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Assignment # 1

Q No 1:

Ecommerce, or electronic, refers to transactions conducted via the internet. Every time individuals and companies are buying or selling products or services online they are engaging in ecommerce. The term ecommerce also encompasses other activities including online Auction, internet banking, Payment gateways, online ticketing.

Live agent services in ecommerce is defined many online shops have that little speech bubble in the bottom right corner that pops up and allows you to have a chat with customer service agent, who replies your questions and opinions without having to leave the page you are currently browsing.

Here ALL the reason why we should install a Live chat on your eCommerce website.

① Live chat can increase Conversions

② Live chat typically cuts Support costs

③ Live chats satisfies Customer expectations

④ Live chat answers complex questions in the depth we want

⑤ Users expect Live chat to be fast, responsive and helpful

⑥ Unhelpful Live chat Scripts make us go crazy

⑦ "You tricked me!"

⑧ Live chat can get Creepy.

A great Live chat example of this comes from Express VPN which is well known in the ~~history~~ industry for having very responsive 24/7 chat responsive chat operations. In the VPN world, Security is important, so, we asked their help a simple question and good get a simple response. They gave us a short answer using the proper terms, but since the language of question was generic, we were given the example that it is a Security Standard by the U.S.

Another Live Agent Services

Kayak has an interesting study that also shows Live chat

remains the Preferred Supported

tool. for 41% of your Customers.

the demand for it increases as

Your Customer base gets younger.

We, also like how they do

their own Live chat because

it's Setup's expectations before

we have typed anything at all.

Q No 2

Q: Number of Payment models on ECommerce Websites. And Suited for PK.

Ans:

① Paypal: Paypal is one of the biggest and most familiar of all the online payments options the site has over 254 Million users. That's a lot of people who would have a easier time making a purchase on your website if you let them check out with Paypal. The service boasts that it's currently used by over 17 million businesses and customers who use Paypal to check out convert at 82% higher rates than other payment options.

Google Pay: if Anyone Compete with Paypal and Amazon for market share, it's google.

The Company now offers their own online payment method

Google Pay. Google Says

Hundred of millions their users already have Card information saved to their google Accounts

which means providing a google pay option offer added convince for a significant number of people.

As with other options, they

promise an initiative. Process

- on desktop and mobile - and top

notch - Security through encryption.

American Express: might not have the market share that our first three online payments gateways do, but it has something just as valuable: Consumer trust. While American Express is not as ubiquitous as some of its credit card competitors, it has one of the best satisfaction rates in the industry and tends to target a higher-income consumer than other credit card companies.

As such, the people who find an American Express checkout option attractive are likely to be some of the top visitors you'd want to attract. They promise fraud protection, 24/7 customer support and flexibility to work with a number of payment processors and consider different add-on features. They accept over 120 currencies.

E-Commerce industry is in early stages in Pakistan. However, one important factor that has been missing for a long while to support the growth and ecosystem is enabling consumers to make purchases online using credit/debit cards.

So, let's discuss the only payment gateways which allow Pakistani users to get an account, verify and withdraw dollars amount into PKR. Create account and use it on your websites to receive direct payments for your customers/clients online.

a) Day by Day our eCommerce industry Successfully grow-up. Many eCommerce websites and Stores have introduce Jazz cash - easypaisa payment option for their Customer. These two payment option are very easy and secure for payments. In Peripheries of Peshawar these option suitable.

b) Online Banking is best suited option for Payments/Receiving in Pakistan easy and more secure. Credit/Debit Card is mostly used in Stores Payments.

c) American Express is best option in USA for online e-commerce Payments options.