

1 Reduce customer effort and increase your expertise Ease of use is a key factor in keeping buyers engaged on your website. Remember that buyers are more likely to view your site on a mobile device such as a tablet or a phone, so navigation, content and access to account information must also be available via a responsive website or native mobile app. It provides an easy-to-navigate interface, a lot of content to educate the buyer and the customer portal with easy access to account information.