



BOOST4youth

online Business and e-commerce cOaching for
increasing entrepreneurShip among youTh

IO1/A5-OVERALL SERVICE & ORDERING

Lead Organisation:

CIVIC



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

REVISION HISTORY

Version	Date	Author	Description	Action	Pages
1.0	10/09/2019	CIVIC	Creation	c	28

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference	Title
1	2018-1-UK01-KA205-047672	BOOST4Youth Proposal

APPLICABLE DOCUMENTS

ID	Reference	Title



Co-funded by the
Erasmus+ Programme
of the European Union

2018-1-UK01-KA205-047672

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1.1 Ordering

1.1.1 CONSUMER REVIEWS

ABSTRACT

The confidence of a prospective customer in the product they are considering purchasing is hugely important, which makes consumer reviews a key part of the ordering process. Over the internet in particular, as it is generally impractical for the consumer to see or try the product, studies indicate that the vast majority of consumers pay attention and attach importance to online reviews.

Online consumer reviews have therefore become very common. This makes it all the more important for SMEs to have a well organised and managed consumer reviews facility.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

There are a number of reasons to implement consumer reviews on your website, and a numbers of ways to do so. Statistics suggest that as many as 90% of customers read online reviews before visiting a business, and almost as many trust these reviews as much as personal recommendations. It is therefore unsurprising that your business or products having positive reviews can be an important factor in customers making purchases. Studies show that consumers are more likely to visit your business, trust your business and spend more in your business if it is well rated. Even negative reviews can play an important part in increasing sales and trust! The internet has become a place where pretty much all information is suspect, so the occasional ambivalent or poor review (though you don't want many of these) can reassure people that the reviews they are reading are real.

Even beyond sales, implementing consumer reviews allows you to get valuable feedback about your business and products, as well as having the potential to raise your profile on important search engines such as Google.

Implementing a system of consumer reviews for your products is not a terribly complex process – for a start, before you even look to your own website, be sure that your business has a presence on third party sites where consumers can review products and businesses in your industry. For your own webshop, most e-commerce platforms have a consumer reviews feature that can quite easily be enabled, though it is also worth considering how best to prompt or encourage customers to leave reviews in the first place. This then only requires some minor configuration, such as whether or not you want a moderator for comments.

ACTION TYPE

Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

None

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Generally, very little time is required to allow reviews on your website, and there are not normally extra costs beyond your existing web costs.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

As mentioned above, the positive consequences of this action can very quickly become clear: higher consumer trust in your products and your brand more generally, which in turn makes them more likely to buy your products. Written consumer reviews – even negative ones - can also result in better search engine optimisation.

But the other side of this is that opening your products up to reviews also means the potential for negative feedback. While negative feedback in small numbers can make the reviews feel more realistic and credible overall, too many may put potential consumers off your product and stop them buying from you.

ESTIMATED EXPLOITATION

The benefits of this action will partially depend on the volume and positivity of reviews. Expect, for example, better search engine optimization as more reviews are left. Similarly, studies suggest that customers are likely to spend 31% more at a business rated “excellent”, so the rate of positive reviews will have an impact on sales and revenue.

ICT COMPETENCE

Low

ENGLISH LANGUAGE SKILLS

Intermediate

WEBSHOP LEVEL

Starting

REFERENCES

<https://www.forbes.com/sites/allbusiness/2018/09/13/online-user-reviews-new-business-strategy/#15c49db74bod>
<https://www.invespcro.com/blog/the-importance-of-online-customer-reviews-infographic/>
<https://ecommerceguide.com/guides/customer-reviews/>
<https://www.impactbnd.com/blog/customer-reviews-improving-your-sales>
<https://econsultancy.com/ecommerce-consumer-reviews-why-you-need-them-and-how-to-use-them/>

ADDITIONAL RESOURCES

<https://coschedule.com/blog/customer-review-examples/>

CROSSBORDER REMARKS

It is important when trading cross-border to consider the language requirements of the countries to which you are exporting, and that you are able to interpret comments left in those languages and others as necessary

1.1.2 SHOPPING CART FEATURES

ABSTRACT

Shopping cart software is a central part of the online ordering process, and so it's crucial for businesses to ensure that their shopping cart feature is effective, user-friendly, and equipped with all the necessary features. Customers should be able place an order for multiple items simultaneously with minimal effort through the shopping cart, as well as modifying or cancelling orders, if necessary

From the business' perspective, the shopping cart also holds a range of advantages, including easier data management and analytics as well as safer payments.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Having the right online shopping cart is a crucial feature for any business, and there are many significant considerations to make when choosing one. The benefits of a well-suited shopping cart are manifold: for the customer it provides a simple, easy, secure way to process and pay for goods; for you it offers better customer satisfaction, more secure payment, and better customer data and management.

There are a significant range of shopping cart plugins to choose from for your website, depending on what it is you are looking for. When you are making this choice, it is important to consider:

- Security – it is important for your customers' protection and your credibility that payment and data is secure. Be sure to check the plugins' security measures such as an SSL certificate
- Compatibility – with the rest of your website, and in particular whatever system you are using for payment
- User-friendliness – this should cover ease of navigation and use, as well as simplicity of presentation, such as automatic calculation of prices, including fees and discounts
- Currency and language compatibility
- Mobile-friendliness – it will be increasingly important for customers to be able to make purchases on their phones, so make sure your shopping cart is compatible!

When you've made your choice and implemented it, make sure you also think about how best to take advantage of the benefits of the shopping cart yourself, such as how to use the data you are collecting

through the shopping cart. For example, knowing a given user's purchase history can help you target them on return visits with other related products.

ACTION TYPE

Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

Payment module

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

The only time required for this action is the time taken to decide which plugin or solution to adopt. Costs are generally minimal, depending in particular on any fees or commissions that might be required by the payment plugin.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

The benefits of setting up a shopping cart on your website, done properly, will generally far outweigh the drawbacks. The positives are principally that having this system set up allows for much easier shopping and paying for your customers and therefore likely higher sales. A well-chosen and set up shopping cart will also increase customer satisfaction, make your payment system more secure, and give you easier access to more accurate customer data.

If a shopping cart system has been poorly chosen though, this can lead to incompatibility with other parts of your website, limited payment options for customers, and a frustrating user experience. All of these can lead to customers going to competitors for their needs, abandoning their carts, or not returning when they do make a purchase.

ESTIMATED EXPLOITATION

The benefits of implementing a shopping cart on your website will, if done properly, manifest results almost immediately. This will include, of course, customers being able to make purchases and therefore increased sales, as well as a corresponding increase in data to use for targeted advertising.

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Basic

WEBSHOP LEVEL

Starting

REFERENCES

https://www.practicalecommerce.com/cart_intro
<https://www.practicalecommerce.com/10-Essential-Shopping-Cart-Features>
<https://www.skubana.com/e-commerce-shopping-cart-solution-features/>

ADDITIONAL RESOURCES

<https://startbloggingonline.com/add-shopping-cart-website/>

CROSBORDER REMARKS

As ever, it is important to make these features available in the relevant languages of countries to which you are hoping to export, and with specific regard to payment, that this feature is available in the necessary currencies.

1.1.3 POWERFUL SEARCH

ABSTRACT

Having a search feature on your website is nowadays a must-have. This feature allows users and potential customers to search a business' site and products to find more easily and directly a product that they were looking for. This is often much easier for them than searching through the website manually, and has the added bonus of providing the business in question with useful data.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

On the surface, implementing a search function on your website might seem like a simple operation, but there are a number of considerations to be made when choosing how to put in place a search function. These considerations include its compatibility with mobile technology, its use of autocomplete, its ability to produce relevant results and its capacity to accommodate a variety of content types. So, for example, autocomplete will likely increase correctly spelled searches and therefore conversions, having an accurate and relevant search can increase customer satisfaction and again increase conversions, and having a search that will display results that are not just products but also videos, reviews, blog posts or images provides a much richer and fuller browsing experience for your potential customers.

Combined with all these considerations, it is also important that you can use the search function to do analysis and improve both it and your site. For example, by examining and comparing successful and unsuccessful searches, you can figure out where there are issues with your keywords, what products

searchers most associate with your brand, and potentially even how and why customers are or are not finding and buying certain products.

There are a number of ways to implement a search function on your website, from putting in place a Google search to using a search function that is associated with the content management system that you use to run your website. These have varying advantages and disadvantages based on effort involved, expertise and effort required, cost, efficiency and adaptability: using a third party search or Google, for example, is easy and requires little expertise but is less customizable and may cost for larger providers such as Google; on the other hand writing the script for your search costs nothing and can be easily written according to your needs, but it requires knowledge of how to write the necessary script and can result in speed trade-offs, depending on how you set it up.

ACTION TYPE

Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

1.6.1 Utilizing market and data analytics
1.6.3 Customer profiling
1.6.5 SEO and promotional techniques (discounts/ coupons/ free shipping, etc.)

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Unless you are writing the script for the search function yourself, implementing one generally takes very little time, though larger search sites like Google may charge you for use of their services.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Potential benefits of implementing a search function on your website depend on how or which search you have chosen to implement. In general, a good search will lead to increased conversion rates, higher customer satisfaction, and more useable data, but a search that is poorly chosen or implemented can lead to customer frustration and cart or even website abandonment.

Depending on the specific solution that you choose, disadvantages can include a slow search, high levels of effort to set up and maintain or a search function that fits in poorly with the rest of your site.

ESTIMATED EXPLOITATION

Benefits from successful implementation of a search function can include increased conversion rates, higher customer satisfaction, and considerably more data on browsing habits on your website.

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Intermediary
WEBSHOP LEVEL
Established
REFERENCES
https://econsultancy.com/five-critical-features-of-site-search/ https://financesonline.com/site-search/ https://www.lifewire.com/searching-your-site-3466200 https://internet.com/website-building/how-to-add-a-search-box-to-your-website/
ADDITIONAL RESOURCES
https://blog.resellerclub.com/how-to-create-a-search-box-for-your-website/
CROSBORDER REMARKS
It is important that language and keywords are tailored to the countries you are attempting to sell to.

1.1.4 PRODUCT SUGGESTIONS

ABSTRACT

One of the most effective tools for an online business is product suggestions. This feature looks at products that a customer has bought or been looking at, and uses this information to suggest similar or complementary products to that customer. For customers who are new to the business' website, more general suggestions can be provided, such as items that may be on sale or part of an offer. Evidence suggests that this feature has the potential to vastly increase conversion rates, cart sizes, and therefore revenue, when used correctly.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

There are a variety of ways in which product suggestions can be implemented on a website. Putting product suggestions on your homepage, for example, where you won't have any data on the preferences of new visitors, is a very different prospect from putting suggestions on a product page, where you can suggest products similar to the one that the visitor is viewing. The former version will in many cases be

necessarily generic – showing new users your most popular products, or those that are under sale or discounted, whereas the latter allows you to suggest products to the site visitor that you can have reasonable confidence is relevant to what they are looking for. A third example of how product suggestions can be implemented is through a prospective customer’s shopping cart, allowing suggestions to be made based on what are now known to be items and categories of interest. This can take the form of recommending similar items, items that other similar consumers have also bought, or by offering accessories (for example offering a mouse to a customer who is about to buy a laptop).

Product suggestions are also often used in emails to consumers and users, and even on 404 pages and unsuccessful searches to prevent users leaving the site, bringing them back to products. All of these options require different levels of data on the users, different levels of product organization and categorization, and different levels of effort to implement. It is therefore important that your products are assigned keywords and categories as required and that you consider all relevant data and privacy laws when implementing a product recommendation engine.

Product suggestion modules can be found through your content management system, and when organized properly, can result in increased revenues, conversion rates, customer satisfaction and purchase sizes.

ACTION TYPE

Actions that have prerequisites but require no investment.

CONNECTED ACTIONS

1.1.5 Retargeting
1.5.3 Customer personalisation
1.6.3 Customer profile

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

It can take some time and effort to organize your products and prepare fully so that your product suggestions are relevant and effective, but costs are generally not high, where there are any.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive benefits of product suggests generally outweigh the negative – as mentioned above, it is a flexible solution that can be implemented in a number of a different ways. When done properly, research suggests that it can significantly improve a number of key metrics for businesses, and in fact that “digital native” generations consider such suggestions an expectation rather than an extra feature.

Negative aspects of this solution might be that it requires full categorisation of products and personal data from customers, which can require considerable effort, especially since the advent of GDPR and the large increase in awareness around data privacy.

ESTIMATED EXPLOITATION

When successfully implemented, a system of personal recommendations should bring increased revenues and conversation rates, as well as potentially better customer satisfaction, a better return rate, and more time spent on the site.

ICT COMPETENCE

Medium
ENGLISH LANGUAGE SKILLS
Basic
WEBSHOP LEVEL
Well-developed
REFERENCES
https://sleeknote.com/blog/product-recommendations https://woocommerce.com/posts/personalized-product-recommendations/# https://towardsdatascience.com/what-are-product-recommendation-engines-and-the-various-versions-of-them-9dcab4ee26d5
ADDITIONAL RESOURCES
https://conversionxl.com/blog/product-recommendations/
CROSSBORDER REMARKS
<p>It is important to consider how different products might be related, not related, or generally different depending on which country a customer is in, as this will affect the relevance of products suggested to them. As ever, it is also important to have the site available in that customer's language.</p>

1.1.5 RETARGETING

ABSTRACT

Using “cookies”, a sort of tracking tool, it is possible to continue advertising to customers and others who have visited your website even after they have left it. This is particularly useful for would-be customers who abandoned their order, selecting items but not finalising payment. Retargeting gives businesses an extra opportunity to reach these customers, and to convince them to return to their cart to finalise their order, increasing your conversion rate.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Although retargeting in some ways is quite technical, it is conceptually rather simple: essentially, you are using a cookie (or in some cases, email, where you have this information) to send a targeted ad to a potential customer who has showed interest in, but not finalised purchase for, a product on your website. In the case of using email, this generally requires you to have the potential consumer's email in order to send them a message tailored to their browsing and purchase history. Otherwise, anyone browsing your website will have a "cookie" placed in their browser that will allow them to be tracked once they have left your website, and your ads therefore targeted at them specifically. For this type of retargeting, users can even be segmented by key behaviours such as their interest in your site (a user who has done a lot of browsing, clicked through several pages, for example, is likely to be categorised as interested), the time they have spent on your site, which parts of the site they looked at, or the frequency with which they visited.

It is important to note that retargeting can also be undertaken on social media, such as Facebook. However you retarget, done successfully, it is likely to increase conversions and returns to your site. Retargeting can be made less successful, on the other hand, in several ways: under- or over-advertising, targeting ads at customers who ended up buying the product you're advertising at them, displaying poorly designed adverts, or not segmenting your users properly. But if these pitfalls and others are avoided, a significant return on investment can be reasonably hoped for.

ACTION TYPE

Actions that have prerequisites and require an investment.

CONNECTED ACTIONS

1.1.4 Product suggestions
1.5.3 Customer personalisation
1.6.3 Customer profile

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

A successful retargeting campaign can take some time to put together: deciding which users to target, where and how, then designing the ads.

Retargeting can also be costly depending on what you are trying to sell and on which platform. Often, the costs are worked out on a per-click basis, based on how many users click your ad. The exact cost per click varies as mentioned above, so is worth checking out for your business and preferred provider.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Among the positive aspects of retargeting is that it is very popular as a form of advertising due to its consistent effectiveness at delivering returns on investment. This includes, in those instances where the cost is decided on a per-click basis, situations when a user does not click on the advert (and therefore your company is not charged) but has seen it anyway, meaning that your brand has been promoted anyway.

On the other hand, this is an action that does require some planning and the costs can add up, depending on your circumstances.

ESTIMATED EXPLOITATION

A successful retargeting campaign can be expected to increase customers returning to the website significantly, as well as conversions and therefore revenue

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Established

REFERENCES

<https://retargeter.com/blog/7-deadly-sins-of-retargeting/>

<https://instapage.com/blog/what-is-retargeting>

<https://www.ecommerce-nation.com/what-is-the-cost-of-a-remarketing-campaign/>

ADDITIONAL RESOURCES

<https://blog.hubspot.com/marketing/retargeting-campaigns-beginner-guide>

CROSBORDER REMARKS

As ever, any adverts that you place should be translated as appropriate for the country and user it is displayed for, and it is always worth checking out how data privacy laws are enforced in countries you are selling to.

1.1.6 ORDERING PROGRESS FEATURE

ABSTRACT

All too often, a potential customer will search through your website, select one or more products, and start the process of payment, only to then abandon their cart. Having a feature that displays for the customer exactly how far through the payment process they are can go a long way in retaining customers all the way through to final payment. This can increase conversion rates and customer satisfaction.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Though this might seem like a simple or obvious action to take, too often businesses neglect to implement features like an order progress bar, or else pay little attention to its design. This can create frustration for the customer and possibly even motivate them to abandon your website for a competitor. Order progress features can generally be implemented as part of your content management system for your website, but getting it right is important. Consider splitting the ordering process into multiple pages, being careful to indicate to your potential customers how many pages there are and what information will be required on those pages. Giving the consumer a sense of action or progress as they make their way through your process is also to be advised, as is allowing them to review their order before finalising it.

ACTION TYPE

Actions that have prerequisites, but require no investment

CONNECTED ACTIONS

1.1.2 Shopping cart features

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

There is not normally a cost to this action, and the only time required to implement it will generally be the time required to adapt or design it to fit your website's needs.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive aspects of this action include its minimal cost and the relatively small effort required to implement it, though otherwise, positives and negatives largely depend on how it is implemented. A well-designed order progress feature can greatly improve customer satisfaction and therefore conversions, whereas a poorly designed one can do precisely the opposite.

ESTIMATED EXPLOITATION

A well-designed and implemented order progress feature could reduce cart abandonment as well as increasing customer satisfaction and conversion rates

ICT COMPETENCE

Low

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Established

REFERENCES

<https://support.fastspring.com/hc/en-us/articles/207438276-Adding-a-Progress-Bar-to-your-Order-Pages>
<https://econsultancy.com/ecommerce-checkout-progress-indicators-essential-not-optional/>

ADDITIONAL RESOURCES

<https://support.fastspring.com/hc/en-us/articles/207438276-Adding-a-Progress-Bar-to-your-Order-Pages>

CROSBORDER REMARKS

The feature should be translated into the languages of any countries you sell to

1.5 Overall Service

1.5.1 PRODUCT IMAGE/ VIDEO QUALITY (INC. 3D VIEW, ZOOM, ETC.)

ABSTRACT

Selling products has always been a visual process. Studies have found that it is what potential customers see that initially draws them to a shop or a product. Online, as the customers do not have the actual products in front of them, images and videos are all the more important. Have high quality pictures and videos, in particular of your products, can make a huge difference to both sales and the user experience

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

There are several aspects to high quality images and videos – whether they were taken by you or a professional photographer that you paid for - that go beyond the simple action of uploading an accurate and complete photograph or video of your products. Even by this basic understanding of the task, factors such as the angle the photograph is taken from, the lighting and visibility, and the quality of the image are crucial in ensuring that customers have access to a product image which is accurate, detailed, faithful and able to give them confidence enough to purchase.

But beyond this, the setting in which the photo is taken, any objects or colours or backgrounds that surround the product help create a positive impression for the customer. In this way, many products that would otherwise be fairly mundane can be made to look much more interesting and appealing. This is also an opportunity to create and reinforce your brand visually. Even if you do not include a logo or other such

mark, you can still emphasise a certain style or mood consistent with your business' overall ethos or marketing.

This applies to the main product image, but offering features such as multiple product images, 360-degree views and a zoom can intensify the benefits. Evidence suggests that these benefits include increased conversion rates, improved shareability and therefore marketing and often even improve your website's search engine optimisation through the associated alt text.

ACTION TYPE

Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

None

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

The time commitment required for this action will not likely be excessive – mainly just however long it takes to edit and adjust the photos to a satisfactory level. Costs will vary depending on how you choose to implement this action, but are likely to be limited to the initial purchase of equipment or hiring of a photographer. That being said, some people may already own photography equipment and have skills of a sufficient quality to get started without these costs at all.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positives and negatives with this action will depend on how you choose to implement it. Taking your own photographs may be easier and cheaper in the longer-term, but it also requires significant effort and expenditure on equipment and training to be successful. Hiring a professional photographer, on the other hand, requires little expertise beyond knowing the sort of look that you want, but will be a consistent expense for every new item you want photographed and essentially outsources a large part of the creative process to someone else, while still requiring a certain degree of involvement from you.

ESTIMATED EXPLOITATION

A successful implementation of this action can be reasonably expected to cause a corresponding improvement in conversion and sales rates, as well as a more positive customer experience overall.

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Basic

WEBSHOP LEVEL

Starting

REFERENCES

<https://www.shopify.co.uk/guides/product-photography/importance>
<https://www.volusion.com/blog/product-image-importance/>
<https://www.thecreativemomentum.com/blog/why-product-images-are-so-important-in-ecommerce>
<https://conversionxl.com/blog/how-images-can-boost-your-conversion-rate/>

ADDITIONAL RESOURCES

None

CROSSBORDER REMARKS

None

1.5.2 PRODUCT COMPARISON

ABSTRACT

The internet not only offers greater ease of shopping, it also offers a greater wealth of information, including on the product that you are seeking to buy. People on your website have the ability to easily look up information on the products you are selling, so offering them your own comparison tool is a great way to keep them on your site, improve their experience, and improve your own conversion rates.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

As mentioned above, a product comparison feature can be a very useful tool for a number of reasons, chief among them that it helps draw and keep users on your site and then improves the rate of conversions. Having multiple tabs open in a browser can be a major nuisance, and very confusing when trying to compare potential purchases, so it stands to reason that offering consumers your own product comparison tool is a useful way to keep them on your site, even if it wasn't originally the one they were hoping to purchase from.

Creating a tool like this will require a significant amount of planning and effort. It is important to have the right criteria available to compare, that it is set out in an easy-to-read and that all your products have been updated with all the required details and information. Price, name, images, availability and key features are usually standard for tools like this, but beyond that, the available criteria should be decided based on

your brand and the products you offer. Similarly, the layout and design of the tool will depend on the style of your brand and site, but should be functional and easy to understand in any case. Such a tool often takes the form of a table, but can also be presented as a type of list or block format, for example.

The content management system that you use for your website should have a feature available that can enable you to build a product comparison tool.

ACTION TYPE

Actions that have prerequisites but require no investment.

CONNECTED ACTIONS

- 1.1.1 Consumer Reviews
- 1.5.1 Product Image
- 1.5.6 Product Information

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Though the costs are minimal, a product comparison tool can take considerable thought and planning to properly construct and will require updating of your products and the tool itself regularly.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

One of the central requirements for implementing this action is both a positive and a negative. Having a product comparison tool generally requires you to have full information, images, and reviews for all your products on your website; something that on the one hand takes considerable vigilance and consistent effort, but on the other can bring its own beneficial effects described in the connected actions.

Beyond that and the benefits detailed in the “Estimated Exploitation” section, there is of course a danger of drawbacks from a product comparison tool implemented poorly. Such tools can be confusing, off-putting, and highlight weaker parts of your website such as incomplete information or lack of availability.

ESTIMATED EXPLOITATION

Implementing this feature can reasonably be expected to bring about a higher conversion rate and attract more visitors to your site, while also keeping existing visitors on it for longer and with better user experience.

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Well-developed

REFERENCES

<https://www.3dcart.com/lp/features/product-comparison-feature/>
<https://www.practicalecommerce.com/the-right-way-to-offer-product-comparison-tools>
<https://www.agconsult.com/en/usability-blog/4-product-comparison-best-practices/>
<https://www.getelastic.com/20-tips-for-product-comparison-tools>

ADDITIONAL RESOURCES

<https://www.nichepursuits.com/guide-create-a-product-comparison-chart/>

CROSSBORDER REMARKS

It is important when implementing this action that relevant languages are considered, as well as any features of the products being compared which may be different in a given country.

1.5.3 CUSTOMER PERSONALISATION

ABSTRACT

Personalisation of customer experience is an increasing trend in today's world, with modern technology often making it increasingly easy to facilitate. Indeed, many customers could see products much more relevant to them and a browsing experience that feels more intimate specifically for their needs. A business that is able to facilitate a personalised experience based on what it knows about its customers is likely to reap the rewards for doing so.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Personalising your customers' experience on your website is an action that is closely related to several other actions, many of which can be found in the "Connected Actions" section of this action. Personalisation is distinct from these in that it goes beyond them, bringing these other tools and features together to create an experience for users that feels to them tailored to their situations and preferences. As such, personalisation can mean a number of different things depending on the business – each requires certain data about the customer and different ways and means of putting it to use on your site. Some of this has been covered, or at least referred to, in other actions such as the Product Suggestions action.

This will often include personalisations based on each customer's purchase and browsing history on your site, how they found your site, as well as more personal information such as their location and demographic details. This will allow you to address them directly, as well as recommending products

tailored to their details and reminding them of products or purchases that they almost made before abandoning.

Implemented successfully, personalisation can bring increased conversions and sales as well as improve user experience and brand loyalty among customers. As such, this can be a very useful action, if tailored and implemented correctly.

ACTION TYPE

Actions that have prerequisites and require an investment.

CONNECTED ACTIONS

- 1.1.2 Shopping Cart Features
- 1.1.3 Product Suggestions
- 1.1.5 Retargeting
- 1.5.5 ERP&CRM Integration
- 1.6.3 Customer Profiling

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Personalisation can take considerable planning and effort to implement successfully, given its complexity and delicacy – it is very easy for customers to become tired or annoyed by attempts at personalisation gone even a little wrong. The cost depends on what exactly you’re hoping to personalise and how ambitious you’re planning to be. Be prepared to factor this into your planning, as more expansive and detailed personalisation plans will almost certainly be more expensive.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

The positives of this action can be found enumerated above in other sections – they are numerous, including better user experience, conversion rate, and sales.

On the other hand, this is an action that requires very considerable coordination, effort, planning, and some cost. If not implemented well, personalisation can be irritating to potential consumers. Furthermore, data protection and privacy is an increasingly important issue, with laws and regulations like GDPR meaning that great care is needed when handling users’ data.

ESTIMATED EXPLOITATION

Implemented successfully, personalisation can bring increased conversions and sales as well as improve user experience and brand loyalty among customers.

ICT COMPETENCE

High

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Well-developed

REFERENCES

<https://www.marketingtechnews.net/news/2018/aug/15/what-does-good-personalisation-look-consumer/>
<https://www.pure360.com/why-personalisation-is-important-what-7-statistics-tell-us/>
<https://econsultancy.com/six-things-to-consider-when-implementing-personalisation/>
<https://www.marketingweek.com/personalisation-at-scale/>

ADDITIONAL RESOURCES

<https://www.practicalecommerce.com/how-to-implement-ecommerce-personalization>

CROSBORDER REMARKS

Location is a particularly important part of this action, as part of personalisation is knowing and adapting appropriately to the country that your website's users are in. It is also important to be aware of how data protection and privacy laws are enforced in countries in which you do business, and to have personalisations available in the relevant languages.

1.5.4 M-COMMERCE

ABSTRACT

Increasingly commerce is done not just online, but on mobile devices. As the use of devices like smartphones quickly increases, it becomes all the more important for businesses to be ready for this phenomenon. Having a website and ordering process that is compatible with mobile devices will be increasingly important as m-commerce becomes more prominent, and could deliver higher profits.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

As smartphones and other internet-enabled portable devices spread throughout the general population, it becomes all the more important that your website is compatible with these devices. There are templates that can be used for this purpose at little or no cost, or else more tailored efforts can include taking measures such as making text and buttons larger, changing the dimensions of the site to fit smaller screens, avoiding features like large image files that will slow down your site on a smartphone, or which might have parts that are incompatible with mobile devices. It is also worth considering turning off

autocorrect, as it can make forms on your site harder to fill out and placing key information more centrally to make it easier for mobile users to find.

The advantages to be gained from this are many, and likely to increase as mobile devices become more common: increased sales, better user experience, and improved customer satisfaction. Indeed m-commerce sales increased by 40% in 2017 alone, and represent nearly 60% of e-commerce sales globally.

ACTION TYPE

Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

None

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Most of the implementation of this action can be achieved through templates and features that will generally already be available in your website, and cost is not therefore necessary, unless you want to pay for premium or specific, tailored features, or for someone to do the work for you. Similarly, using a template can make the process relatively quick, whereas trying to tailor it or do it yourself can take a great deal more effort.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

By one method, this action is quite simple to implement, using a usually free template to make a website mobile-friendly. Doing this can lead to the benefits enumerated in other sections at very little cost or time expended to yourself.

If you are interested in getting a specifically tailored mobile site, this will draw out an obvious negative: much more significant time, expertise, and cost required. More generally, the growing number of mobile devices, such as tablets of various sizes and speeds, will require an even greater adaptability in terms of the features and screen dimensions with which these devices are compatible.

ESTIMATED EXPLOITATION

The advantages to be gained from this action can include increased sales, more visitors to the website, better user experience, and improved customer satisfaction.

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Established

REFERENCES

<https://www.cleverism.com/mobile-commerce-introduction/>
<https://thinkmobiles.com/blog/mcommerce-benefits/>
<https://www.shopkick.com/partners/blog/the-top-10-mobile-commerce-advantages-and-disadvantages/>
<https://www.thelondoneconomic.com/tech-auto/technology/the-rise-of-m-commerce-in-the-united-kingdom/31/10/>
<https://colorlib.com/wp/mobile-friendly-website-templates/>

ADDITIONAL RESOURCES

<https://www.hostgator.com/blog/how-make-website-mobile-friendly/>

CROSBORDER REMARKS

As always, bear in mind the importance of translation in various languages, as well as varying languages and cultures when it comes to mobile devices in the countries you are selling to.

1.5.5 ERP & CRM INTEGRATION

ABSTRACT

Enterprise resource planning (ERP) and customer relationship management (CRM) have become central parts of many businesses today. The former is a system for managing a wide range of business process centrally, while the latter is a way of managing interactions with customers and other stakeholders, building a full profile of them in the process. The advantages of these systems on their own are tremendous for most businesses, but properly integrated they have huge potential to improve everything from customer service to sales and the efficiency of business processes.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Integration of ERP and CRM can be a complex, expensive process, but it can also bring great rewards. A successful integration can seriously streamline the way your business works, making everything from checking up on orders to storing customer data to managing expenses more efficient. There is a large range of products and software that can achieve this for you in various different ways, with advantages and disadvantages to each method. This will therefore require a significant amount of research and consideration before choosing, as well as a reasonably intimate knowledge of how your existing ERP and CRM systems work.

The benefits of a successfully implemented system, as mentioned above, are manifold. It can result in quicker and more accurate billing, considerably more customer data as different departments integrate their information, much improved customer service, and much else besides.

ACTION TYPE

Actions that have prerequisites and require an investment.

CONNECTED ACTIONS

- 1.2.1 Popular payment methods
- 1.3.1 Detailed delivery tracking
- 1.3.3 Prompt response to delivery queries
- 1.5.3 Customer personalisation
- 1.6.1 Utilizing market and data analytics
- 1.6.3 Customer profiling

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

The time and cost required to implement this action will vary depending on the solution you choose and the structure of your business. The process of choosing and then implementing integrated ERP and CRM can be time-consuming if your systems are particularly disparate or complex, and if your employees will need to adapt to new ways of doing their jobs. Similarly, while the solutions used to integrate ERP and CRM will generally always have a cost, this cost will be greater as more complex integrations are required.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

The potential positives of successfully implementing this solution are vast, bringing benefits to the front and back ends of your business alike. And depending on how your systems are set up, it is not necessarily a terribly complex process to integrate them.

There are also, however, some drawbacks. Integrating ERP and CRM is generally quite expensive, especially for a young enterprise, and the benefits can be less dramatic for such smaller organisations, as there is less likely to be the sort of misalignment of systems as might be found in larger businesses.

ESTIMATED EXPLOITATION

Implementing this action will affect every part of your business, bringing you greater volumes of more accurate and better organized data; improving your customer service by being able to much more easily find customers and associate them with their orders, billings, and data; better inventory management and it can even save you time and money, eliminating data duplication and reducing the need to spend money training new employees on a variety of different systems.

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Well-developed

REFERENCES

<https://www.mulesoft.com/resources/esb/crm-erp-integration>

<https://www.information-age.com/6-key-advantages-erp-crm-software-integration-123465846/>

<https://www.mycustomer.com/community/blogs/magicsoftware/the-7-benefits-of-crm-erp-integration>

ADDITIONAL RESOURCES

<https://www.mulesoft.com/resources/esb/crm-erp-integration>

CROSBORDER REMARKS

This action has little specific bearing on cross border issues, though it is always advisable to take care with users' details and data, especially when they are from other countries.

1.5.6 PRODUCT INFORMATION

ABSTRACT

One of the key issues in e-commerce is ensuring the customer's confidence in any product that they are considering buying. A particularly strong way to do this is by providing detailed information on all your products. This can include aesthetic and design details, product specifications, size, features, manufacturing information, and details of ethical and environmental impact. Having access to this information can greatly improve the customer's shopping experience and the business' credibility

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

It might seem like an obvious action to take, but ensuring that each of the available products on your website has a full and accurate description can have a huge impact. Indeed, research consistently ranks product content and information among the top three most important factors for customers when shopping online, and also shows that around half of customers have returned an item because it did not match the description. As such, it is crucial that for every product offered on your website, you have comprehensive product information to match, set out in an organised and easy-to-read fashion. Simple

an action though this is, it is an important one to get right, as it can improve your conversions and web traffic generally.

ACTION TYPE

Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

None

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Uploading complete product information costs little, if anything, and takes only the manpower required to write the product descriptions and upload them. The exact amount of time required will depend on the number of products and their complexity.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

This action has largely positive consequences for the reasons set out in the “Estimated Exploitation” section, but also has knock-on effects, facilitating other actions in this module such as Product Comparisons. It is also relatively simple to achieve, requires little technical expertise and costs little. There are few strong negatives to this action beyond the intimate knowledge of the products required and the level of time and effort required.

ESTIMATED EXPLOITATION

Successful implementation of this action can bring about increased traffic on your website and conversions, while reducing cart abandonments and improving brand credibility.

ICT COMPETENCE

Low

ENGLISH LANGUAGE SKILLS

Advanced

WEBSHOP LEVEL

Starting

REFERENCES

<https://www.abtasty.com/blog/successful-ecommerce-product-page/>
<https://www.onespace.com/blog/2017/08/10-stats-prove-importance-e-commerce-product-content-infographic/>
<https://www.manufacturing.net/article/2016/05/why-high-quality-product-content-critically-important-sales>

ADDITIONAL RESOURCES

None

CROSSBORDER REMARKS

It is important to ensure that the information is available in the languages of all the countries you are hoping to sell and that the information is accurate for all of those countries.