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eCommerce 4.0

How a good customer journey positively influences buying behaviour

Agenda

Our topics for today

Your navigation system will start

The typical Customer Journey.

You exceed the speed limit..

COVID-19, Generation X-Y-Z, and

all the different channels.

Turn around if possible.

nexmart solutions within the Customer Journey.

You have reached your destination.

Best Practice.

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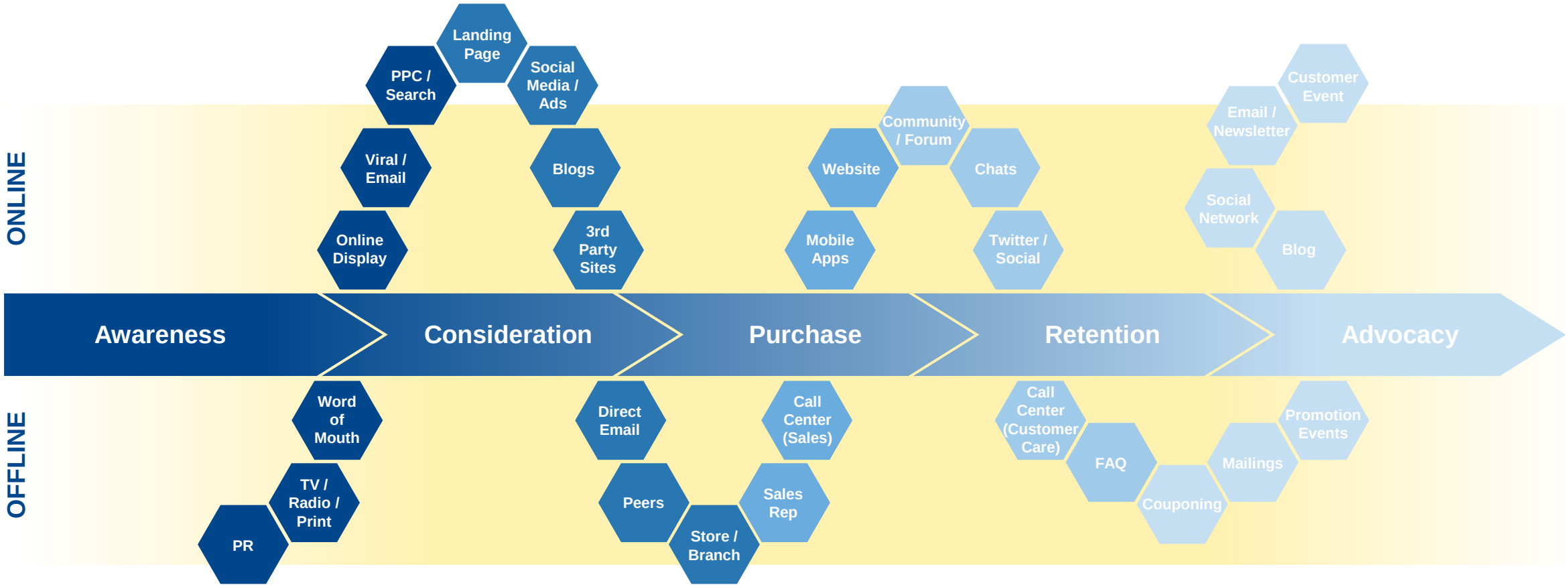
Your navigation system will start.

The **Customer Journey** is a marketing term that **defines the stages** a customer goes through **before deciding to buy** a product or service and beyond.

Your navigation system will start.

What is a Customer Journey?



Your navigation system will start.

Your route 10 years ago.

1. Visit the retailer with the most appealing advertising.

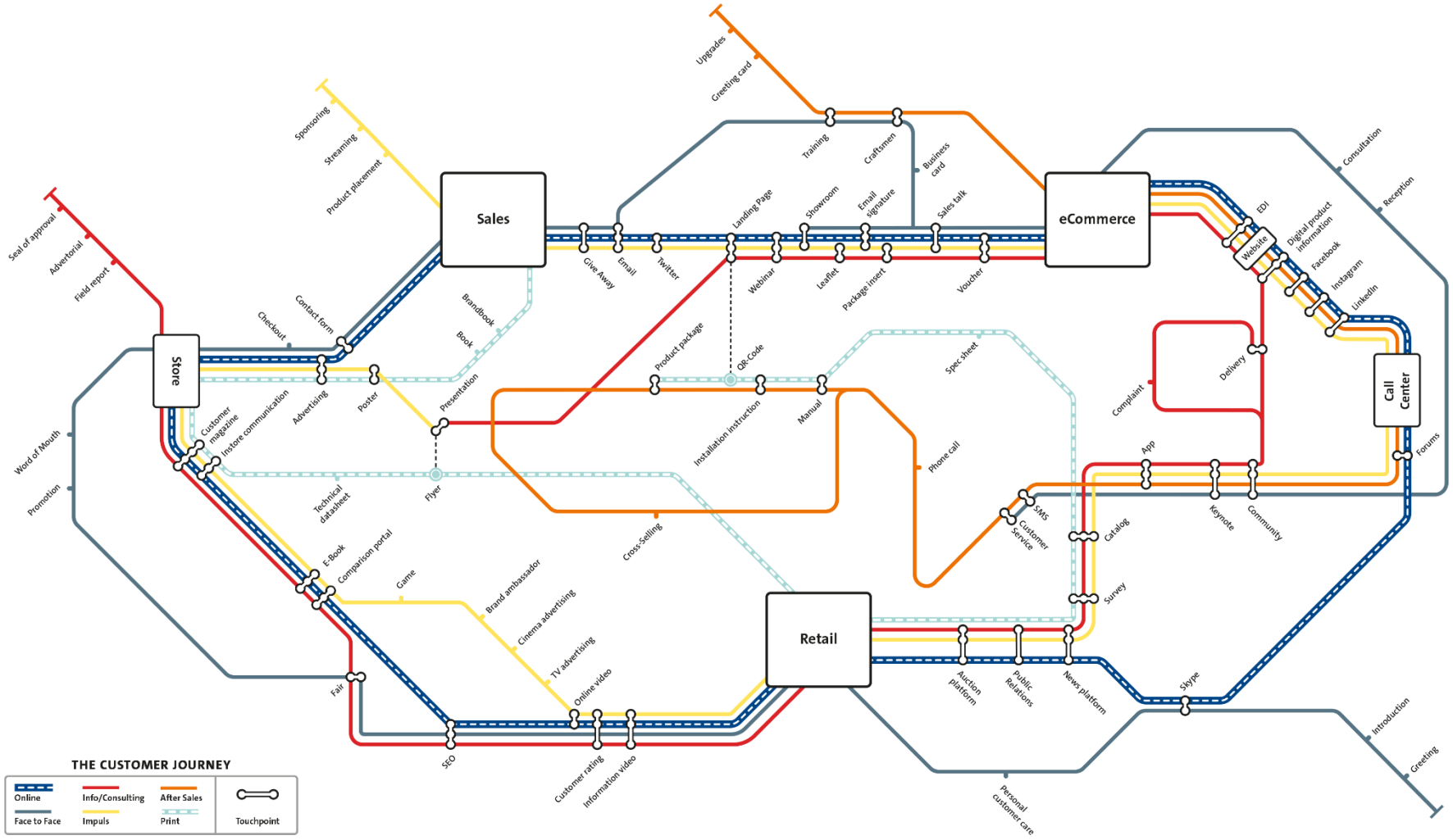
2. Problem description and requirements

3. Retailer recommends suitable products

4. Buying decision

Your navigation system will start.

And: Your route today



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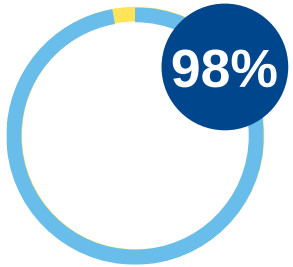
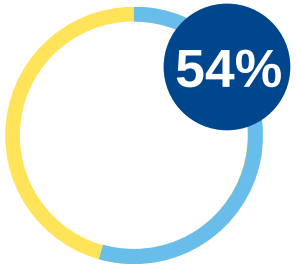
You are exceeding the speed limit.

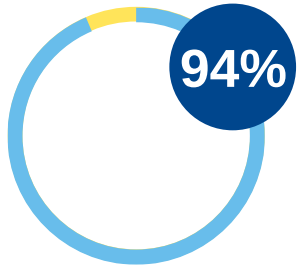
The customer journey
The factor COVID-19



of German respondents say COVID-19 has accelerated their company's digital transformation **- 78% even say it has accelerated it a lot.**



The respondents see the **digital transformation** in their company as **still emerging or developing.**

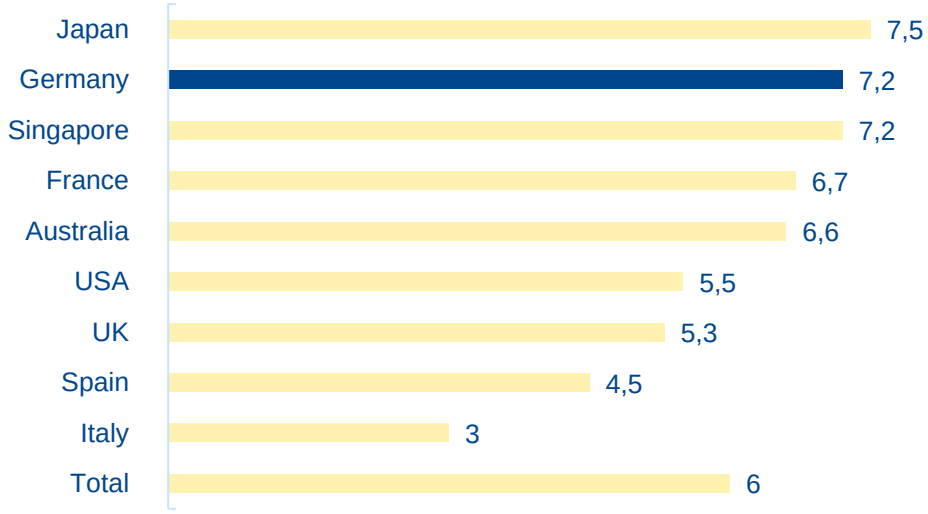


of respondents consider it very important to redesign **digital communication to meet the new challenges.**

4,7

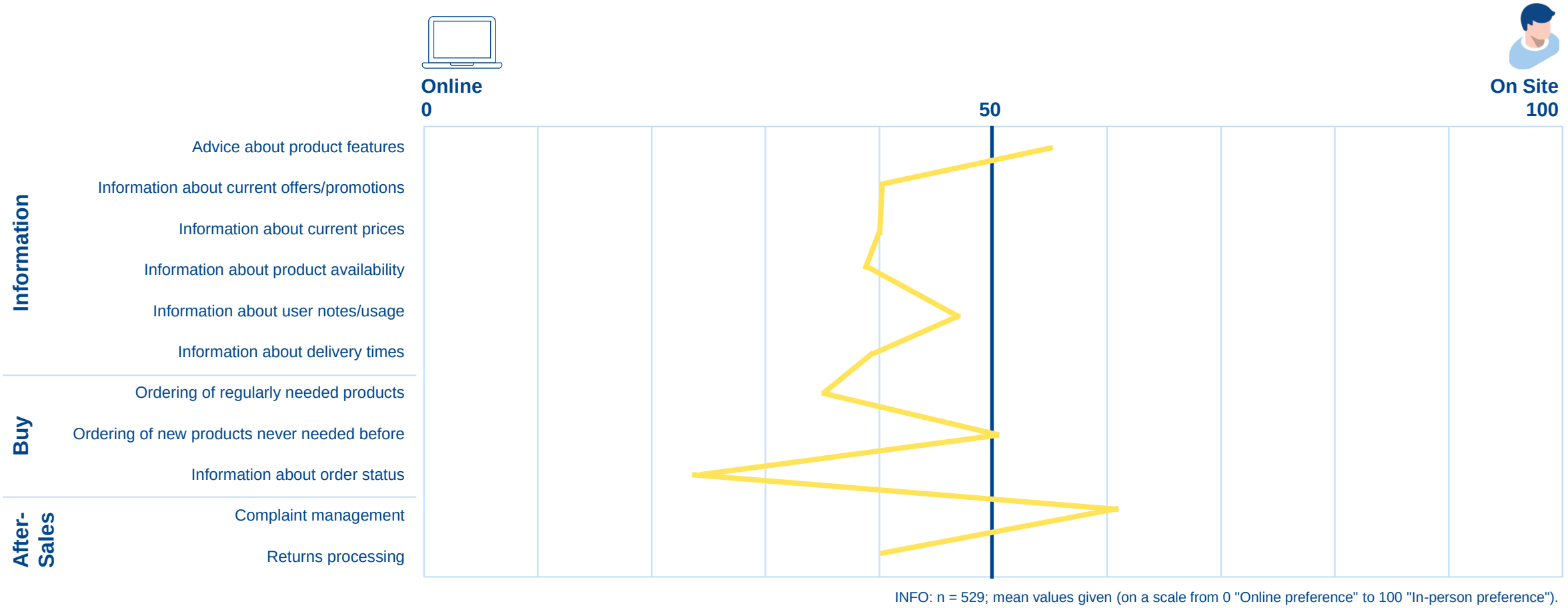
new channels have been **created** by German companies during COVID-19 in order to communicate with their customers.

COVID-19 accelerated the digital communication strategy of German companies by 7.2 years.



Twilio Inc., 2020, Digital Engagement Report

The customer journey
Online or offline?

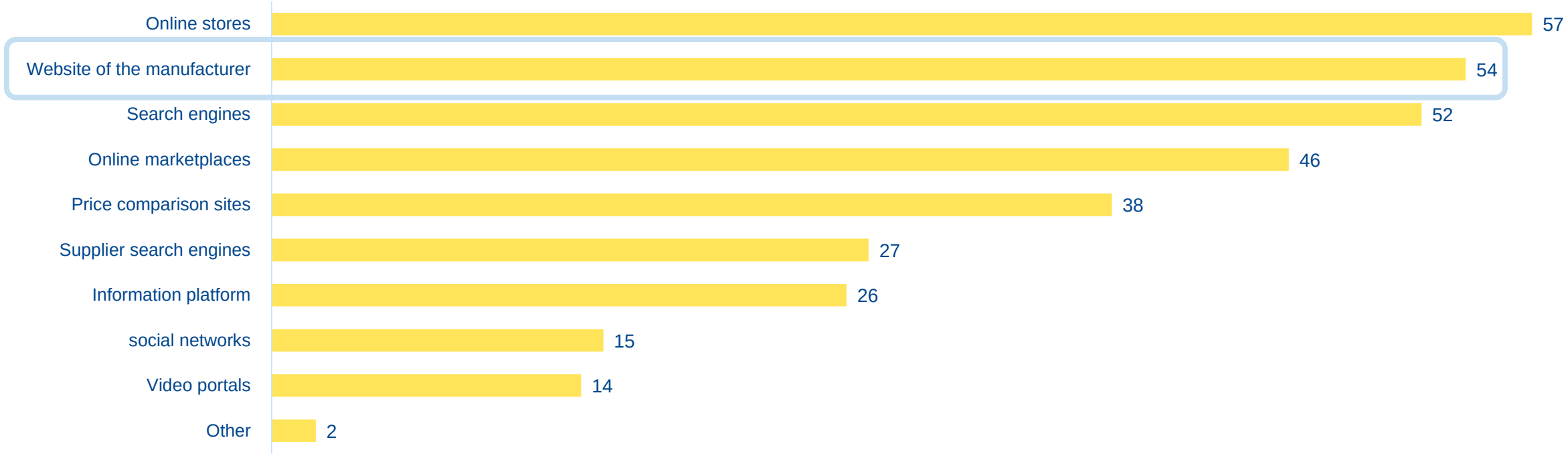


INFO: n = 529; mean values given (on a scale from 0 "Online preference" to 100 "In-person preference").

There is no universal preference in any of the Customer Journey phases. Which channel is preferred depends on the issue and need.

The customer journey
Where to find?

Regular search for information

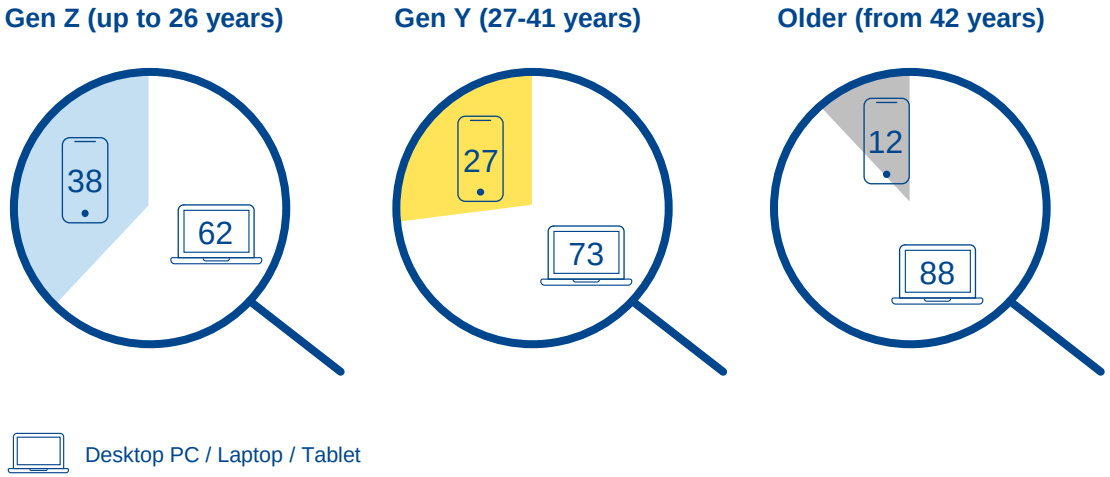


INFO: n = 452; figures in % (B2B buyers who obtain information online)

Digital points of contact push the competition.

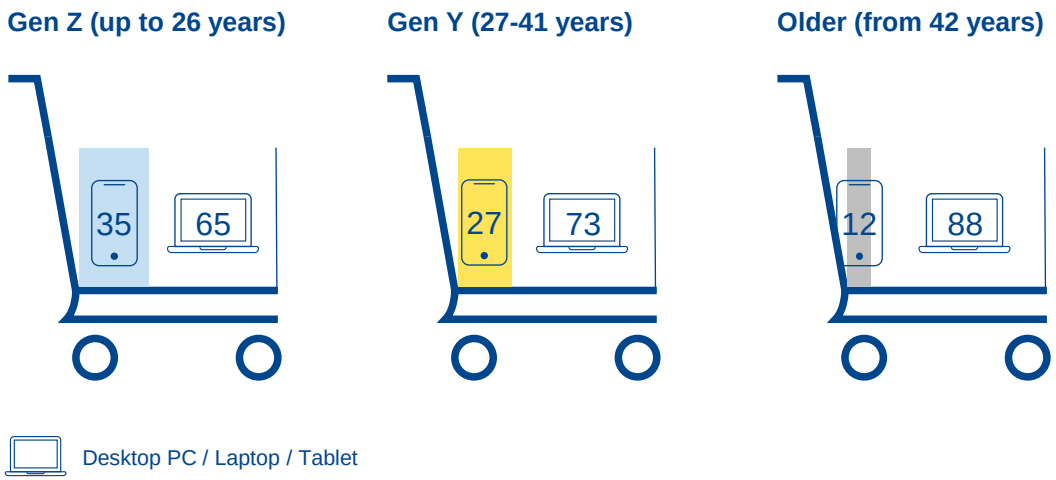
The customer journey
How do younger generations behave?

Smartphone share in information search



INFO: B2B buyers who obtain information online, Gen Z: n = 70, Gen Y: n = 167, older buyers: n = 215; figures in % (mean values given in each case)

Smartphone share in procurement



INFO: B2B purchasers who buy online, Gen Z: n = 63, Gen Y: n = 165, older people: n = 204; figures in % (data from the respective mean values)

Classical websites are still used by the majority, but responsive becomes more relevant for the future.

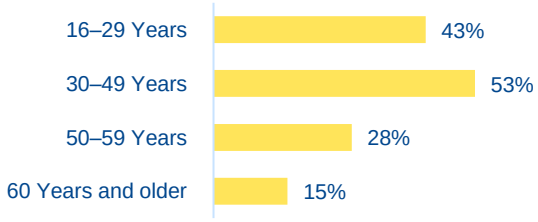
The customer journey
Do channels change?

One third shop online at least once a week
(Have you purchased anything online in the last 12 months?)

Yes 95%

- 3% No, my last purchase was more than 12 months ago
- 2% No, I have never bought or booked anything on the Internet.
- 1% No answer

37% shop at least 1x per week:



Represents **84%** of the population aged 16 and over and **58** million German citizens.

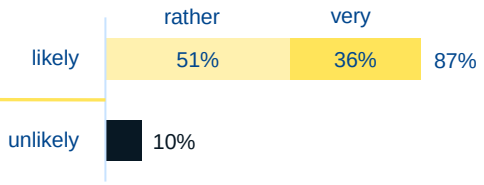
INFO: Internet users aged 16 and over (n = 1,109)

How has your shopping behaviour changed compared to the beginning of the corona pandemic?

43% buy more on the internet since Corona

- 17% I buy significantly more.
- 26% I buy a little more.
- 1% I don't know / no answer.
- 52% I buy just as much as before
- 4% I buy rather less.
- 1% I buy significantly less.

And how likely is it that you will continue to shop online?*



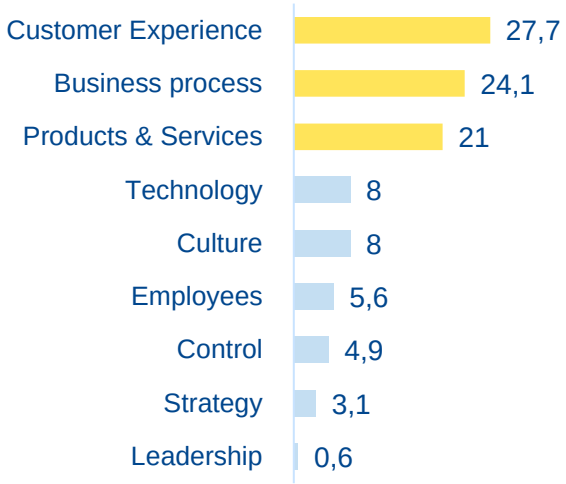
INFO: Online shoppers aged 16 and over (n = 1,048) |
*Respondents who have bought more online since Corona (n = 451)

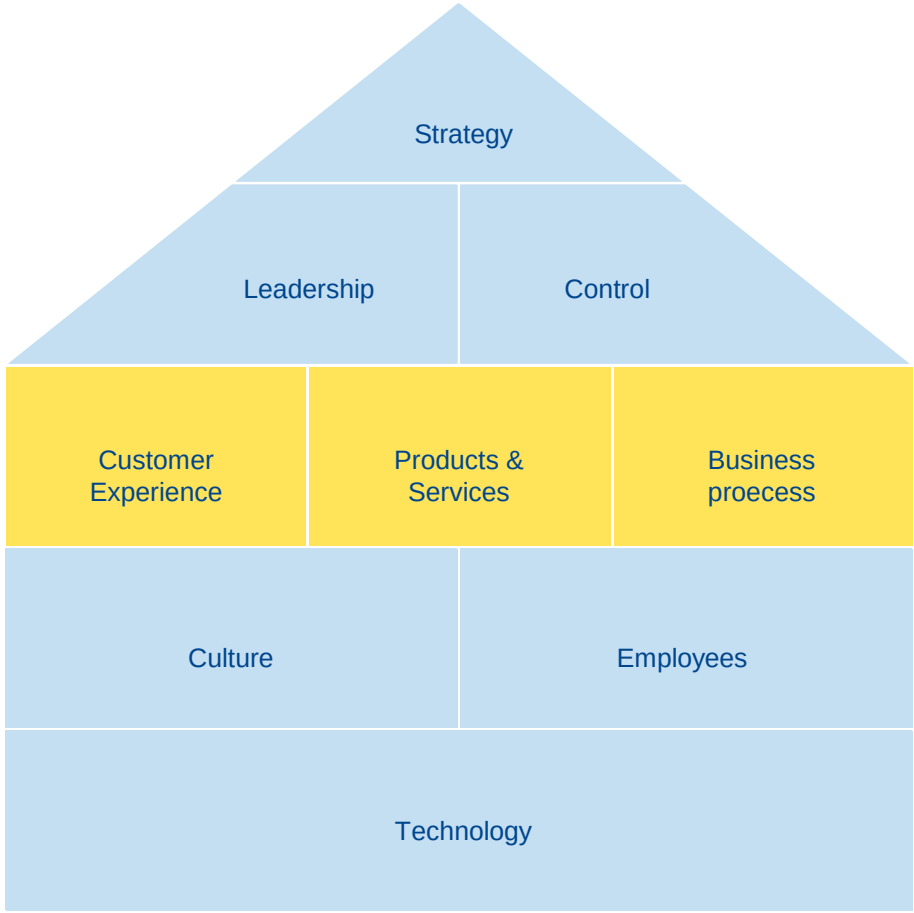
Online purchased increase. No matter of age!

Source: Bitkom Research 2021

The customer journey
Does that change strategies?

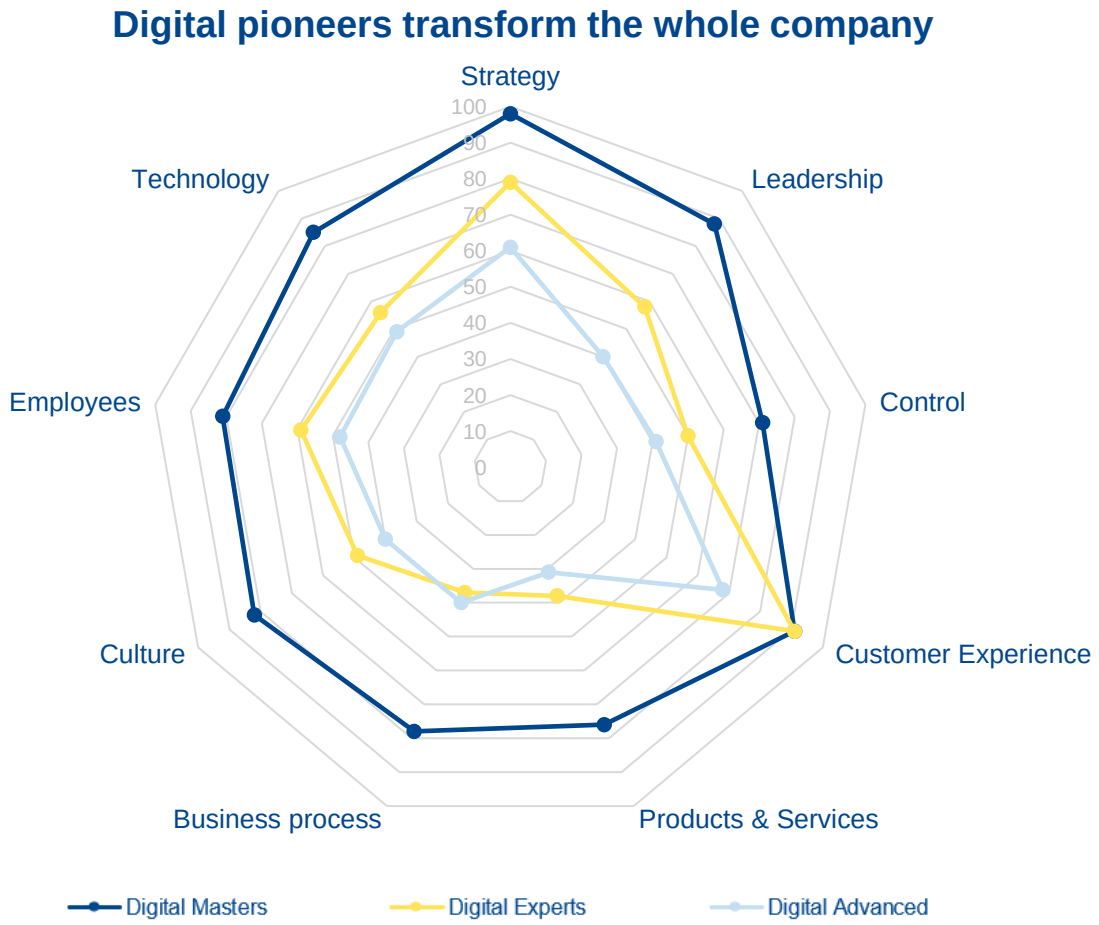
What are the three most important fields of action?





The strategy house is getting bigger and customer oriented – new fields become more important.

The customer journey
Where to focus on?



Strategy and Customer Experience are key to built a great Customer Journey.

The manufacturer's website is still the most trusted element on the Internet.

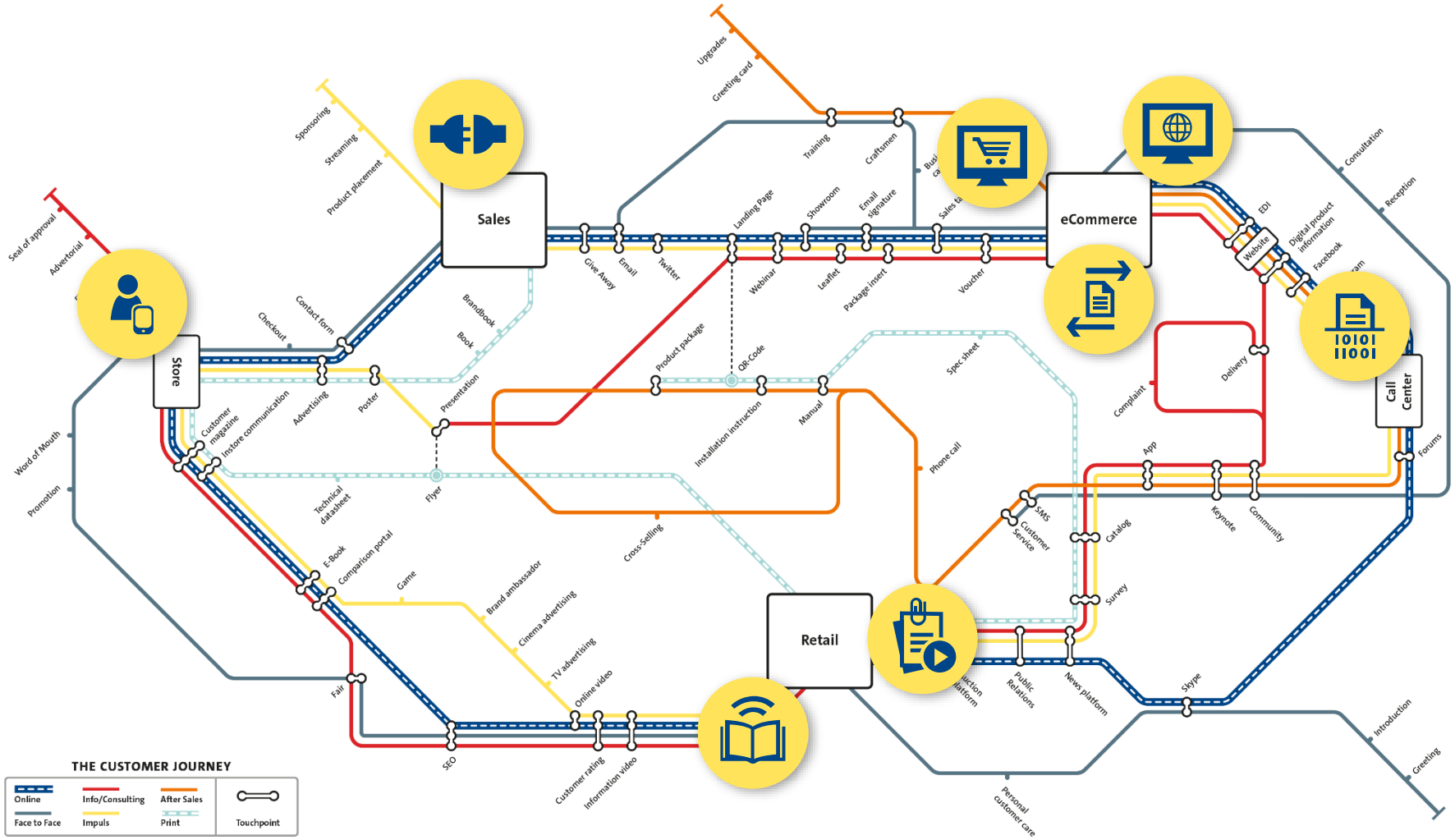
Google – ZMOT

nexmart

Turn around - if possible.

Turn around - if possible.

nexmart solutions at the relevant touchpoints.



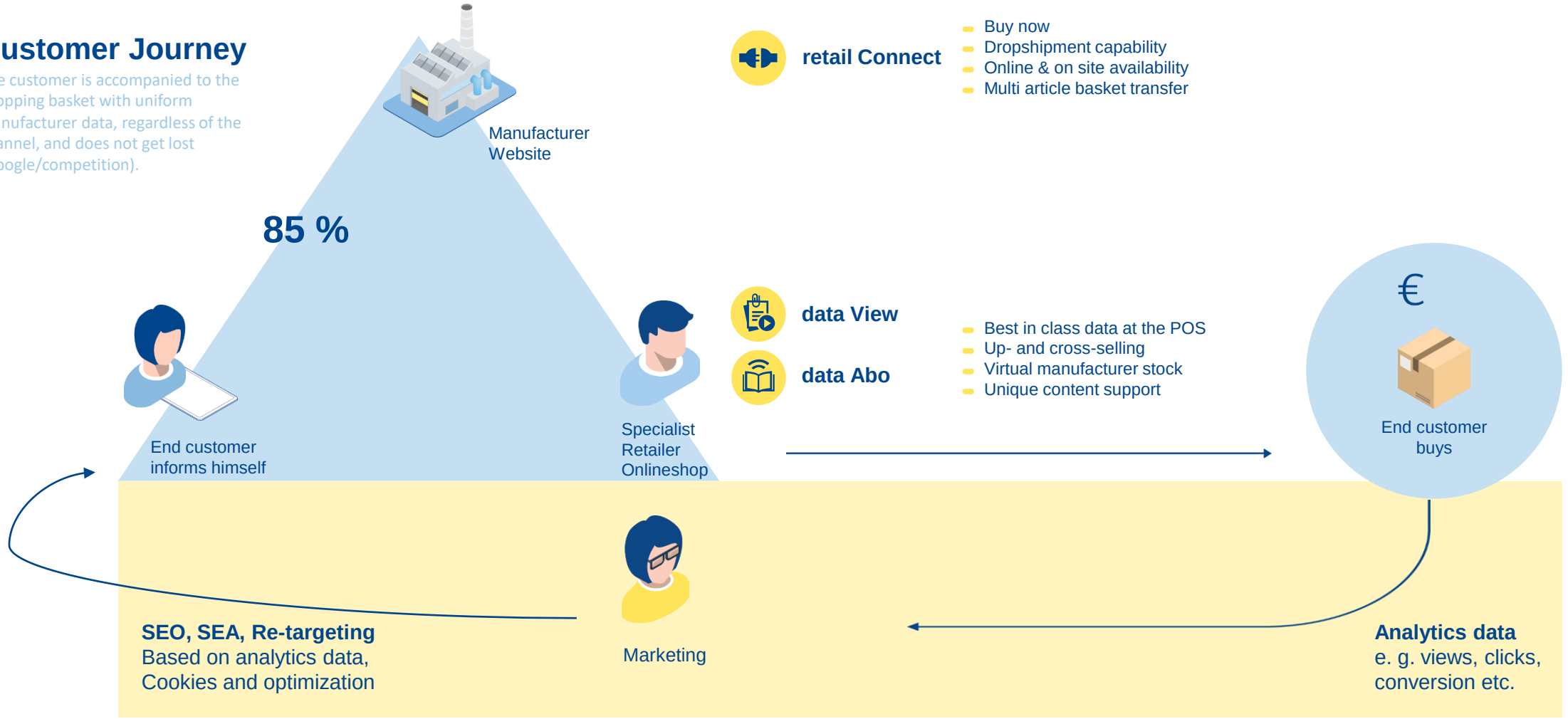
- data Abo
- data View
- retail Connect
- sales App
- documents to EDI
- EDI Connect
- extranet Channel
- online Market

Turn around - if possible.

nexmart in the customer journey

Customer Journey

The customer is accompanied to the shopping basket with uniform manufacturer data, regardless of the channel, and does not get lost (Google/competition).

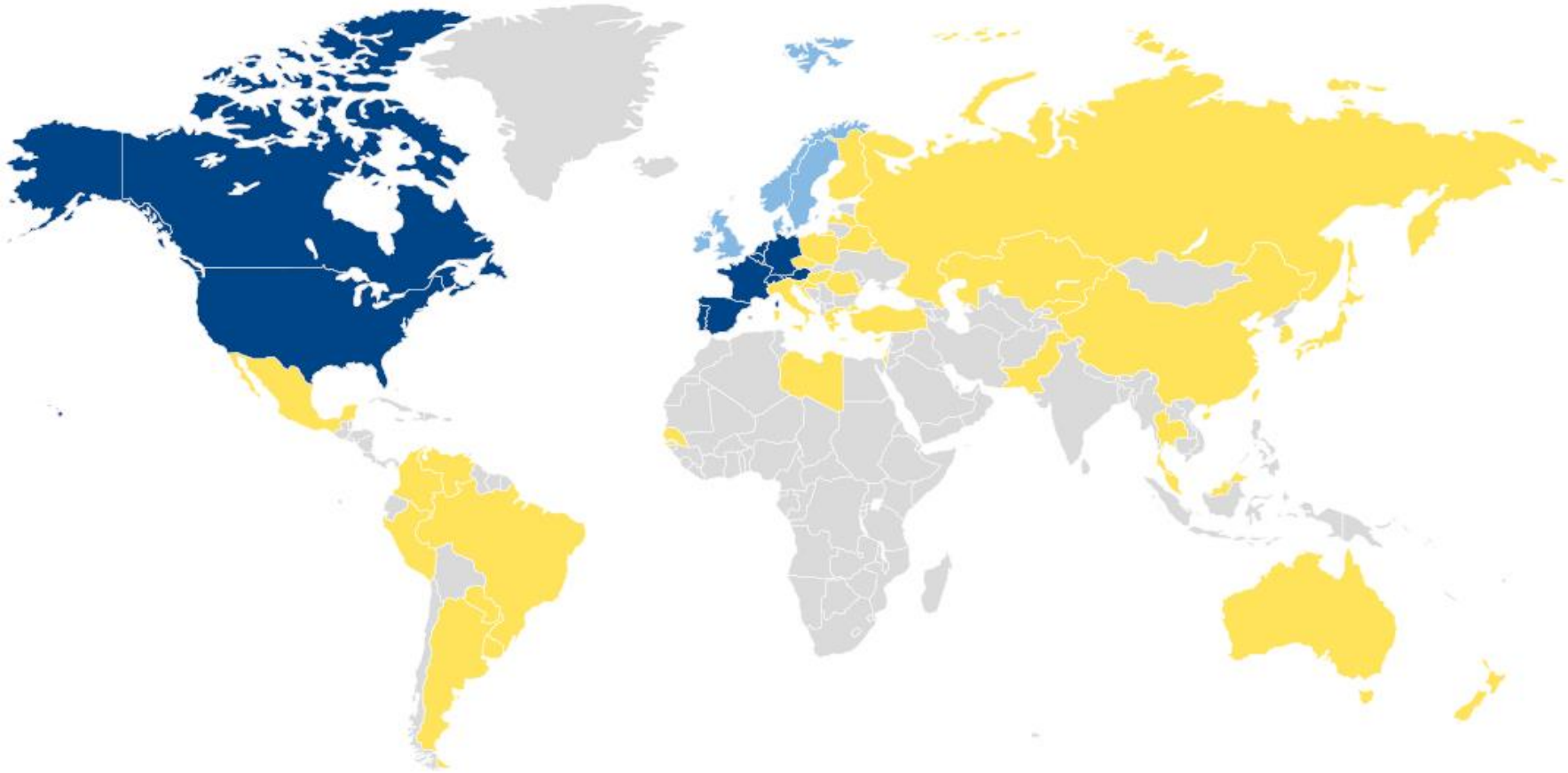


Turn around - if possible.

Excerpt of our customers

Turn around - if possible.

Worldwide scalability



nexmart branch offices

nexmart branch offices under development

Country operations managed from Germany

nexmart

You have arrived at your destination.

You have arrived at your destination.

Best Practices: BOSCH & BAHCO

Objectives before project start

- Establish a consistently **positive digital user experience**
- **International scaling with** a central **buy-now** solution
- Integration of all **offline and online touchpoints** into the sales strategy as a basis for sustainable growth

Objectives before project start

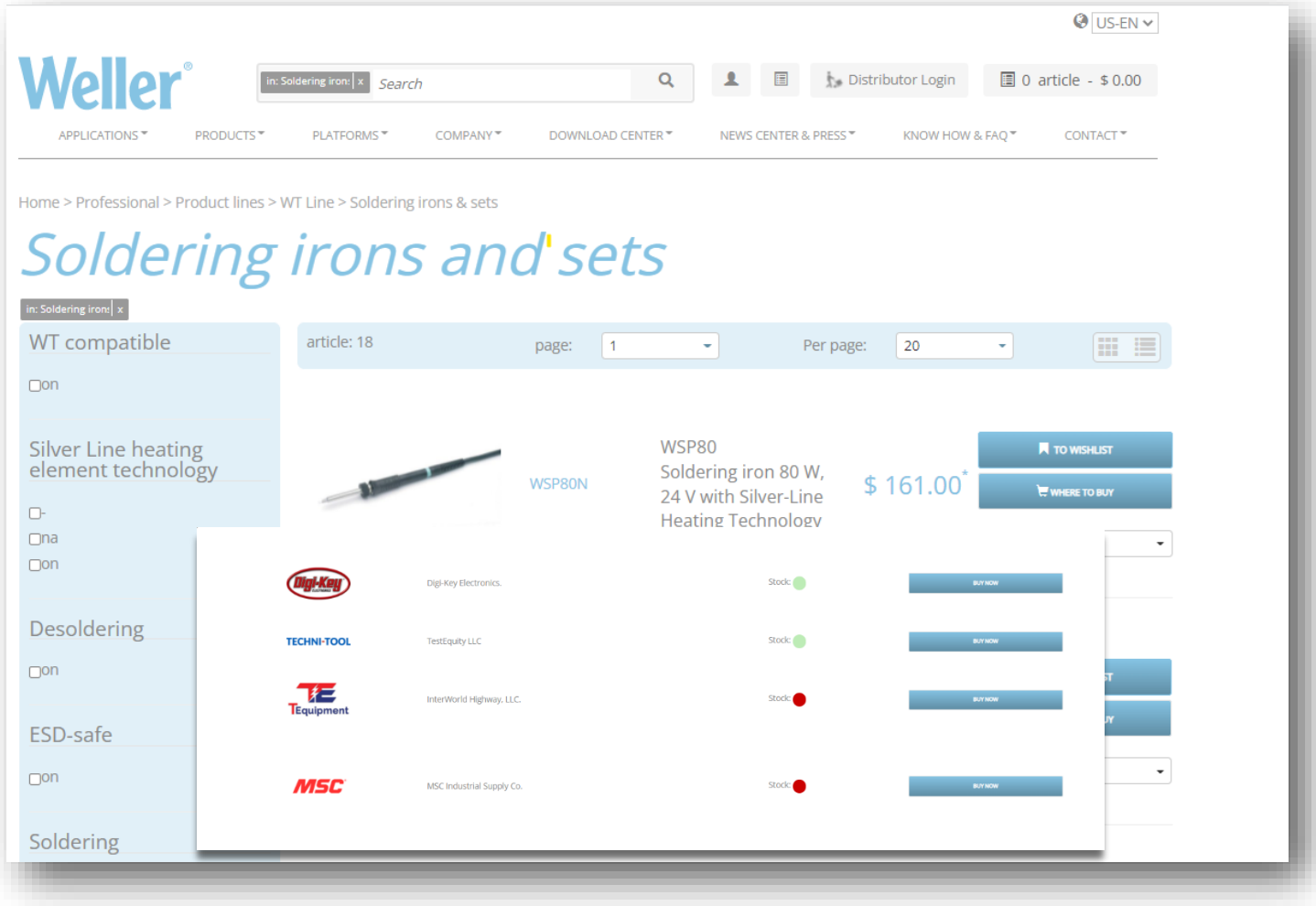
- **Accelerating sales** and driving commercial efficiency
- Leveraging **data-driven insights** to develop better products and services
- Making it **easier for our end users** to buy our products

You have arrived at your destination.

Best Practices: BOSCH & BAHCO

retail Connect
Basic features

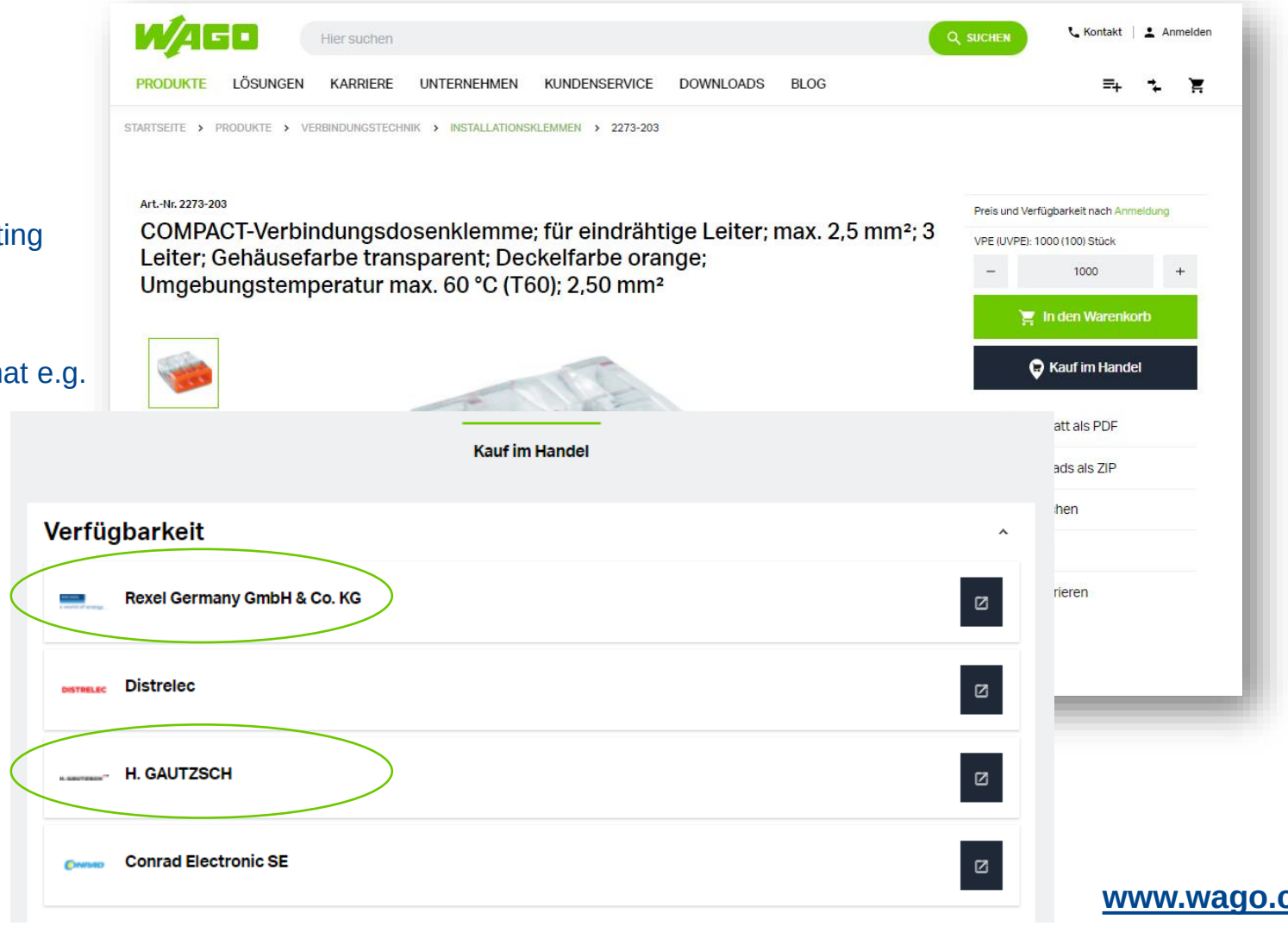
- ☑ You gain an additional sales channel
- ☑ Easy, instant sales
- ☑ Your store is promoted
- ☑ Traffic to your website and stores increases
- ☑ More opportunities to make additional sales



www.weller-tools.com

retail Connect
Basic features

- ☑ Wholesale availability
- ☑ transfer to closed pure B2B players & shops
- ☑ ideal for craftsmen and installers with an existing account at wholesalers' shops
- ☑ forwarding of a basket in the ELBRIDGE format e.g. SONEPAR



www.wago.com

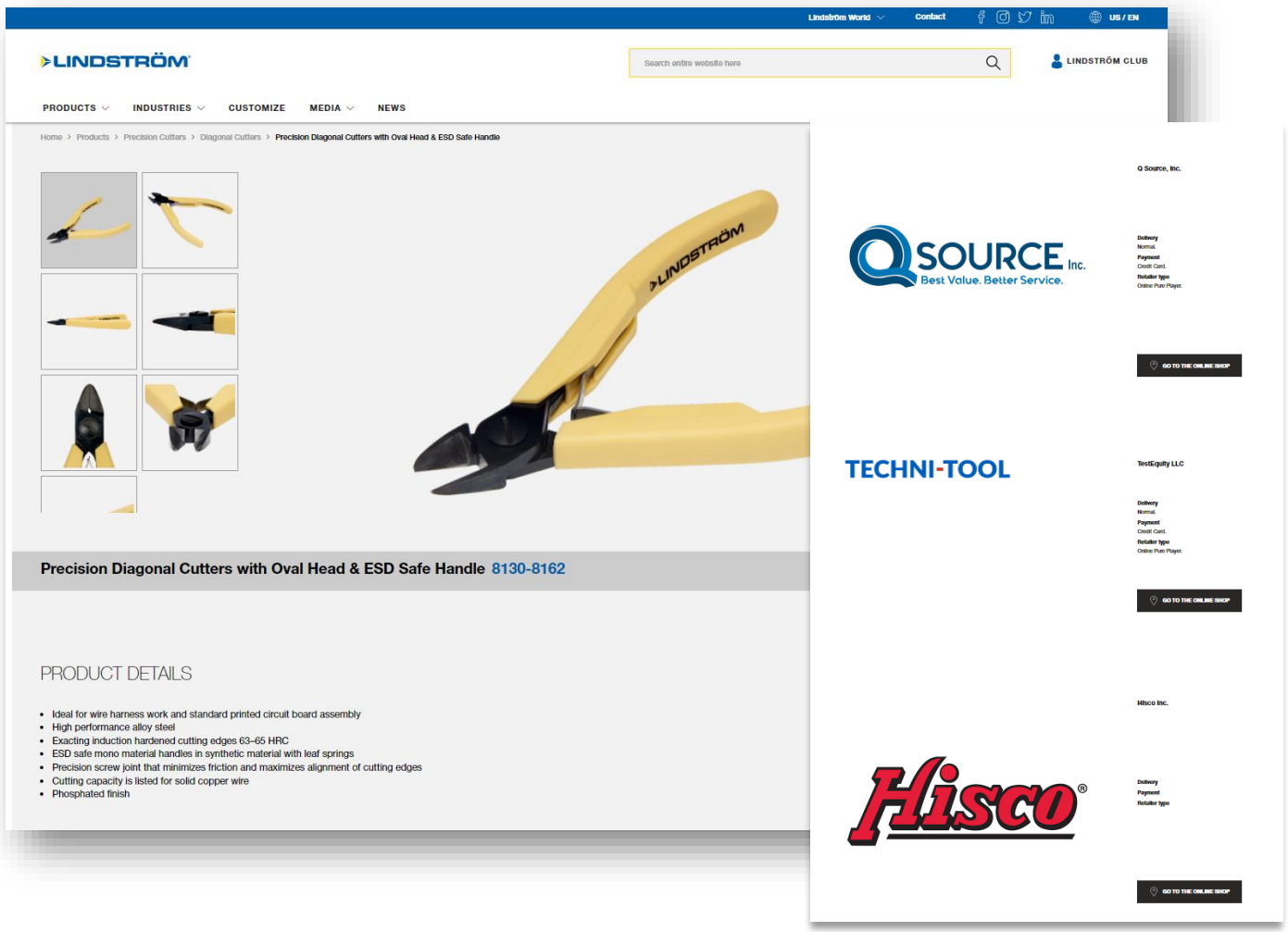
retail Connect
Basic features

Additional services and capabilities

+ (to the previous slide)

☑ nexmart support for retailer integration

☑ Data provisioning through data View and data Abo also possible for the perfect data and customer journey



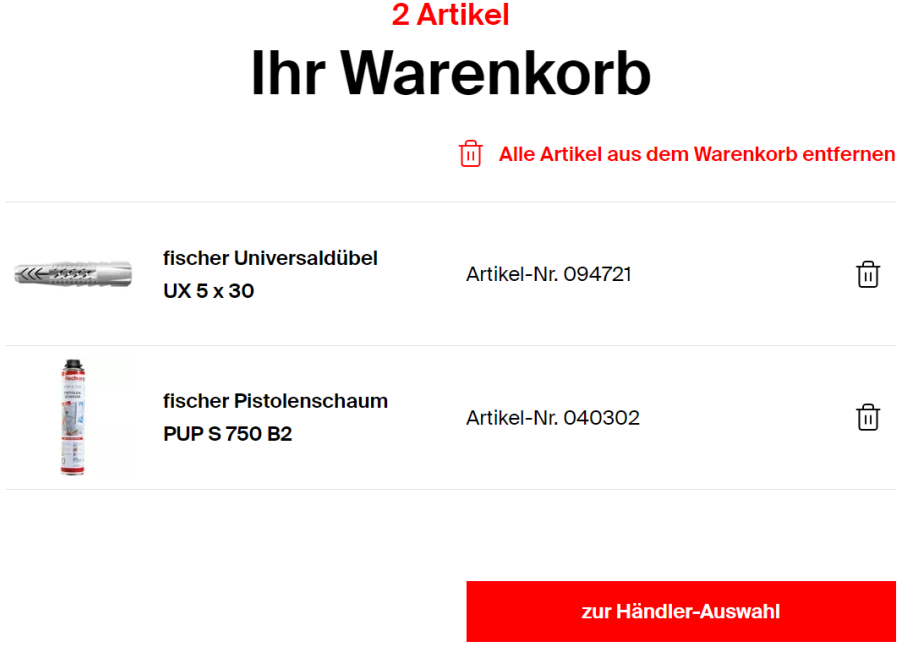
www.lindstromtools.com

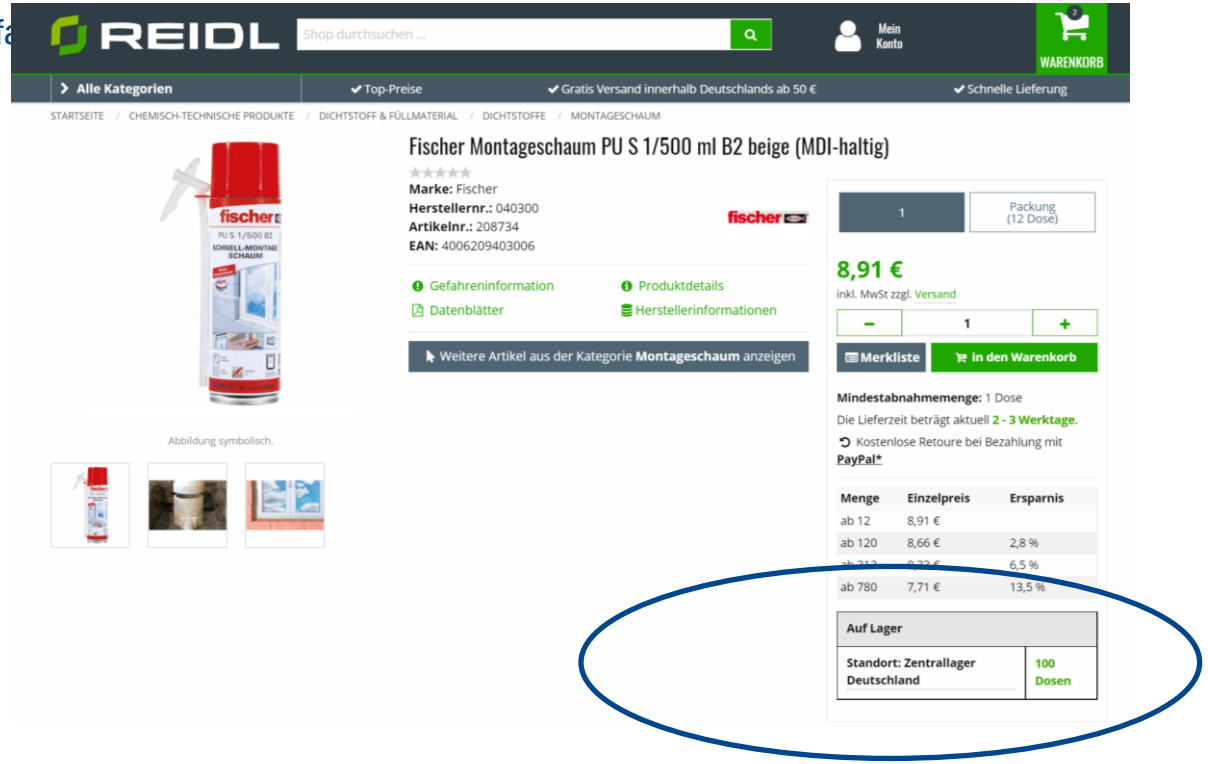
retail Connect
Dropshipment capability

Additional services and capabilities

+ (to the previous slide)

☑ Manufacturer availability is used for selected dealers in addition to dealer availability. The result is a significantly higher availability of available dealers on the manufa





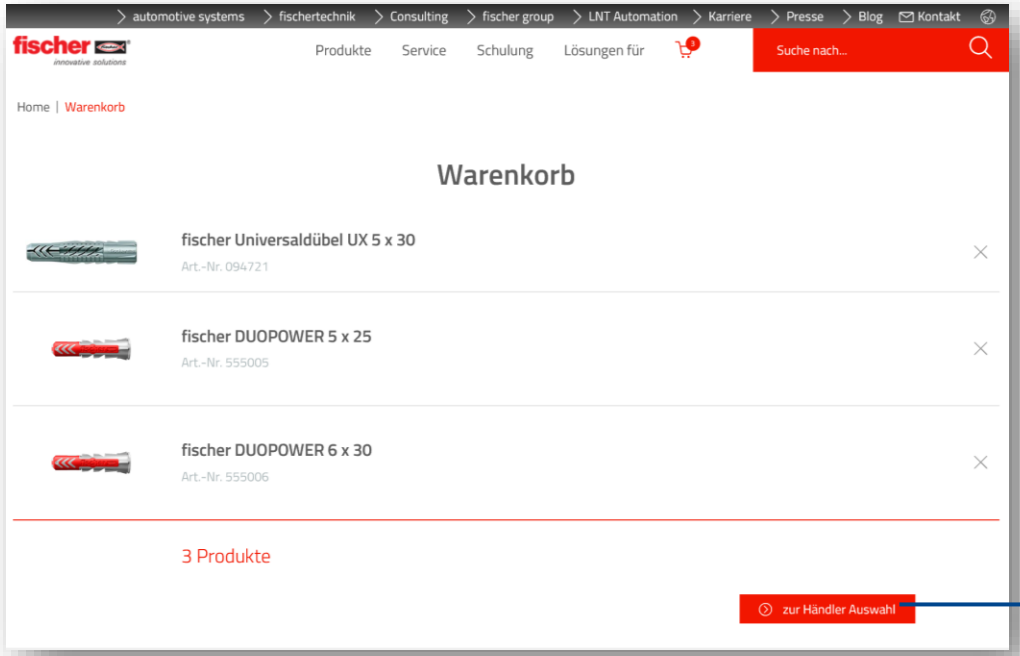
www.fischer.de

retail Connect
Shopping cart capability

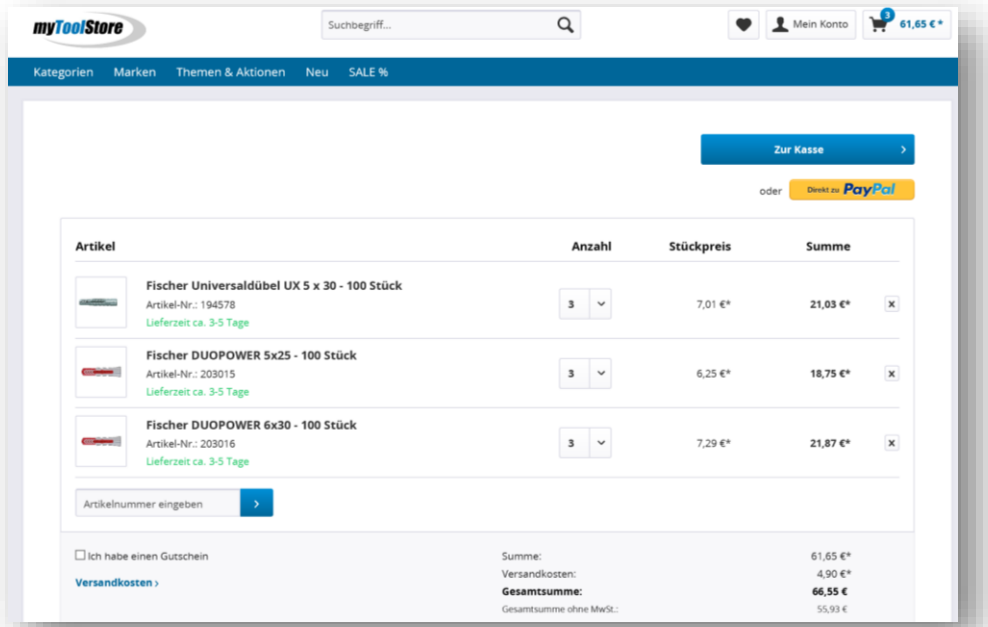
Additional services and capabilities

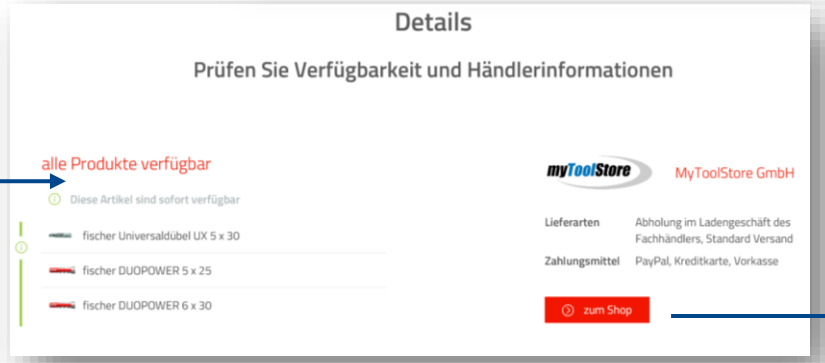
+ (to the previous slide)

☑ Multiple items from a Manufacturer's website can be transferred directly to the basket (cart) on your website for immediate sale.



Items from shopping basket on Manufacturer's website





Note: Warenkorb = Basket (aka Shopping Cart)

www.fischer.de

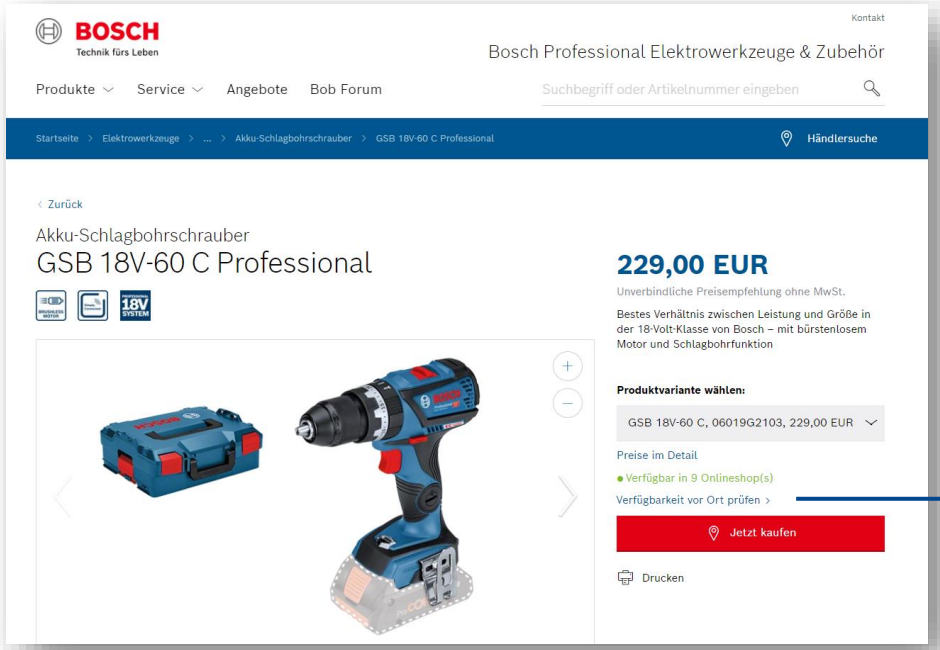
retail Connect

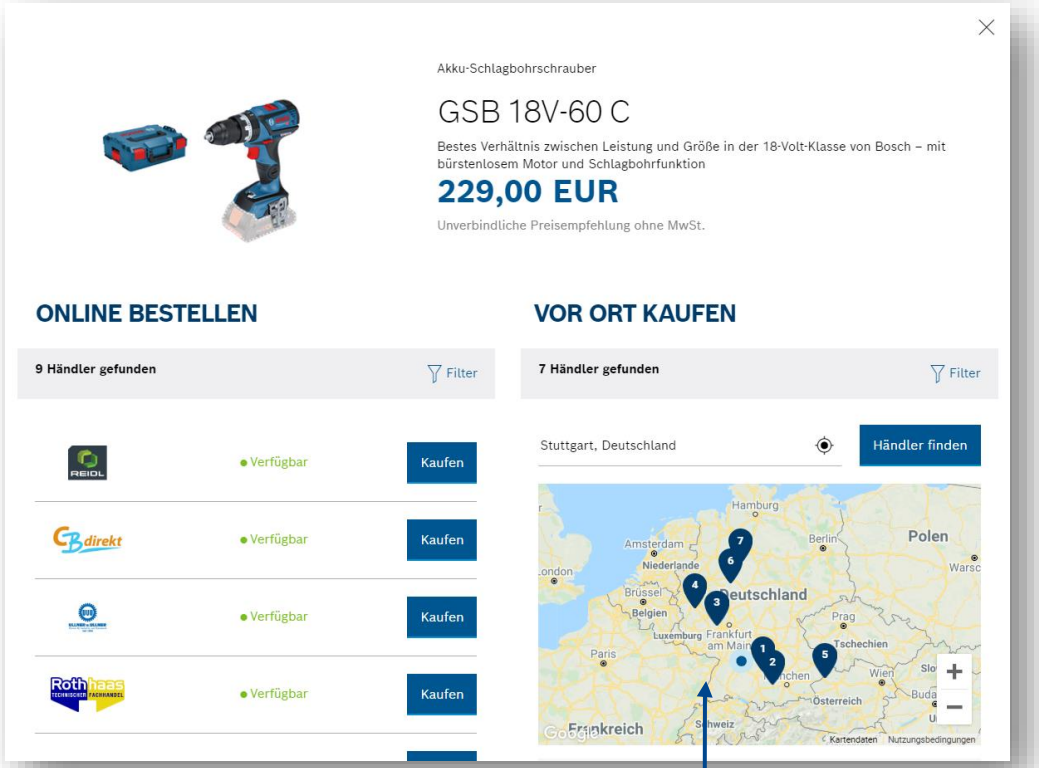
Benefits of retail Connect

Additional services and capabilities

+ (to the previous slide)

☑ In store stock availability additionally to online availability.





Real time check - stock availability in store

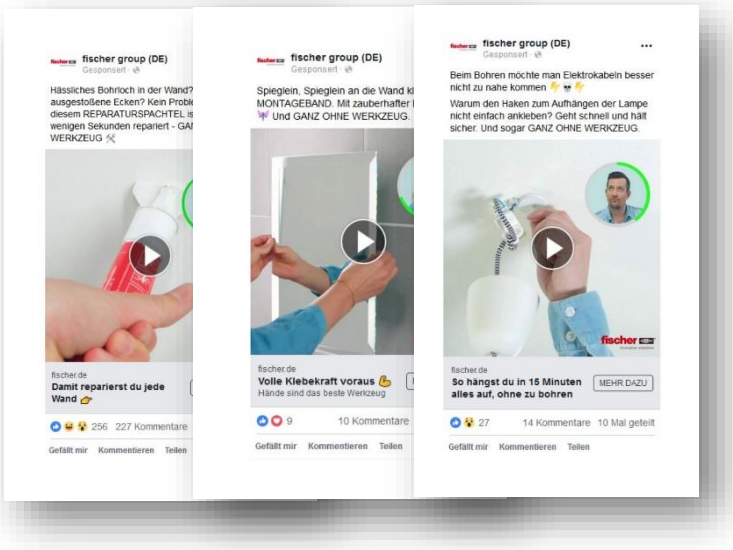
https://www.bosch-professional.com/

retail Connect
Social media integration

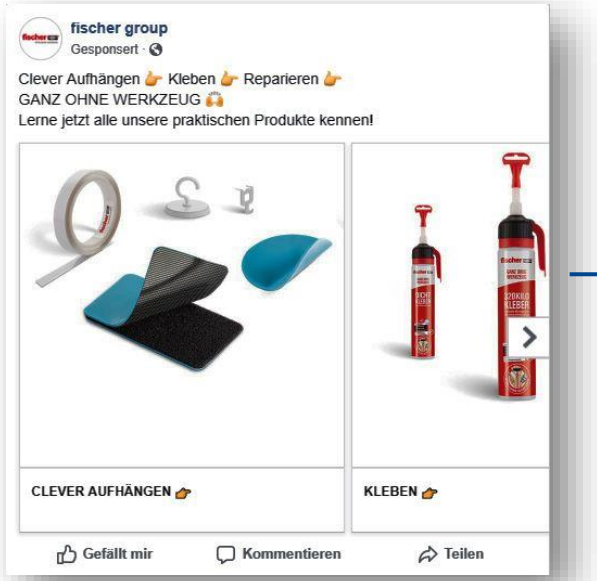
Additional services and capabilities

+ (to the previous slide)

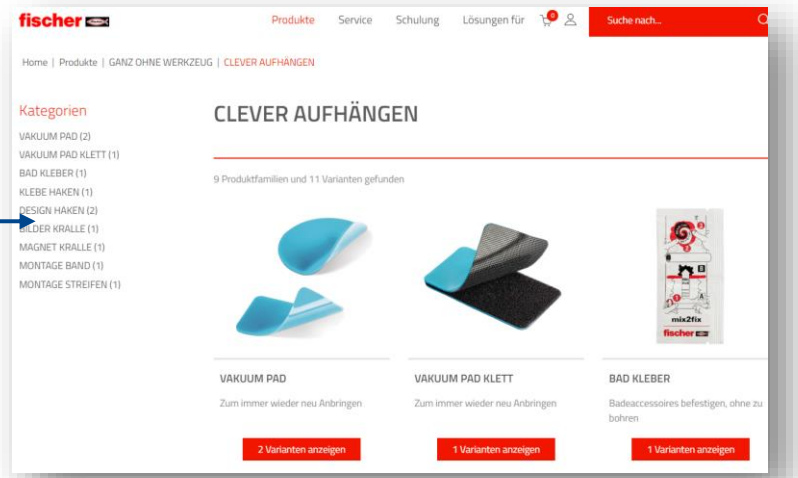
☑ Social media integration in Facebook / LinkedIn e.g. as a direct.



Facebook posts



Facebook Ads



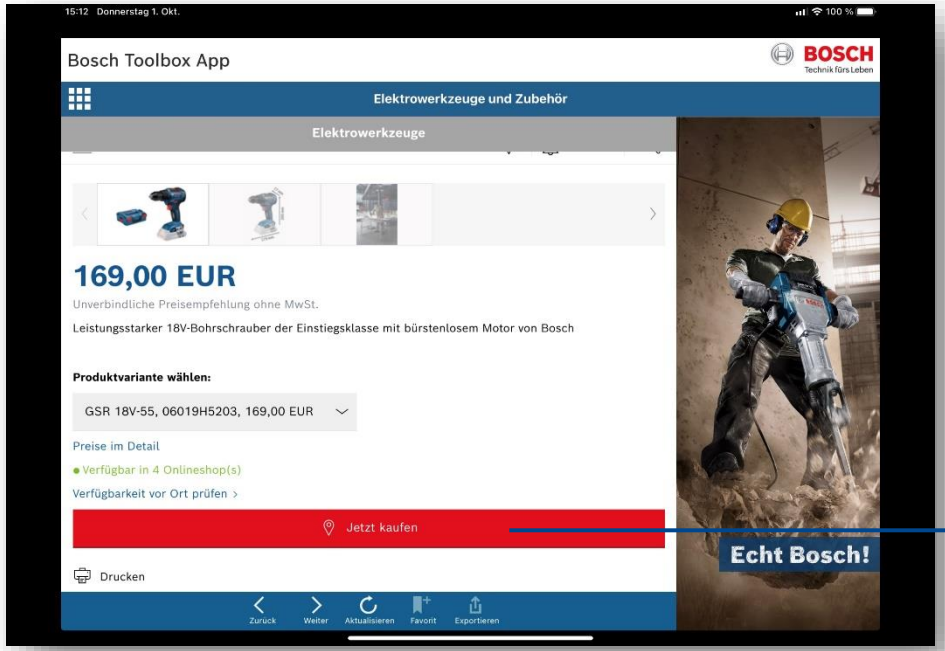
fischer Website

retail Connect
Mobile App integration

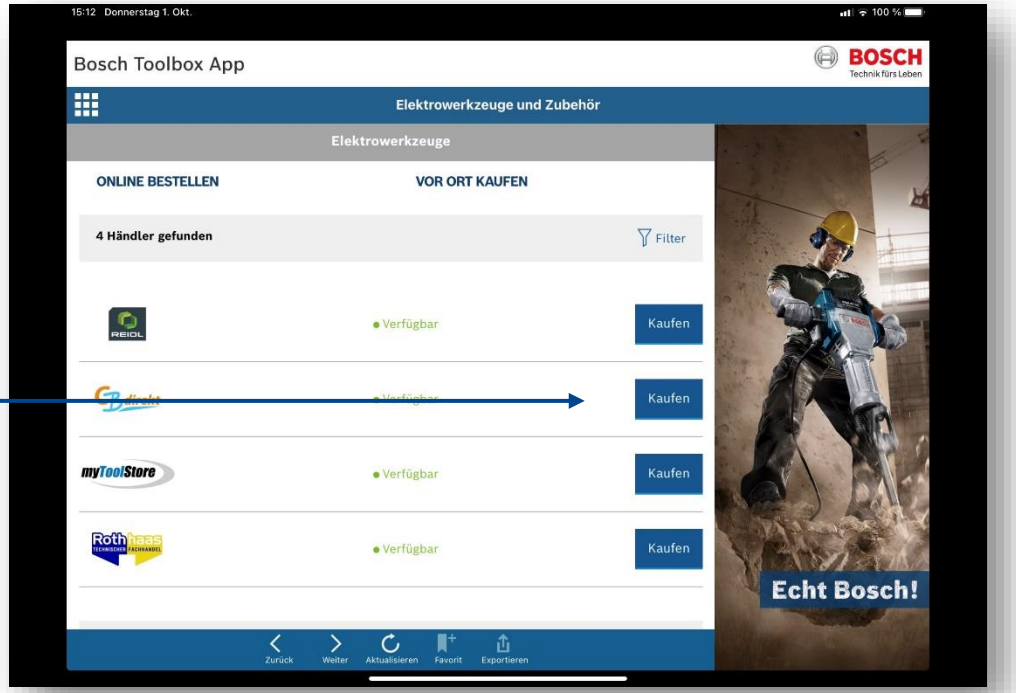
Additional services and capabilities

+ (to the previous slide)

☑ Mobile integration capability
on Android or iOS



Purchase from mobile App



www.itunes.com

You have arrived at your destination.

Best Practices: Some results for BOSCH and BAHCO

Results with retail Connect:

- Relaunched the website and reduced clicks and increased conversion
- Global rollout runs successfully
- Availability increase at POS as offline retailer appear now online

BOSCH

Results with retail Connect:

- Ensured an uninterrupted customer journey with our end users
- Generated +30k retail connect forwards from our SNAE brand sites (1st year)
- Gained deeper understanding of end users and applications

retail Connect has been pivotal to build some momentum in sales whilst at the same time become stronger, faster and more dynamic.
„Miguel Gallastegui – Digital Director“

BAHCO

Best Practice

Make the purchase as easy as possible for your customer by ...

01

Knowing customer needs

as well as learned customer expectations.

02

Any action

oriented to the customer

03

Seamless customer experiences

at every touchpoint

04

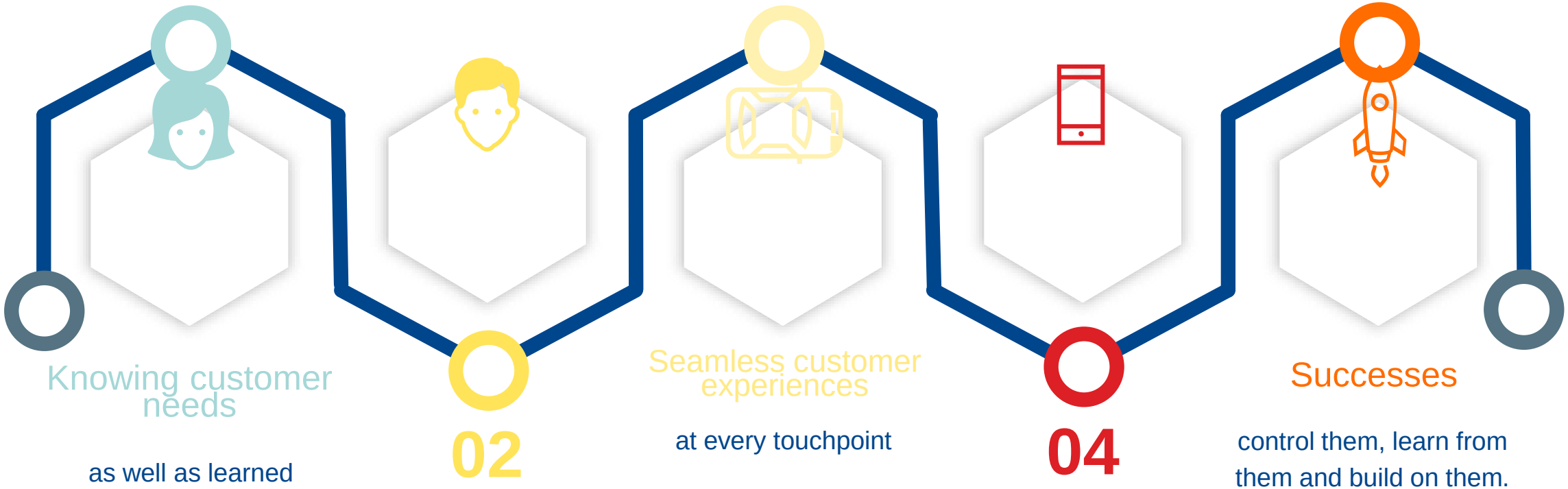
Cross-channel thinking

also in relationship building.

05

Successes

control them, learn from them and build on them.



„The key to tomorrow’s success is paying attention today.”

Google