

# **SO DIGITAL**

**Global Brand Excellence Solutions**

**RELATIONSHIP DOESN'T  
END AT CHECKOUT**



**THE BRAND EXPERIENCE IS WHAT MARKETERS, BRAND MANAGERS AND BRAND IDENTITY CONSULTANTS DESIGN IN AN EFFORT TO ACHIEVE THE DESIRED BRAND IMAGE. YOUR BRAND IS WHAT YOU STAND FOR IN THE MARKET, AND IT SETS CUSTOMER EXPECTATIONS FOR INTERACTIONS WITH YOUR FIRM.**

**CUSTOMER EXPERIENCE IS YOUR REALITY CHECK. CUSTOMER EXPERIENCE IS DEFINED AS HOW CUSTOMERS PERCEIVE THEIR INTERACTIONS WITH YOUR BRAND. FOR EXAMPLE, IF YOUR BRAND "STANDS FOR" SIMPLICITY AND FLEXIBILITY, THEN THAT'S WHAT CUSTOMERS EXPECT FROM THEIR INTERACTIONS—WHETHER IN-STORE, ONLINE, OR OVER THE PHONE.**



**IF YOUR CUSTOMER EXPERIENCE DOESN'T CONSISTENTLY DELIVER ON THAT PROMISE, THEN YOU HAVE A PROBLEM. FAILING CUSTOMER EXPECTATIONS WILL HAVE DIRECT IMPLICATION ON YOUR TOP-LINE REVENUE. DISAPPOINTED CUSTOMERS NOT ONLY NEVER COME BACK BUT THEIR NEGATIVE EXPERIENCE, FOR EXAMPLE SHARED ONLINE, MIGHT DETER OTHERS FROM BECOMING ONES AS WELL.**

**AUDITING THE CUSTOMER EXPERIENCE AGAINST BRAND SET CUSTOMER EXPECTATIONS IS THE ONLY WAY WE WILL KNOW WHETHER THE CUSTOMER AND END-USER EXPERIENCES ALIGN WITH THE BRAND EXPERIENCE WE INTEND TO CREATE**



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**POST-PURCHASE IS THE KEY TO POSITIVE BRAND EXPERIENCE AND RELATIONSHIP**



**ACCORDING TO THE U.S. CONSUMER SURVEY DONE BY IBV (INSTITUTE FOR BUSINESS VALUE) IN 2011, OUT OF 3 PHASES OF BRAND EXPERIENCE (PRE-PURCHASE, PURCHASE AND POST-PURCHASE) RESPONDENTS CLEARLY MARKED THE POST-PURCHASE PHASE AS THE MOST INFLUENTIAL OVER THEIR RETAIL BRAND RELATIONSHIPS AND THEIR WILLINGNESS TO PROMOTE A GIVEN RETAILER TO OTHER CONSUMERS.**



**MARKET BY MARKET COUNTRY DISTINCT CONSUMER PURCHASE HABITS ARE NOT JUST NATURALLY DETERMINED BY COUNTRY CULTURE DIFFERENCES, BUT WHEN IT COMES TO E-COMMERCE BUYING HABITS, ALSO BY MARKET MATURITY IN TERMS OF TECHNOLOGICAL LEVEL OF ADVANCEMENT AND E-COMMERCE INDUSTRY MATURITY AS WELL AS ALREADY EXISTING LOCAL PLAYERS.**



**OF COURSE, AN EVALUATION OF THE EXPERIENCE IS ALWAYS IN COMPARISON TO YOUR BRAND PROMISES, BUT ALSO RELATIVE TO OTHER RETAILERS' PERFORMANCE IN THIS SEGMENT. NAMELY, IT IS THE COLLECTIVE PERFORMANCE OF ALL RETAILERS CUSTOMERS INTERACT WITH WITHIN A SINGLE MARKET THAT SHAPES IMPLICIT CUSTOMER EXPECTATIONS AND MARKET PERFORMANCE AVERAGES.**



**THE LENGTH OF DELIVERY TIME, HOW YOUR PRODUCT IS PACKAGED, THE QUALITY AND VARIETY OF PROVIDED PRINT MATERIALS, THE EASE OF EXCHANGES AND RETURNS—IT ALL CONTRIBUTES TO YOUR BRAND PERCEPTION AND EXPERIENCE AS A WHOLE.**



**SEVERAL POST-PURCHASE FACTORS, SUCH AS CONVENIENCE OF TRACKING ORDER, ON-TIME DELIVERY AND EASE OF CUSTOMER SERVICE, PLAY VITAL ROLES IN INFLUENCING CUSTOMER LOYALTY AND REPEAT PURCHASES.**



**SO, IF YOU'RE IGNORING YOUR E-COMMERCE POST-PURCHASE EXPERIENCE, WHETHER IT DELIVERS TO TO YOUR BRAND PROMISES, BUT MORE IMPORTANTLY HOW IT COMPARES RELATIVE TO OTHER AND BEST PERFORMING RETAILERS, YOU'RE IGNORING THE MOST INFLUENTIAL PREREQUISITE FOR BRAND RELATIONSHIP DEVELOPMENT, LOYALTY DEVELOPMENT, REPEAT PURCHASES AND ULTIMATELY E-COMMERCE REVENUE GROWTH.**



**MEASURING UP TO YOUR BRAND PROMISES AND MARKET IMPLICIT CUSTOMER EXPECTATIONS STARTS WITH AUDITING YOUR POST-PURCHASE ACTUAL PERFORMANCE AGAINST YOUR BRAND PROMISES AND MARKET AVERAGES**

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Benchmarks

BENCHMARKS REPORTS

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BENCHMARKING PLATFORM

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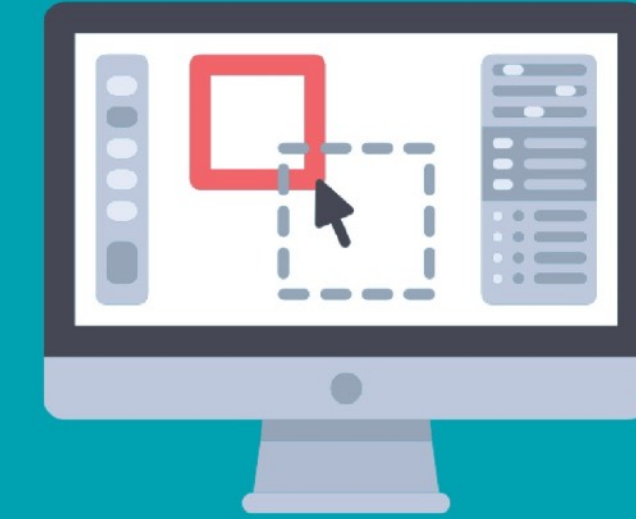
Benchmark CEE 2017 PL,  
TUR, RUS

23.01.2017 - 30.04.2017

Benchmark Tier 1 2017  
FR DE

01.08.2016 - 01.09.2016

**SO DIGITAL GLOBAL E-COMMERCE BRAND EXCELLENCE PLATFORM 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 AND WITHIN MARKETS.**



**IT AUDITS THE MOST INFLUENTIAL PHASE OF CUSTOMER BRAND RELATIONSHIP BY CONTRASTING THE CUSTOMER SHOPPING EXPERIENCE ACROSS STAGES OF DELIVERY, TRACKING, PACKAGING - OUT OF BOX EXPERIENCE, RETURNS & REFUNDS ( THE REALITY) VERSUS BRAND SET EXPECTATIONS (THE PROMISES).**

**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**



**TO START IMPROVING THE POST-PURCHASE EXPERIENCE FOR YOUR CUSTOMERS TO ENSURE THE RELATIONSHIP DOESN'T END AT CHECKOUT, CONTACT FOR A FREE NO-COMMITMENT ONE-ON-ONE WALK THROUGH OF THE SOLUTION & SERVICE AND USE CLIENT CASE OF NIKE (EMEA).**



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# 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**



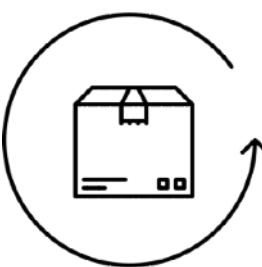
**Delivery**



**Tracking**



**Packaging  
Out of box**



**Returns**



**Refunds**



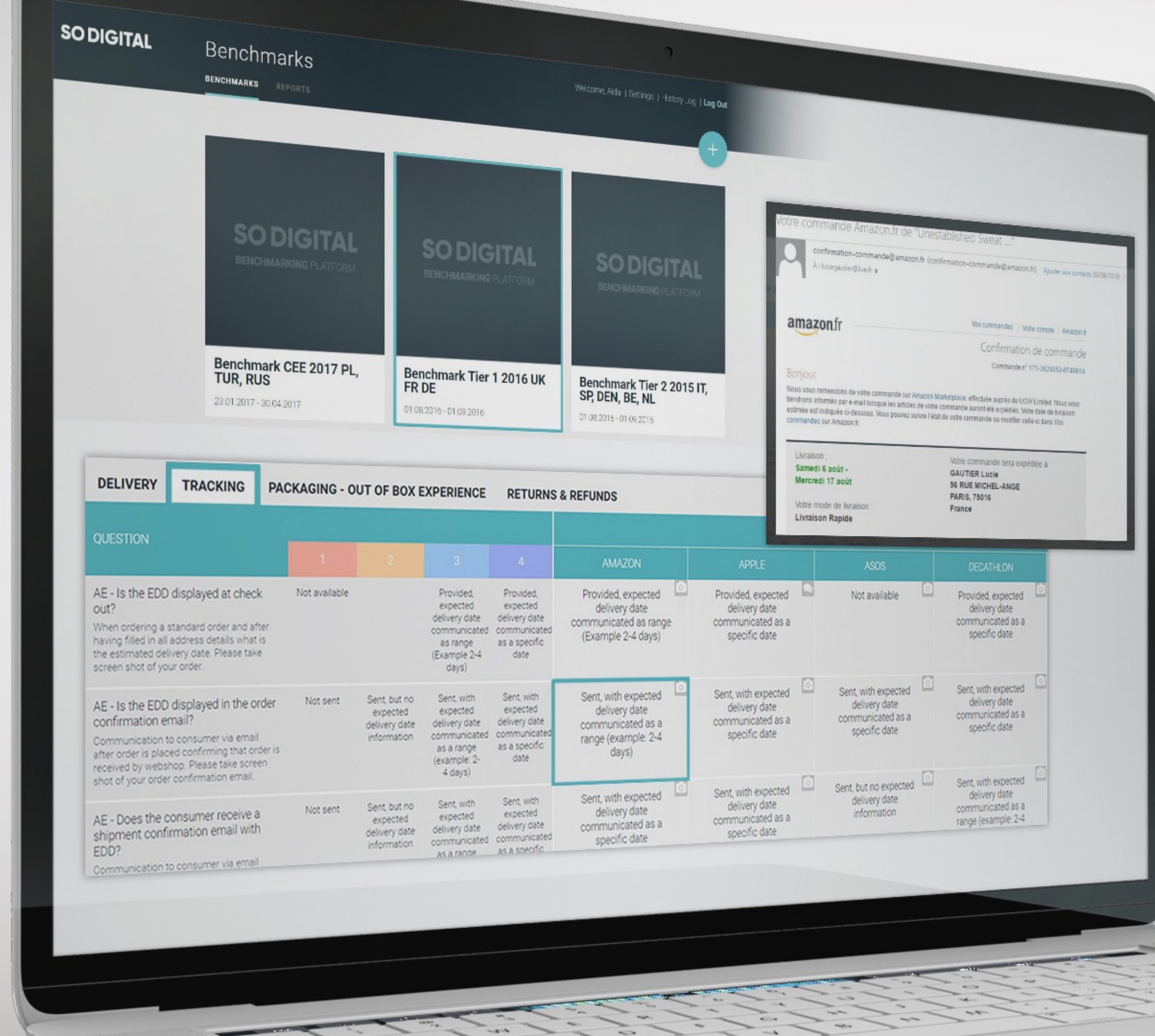


# SCORECARD

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
<a href="#">Out of Box Experience - Inner Box Design</a> Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	
<a href="#">Out of Box Experience Germany</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:17	15.02.2018 at 19:17	
<a href="#">Tracking performance in France 2016</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:10	15.02.2018 at 19:10	
<a href="#">Footlocker vs Zalando in Germany</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	01.02.2018 at 01:43	01.02.2018 at 01:43	
<a href="#">New Report 23.01.2018</a> Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	23.01.2018 at 21:39	23.01.2018 at 21:39	
<a href="#">Bol.com</a> 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.  
 SO DIGITAL General Terms and Conditions Apply (available on our site)  
 By accepting the offer you accept to abide by them.

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**THANK YOU**