will bounce to competing websites — and even stick with them for the long haul. Users will also perceive your website as a reflection of how your business is run. Show them a clunky product page, and they will soon understand how much you care about them buying from you. This is particularly true for login and checkout pages that have a high transactional value.



CLIENT SUCCESS STORY



The Norwegian client of Elogic, a consumer electronics wholesaler [Benum](#), witnessed the importance of page load speed first-hand. The client was committed to innovating their digital commerce operations and layered up new technologies. Yet, their Magento website performance started to slow down and could reach over 25 seconds, leading up to a drastic drop in prospects and sales.

The Elogic team has reduced page loading speed sixfold by migrating the database, optimizing database queries, re-hosting the production server, and configuring caching. The work on the project still goes on, but the effect on CX has already been immense.

Transactions

5 slowest transactions (by total time)

Before ✕ After ✓

Transactions name	Slowest trace		Error rate		Average duration	
catalogsearch/result/index	25.6 ms	8.78 ms	0%	0%	13.8 s	6.98 s
catalog/category/view	9.6 ms	5.45 ms	032%	0%	6.6 s	2.98 s
catalog/product/view	13.4 ms	2.21 ms	0%	0%	5.54 s	1.75 s
ellogicgetqty/index/getsaleableqty	25.6 ms	3.91 ms	0%	0%	505 ms	314 ms
customer/section/load	7 ms	3.16 ms	0%	0%	466 ms	308 ms



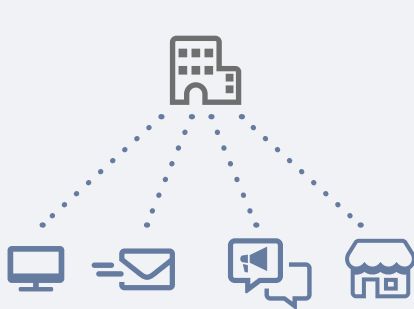
Section 05

Omnichannel commerce is a must-have to meet your customers where they are

Customers might want to maintain contact with you in a number of ways, not just on your ecommerce website. This interaction might span multiple channels, like over the phone, via social media, email, mobile apps, etc. That's why many brands consider switching to omnichannel customer experience.

Nearly [75% of shoppers](#) say they use multiple channels to compare prices, hunt for discounts, or use in-store tablets to shop online. This figure grows even higher for the B2B sector considering their more complex nature of decision making. What's more, omnichannel customers spend 15 to 30% more than single and multi-channel customers.

Keep in mind that selling via multiple channels is not synonymous with omnichannel commerce. Unlike multichannel where all customer touchpoints are independent, omnichannel requires you to integrate all sales and marketing channels for the sake of a unified, connected customer experience.



Multi-channel

Brands offer customers several ways to interact and make purchases, but there's little to no connectivity between channels.



Omnichannel

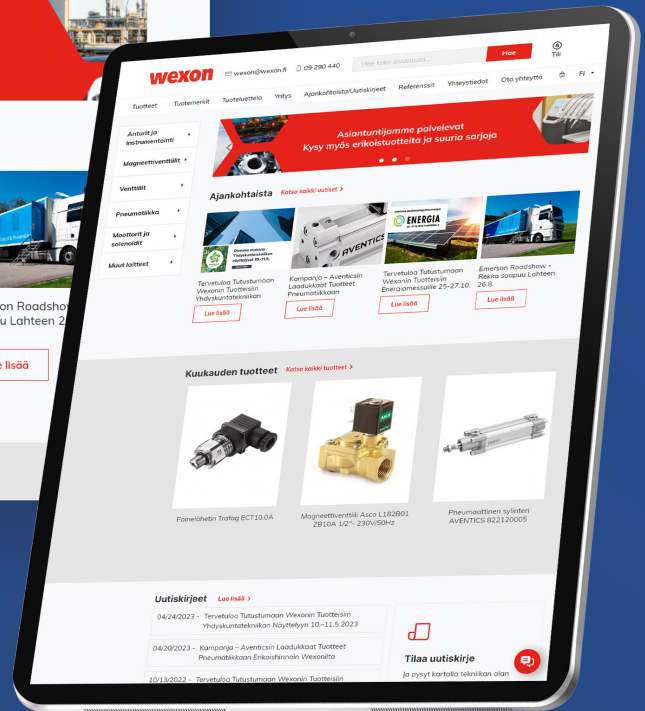
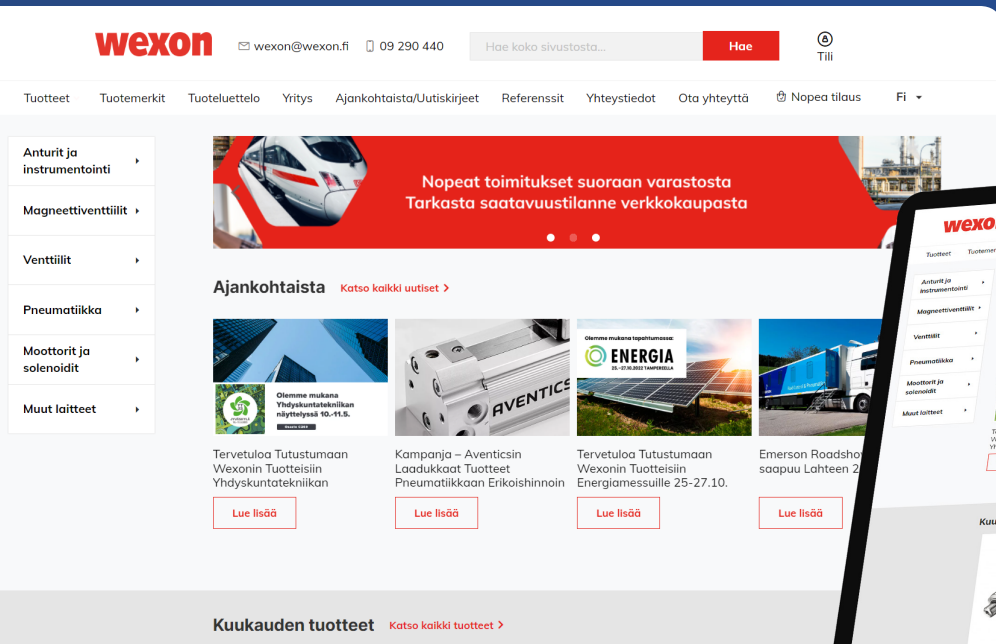
Brands connect every customer touchpoint to create a seamless journey across multiple channels.



Single-channel

Brands offer customers one way to interact and make purchases.

Offering effective omnichannel experiences comes down to the importance of data and customer journey mapping that we previously discussed in this report.



wexon

CLIENT SUCCESS STORY

Elogic client, a Finnish-based technical components specialist [Wexon](#), struggled with their omnichannel efforts as well. Offering tech supplies from the leading industrial manufacturers in Northern Europe, the brand heavily relies on both online and offline sales channels — which initially would not communicate with one another. Customers would lose their orders or have to reinitiate their purchase if they switched channels, all of which resulted in poor customer conversion rates.

Thanks to third-party integrations, the Elogic team made it possible for Wexon to reimagine customer experiences with the brand. Now, the customer may hop between channels — for instance, place an order via the phone or in store — and see the track record of their prior purchasing activity.

COVID-19 has made omnichannel a requirement for business survival. More and more consumers are looking for omnichannel features, such as buying online for in-store pickup, and most of them plan to continue. Here are other omnichannel trends quoted among our respondents:

Other most quoted omnichannel trends among our respondents were the following:

Brick-and-mortar stores

Customers actually like in-store experiences, even if they are about returning an item or picking up their order. Offering customers a chance to see what they are buying can significantly reduce return rates and increase purchase rates: A study by the National Retail Foundation found that [20.8% of all products sold online](#) in 2021 were returned, and shopping in-store helps customers make decisions can reduce that rate. Therefore, options like buy online, pick up in-store (BOPIS) or in-store purchase, home delivery should be on the business roadmap.

Virtual shopping

Combining the in-store experience with online shopping takes new forms such as that of virtual and [augmented reality](#) try-ons. This trend is proving to be particularly useful for fashion brands allowing users to “try” their products from the comfort of their homes as well as for furniture and home decor brands: now shoppers can “place” items in their homes and really see if that couch matches their interior.

Social selling

Social media apps may be your way to interact with your target audience, especially the young ones. They are also a great channel to sell over, especially considering how many apps are integrating the ability to make purchases within being redirected to the website. They are a great source of user-generated content as well as serving as proof of quality and as a perfect review platform for your potential shoppers. One trend, many benefits.

Mobile apps

Some of the most popular mobile features include app notifications when the order is ready to pick up, in-store loyalty reward redemption, check availability at the nearest store, as well as coupon and gift card redemptions. Besides making shopping as frictionless as possible on the small screen, the overarching purpose of mobile apps is to add value to in-store experiences.



Section 06

Loyalty programs & Subscription services

The Pareto principle states that 80% of all outcomes come from 20% of causes. The same rule applies to your customer experience: 20% of your loyal customers drive 80% of your business. Incentivizing your high-value customers and fostering long-term relationships with new ones might be the go-to strategy for boosting your CX. Subscription models and loyalty programs could be an interesting approach to that in the coming years.

Over 500 million customers are actively enrolled in loyalty programs and those programs are often viewed as the face of the brand. In most cases, these might be the traditional loyalty programs which offer free enrollment but require members to make purchases over time for rewards that come later (e.g., by accumulating points).

A new yet disruptive trend in CX is premium loyalty programs, which offer immediate benefits that can be used at any time in exchange for a membership fee. Amazon Prime is a perfect case in point and a big fish to look out for in terms of competition.

According to the [2022 Premium Loyalty Data Study](#), 78% of consumers said they are willing to pay for a premium loyalty program. The top five benefits that would motivate respondents to invest in a premium loyalty program are all related to the desire for convenience, savings and worthy rewards.

Which benefits would **motivate you** to invest in or renew a premium loyalty program?



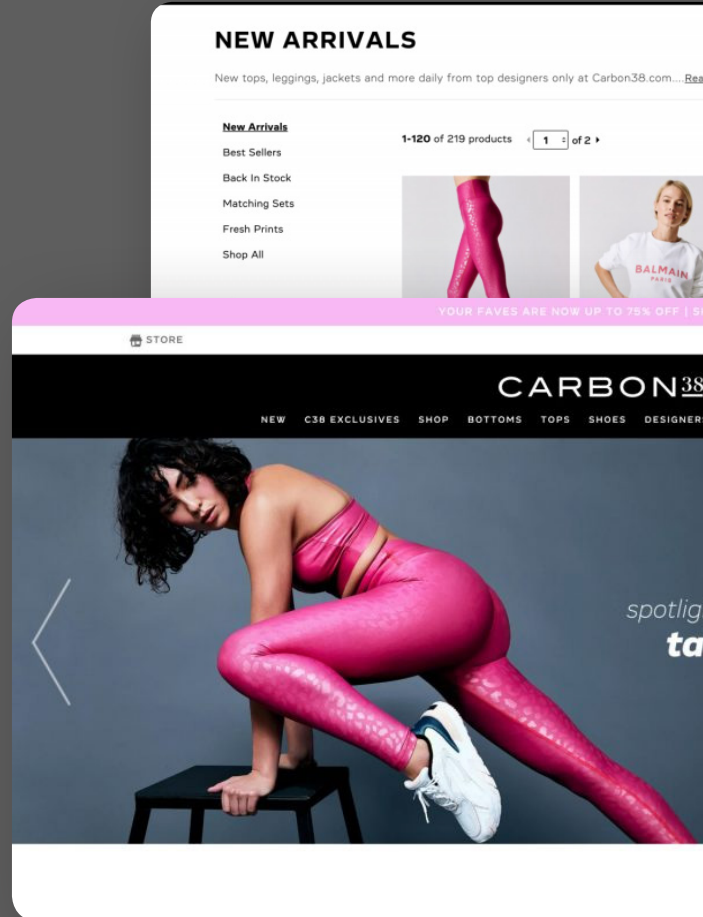
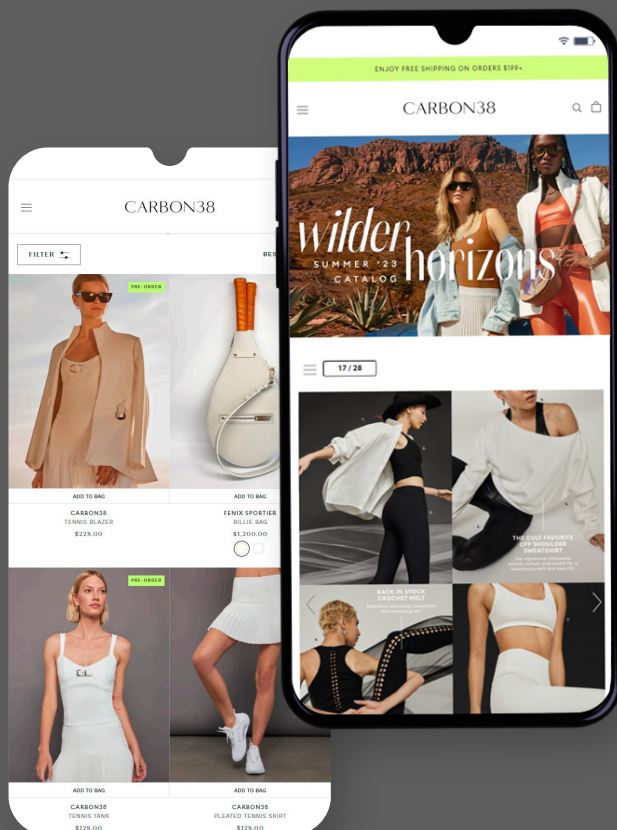
Clarus Commerce - 2022 Premium Loyalty Data Study

What's interesting is that a third of consumers who don't belong to a premium loyalty program said their favorite brands don't offer these types of programs. This opens a huge window of opportunity for retailers to retain their customers and offer outstanding CX.

CARBON38

CLIENT SUCCESS STORY

For instance, one of Elogic clients, a US-based activewear retailer [Carbon38](#), used their replatforming project as an opportunity to add a Carbon38 Ambassador program for its loyal customers. A separate Team38 portal was developed bringing together clothing designers, influencers, and simply shoppers who became brand promoters.



Besides 20% off for every purchase, the program offers exclusive invites to Carbon38 shopping events, resources for users' classes, and opportunities to be featured in Carbon38 ecommerce shoots and social campaigns. The Team38 platform also allows users to create their personal page, add their own matching sets and share their stories, and receive promo codes and commissions for their work. This way, customers not only become loyal to the brand but also join a lifestyle community that the company is enabling.



While consumers are willing to spend on loyalty programs, the benefits have to be worthwhile for them to sign up. Those brands who manage to do so witness a number of benefits, such as:

Increased average order value (AOV):

a customer who uses a loyalty reward orders 39% more items on average than the one who doesn't.

Higher purchase frequency:

customers who join a loyalty program and redeem a reward are 68% more likely to make a second purchase than those who don't.

Better brand visibility:

retailers that build community around their businesses will be able to improve their products with direct feedback and experience a much higher ROI: their customers become their most powerful word-of-mouth marketing partners.

Increased customer lifetime value (CLTV):

each time a customer returns for another purchase, CLTV grows and offsets the rising customer acquisition costs.



Section 07

Self-service takes over B2B decision makers

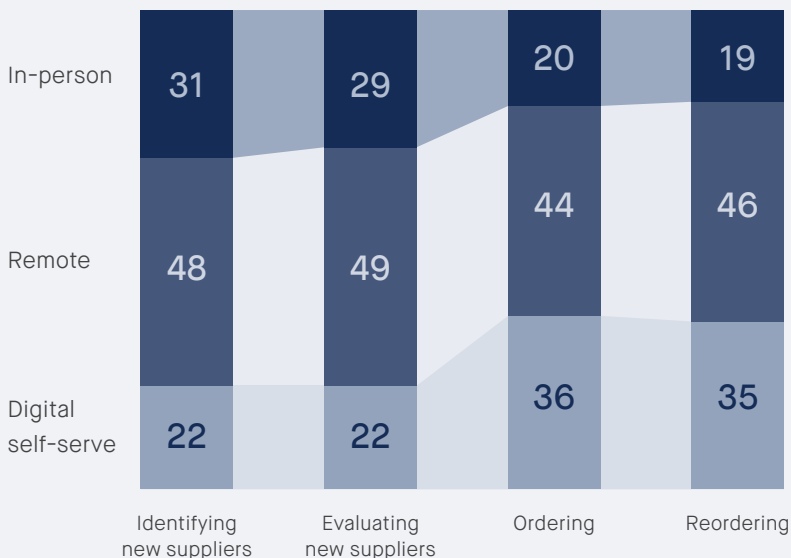
Customers like autonomy. Just like self-checkout at a grocery store, self-service website options can really raise your ecommerce game because, well, customers like having control over their shopping experience.

According to [Frost & Sullivan research](#), 81% of customers prefer finding answers to their queries without reaching out directly to a company. Self-service enhances company's efficiency too, easing workloads on contact center teams and saving costs. It empowers shoppers to have more interactions with your brand, each leading up to conversion.

In B2C, we see self-service options in the form of chatbots, helpdesk centers, FAQs, or shipping tracking. But it's B2B where it gets interesting: while customers previously preferred personal service via dedicated sales agents, 70% to 80% of B2B buyers are now willing to spend entirely through an end-to-end digital self-service purchase process. Because of the shift in generations among B2B decision makers from baby-boomers to digital natives, we will see more and more demand for self-service B2B channels.

Most B2B seller interactions have moved to remote or digital...

Current way of interacting with suppliers' sales reps during different stages^{1,3}
 % of respondents



... and that's exactly what customers want.



of B2B decision makers prefer remote human interactions or digital self-serve^{2,3}

Why?

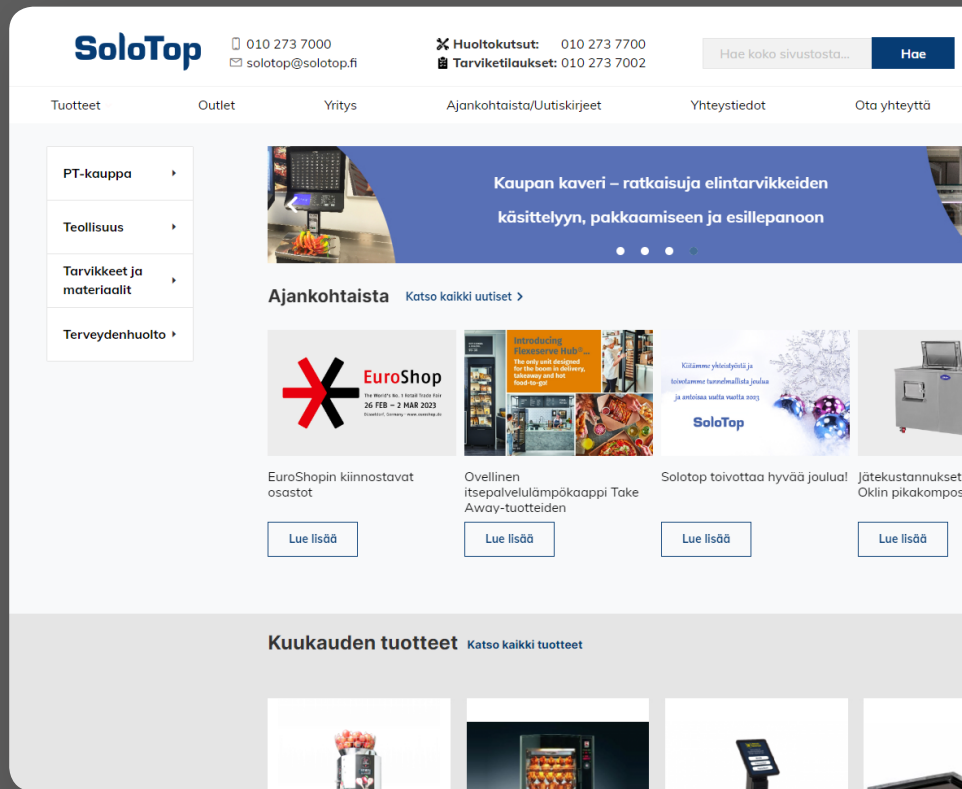
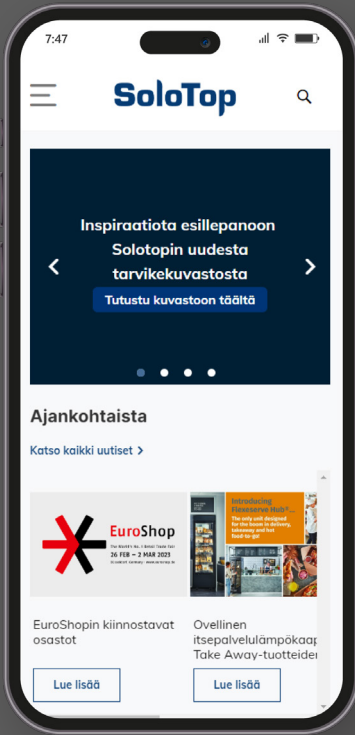
- Ease of scheduling
- Saving on travel expenses
- Safety

Now, it doesn't mean that B2B should abandon in-person cycles completely, which will come in handy for specific accounts and moments that matter (such as very large customers with complex needs). However, B2B self-service portals are a must-have with the following set of basic capabilities:

- Quick ordering and reordering.
- Product catalogs based on the buyer's specific requirements.
- Account-specific pricing that includes their negotiated deals and other pricing rules.
- Return and account self-management.
- Accurate availability and pricing information based on real-time ERP data.
- Customized promotions and offers.
- Easy view and reconciliation of the invoices for orders placed across multiple sales channels.

Giving your customers the power to choose how they solve problems rather than redirecting them into an endless aisle of customer support line creates more positive shopping experiences.





SoloTop

CLIENT SUCCESS STORY

Elogic client, Finnish industrial manufacturer [Solotop](#), recognized that self-service support is the key to offering customer-centered brand experiences. That is why they requested their ecommerce website to be revamped. Besides the brand new Magento website built from scratch, the Elogic team integrated Epicor ERP and built a self-service B2B customer portal.

Upon login, customers can access custom pricing and see all their orders placed online and offline in a single dashboard. Supplier invoicing became more transparent too, and the SoloTop ecommerce team can easily manage inventory updating it for the customers.



Conclusion: Create the best experience for your best customers

The overall purpose of CX is to create seamless, enjoyable customer journeys that leave the customer feeling satisfied and willing to come back.

But there's no silver bullet as to which trend is better for a business. Neither is it reasonable to put everything at stake and implement all the aforementioned strategies. You will need a business roadmap; a strategy to start reinventing your CX.



Some practical steps business leaders can take to navigate the CX transformation and turn these trends into valuable strategies include:

- Recognize the internal challenges of the organization and conduct a business audit
- Understand who your customers are, what they want, and what they aspire for
- Align the customers expectations with the as-is state of the business
- Map out the processes and solutions that will bring you to your perfect, to-be state of the business
- Establish cross-functional governance and agile operating model for better CX
- Deploy a measurement system with key KPIs and success metrics

As an ecommerce consulting partner, Elogic can guide the CX transformation process for you and help you not only put a CX strategy in place but also implement the solutions end-to-end.

Reducing friction during the shopping cycle and giving customers more control over their shopping process should be the top priority for CX optimization on the business roadmap. It is also about using customer data in an ethical, transparent way personalizing shopping interactions at scale and empowering your target audience to become your brand advocates.

CX should lie at the heart of any ecommerce business strategy. After all, consumers want to be a part of your brand in the majority of the cases. But to grab this opportunity, retailers might need to look into their tech first and ensure it supports all their customer-facing initiatives.



About Elogic



Elogic Commerce is a full-cycle ecommerce development agency based in Tallinn, Estonia. Founded in 2009, we have successfully launched over 500 projects helping global ecommerce brands unlock their true growth potential and deliver consistent and compelling customer experiences. As a platform-agnostic company, Elogic has deep expertise across multiple technologies, like Adobe Commerce, Salesforce Commerce Cloud, BigCommerce, Shopify Plus, and commercetools. Leading global brands, manufacturers, distributors, wholesalers, and retailers, such as HP, Accenture, and Hanes Brands Inc., among others trust us to scale and deliver solutions that become an essential part of their business success. By partnering with Elogic, ecommerce businesses can improve their customer experiences, grow sales, go global, and embark on a digital transformation journey.

Take part in our quiz and add your voice
to our future research

Take the survey →

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