Relationship marketing in e-commerce

Success through customer happiness



Developing the ultimate e-commerce 360° customer experience

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Relationship Marketing



Relationship marketing is a facet of customer relationship management that focuses on <u>customer loyalty</u> and <u>long-term customer engagement</u> rather than shorter-term goals like customer acquisition and individual sales.

The goal of relationship marketing (or customer relationship marketing) is to create <u>strong</u>, <u>even emotional</u>, <u>customer connections</u> to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads.



How many in this room convert more than 10% of visitors to customers?

How e-shops acquire customers



e-shops spend money on advertising

e-shops pay to create visitors

(not customers)

Less than 2% are converted to customers!

Customer acquisition is an expensive sport!



What did the Internet change in retail?





The Consumer Journey is radically different..



A happy customer...







4 times more likely to buy again

Spends 260% more

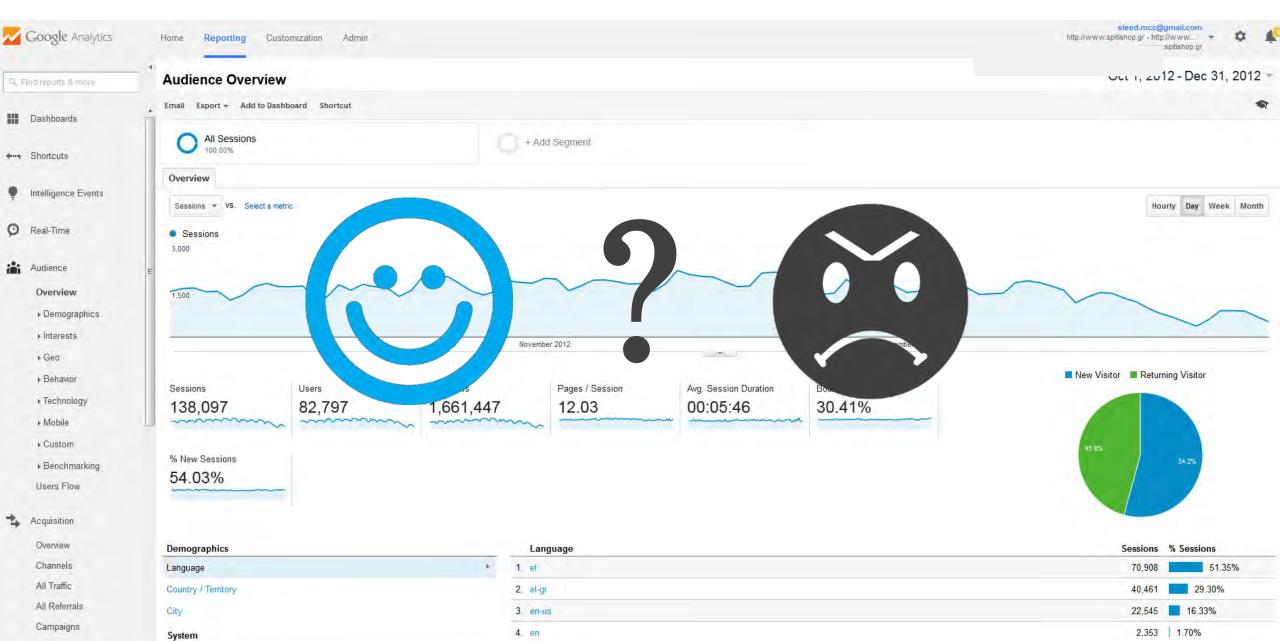
Promotes to friends & family



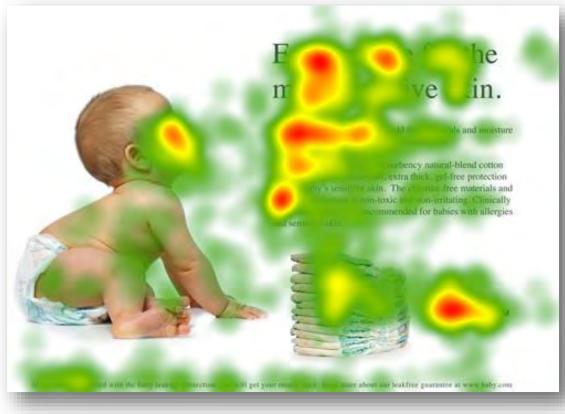


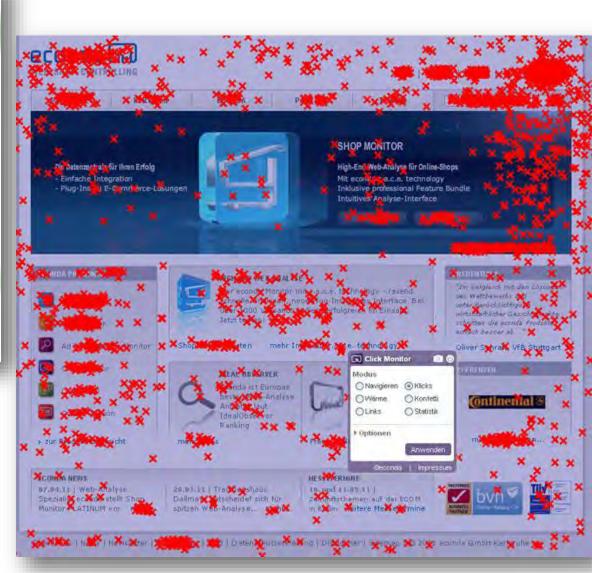
OK, where do I start? How can I create loyal customers?

This is how our customer looks like...



More analytics...









How do we ask our customers nowadays?

Static Polls



Surveys with multiple steps



Snapshot view

Boring, lengthy & complex

Static, no action follows

Generic, not for e-shops



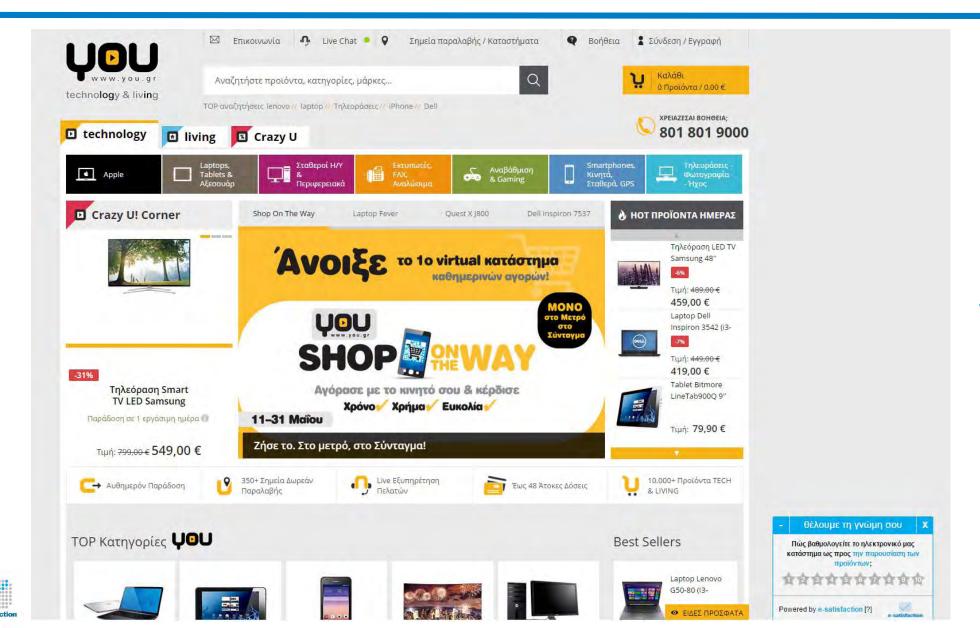
The journey of an online customer in the e-shop





While Browsing





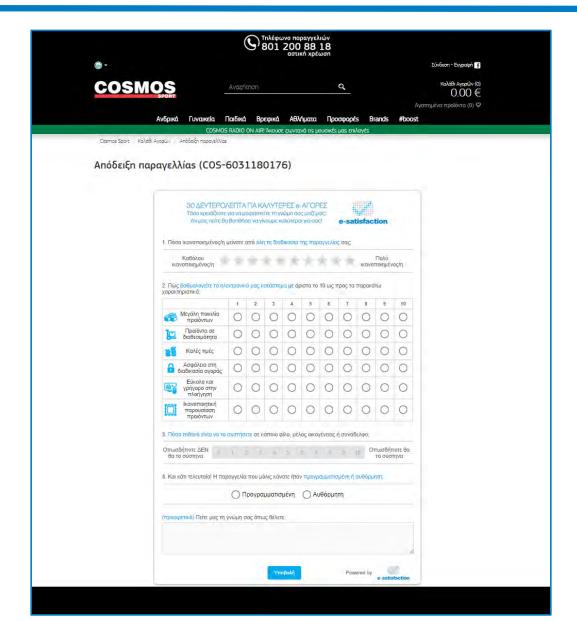
The visitor
reviews his
experience
while browsing



During Checkout process



The customer completes his order and reviews his experience...





Upon Delivery







The customer receives an e-mail upon delivery

Αξιολογήστε την <u>παραλαβή της παραγγελίας</u> που πραγματοποιήσατε από το κατάστημά μας

. Πόσο ικανοποιημένος/η μείνατε από τη παραλαβή της παραγγελίας σας:

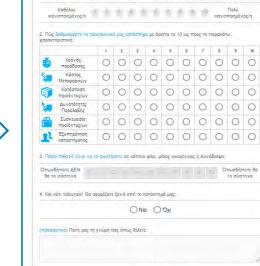
ότι μας πείτε θα βοηθήσει να γίνουμε καλύτεροι για εσάς e-satisfaction

Powered by e-satisfy

The customer goes through the e-mail



The customer **reviews** his shopping experience





Questions asked



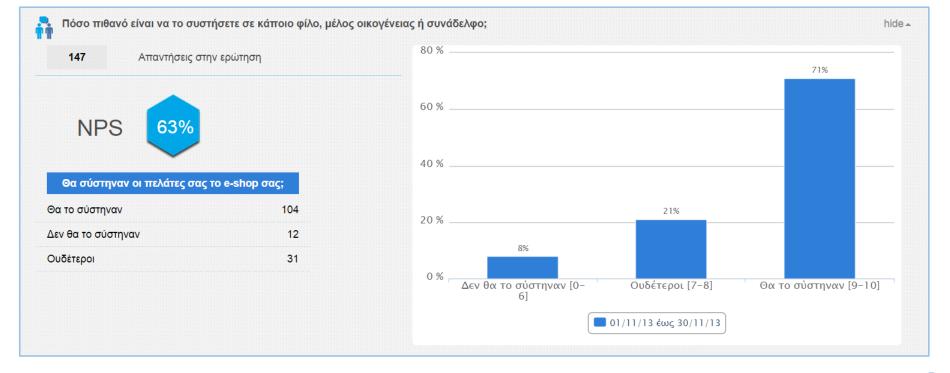


- ➤ How satisfied were you when shopping from our e-shop?
- ➤ How do you rate us, from 1 to 10, for each of the following:
 - Variety of products
 - Availability of products
 - Prices
 - ☐ Feeling secure to buy
 - ☐ Fast and easy to use
 - How products are presented
- Would you recommend our e-shop to your friends?
- Did you plan to make this order? (impulse vs planned purchase)



- How satisfied when shopping from our e-shop?
- How do you rate us, from 1 to 10, for each of the following:
 - Shipping time
 - Shipping cost
 - Products' condition
 - Shipping options/alternatives
 - Product packaging
 - Customer service
- Would you recommend our e-shop to your friends?
- Will you choose our e-shop in the future?

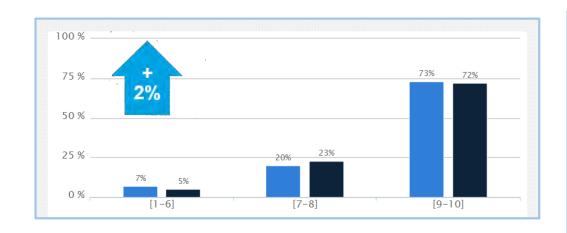




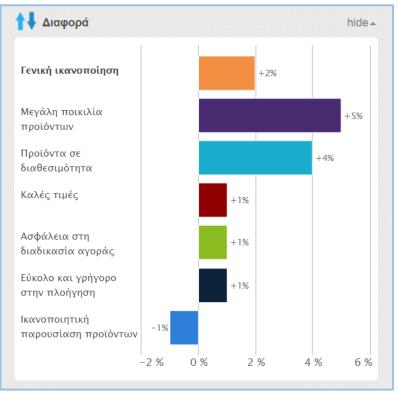
Net Promoter Score monitoring & tracking



You vs Market comparison









e-shops and customers love e-satisfaction!

60 e-shops already use e-satisfaction















and many more...

more than

650.000

User responses



30%

Average response rate



This is why it works!

- 1 Feedback is relevant as the questions are designed specifically for e-shops
- **2** Feedback is continuous and real time
- e-shops are alerted and can immediately take action
- e-shops can be compared with the industry average through benchmarking













What can we learn from OUR customers?





How many customers declare NOT HAPPY the moment they have just completed checkout?



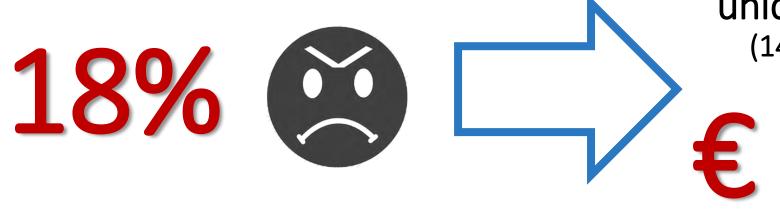
\$1 Million

How many customers declare NOT HAPPY the moment they have just completed checkout?

\$500,000 13 \$250,000 \$125,000 \$64,000 \$32,000 \$16,000 \$8,000 \$4,000 \$2,000 \$1,000 \$500 \$300 \$200 \$100

\$1 Million

A hard fact and an unpleasant truth!



An e-shop with 5,000 unique customers per year (14 unique customers per day)

€ 162k (9)

of customers that had just bought said they were not happy by the experience they had!*

Annual Revenue that is LOST due to unhappy customers!





So, what can I do for that?

Ask the customers, they respond!

An e-shop noticed a low score in the "Products Availability" and "Products Variety" questions by users browsing the website



Used custom questions to further understand what they are looking for

An e-shop want to enrich the product mix with new brands



Used custom questions to ask customers which brand are they missing

e-shop wanted to explore awareness of users for its offline locations



Asked customers if they knew any physical stores

e-shop tried to identify where customers first heard of it

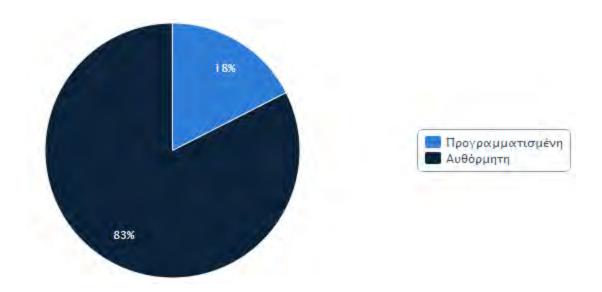


Identified a specific website and closed an ad placement deal with the website

Understand who your customers are

- Women's shoes e-shop with not known brand started with Google Search Ads and Facebook ads, splitting budget as follows:
 - Google Search: 70% Facebook Ads: 30%

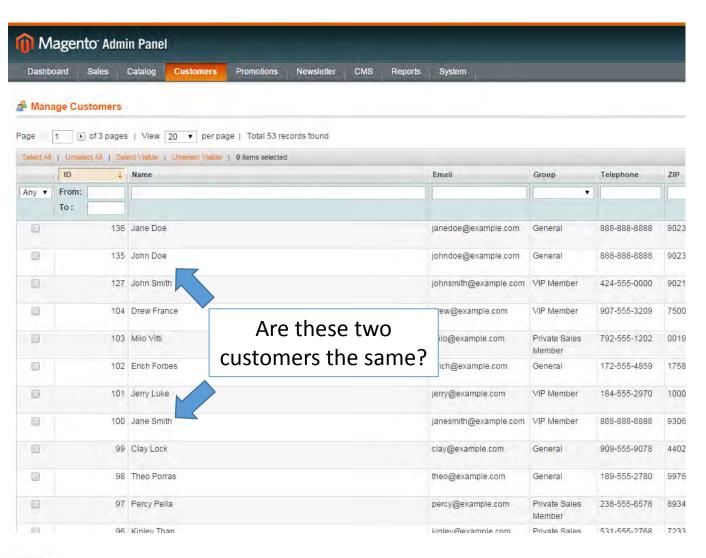




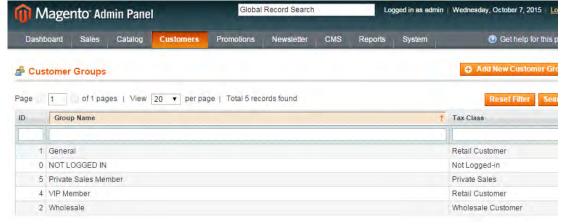
- Given that most of the purchases were impulse and not scheduled, we switched the budget split as follows:
 - ► Google Search: 30% Facebook Ads: 70%



Use the "customers" tab!

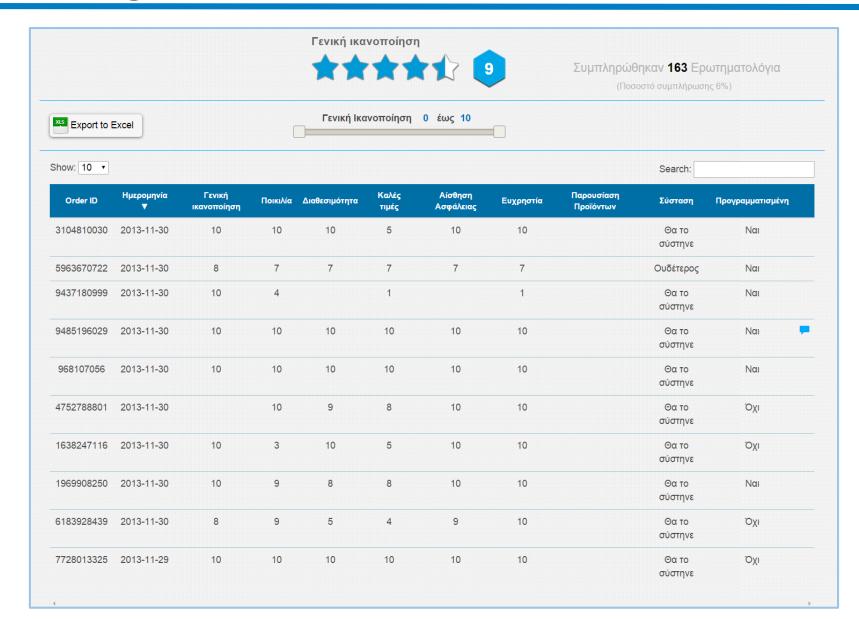


- High value customers
- Loyal customers
- Promoters
- Detractors



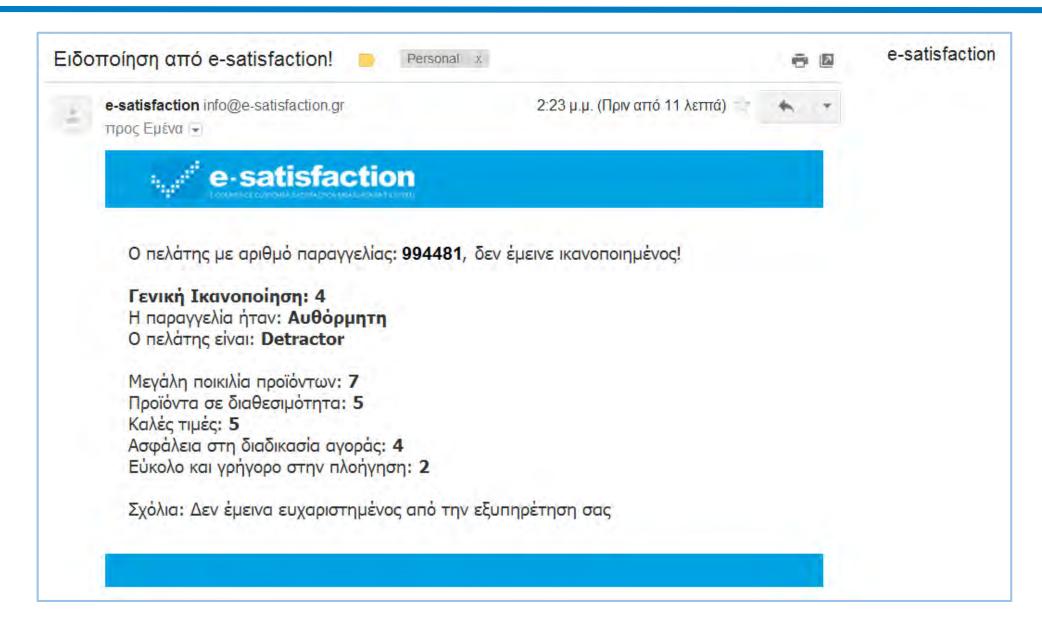


Order – Rating Correlation





e-mail alerts





Homework

Review the <u>experience</u> you provide to your clients and <u>honestly</u> respond to the following questions:

Is there anything truly unique and different?

Does this always create an **emotional response**, or is this just good customer service?

What feeling should your clients have about your brand?





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Thank you!