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OUTCOMPETING IN E-COMMERCE



Easy!

IN THEORY ANYONE COULD LIST THEIR BOOK LIBRARY ON THE WEB AND BECOME A WIDELY SUCCESSFUL ONLINE RETAILER - THE NEXT AMAZON. LOOKING AT THE AMOUNT OF E-COMMERCE TECHNOLOGY RELATED VENDORS AND SOLUTIONS FOR EVERYTHING FROM INTERNATIONAL PAYMENTS TO DROP-SHIPPING, PACKAGING AND RE-MARKETING AND CONVERSION, WHICH PROMISE SET-UP AND OPERATIONS IN MINUTES WITH EASY AND SIMPLICITY, THE PATH TO BECOMING THE NEXT JEFF BEZOS HAS NEVER BEEN MORE STRAIGHTFORWARD AND MORE WITHIN REACH.

YET, IN PRACTICE, CREATING AND MAINTAINING A SUCCESSFUL E-COMMERCE BUSINESS OR AN E-COMMERCE DEPARTMENT WITHIN AN EXISTING ESTABLISHED TRADITIONAL RETAIL CORPORATE ORGANISATION IS ANYTHING BUT EASY AND STRAIGHTFORWARD.



STARTING UP A NEW E-COMMERCE BUSINESS OR CREATING A NEW DTC CHANNEL AN ERETAIL PARTNERSHIP (WHOLESALE.COM) IS DISRUPTIVE AND CHALLENGING, AND PEOPLE AND TEAMS RESPONSIBLE FOR MAKING IT A SUCCESS HAVE THEIR HANDS FULL WITH BOTH OPERATIONAL IMPLEMENTATION TASKS AND STRATEGIC IMPLICATIONS OF A NEW VENTURE AND NEW SALES CHANNEL.

WHILE IT IS TRUE THAT, TODAY MORE THEN EVER, THERE ARE NUMEROUS SOLUTIONS AND MODELS FOR BRINGING YOUR BUSINESS ONLINE AND BECOMING AN ONLINE RETAIL BUSINESS, IT IS EVEN MORE TRUE THAT THESE LOW ENTRY BARRIERS OR EASY MARKET ENTRY HAS MADE E-COMMERCE A HYPER-COMPETITIVE INDUSTRY.



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LOW MARKET ENTRY BARRIERS MADE E-COMMERCE A HYPER-COMPETITIVE INDUSTRY WITH CUT-THROAT PRICE COMPETITION DETERMINED BY DYNAMIC PRICING ALGORITHMS AND SCALE OF LOGISTIC OPERATIONS WHICH YIELD RAZOR THIN MARGIN.



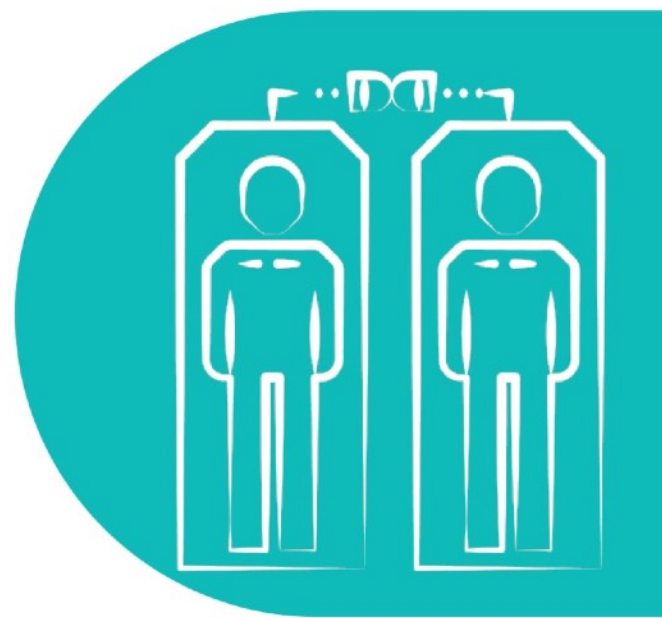
E-COMMERCE WEBSITES CURRENTLY COMPRISE 10-12% OF THE INTERNET OR ROUGHLY ONE BILLION OF WEBSITES AGGREGATED ON THE INTERNET. THAT'S OVER 100 MILLION E-RETAILERS ALL OVER THE WORLD THAT COMPETE TO GAIN A SHARE OF THE ESTIMATED \$1.5 TRILLION ONLINE MARKET.



RETAILERS FACE A LOT OF COMPETITION, BOTH ONLINE AND OFFLINE. AND IN MANY CASES THE PRODUCTS THEY SELL ARE VERY SIMILAR. AS AN E-COMMERCE MARKETER, HOW DO YOU DIFFERENTIATE? HOW CAN YOU ENSURE THAT YOUR E-COMMERCE BUSINESS IS NOT SEEN AS A COMMODITY?



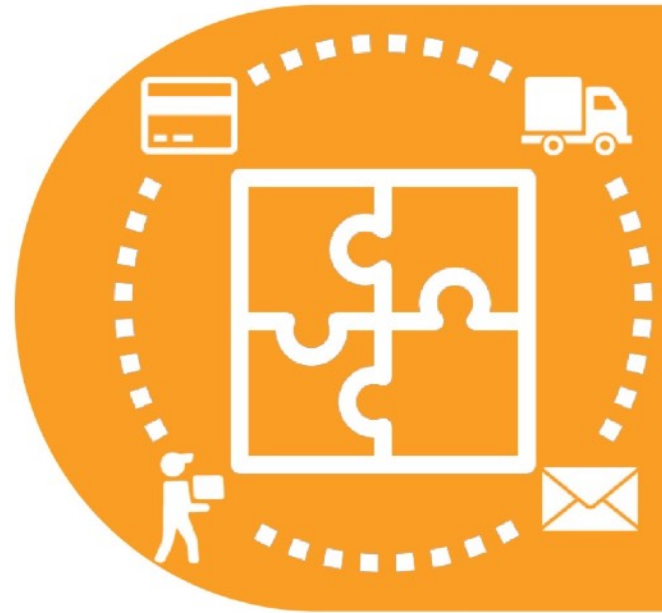
START BY CREATING (DIFFERENTIATING AND UNIQUE) BETTER E-COMMERCE SHOPPING EXPERIENCES TO DRIVE CUSTOMER LOYALTY AND STAND APART FROM THE CROWD.



ECOMMERCE WEBSITES TEND TO BE STANDARDIZED. IT IS AS IF SOMEONE CREATED A COUPLE OF STANDARD TEMPLATES, AND EVERYBODY CHOSE THE ONE THEY LIKED. SURE THERE ARE CUSTOM GRAPHICS AND COLORS, BUT THE OVERALL EXPERIENCE ON MOST E-COMMERCE WEBSITES IS IDENTICAL.



THIS IS WHY THE POST-PURCHASE, AND DIFFERENTIATION IN POST-PURCHASE IS YOUR GATEWAY TO CREATION OF UNIQUE SHOPPING EXPERIENCES AND CUSTOMER LOYALTY.



THE LENGTH OF DELIVERY TIME, VARIETY OF DELIVERY OPTIONS, TRACKING VISIBILITY AND COMMUNICATIONS, HOW YOUR PRODUCT IS PACKAGED, THE EASE OF EXCHANGES AND RETURNS—IT ALL CONTRIBUTES TO YOUR BRAND PERCEPTION (PROMISES YOU MAKE) AS A WHOLE.



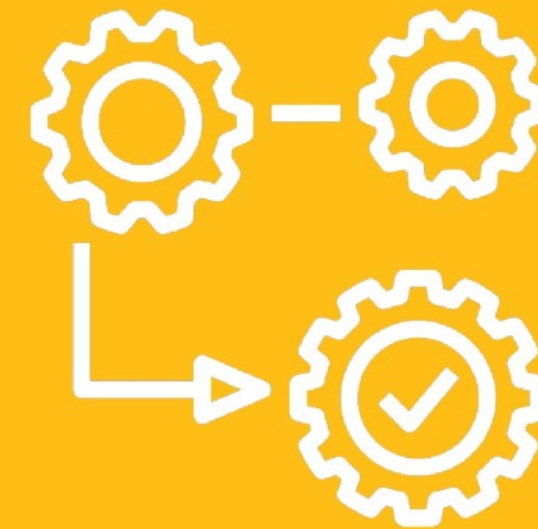
MEETING THEM OR FAILING THEM HAS A SIGNIFICANT IMPACT ON YOUR TOP LINE REVENUE AS IT WILL DETERMINE WHETHER THE CUSTOMERS WILL HAVE A POSITIVE EXPERIENCE AND START DEVELOPING LOYALTY AND JOIN THE REPEAT CUSTOMER SEGMENT THAT CAN DRIVE UP TO 40% OF REVENUE FOR AN AVERAGE E-RETAILER.

BUT HOW DO YOU KNOW ON WHICH ELEMENTS OF POST-PURCHASE CAN YOU DIFFERENTIATE AND HOW? WHAT ARE THE MARKET AVERAGES AND IMPLIED CUSTOMER EXPECTATIONS? LEARN FROM THE BEST TO WIN - GET INSIGHTS FROM COMPETITIVE BENCHMARKING OF LEADING E-RETAILERS.



BENCHMARKING IS A TOOL FOR THE SYSTEMATIC ASSESSMENT OF THE COMPETITIVE POWER OF AN ENTERPRISE. IT IS A PROCESS OF COMPARING ONE'S BUSINESS PROCESSES AND PERFORMANCE METRICS TO INDUSTRY BESTS OR BEST PRACTICES FROM OTHER COMPANIES.

IN THE PROCESS OF BEST PRACTICE BENCHMARKING, MANAGEMENT IDENTIFIES THE BEST FIRMS IN THEIR INDUSTRY, OR IN ANOTHER INDUSTRY WHERE SIMILAR PROCESSES EXIST, AND COMPARES THE RESULTS AND PROCESSES OF THOSE STUDIED (THE "TARGETS") TO ONE'S OWN RESULTS AND PROCESSES. IN THIS WAY, THEY LEARN HOW WELL THE TARGETS PERFORM AND, MORE IMPORTANTLY, THE BUSINESS PROCESSES THAT EXPLAIN WHY THESE FIRMS ARE SUCCESSFUL.



INSIGHTS GAINED FROM STRATEGIC BENCHMARKING RESULTS WILL BE YOUR DEFINITIVE GUIDE TO DETERMINE ACROSS WHICH DIMENSIONS THE TARGET MARKET COMPETES AND ACROSS WHICH DIMENSIONS OF POST-PURCHASE YOU CAN DIFFERENTIATE WHILE TAKING INTO ACCOUNT THE ESTABLISHED MARKET AVERAGES.

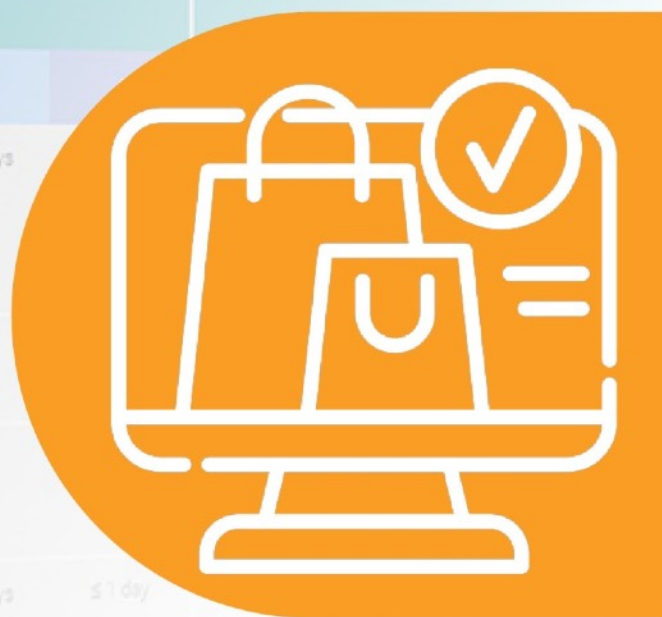
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STRATEGIC BENCHMARKING OF POST-PURCHASE PERFORMANCE OF LEADING E-RETAILERS IS AT THE HEART OF THE SO DIGITAL GLOBAL E-COMMERCE BRAND EXCELLENCE PLATFORM.



OUR PLATFORM ENABLES COMPETITIVE CROSS INDUSTRY PERFORMANCE BENCHMARKING OF BEST PERFORMING E-RETAILERS ACROSS DIMENSIONS OF ONLINE (POST)PURCHASE EXPERIENCE, INCLUDING BUT NOT LIMITED TO, PHASES OF DELIVERY, TRACKING, PACKAGING - OUT OF BOX EXPERIENCE, AND RETURN & REFUNDS.

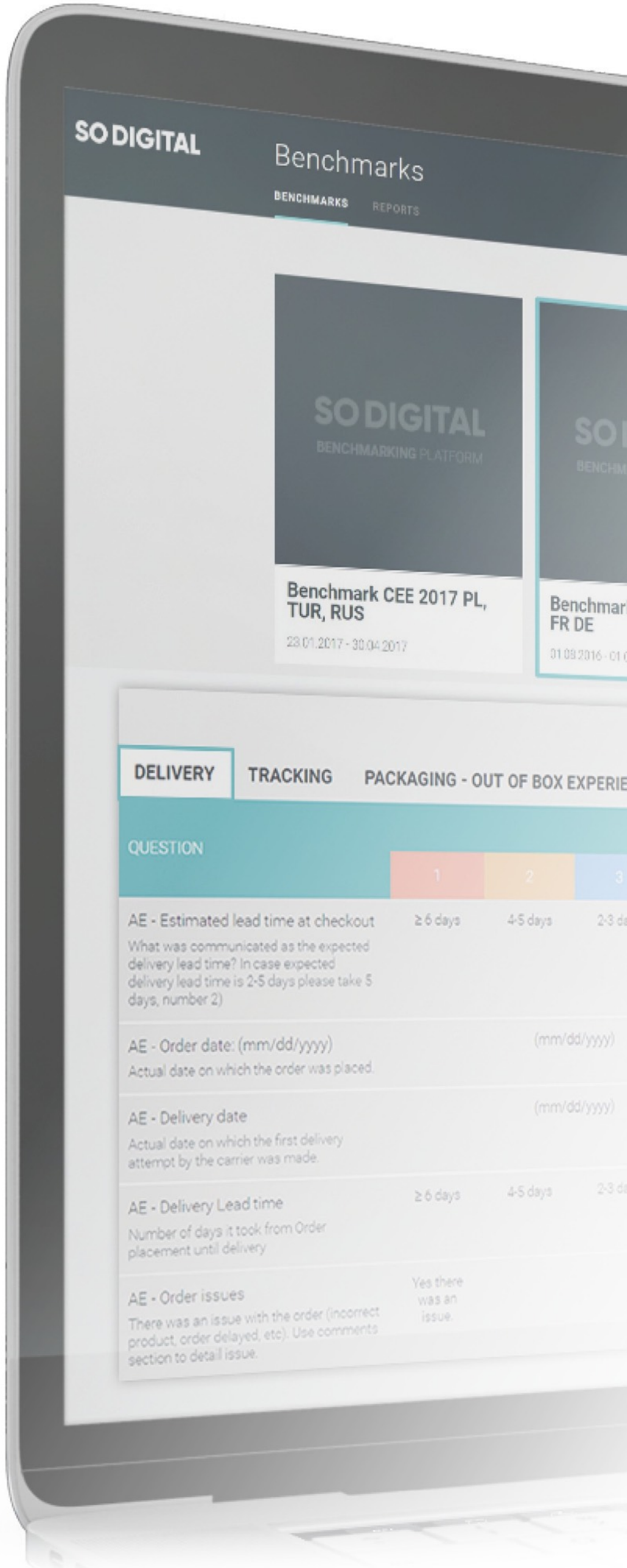


IT IS A MANAGEMENT TOOL THAT HELPS COMPANIES FORMULATE, EVALUATE, AND IMPROVE THEIR E-COMMERCE STRATEGIES BY PROVIDING A SYSTEMATIC ASSESSMENT OF COMPETITIVE PERFORMANCE OF POST-PURCHASE EXPERIENCE ACROSS MARKETS.



DISCOVER HOW YOU COMPARE AGAINST BEST PERFORMING E-RETAILERS ACROSS DIFFERENT MARKETS AND UNCOVER THEIR REASONS OF SUCCESS BY CONTACTING US TODAY AND SCHEDULING A FREE NO-COMMITMENT 1-ON-1 WALK THROUGH OF THE CLIENT USE CASE OF NIKE (EMEA).

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Benchmarks

BENCHMARKS
REPORTS



Benchmark CEE 2017 PL, TUR, RUS
23.01.2017 - 30.04.2017

Benchmark FR DE
01.08.2016 - 01.09.2016

DELIVERY TRACKING PACKAGING - OUT OF BOX EXPERIENCE RETURNS & REFUNDS

QUESTION	1	2	3	4
AE - Estimated lead time at checkout What was communicated as the expected delivery lead time? In case expected delivery lead time is 2-5 days please take 5 days, number 2)	≥ 6 days	4-5 days	2-3 days	
AE - Order date: (mm/dd/yyyy) Actual date on which the order was placed.		(mm/dd/yyyy)		
AE - Delivery date Actual date on which the first delivery attempt by the carrier was made.		(mm/dd/yyyy)		
AE - Delivery Lead time Number of days it took from Order placement until delivery	≥ 6 days	4-5 days	2-3 days	≤ 1 day
AE - Order issues There was an issue with the order (incorrect product, order delayed, etc). Use comments section to detail issue.	Yes there was an issue	No there was not an issue		

METHODOLOGY

PREPARATION

EXECUTION

REPORTING

Country Sample
Selection

Product Ordering
& Returning

Data Controlling

Representative Retailers
Sample Selection

Scorecard Answering

Final Data Input

Scorecard Question
Selection

Input Controlling

Platform Publishing

Researchers Selection
Onboarding

Researcher
Controlling

POST-PURCHASE EVALUATION ELEMENTS

BEFORE THE "BUY" BUTTON

BEFORE THE ACTUAL CLICK ON "BUY" BUTTON, RESEARCHERS LOOK UP ALL "PROMISED EXPERIENCE" PRODUCT-RELATED INFORMATION ON THE WEBSITE - SUCH AS ESTIMATED LEAD TIME ON CHECK-OUT, POSSIBLE DELIVERY DAYS, PLACE AND AVAILABILITY CHOICE, AND ALSO TRY OUT CROSS-CHANNEL FUNCTIONALITY. AVAILABLE SERVICES LIKE CASH & TRY ON DELIVERY, CANCELLATION WINDOW, SUSTAINABILITY PROMOTION AND PAYMENT OPTIONS ARE CHECKED AND RECORDED. ORDERING PROCESS BEGINS.

DELIVERY PHASE

ACTUAL DELIVERY TIME AND POSSIBLE ORDER ISSUES ARE TRACKED. COMPARISON TO A "PROMISED" EXPERIENCE BEGINS.

TRACKING

CONVENIENCE AND VISIBILITY OF TRACKING ORDERS ARE CHECKED. RELIABILITY OF ESTIMATED DELIVERY DATE AND ITS DISPLAY AT CHECKOUT AND IN TRACKING EMAILS ARE COMPARED, AND COMMUNICATIONS ANALYSED - SUCH AS ORDER CONFIRMATION, SHIPMENT AND DELIVERY CONFIRMATION.

PACKAGING - OUT OF BOX

OUT OF BOX EXPERIENCE, PACKAGING, BRANDING, PRODUCT PRESENTATION, AS WELL AS GIFT WRAPPING AND MESSAGING EXPERIENCES ARE TRACKED ALONGSIDE WITH PHOTOS. SPECIAL PACKAGING, PROMOTIONS AND PERSONALISATION ARE ALL LOOKED INTO.

RETURNS

EASE OF RETURNS LIKE AVAILABILITY OF DROP OFF POINTS, COLLECT AT HOME OPTION AND EXCHANGE POSSIBILITY, RETURN POLICY, PROCESS AND ITS SIMPLICITY, SEAMLESS RETURNS AS WELL AS RETURN FEES ARE TESTED.

REFUNDS

REFUND LEAD TIME, AVAILABILITY OF INSTANT REFUNDING AS WELL AS REFUND TRACKING COMMUNICATION ARE RECORDED AND ANALYSED.



"Buy" Button



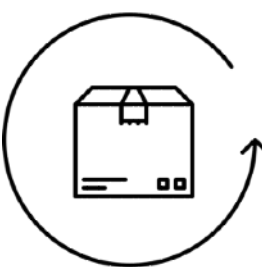
Delivery



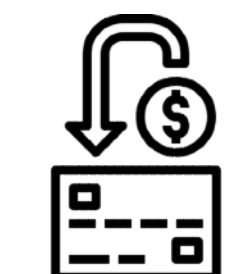
Tracking



**Packaging
Out of box**



Returns



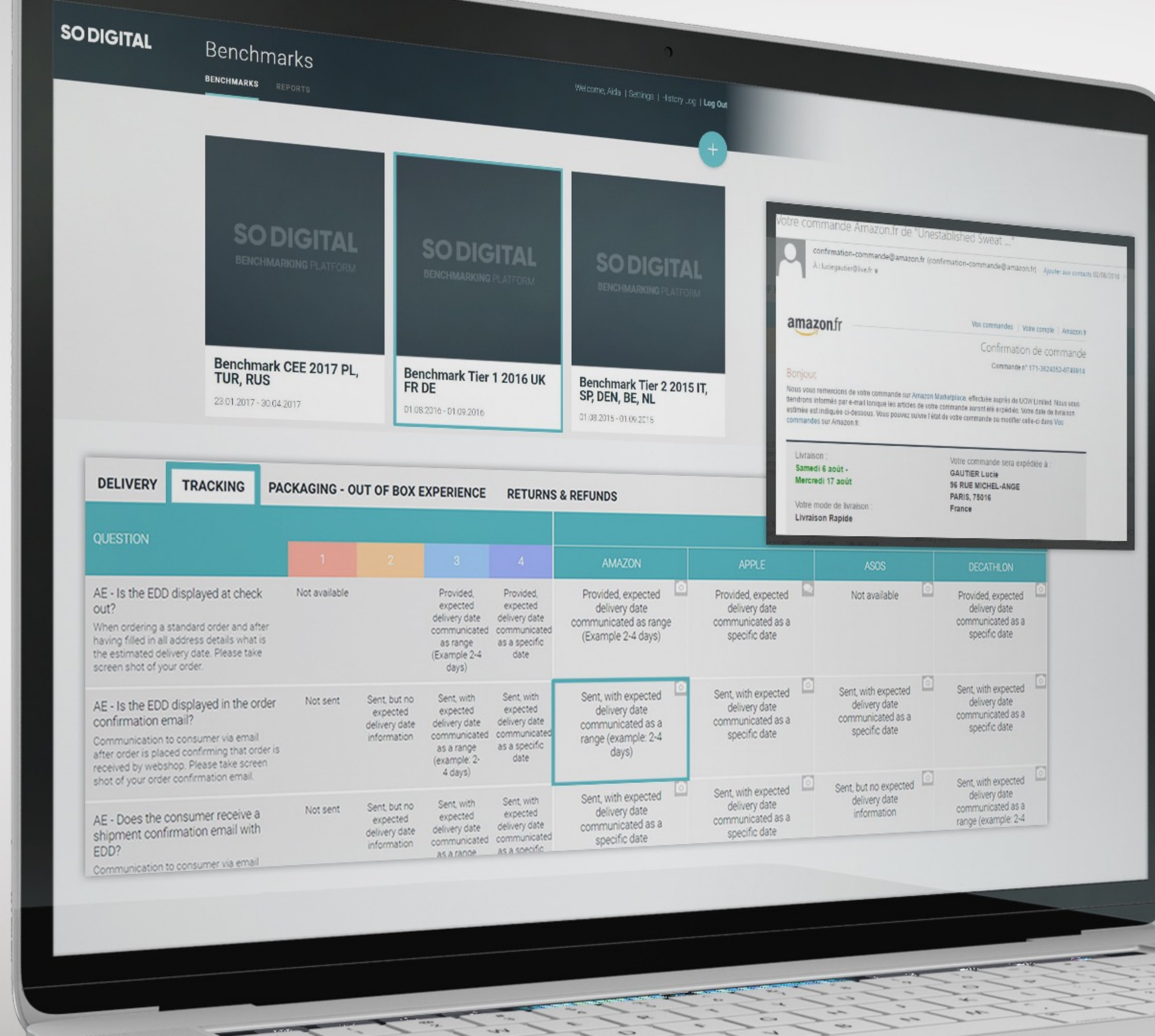
Refunds

SCORECARD

PROOFS PROVIDED INCLUDE PHOTOS AND SCREEN SHOTS. PHOTOGRAPHS ARE TAKEN IN THE MOST IMPORTANT ACTUAL EXPERIENCE PHASE - PACKAGING & OUT OF BOX EXPERIENCE PHASE.

IN THIS WAY, CLIENT CAN SEE WHAT THE FIRST PHYSICAL ENCOUNTER OF THE CUSTOMER WITH THEIR PRODUCT LOOKS LIKE - FROM PACKAGING, ACTUAL PRODUCT, TO GIFT WRAP AND MESSAGING.

IN OTHER PHASES, SCREEN SHOTS ARE TAKEN - OF CHECKOUT PAGE, AS WELL AS TRACKING, REFUND AND RETURN COMMUNICATION (EMAILS).



NAME	OWNER	CREATED	LAST UPDATE	ACTIONS
Out of Box Experience - Inner Box Design Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	
Out of Box Experience Germany Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:17	15.02.2018 at 19:17	
Tracking performance in France 2016 Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:10	15.02.2018 at 19:10	
Footlocker vs Zalando in Germany Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	01.02.2018 at 01:43	01.02.2018 at 01:43	
New Report 23.01.2018 Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	23.01.2018 at 21:39	23.01.2018 at 21:39	
Bol.com Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	12.01.2018 at 00:43	12.01.2018 at 00:43	

OUT OF BOX EXPERIENCE GERMANY

OUTER CARTON/PACKAGING EXPERIENCE
What did the outer packaging look like when the order was received? Please photograph.

TOTAL DETAILS **PHOTOS**

Germany / Adidas / Undamaged / standard carton

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REPORTS

PLATFORM USERS ARE ABLE TO INSPECT INDIVIDUAL QUESTIONS AND THEIR PERFORMANCE VIA THE SCORECARD, WHILE MARKET PERFORMANCE INSIGHTS ARE DERIVED FROM THE REPORTS MODULE.

USER CAN CREATE REPORTS ON INDIVIDUAL PHASES OF THE POST-PURCHASE, ACROSS MARKETS, WITHIN INDIVIDUAL MARKETS, AS WELL AS ON THE LEVEL OF INDIVIDUAL RETAILERS.

IN THIS WAY IT'S POSSIBLE TO INSPECT / COMPARE RETAILERS PERFORMANCE ACROSS MARKETS AS WELL AS MARKET'S AVERAGE PERFORMANCES TO DEDUCE RELEVANT INSIGHTS.

PRICING MODEL

SUBSCRIPTION PACKAGES	BASIC	MEDIUM	PREMIUM	INTERNATIONAL
PLATFORM ACCESS / USERS	2 x	5 x	10 x	15 x
NUMBER OF COUNTRIES	1 x	3 x	5 x	7 x
DATABASE REFRESH PER YEAR	1 x	1 x	2 x	2 x YEAR
TAILORED QUESTIONS (SCORECARD)	X	+ 2000 E PER COUNTRY	+ 1700 E PER COUNTRY	+ 1500 E PER COUNTRY
TAILORED SAMPLE (RETAILERS SELECTION)	X	X	+ 3000 E PER COUNTRY	+ 2500 E PER COUNTRY
PRICE / YEAR	5.000 E	10.000 E	15.000 E	20.000 E

Research solely and exclusively focuses on the **POST-PURCHASE** phase of **E-COMMERCE** shopping/ buying journey. This in effect means we research, measure and provide data points according to the **SCORECARD** about following elements and their characteristics and performance : **Tracking** (options, mechanism) , **Delivery** (policies, options, mechanism), **Packaging and Out of Box Experience** (characteristics of the package, opening experience & presentation, photos included), **Returns & Refunds** (policies and mechanism).

All prices are excluding VAT. Denominated & payable in EUR.
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 By accepting the offer you accept to abide by them.

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THANK YOU