

Quantum Metric

EBOOK:

4 mobile tests to address retail out-of-stock challenges.



29% of consumers cite product availability as the reason they shopped with a new brand, retailer, or website since the pandemic.

Source: McKinsey

2021 was the year that the retail supply chain collapsed.

Goods were trapped offshore at ports or stuck in long lines in rail yards. Customers saw mixed messages online ranging from products not available to 3 - 4 month wait times.

[A McKinsey survey](#) found that, out of the 34% of consumers who have shopped with a new brand, retailer, or website since the pandemic, 29% cite product availability as the reason they have done so.

Even once increased demand subsided after the holiday peak, supply chain issues continue to persist. In fact, supply chain experts expect the same

or increased constraints through the end of 2022. Stock-outs are not always avoidable, but what retailers can control is the customer experience around the out-of-stock-item.

Whether pushing to complete the sale or communicate transparency regarding availability, retailers should be continuously testing the page experience for out-of-stock inventory.

Since the pandemic hit, shoppers have relied more heavily on mobile devices. Now, retailers need to meet their customers where they are, which means

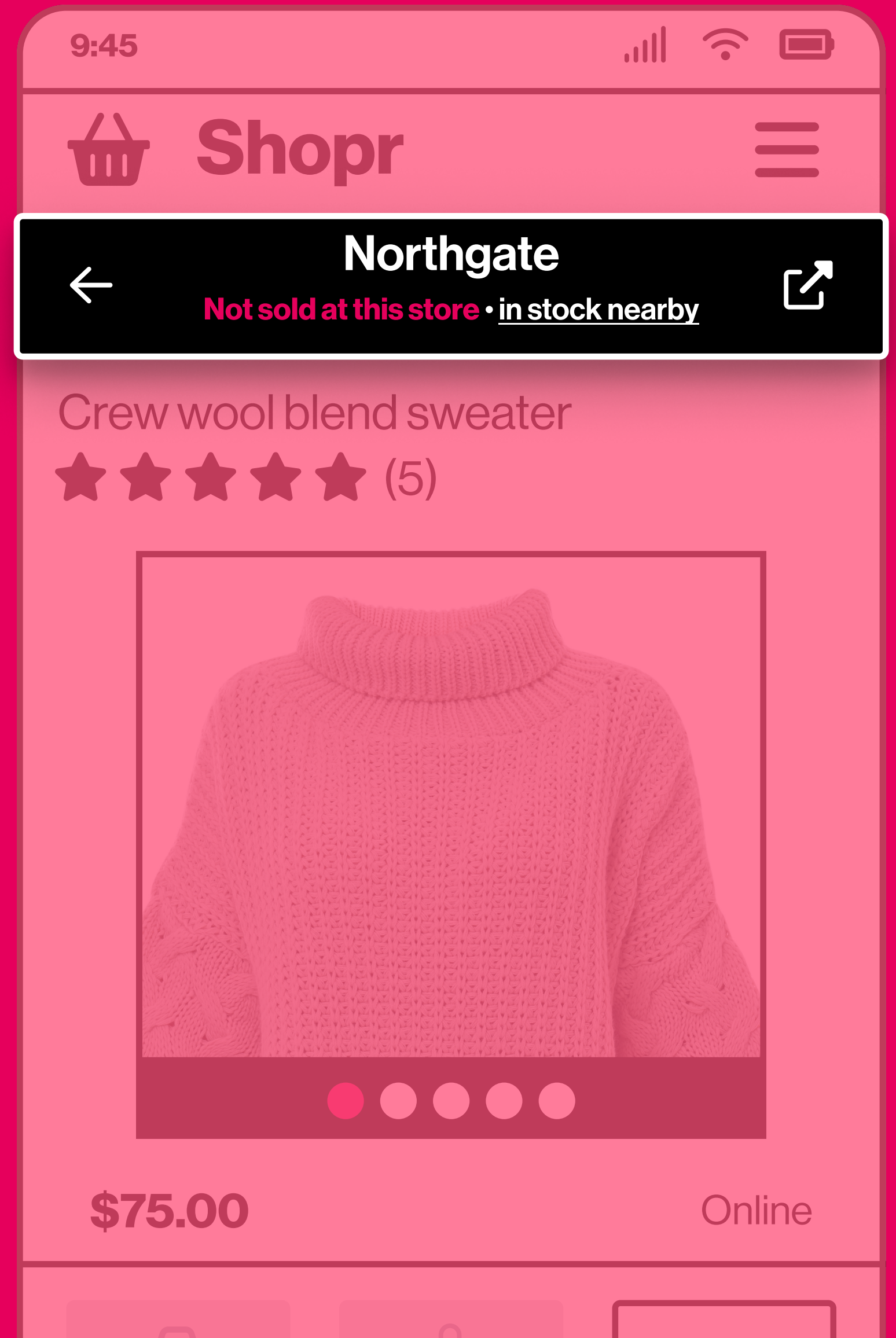
testing and delivering mobile-first experiences – including out-of-stock ones.

The following four tests outline different areas of the mobile product detail page where retailers can provide clarity regarding out-of-stock inventory while rescuing the sale and customer relationship.

01

Utilize the header for inventory communication.

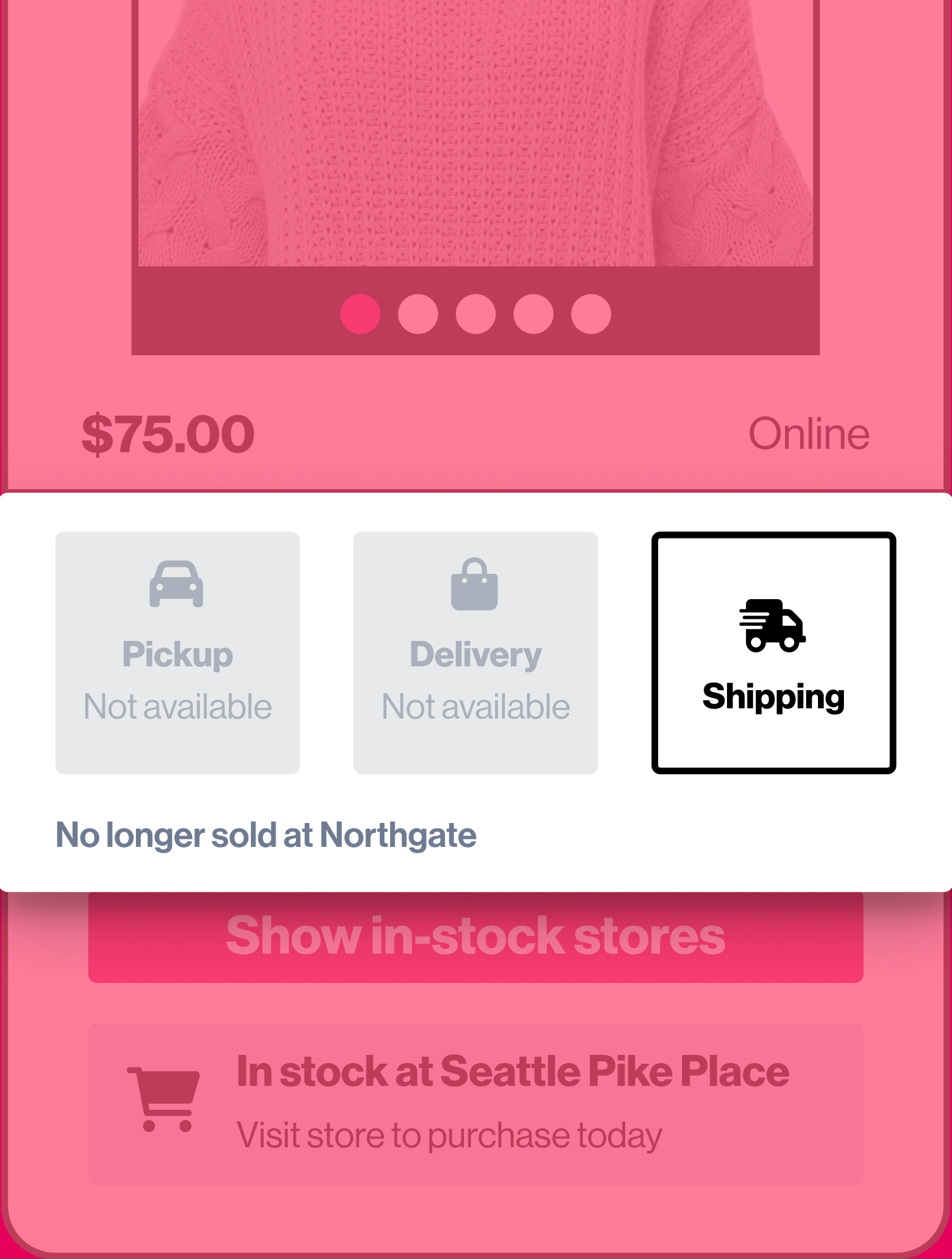
Instead of showcasing company branding, use this key real estate to complete the sale and communicate whether an item is in stock at a preferred location and/or sold nearby.



02

List available purchasing options from the start.

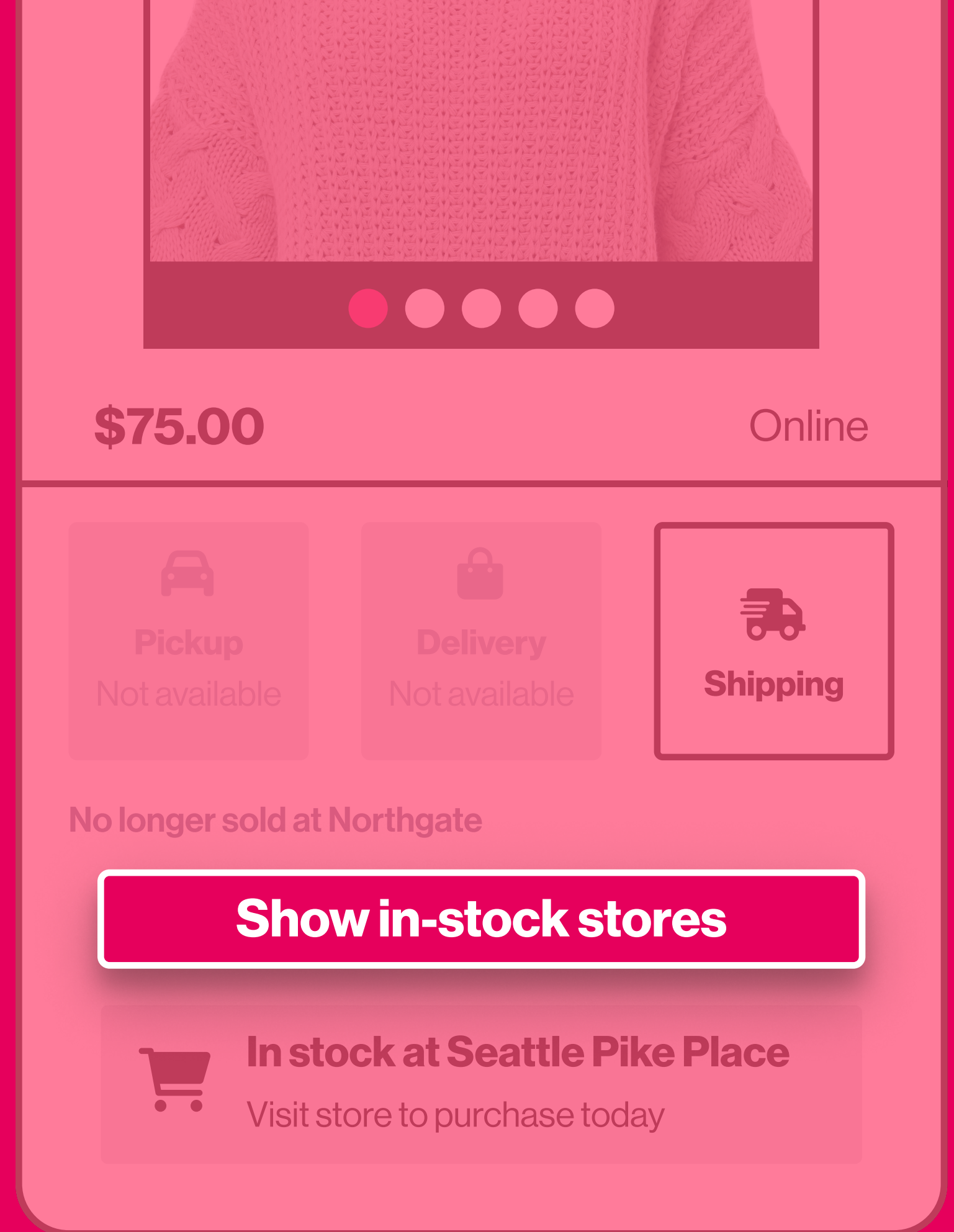
Typically, delivery options are only made clear closer to checkout. But listing inventory variation, from in-store pickup to shipping, directly on the detail page allows customers to pick an option that best serves their needs.



03

Try call-to-action variation.

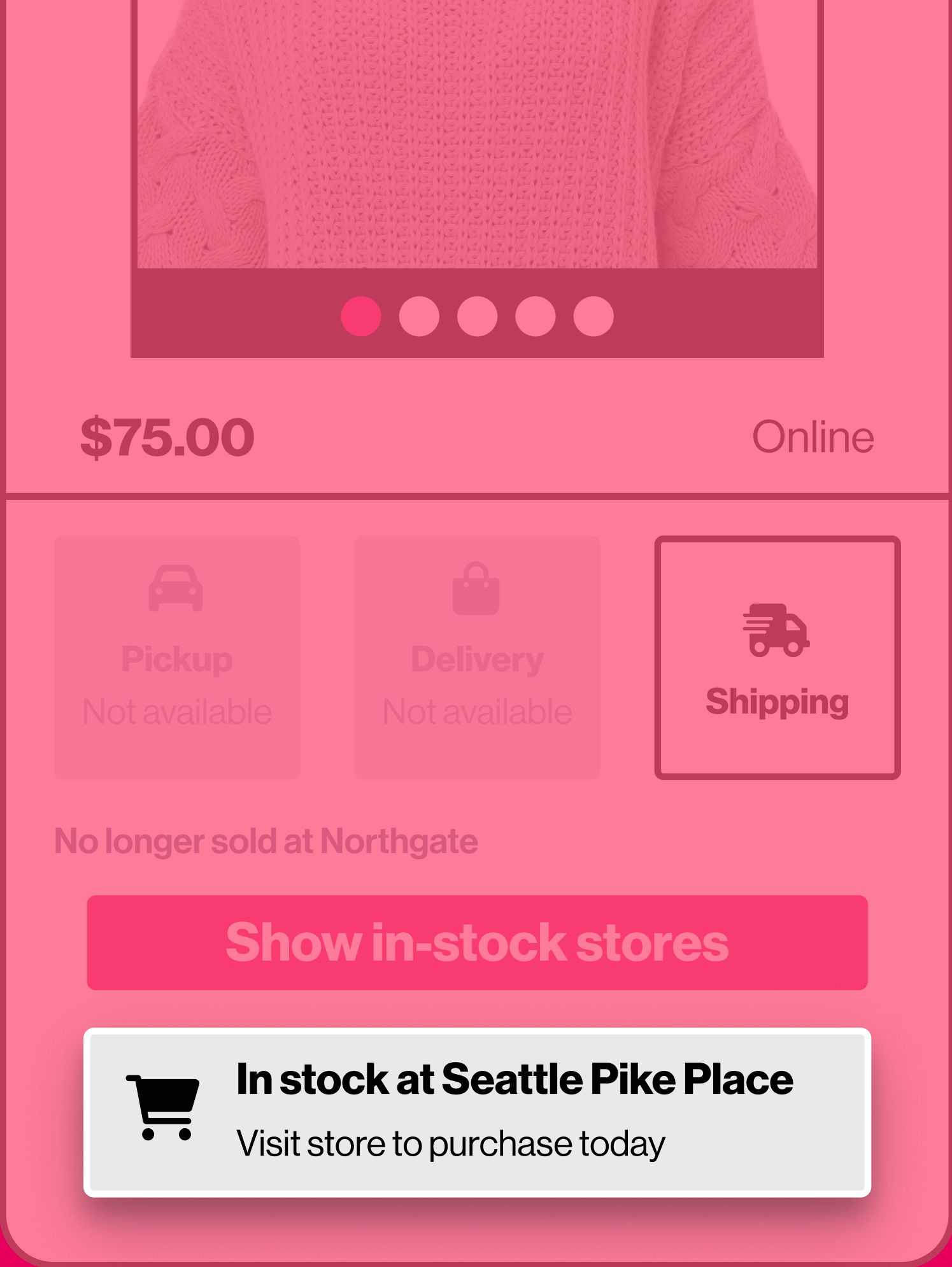
Instead of graying out the 'buy now' or 'add to cart' button for an out of stock item, try pushing the shopper to view stores where the item is in-stock. Or alternatively, show shoppers a 'browse similar items' button to allow them to find what they need.



04

Highlight nearby locations.

Similar to the previous tests, this example provides transparency and urgency early in the checkout flow. If an item is not in-stock at the customer’s local store, list the next closest location where the item is available or include a message noting that the item is not in the surrounding area (for example: “not available within 20 mi”).



CUSTOMER STORY:

Discover how Quantum Metric can help reduce frustrations related to out-of-stock issues.



Challenge:

A customer had to remove an OOS item from their cart in order to proceed with checkout.



Detail:

QM found a 9% conversion drop when customers had an OOS item in their cart.



Solution:

Retailer added a button within the cart checkout flow to “see substitutions” when an item was OOS. The retailer tested this feature and found a 2% improvement in conversion, 6.4% improvement in average cart value and a 30% engagement rate with the new feature.

Quantum Metric uncovers customer pain points faster, calculates the financial impact, and stack ranks them by business opportunity.

01

Autocapture customer signals.

- Behavioral, technical, business
- 60+ OOTB events/errors
- One-time JS or SDK deployment

02

Discover and quantify opportunities.

- Real-time monitoring
- Analyze and quantify against 100% of sessions
- UX optimization tools

03

Align and activate across teams.

- OOTB retail dashboards and benchmarks
- Custom, role-based dashboards
- Real-time activation

Watch a [product tour](#) or sign up for a personalized demo.

Watch now