

# Jorge Zuniga Blanco Provides Five Must-have Growth Strategies for Success

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*Leading Costa Rica businessman and entrepreneur Jorge Zuniga Blanco offers insight on innovations that will help ensure growth for an eCommerce platform.*

SAN JOSE, COSTA RICA, June 13, 2019 /EINPresswire.com/ -- The blinding pace at which the digital landscape is evolving impacts each part of a business's operations. With the development of innovative technology and data analytics, the eCommerce business industry is improving and offering better, more enhanced consumer experiences. The effective procedures in the online business industry have grown dependent on how clients shop, what they purchase and how they react to advances utilized by organizations. [Jorge Zuniga Blanco](#), a successful business owner and entrepreneur from Costa Rica, offers insight on the five strategies every business should adopt to help their businesses grow.

Rather than physical shopping, web-based shopping is elusive and has, historically, required a certain amount of guesswork on the part of the consumer. With the introduction of production visualizations, much of the guesswork is removed. It allows consumers to check out every detail of a particular item, which leads to more confident purchases and fewer mistakes.

Another incredible alternative is to utilize 3D experience for your shoppers. Explains Zuniga, "An interactive 3D representation of a product can be incredibly helpful for clients to understand the product's features. 3D item imaging can build client commitment, as well as increase conversion rates."

Artificial intelligence (AI) is now a mainstream concept. AI is all over the place and is becoming a part of our everyday lives. It is also making its way into the eCommerce industry, providing first-line customer support, as well as data processing to build metrics such as conversion and bounce rates, site engagement and traffic, and much more.

Because of AI, it is now easier for consumers to filter their product choices more effectively. It is now possible to narrow down the scope of the search to virtually the exact product sought and are a must-have tool for a winning company. Zuniga asserts, "42% of major eCommerce businesses don't employ advanced product filtering. This is one area that a smaller organization can take the lead against larger corporations and start winning more customers."

Another piece of AI can be found in chatbots. These can be a significant weapon for web-based businesses with regards to upgrading client experience. You can utilize chatbots to quickly speak with clients and resolve their issues on various platforms, for example, Facebook or your online store.

A chatbot is essentially a PC program that recreates a discussion with a human client with a goal to outfit some sort of administration. Some chatbots are so best in class, it is extremely difficult to recognize them from visiting with a genuine human.

Adds Zuniga, "Notwithstanding communicating with clients, live chatbots can enable you to oversee and follow your stock, along these lines telling you are coming up short on certain smash hit things in your online store. They can likewise tell your clients that the item they were searching for is back in stock."

As a significant part of web-based business, deliveries must be quick and convenient. Shipping is one of the key differentiators between numerous online contenders. And, with the exponential blast in the internet business area, online customers have requests and needs that they need to be tended to all the more rapidly, which will shape conveyance alternatives. Amazon is trying automatons for bundled deliveries; while an online supermarket is interfacing customers to sellers and vendors in their areas, making it simpler, quicker and more helpful than any time in recent memory to get the best products.

The eCommerce scene is developing. This implies the business will show signs of improvement in the coming years and new innovative patterns will make it progressively consistent. Adds Zuniga, "As a developing internet business entrepreneur, you have to monitor these innovations and discover approaches to utilize the ones that best suit your needs. Those businesses who don't stay on top of innovation are the ones that are certain to fail."

#### About Jorge Zuniga Blanco

Jorge Zuniga Blanco is a leading eCommerce expert who has provided his services to growing organizations throughout the world. He has a diverse background of industries to his credit, giving him the ability to relate and contribute to business owners in a variety of markets. He has more than 20 years in the eCommerce industry and, for the past nine, has dedicated his expertise and knowledge into helping executives and managers develop their business.

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