

YOUR **CUSTOMER'S EXPERIENCE** DOESN'T END AT CHECKOUT.



The customer's experience is critical to the ongoing relationship between eCommerce companies and their customers. Retailers need to get their back office operations in order to offer exceptional customer service.

HOW CAN YOU MANAGE YOUR CUSTOMER'S EXPERIENCE?

1. Focus on Customer Service



81%

of companies with strong customer experience are outperforming their competition. Differentiate yourself from large competition and win over new customers with great customer service.

2. Meet Customer Expectations



48%

of respondents to a recent StellaSurvey of consumer expectations in the 2014 holiday season said they expect to be connected to a CSR in less than two minutes.

3. Sell Across Multiple Channels



40%

of all Amazon retail sales are generated by 3rd party online merchants... and this is growing every quarter, according to Lisa Suttora. Your customers and prospective customers are everywhere – are you? Adding sales channels is a fast and effective way to grow your business.

4. Streamline Drop Shipping



22% to 33%

of Internet retailers have adopted drop shipping as their primary method of order fulfillment. Drop shipping puts you between the supplier and the customer. Ensure timely delivery of your orders by automating the supplier purchase order process.

5. Avoid Stock Outs & Back Orders



70%

of surveyed shoppers would shop for an item at a competitor if it was unavailable. With real-time inventory management across sales channels, you can avoid out of stock situations by always posting accurate available-to-sell levels on all sales channels.

6. Listen in on Social Media



If a shopper has a good customer service experience, they are over **5** times as likely to give a **5 star** review rather than a 1 star. Focus on great customer service and the ratings and reviews will come.

FREE eBook: MANAGING YOUR CUSTOMER'S EXPERIENCE

Get Your eCommerce Back Office in Order with Freestyle Solutions

- SalesForce.com: Desk.com Blog, November 25th, 2014
- StellaService: 2014 Holiday Insights Study, February 2015
- Lisa Suttora: <http://lisasuttora.com/amazonsourcing/>
- SymphonyIRI Group shopper survey
- E-DSS.org drop ship adoption estimates
- Yelp: May 3, 2012, "Customer Service" has a Big Impact on Yelp Ratings"

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