

# **SO DIGITAL**

**Global Brand Excellence Solutions**

**CROSS-BORDER E-COMMERCE  
GROWTH ENABLEMENT**



**FUELLED BY EMERGING MARKETS AND CONVERGENCE OF CONSUMER AND MARKET TRENDS, CROSS-BORDER E-COMMERCE WILL BE A KEY GROWTH ENGINE FOR THE GLOBAL E-COMMERCE INDUSTRY.**

**RIDING THE WAVE OF CROSS-BORDER CONSUMER PURCHASES PHENOMENON, RETAILERS AND BRANDS HAVE REALISED THAT THEY NEED GROWTH STRATEGIES THAT WILL CAPITALISE ON THIS MARKET TREND DEVELOPMENT.**



**HOWEVER, WHILE CROSS BORDER E-COMMERCE IS HERE TO STAY AND NEEDS TO BE CONSIDERED ACCORDINGLY AS A GROWTH STRATEGY FOR AN E-COMMERCE BUSINESS, IT CARRIES ONE VERY SIGNIFICANT CHALLENGE - DISTINCT MARKET CONSUMER PURCHASE HABITS THAT VARY FROM COUNTRY TO COUNTRY.**

**FAILING OR MEETING THIS CHALLENGE WILL DEFINE YOUR CROSS-BORDER E-COMMERCE GROWTH PROSPECTS.**



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**FOR A GLOBAL E-COMMERCE GROWTH PERSPECTIVE IT IS IMPORTANT TO REALISE THAT WITH A CHANGE IN COUNTRY AND CULTURE, PURCHASE HABITS ALSO CHANGE.**



**SHAPED BY DIFFERENT FACTORS, BUYING HABITS ARE TENDENCIES CUSTOMERS HAVE WHEN PURCHASING PRODUCTS AND SERVICES. ALIGNING WITH OR AGAINST THEM WILL HAVE SIGNIFICANT IMPACT ON YOUR SALES PROSPECTS AS CUSTOMERS WILL FEEL (UN) COMFORTABLE BUYING FROM YOU.**



**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, BUT ALSO BY ALREADY EXISTING LOCAL PLAYERS.**



**TALKING ABOUT THE PURCHASE HABITS ONE NEEDS TO KNOW THAT OUT OF 3 PHASES OF PURCHASE EXPERIENCE (PRE-PURCHASE, PURCHASE AND POST-PURCHASE) IT IS THE POST-PURCHASE THAT CARRIES MOST WEIGHT WHEN DEFINING POSITIVE OR NEGATIVE EVALUATION OF THE TOTAL BUYING EXPERIENCE. THUS, WHEN LOOKING ACROSS COUNTRY DISTINCT E-COMMERCE PURCHASING PREFERENCES, ONE NEEDS TO PAY SPECIAL ATTENTION TO THE POST-PURCHASE PHASE.**



**IGNORING THE COUNTRY DISTINCT (POST)PURCHASE PREFERENCES WHEN FORMULATING AND EXECUTING CROSS-BORDER E-COMMERCE GROWTH STRATEGIES MEANS SETTING THEM UP FOR FAILURE.**



**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 E-COMMERCE POST-PURCHASE EXPERIENCE. ALIGNING OR MISALIGNING WITH COUNTRY DISTINCT PREFERENCES ACROSS THESE DIMENSION WILL MEAN YOU WIN OR LOSE IN CROSS-BORDER E-COMMERCE**



**UNFORTUNATELY, E-COMMERCE, SUPPLY CHAIN, MARKETING, BRAND AND CX MANAGEMENT PROFESSIONALS' ABILITY TO SUCCESSFULLY FORMULATE, EXECUTE AND OPTIMISE E-COMMERCE GROWTH STRATEGIES IS HAMPERED BY THE LACK OF CONTINUOUS ACCESS TO INSIGHTS INTO MARKET IMPLICIT CUSTOMER EXPECTATIONS FROM AN E-COMMERCE SHOPPING EXPERIENCE.**



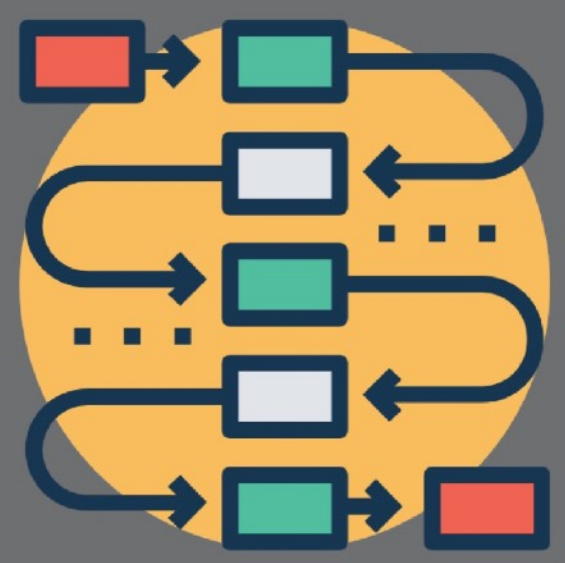
**DISABLED BY LACK OF SYSTEMATIC ASSESSMENT INSIGHT INTO IT'S COMPETITIVE POSITION AND DYNAMICS OF COMPETITION WITHIN AND ACROSS MARKETS, GLOBAL E-COMMERCE & BRAND PROFESSIONALS RISK MAKING FAULTY MARKET STEPS AND COSTLY MISTAKES BY APPLYING "ONE-SIZE-FITS-ALL" APPROACH**



**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 MARKETS.**



**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.**



**MARKET BENCHMARKING RESULTS CAN BE COMPILED INTO USER MADE CUSTOMISABLE REPORTS - PER DIMENSION OF SHOPPING EXPERIENCE, DATA POINT, RETAILER, COUNTRY ETC. TO ENABLE MARKET (AVERAGE) PERFORMANCE COMPARISON AND LEARNING INSIGHTS. THESE INVALUABLE INSIGHTS REVEAL MARKET BY MARKET PREFERENCES AND CAN GUIDE YOUR CROSS-BORDER GROWTH STRATEGIES.**



**FACILITATE CROSS-BORDER E-COMMERCE GROWTH AND NEW MARKET BUSINESS DEVELOPMENT BY UNCOVERING SUCCESS SOURCES OF BEST PERFORMING E-RETAILERS WITHIN AN INDIVIDUAL MARKET, CONTACT US TODAY FOR A NO-COMMITMENT ONE-ON-ONE FREE WALK THROUGH OF THE SOLUTION & SERVICE AND CLIENT USE 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**



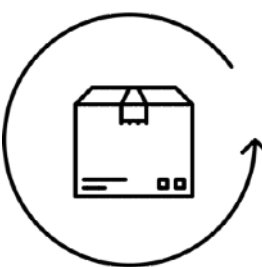
**Delivery**



**Tracking**



**Packaging  
Out of box**



**Returns**



**Refunds**



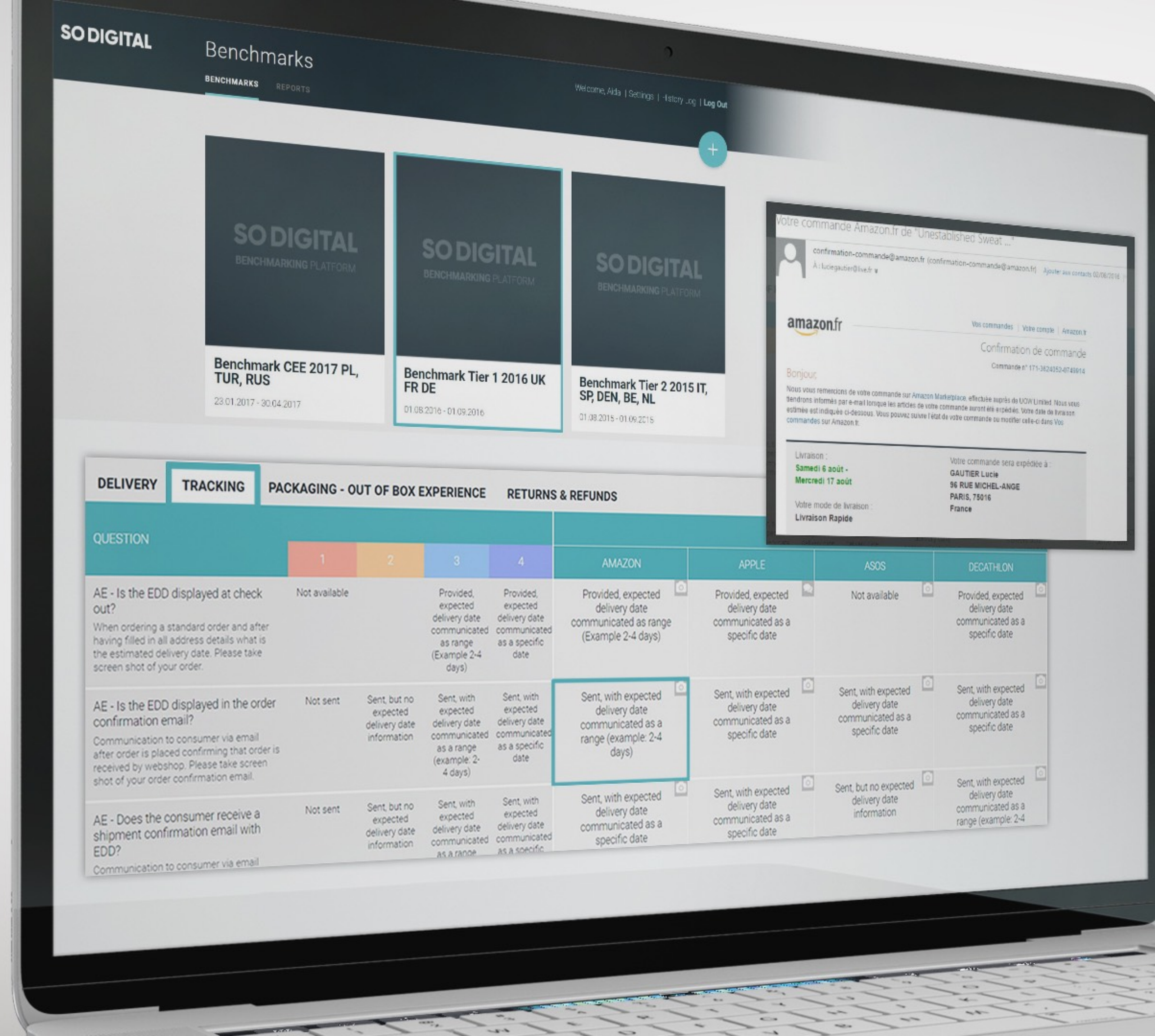


# SCORECARD

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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Germany / Adidas / Undamaged / standard carton

# 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**