

CEP Magazine – June 2020 Ouch! Stop all the friction

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Friction is defined as “the action of one surface or object rubbing against another.” In science, friction can be a good thing. Without it, the brakes on our cars wouldn’t slow down the vehicle.

In business, however, friction is bad. Have you ever abandoned an online purchase after you’ve been asked to create an account, verify your email address, fill in another form, and then add a password? The number of steps required to complete a sale can cause friction. The more friction, the less likely a business is to get and keep customers.

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