

CEP Magazine – June 2020

Ouch! Stop all the friction

By Kristy Grant-Hart

Kristy Grant-Hart (kristygh@sparkcompliance.com) is the Managing Director of Spark Compliance Consulting in London, UK, and author of the book, *How to be a Wildly Effective Compliance Officer*.

- ComplianceKristy.com
- twitter.com/KristyGrantHart
- linkedin.com/KristyGrantHart

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.

This document is only available to members. Please [log in](#) or [become a member](#).

[Become a Member Login](#)