

# **SO DIGITAL**

**Global Brand Excellence Solutions**

**DRIVING E-COMMERCE GROWTH BY  
ELEVATING POST-PURCHASE EXPERIENCE**



**IN A MARKET ENVIRONMENT WHERE BRICK & MORTAR RETAIL SALES HAVE BEEN FLAT OR NEGATIVE AND WHERE MANY TRADITIONAL RETAILERS HAVE FILED FOR BANKRUPTCY OR LOST MAJOR MARKET SHARE, DEVELOPING & MAINTAINING NEW SOURCES OF GROWTH HAS BEEN A MATTER OF LIFE-OR-DEATH. ECOMMERCE CAPABILITIES AND ONLINE SALES GROWTH DEVELOPMENT BECAME SHAREHOLDER'S MEETINGS TOP AGENDA POINT.**

**HOWEVER, MOST IF NOT ALL MANAGEMENT ATTENTION AND INVESTMENTS ARE FOCUSED ON PRE-PURCHASE PHASE OF CUSTOMER BUYING EXPERIENCE, WHILE POST-PURCHASE PHASE HAS BEEN IGNORED OR LEFT UNMANAGED.**



**IGNORANCE OF POST-PURCHASE PHASE OF THE ECOMMERCE SHOPPING JOURNEY SERIOUSLY OBSTRUCTS SHORT-TERM, BUT MORE IMPORTANTLY LONG TERM AND CONTINUOUS REVENUE GROWTH PERSPECTIVES.**

**SIZE OF THE MISSED OPPORTUNITY CAN BE ESTIMATED BY LOOKING AT TWO CRUCIAL INDICATORS AND PREREQUISITES FOR REVENUE GROWTH :**



**1) POSITIVE CUSTOMER BRAND RELATIONSHIP    2) REPEAT PURCHASES - CUSTOMER LOYALTY.**

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**WHETHER THE CUSTOMER WILL DO HIS ECOMMERCE SHOPPING WITH YOU OR YOUR COMPETITORS DEPENDS ON HIS EXPERIENCE WITH YOUR BRAND. OUT OF THREE PHASES - THE POST-PURCHASE PHASE CARRIES MOST WEIGHT AND IS MOST INFLUENTIAL IN DEFINING THE TOTAL EXPERIENCE.**

**SO, IT'S IMPERATIVE THAT YOU REMAIN EVER AWARE OF THE FACT THAT AFTER YOU'VE THANKED YOUR CUSTOMER FOR HER ORDER, YOU'RE JUST BEGINNING THE MOST INFLUENTIAL PHASE OF HIS BRAND INTERACTION WITH YOU.**

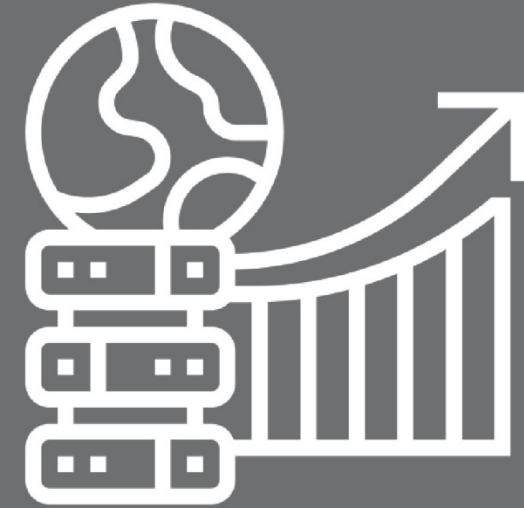


**OF COURSE, AN EVALUATION OF THE EXPERIENCE IS ALWAYS IN COMPARISON TO YOUR BRAND PROMISES, BUT ALSO RELATIVE TO OTHER RETAILERS' PERFORMANCE IN THIS SEGMENT. NAMELY, IT IS THE COLLECTIVE PERFORMANCE OF ALL RETAILERS CUSTOMERS INTERACT WITH WITHIN A SINGLE MARKET THAT SHAPES IMPLICIT CUSTOMER EXPECTATIONS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

**SO, IF YOU'RE IGNORING YOUR ECOMMERCE 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 OF REVENUE GROWTH.**



**THE POST-PURCHASE IS AN ESSENTIAL, YET OFTEN OVERLOOKED, STAGE OF THE ECOMMERCE CUSTOMER JOURNEY.**



**GIVEN THAT ACROSS THE BOARD REPEAT CUSTOMERS ACCOUNT FOR 40% OF STORE'S REVENUES, IT'S IMPORTANT TO HAVE A STRONG POST-PURCHASE STRATEGY IN PLACE IN ORDER TO PROVOKE REPEAT ENGAGEMENT, ENCOURAGE REFERRALS, AND DRIVE MORE REVENUE.**

**OBVIOUSLY, ACQUISITION IS IMPORTANT BECAUSE YOU CAN'T HAVE A REPEAT PURCHASER IF THEY NEVER MAKE THAT FIRST PURCHASE, BUT IGNORING THIS VERY PROFITABLE CUSTOMER SEGMENT BY IGNORING THE POST-PURCHASE EXPERIENCE AS THE MAIN DRIVER OF REPEATABILITY OF PURCHASES WILL DIRECTLY NEGATIVELY INFLUENCE THE REVENUE GROWTH POTENTIAL.**



**REPEAT CUSTOMERS ARE AN IMPORTANT REVENUE AND PROFITABLE CUSTOMER SEGMENT WORTH INVESTING INTO. TO NAME A FEW, REPEAT CUSTOMERS ARE EASIER TO SELL TO, THEY SPEND MORE AT KEY TIMES (SUCH AS HOLIDAYS), THEY ARE 9 TIMES MORE LIKELY TO CONVERT, AND REPEAT CUSTOMERS SPEND MORE ON AVERAGE**

**SO, IF YOU'RE IGNORING THE ECOMMERCE POST-PURCHASE EXPERIENCE YOU ARE DIRECTLY OBSTRUCTING THE GROWTH OF YOUR REPEAT CUSTOMER SEGMENT AND REPEAT PURCHASES AS IMPORTANT DRIVERS OF TOTAL REVENUE GROWTH.**



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**FOCUSING ON POST-PURCHASE AND DRIVING ECOMMERCE GROWTH STARTS WITH ASSESSMENT AND AUDIT OF OWN POST-PURCHASE PERFORMANCE BY ANALYSING DIMENSIONS OF TRACKING, DELIVERY, PACKAGING & OUT-OF-BOX EXPERIENCE, AND RETURNS AND REFUNDS.**



**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.**



**THE IMPORTANCE OF THE POST-PURCHASE BRAND EXPERIENCE IN DEEPENING OR UNDERMINING THE BRAND RELATIONSHIP THAT A CONSUMER HAS WITH A RETAILER IS UNQUESTIONABLE. ITS INFLUENCE ON THE GROWTH OR DECLINE OF REPEAT CUSTOMERS SEGMENT AS WELL.**



**SO HOW DO YOU TURN THINGS AROUND AND START FOCUSING ON YOUR ECOMMERCE POST-PURCHASE EXPERIENCE TO DRIVE GROWTH?**



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

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).



TRAINED RESEARCHERS IN TARGET COUNTRIES PERFORM ACTUAL PURCHASE OF PRODUCTS FROM TARGET E-RETAILERS, RECORDING THEIR EVERY STEP, WHILE ANSWERING STANDARDISED SCALE BASED SCORECARD WITH AVERAGE 200 DATA POINTS TO PROVIDE INSIGHT INTO COMPARATIVE PERFORMANCE OF LEADING E-RETAILERS ON SELECTED DIMENSIONS.

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 DRIVING YOUR ECOMMERCE GROWTH BY FOCUSING ON POST-PURCHASE EXPERIENCE CONTACT US TODAY 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

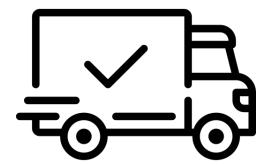
EASE OF RETURNS LIKE AVAILABILITY OF DROP OFF POINTS, COLLECT AT HOME OPTION AND EXCHANGE POSSIBILITY, RETURN POLICY, PROCESS AND ITS SIMPLICITY, SEAMLESS RETURNS AS WELL AS RETURN FEES ARE TESTED.

## REFUNDS

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



**"Buy" Button**



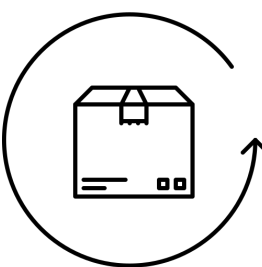
**Delivery**



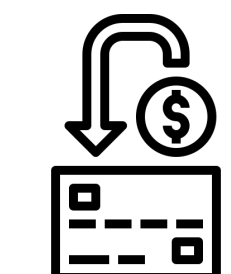
**Tracking**



**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).

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Benchmarks

BENCHMARKS REPORTS

Welcome, Aida | Settings | History ... | Log Out

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BENCHMARKING PLATFORM

**Benchmark CEE 2017 PL, TUR, RUS**

23.01.2017 - 30.04.2017

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BENCHMARKING PLATFORM

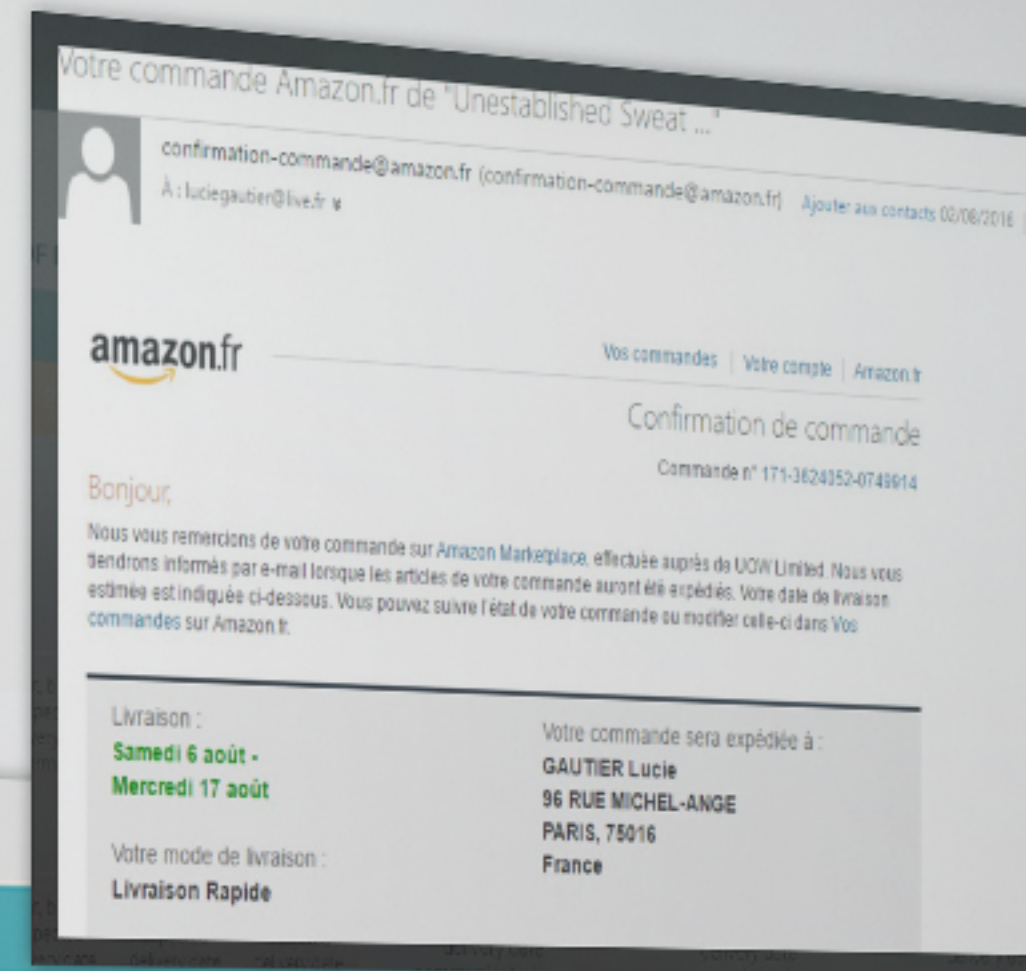
**Benchmark Tier 1 2016 UK, FR, DE**

01.08.2016 - 01.09.2016

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BENCHMARKING PLATFORM

**Benchmark Tier 2 2015 IT, SP, DEN, BE, NL**

01.08.2015 - 01.09.2015



	PACKAGING - OUT OF BOX EXPERIENCE				RETURNS & REFUNDS			
	1	2	3	4	AMAZON	APPLE	ASOS	DECATHILON
QUESTION								
<b>AE - Is the EDD displayed at check out?</b> When ordering a standard order and after having filled in all address details what is the estimated delivery date. Please take screen shot of your order.	Not available		Provided, expected delivery date communicated as a range (Example 2-4 days)	Provided, expected delivery date communicated as a specific date	Provided, expected delivery date communicated as a range (Example 2-4 days)	Provided, expected delivery date communicated as a specific date	Not available	Provided, expected delivery date communicated as a specific date
<b>AE - Is the EDD displayed in the order confirmation email?</b> Communication to consumer via email after order is placed confirming that order is received by webshop. Please take screen shot of your order confirmation email.	Not sent	Sent, but no expected delivery date information	Sent, with expected delivery date communicated as a range (example: 2-4 days)	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a range (example: 2-4 days)	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date
<b>AE - Does the consumer receive a shipment confirmation email with EDD?</b> Communication to consumer via email	Not sent	Sent, but no expected delivery date information	Sent, with expected delivery date communicated as a range	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date	Sent, but no expected delivery date information	Sent, with expected delivery date communicated as a range (example: 2-4 days)

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

OUT OF BOX EXPERIENCE GERMANY

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

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Germany / Adidas / Undamaged / standard carton

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 / Asos / 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**