

Dot by Dot: Mastering the Optimization of the Order Completion Cycle for E-Commerce this Eid



Eid is one of the busiest times of the year for e-commerce stores. According to ResearchGate, shopping activity surges by %76.3 during Eid. Despite this, cart abandonment rates remain high—exceeding %70 during the festive season (Shopify).

To capitalize on this peak shopping period, e-commerce businesses must analyze their conversion funnel rates relative to total traffic. If conversion rates drop compared to previous weeks or months, the issue often lies within the Order Completion Cycle (OCC). To maximize sales during this high-demand period, businesses must fine-tune their OCC to ensure a seamless transition from browsing to checkout to delivery.

This e-book explores key strategies to optimize the Order Completion Cycle, enhance customer experience, and maximize revenue.



The Big Numbers You Can't Ignore

Let's start with a few facts:

E-commerce now accounts for 20% to 30% of sales in key industries (Forbes).

Purchase behavior is influenced by:

- Festival-related consumer needs
- Key purchase preference factors
- Social and cultural influences

The highest spending occurs around Eid in Middle Eastern countries.

Popular shopping categories:

- Fashion & apparel
- Electronics & gadgets
- Food & groceries

Shopping behaviors shift significantly:

- Mobile transactions rise by over 70%
- Late-night shopping spikes
- Same-day and next-day delivery demand surges in the final days before Eid
- Social media-driven purchases increase significantly

The Eid Order Completion Cycle Optimization Blueprint

The Order Completion Cycle covers the entire journey from order placement to successful delivery. A well-optimized OCC reduces cancellations and returns, enhances customer experience, and drives revenue.

Why It Matters

- In 2023, return order costs exceeded **\$200 billion** (Forbes).
- Cart abandonment rates remain a major revenue drain.
- Optimizing the Order Completion Cycle is critical for sustainable business growth.

The 5 Stages of the Order Completion Cycle:



1. Product Discovery & Engagement



2. Checkout Process Optimization



3. Order Confirmation & Real-Time Updates



4. Fulfillment & Delivery Experience



5. Post-Purchase Engagement & Customer Support



1. Product Discovery & Engagement

During Eid, customers actively seek deals, personalized recommendations, and convenient shopping experiences.

How to Improve:

- Use AI-powered chatbots for personalized recommendations.
- Enable omnichannel engagement (WhatsApp, Facebook Messenger, Instagram, Live Chat, etc,...).
- Optimize search and filtering for a seamless experience.

 **Pro Tip:** Ensure your website is mobile-optimized with a seamless browsing experience. Implement personalized promotions based on user behavior to capture attention early.

By integrating **CEQUENS Omni-Channel Chat** into their customer engagement stack, businesses can streamline product discovery on preferred platforms like WhatsApp, which boasts an %83.1 active user base in KSA. This enables brands to deliver engaging product carousels and targeted outbound campaigns, effectively informing customers about festive promotions and driving higher engagement.

2. Checkout Process Optimization

A complicated checkout process leads to cart abandonment. Simplifying and securing transactions reduces drop-offs.

How to Improve:

- Enable one-click checkout.
- Offer multiple payment methods (BNPL, digital wallets).
- Reduce form fields and use auto-fill options.

 **Pro Tip:** Display trust badges (secure payment icons) prominently at checkout to increase consumer confidence. Offer guest checkout options to minimize barriers to purchase, and use exit-intent pop-ups with limited-time discount codes to recover abandoned carts.

CEQUENS Omni-Channel Chat enables instant order confirmations via WhatsApp, Instagram, Facebook Messenger and more, reducing friction and improving the checkout experience with integrated WhatsApp Payments.

3. Order Confirmation & Real-Time Updates

Instant confirmation and tracking updates build trust and reduce cancellations.

How to Improve:

- Automate order confirmations via WhatsApp, Instagram, Facebook Messenger, and live chat.
- Provide real-time tracking updates.
- Offer 7/24 customer support.

💡 **Pro Tip:** Keep customers informed at every stage with proactive updates. Provide estimated delivery times and delay notifications to build transparency. Encourage repeat business by sending post-delivery discount codes or satisfaction surveys.

With **CEQUENS Omni-Channel Chat**, businesses can automate post-purchase notifications and real-time tracking, reducing customer support inquiries.

4. Fulfillment & Delivery Experience

Fast and reliable delivery is crucial during peak shopping seasons.

How to Improve:

- Partner with multiple logistics providers.
- Provide flexible delivery slot selection.
- Offer same-day and next-day delivery options.

💡 **Pro Tip:** Optimize warehouse operations to prevent delays. Offer pick-up points for customers preferring in-store collection. Provide estimated delivery windows and reminders to minimize missed deliveries.

Implement live GPS-enabled order tracking and automate updates via WhatsApp for enhanced transparency and customer satisfaction.

5. Post-Purchase Engagement & Customer Support

Retaining customers after purchase is essential for long-term success.

How to Improve:

- Send post-purchase thank-you messages and discount offers.
- Automate customer feedback collection.
- Provide AI-driven support for common inquiries.

💡 **Pro Tip: CEQUENS Omni-Channel Chat** allows businesses to automate post-purchase engagement, sending thank-you messages and exclusive offers via WhatsApp to encourage repeat purchases.



The Key to Eid E-Commerce Success

A well-optimized Order Completion Cycle ensures seamless shopping experiences, from product discovery to post-purchase engagement. Leveraging AI-driven solutions enhances each stage, improving conversion rates, reducing abandoned carts, and increasing customer retention.

Now is the time for e-commerce brands to refine their strategies and maximize Eid sales.



Simple solutions, deeper connections

Ready to optimize your Order Completion Cycle strategy?

Schedule a free consultation!

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Thank You.

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