Magento® + dotmailer

Delivering the Ultimate Omnichannel Retail Experience

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Why Go Omnichannel?

Modern consumers, empowered by the internet and mobile devices, have redefined what it means to be a successful retailer.

Customers are no longer willing to make uninformed in-store purchases. They want a single conversation with your brand conducted over several channels, often at once.

They want to research items and compare prices on their phone while looking at the product in store. They want to buy items online and collect them at their local store. They want to manage their orders and request a refund at the click of a button. And that's what omnichannel delivers.

Optimizing individual channels is good, but it's not enough. A true omnichannel experience means integrating those channels so you have a single view of the customer. It means that an interaction in one channel can trigger a response in another. Ultimately, omnichannel delivers a seamless experience for your customers and boosts sales for your business.
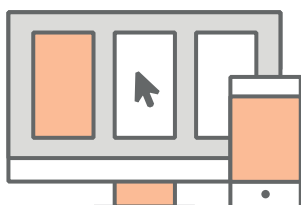
Omnichannel Delivers

Aberdeen Group's research found that the companies with the strongest omnichannel customer engagement strategies:

- Retain an average of 89 percent of their customers.

- Increase their annual revenue by an average of 9.5 percent year-on-year.

- Decrease their cost per customer contact by an average of 7.5 percent each year.

Just Take Screwfix

In the six months leading up to August 2015, Screwfix's sales grew by 27.9 percent, allowing it to grow its store numbers by almost a third. How? Screwfix translated its traditional catalogue-based retail model into an integrated, multichannel experience. Its parent company, Kingfisher, explained how Screwfix built upon '*strong digital and mobile growth*' to develop a '*leading omnichannel offer.*'

With the right tools, such as email automation and customer data integration, it's possible for any retailer to thrive in this new age of retail. It's all a matter of connecting the dots.

The Easiest Possible Shopping Experience

From the customer's point of view, the best retail experiences are the easiest. From research, to payment, through to delivery, you need to keep your retail experience simple and consistent across all your storefronts, whether online or in store.

Customers' Online Expectations

Online shoppers want the most convenient experience possible, where they can choose from all available options and get good value for their money.

Selection
Connect in-store stock data with your website so that you can show customers all options, colors, sizes and accessories, and specify which are in stock in shoppers' local stores. Google's research found that three quarters of people who found local information in search results would be more likely to visit.
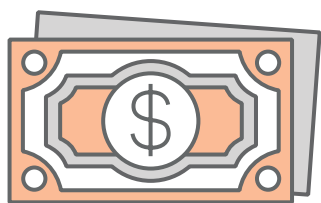
Pricing
Customers don't have to walk to another store to see different prices; they're already available in a few clicks. If you don't offer the cheapest price—and only one supplier can be the cheapest—you need to distinguish yourself by creating a higher quality online experience with personalized website content or by offering discounts to loyal customers.
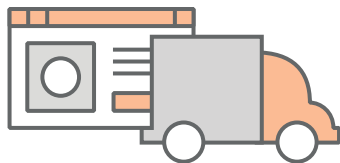
Convenience
Make your customers' path to purchase as quick as possible, use search bars and menus to ease navigation and make your website accessible to all users with disabilities.

Make sure you also have a big *'contact us'* or *'support'* button. Anyone struggling with your website is likely to abandon their purchase, so make sure they can get in touch with you straight away. To streamline the experience, ensure that every customer service agent—whether typing or talking—has access to the same customer details and browsing history.

Reassurance

Technical problems and security concerns are the second biggest cause of abandoned carts after price. Broken links, checkout glitches and anything that's not working are frustrating and off-putting to a potential customer. Running regular, automated website testing tools help ensure everything works as it should.

Sometimes, however, a glitch will slip through. The key here is speed and transparency. Send customers an automated email letting them know that you're aware of the problem and working to fix it; then keep them updated on the progress. Consider giving the first customer to raise the problem a discount or similar reward as a thank you.

You also have to address security. Customers have become savvy to the importance of up-to-date SSL certificates and third-party trust marks when assessing a retailer's credibility. If you do encounter a problem, again communication is key. Deliver the same message across all channels. Tell customers what's happened, what the risks are and how you will resolve it.

Your Last Chance to Impress

The final step of the eCommerce process is delivery, and that means it's your last chance to impress (or disappoint) your customer. Again, you need to keep your customers updated. Try using a delivery service that allows your users to track their parcels. Send automated emails or texts on its progress and notify them when their delivery is due.

You may even be able to send these transactional emails and texts through your marketing automation platform or ESP. These are small details, but customers appreciate them. In fact, 85 percent of online shoppers believe package tracking builds confidence according to Royal Mail's US report.

Drive Traffic in Stores

65 percent of customers say that if the item they want is available online or in a nearby store, they still prefer to shop in store, according to timetrade's survey.

One of the biggest benefits of an omnichannel strategy is that it won't just improve traffic to your online stores; it will join your online store to your physical store and as a result drive new traffic to both.

Omnichannel retailers connect their storefronts, letting customers progress along the route to purchase in a way that suits them. When done right, these connected experiences drive higher website traffic, higher store footfall and higher sales across the board.

Automated marketing messages, sent in real time, are the most effective way to communicate to your customers on their purchase journey.

"Over half of consumers with internet access researched products in store before buying them online, while an even larger share searched for information online and then made purchases in-store."

Ways to drive customers to your site and into your stores:

Offer Click-and-Collect Services

Click-and-collect offers the convenience of online shopping without the hassle of missed deliveries. While it's common to use email or SMS to update your customer when their item is ready to collect, you could go one step further and use geofencing to trigger an alert when your customer is in, or near, their chosen collection point.

Ask Questions

Say one of your users has repeatedly looked at a top-of-the-range 50" TV, but still isn't ready to buy. A great omnichannel retailer would email a short survey asking why the customer is hesitating and offer a discount in exchange for providing the answers.

This nurtures the sale and gathers useful information to encourage sales of the product in the future. Again, you should be able to set up, send and collect responses from hesitant shoppers using a survey builder within your marketing automation platform.

Reach Out to Nearby Customers

You could also send the customer a text when they walk by your store, letting them know the model is in stock. Getting customers into your brick-and-mortar stores is a good idea since your in-store salespeople are on-hand to nurture the sale.

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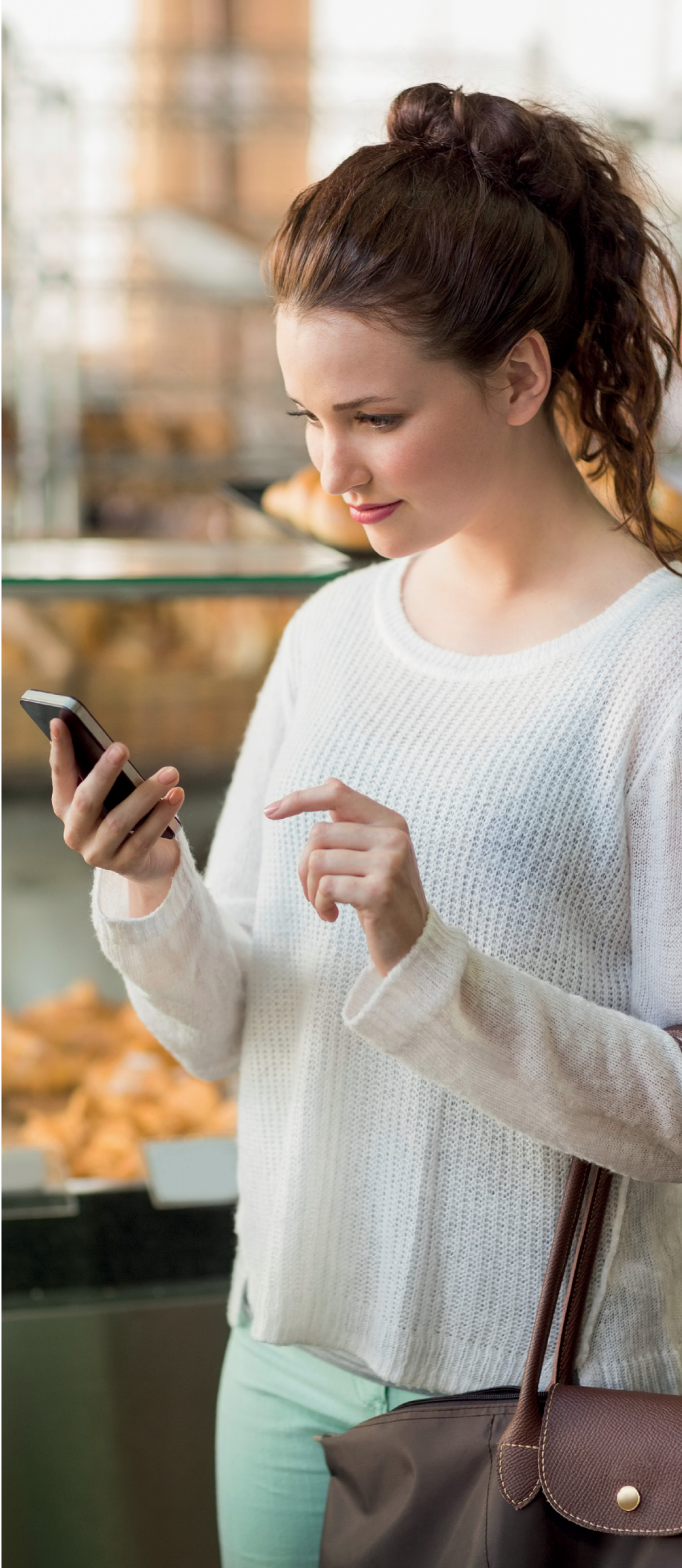
Considering the Buyer's Journey

Omnichannel isn't about making a quicker, cheaper sale with fewer human touchpoints: it's about creating a system which lets you to nurture your customers at every step of their buyer's journey. It's about using all of your channels together to create long-term fans that will keep coming back to your store and will happily recommend it to others.

Acquisition

The first time a customer makes a purchase through any of your stores, it's essential that you capture their email address. If a customer leaves your store and you don't have their email address, you've lost your chance to contact that customer in future and continue to nurture a strong buyer's journey.

For your e-stores, make the email field mandatory as soon as the shopper goes to check out: that way you'll make sure you have their email even if they choose not to buy. And don't forget that your in-store employees should be aiming to log this information as well.

Here are two of many possible ways for you to encourage this:

Use e-receipts
Offering your customers an e-receipt won't just give you their email details for later use; it also allows the customer to review their receipt at any time online. Plus, this is a greener option which saves on paperand printing. Heritage clothing brand Fred Perry did just this and is now offering to email in-store receipts to its customers.

In-store Surveys
Try asking customers to fill in a quick survey with an email capture. Not all customers will take part, but many will be encouraged by the chance of a prize draw.

Importantly, you need a system to collate all of this customer information and make sure you have one complete view of each customer, their past purchases and their contact details.
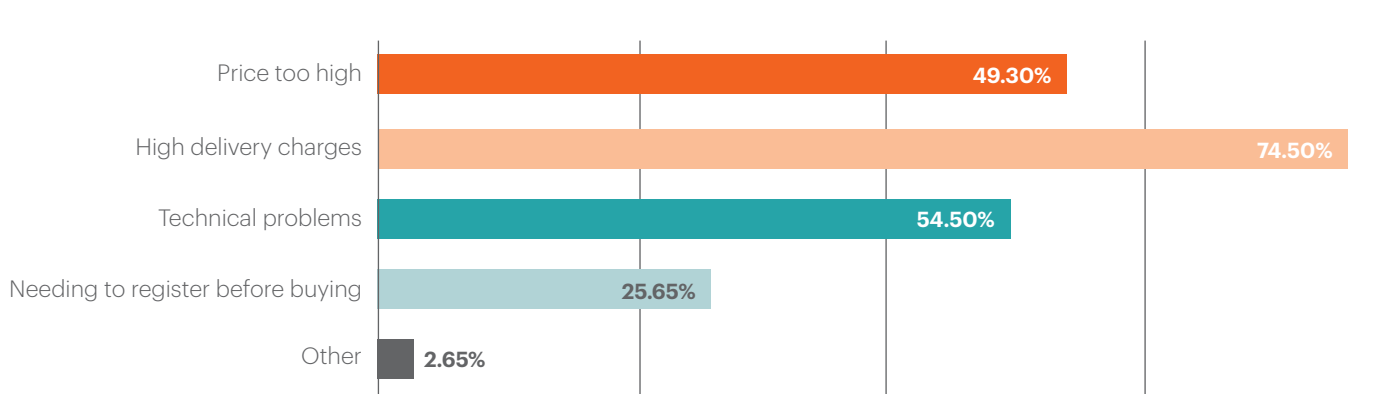
Now you have your customer's email details, you have the tools to be able to maintain a strong relationship with that customer throughout their lifecycle. Email is your unique identifier and the mechanism that allows you to track customers across all channels.
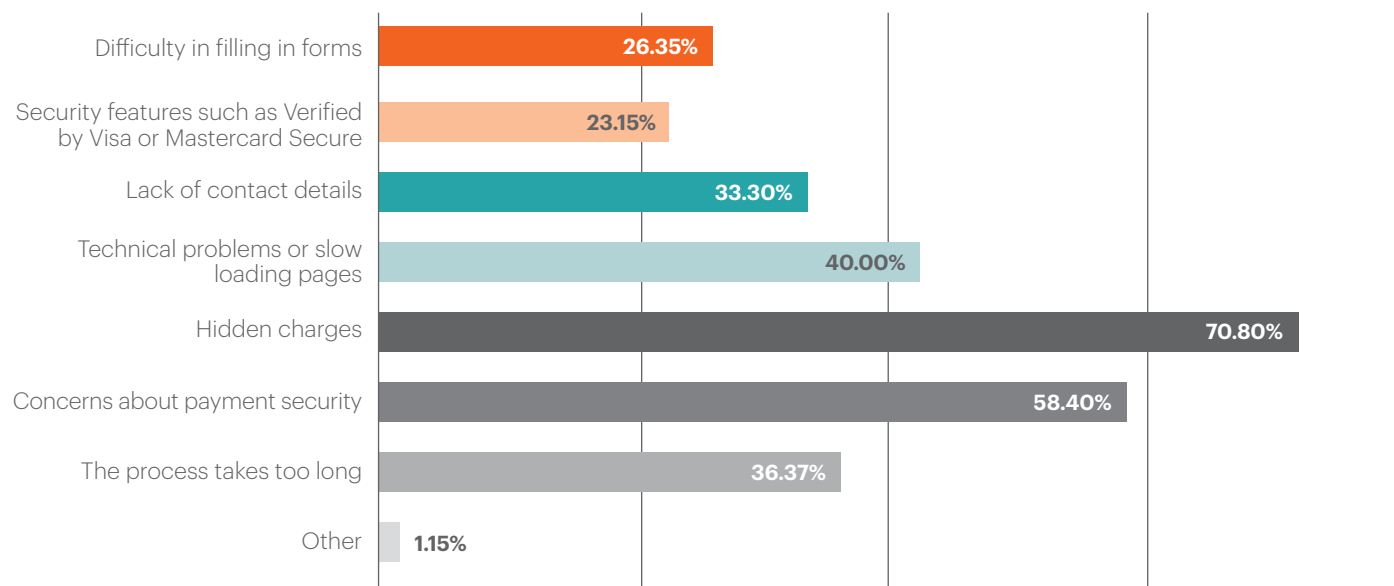
Remarketing

Many customers show interest in your products but, for some reason or another, don't complete their purchases. When this happens, remarketing is essential to close the sale. Almost 70 percent of all online shopping carts are abandoned before they reach checkout. That's a lot of lost sales: sales which could be encouraged by remarketing to those indecisive customers.

Econsultancy's survey offers some insight about why this might be happening. The results are shown in Figure 1 and Figure 2:

**Figure 1:** After adding items to your basket, what would make you abandon your purchase?

Category	Percentage
Price too high	49.30%
High delivery charges	74.50%
Technical problems	54.50%
Needing to register before buying	25.65%
Other	2.65%

Figure 2: Once you are in the checkout process, what would deter you from completing the purchase?

| Category	Percentage
Difficulty in filling in forms	26.35%
Security features such as Verified by Visa or Mastercard Secure	23.15%
Lack of contact details	33.30%
Technical problems or slow loading pages	40.00%
Hidden charges	70.80%
Concerns about payment security	58.40%
The process takes too long	36.37%
Other	1.15%

Minimizing Negative Cost Factors

Cost factors are the biggest concerns that prevent purchases. To counter this:
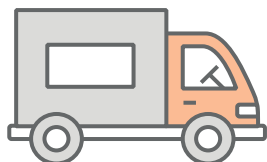
Consider Free Delivery

While giving your customers free delivery might eat into your profits per sale, it could have a huge positive effect in the long run. Almost three quarters of consumers surveyed by Boston Consulting Group cited free delivery as a top factor that would improve their online shopping experience.
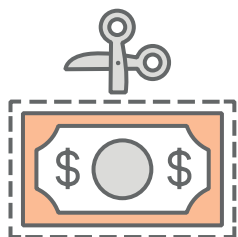
Offer a Discount

Send an email offering money off the item in the customer's abandoned cart and give them a welcome surprise. Surprise is a valuable tool in retail, and it's likely to motivate your customers, not just to complete their purchase, but also to use your store again.
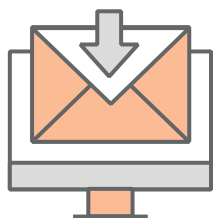
Send a Prompt

Of course, sometimes all a customer needs is a little nudge to get them to part with their money—so send a follow-up email confirming the product is still in stock and offering a customer review (gathered by using a tool such as Magento's Feefo integration) that shows what a great buy it would be. Thanks to an abandoned cart program used by workwear brand Alexandra, it now sees a 5% increase in online sales every week that otherwise might have been lost.

Minimizing Negative Cost Factors

Converting your online and in-store traffic into customers is one of the most important parts of a strong retail strategy. Strong omnichannel brands connect all of their retail environments to each other, engaging customers on all channels and converting their omnichannel visits into sales.

To facilitate this, share your cart functionality and data across devices to make sure your customers are always able to access their shopping carts and wish lists no matter what device they are using. You can also make use of social media *'Buy now'* buttons to transfer another channel of traffic into the sales process.

Retention

Once you've garnered customers who are long-time fans of your brand, keeping them happy is your main aim. To do that, you need to give your shoppers a personalized experience (read on to learn how).

The Personal Touch

Website Personalization

Visitors to your site may be coming for the first time or they may be already be a customer. There are a number of ways they could've got there, including the SERPs, a retargeting ad or from your social media activity. No matter which geographic location or marketing channel they came from, you can serve up dynamic content to provide them with a more personalized browsing experience on your website.

For example, you could suggest certain products in a higher price bracket to a customer who's previously purchased in this range or you can provide default recommendations based on desirability insight. In recent years a whole range of personalization features have been added to ecommerce platforms or as an extension to ecommerce platforms.
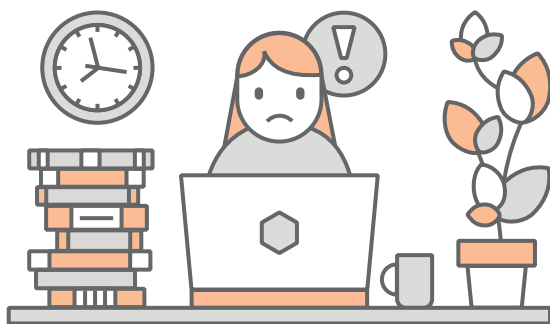
74 percent of online consumers get frustrated with websites when content appears that has nothing to do with their interests, says Janrain's study.
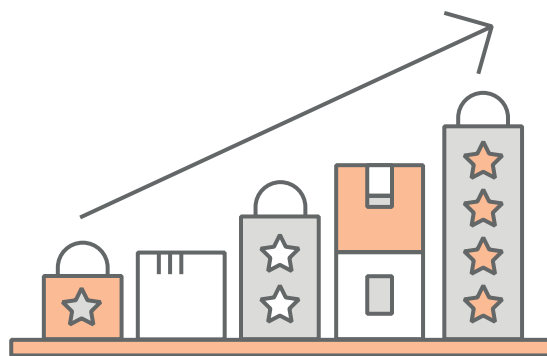
On average, personalized web experiences increase sales by **19 percent**, according to Monetate's study.

In addition, web tracking tools such as dotmailer's WebInsight allow you to monitor shopper engagement across your website. You can then use this information to create unique email content for each customer, based on pages they've looked at and their indicated preferences. You'll have seen these phrases before: *'If you like this, you might like this'*, *'Customers who bought this also bought this'* and *'Here are our best-sellers.'*

The Power of Email

Email remains the best way to personalize your customers' experience. A tool like dotmailer that allows you to pull in dynamic content, such as from your website, makes this process easier.

Here are some examples of powerful email tactics that can be automated:

- **Take the Work Out of Email**
  Just set which group of contacts you want to send an email or workflow to, when you want to send it and what actions will trigger further workflows. Then you can leave your automated email tool to personalize and send each email for you.

- **Send Unique Vouchers**
  Email automation tools that integrate with customer data platforms allow you to send voucher codes that are unique to each individual contact. This ensures the vouchers can't be duplicated or re-used, and helps you track their success with different demographics.

- **Invitation-Only Sales**
  Show your most valuable customers how important they are to you with an invite to an exclusive sale: online or in-store.

- **Surveys**
  Use email to ask customers what they think—it's the best way of optimizing your retail experience. Gamification triggers, which offer concrete rewards in exchange for taking certain actions, encourage customers to participate by showing that you value their opinion enough that you're willing to pay for it.

No matter what stage of the customer journey, personalized emails help to connect the dots between your different storefronts and keeps the conversation with your customer relevant, personal and consistent.

It pays to personalize:

- **Eight out of ten shoppers** surveyed by Harris Interactive said they were at least somewhat willing to receive additional promotional emails each week from select retailers if they were personalized based on past shopping habits.

- **69 percent of these shoppers** said they were willing to share personal preferences with retailers in order to receive emails more relevant to them.

- **Personalized emails increase click-through rates by 14 percent** according to Aberdeen Group.

*"Whether online or in physical stores, **the future of retail lies in making authentic connections** with shoppers and engaging with them on a personal level."*

- Bridget Johns, Head of Customer Success at RetailNext

Case Study

## How ELEMIS is Using dotmailer for Magento to Deliver a Personalized Customer Experience

ELEMIS has been looking after people's skin since 1989, with different products and spa therapies designed around the customer. Now, with over 6.5 million customers around the globe, ELEMIS still has a big focus on personalization. As a result, email has not only been a strong revenue driver for the brand, but it has also been a vital channel for the company to communicate with its customers on a truly one-to-one level.

The Beauty of dotmailer for Magento

"We specifically chose dotmailer with Magento in mind, knowing that it has the most complete connector in the marketplace," said Jonny Stewart, Head of Ecommerce.*"The strength of dotmailer's Magento connector enables us to pass almost any attribute through from the ecommerce platform, including custom variables. This allows us to create personal, relevant, targeted communications for the customer."*

Bringing the Spa Experience Into Email

Using rich media, ELEMIS' emails enable customers to experience its products online in the same way that they would in a store or spa. In doing so, the brand saw a 20% higher conversion rate through experience-focused emails. *"Anti-ageing skincare is created around many factors, not just the product's efficacy, but also touch and aroma. Texture, for example, is very important to ELEMIS and our customers. We decided to use not only as much rich media as possible to portray the feel of our products, but also helpful guides on why we use so many different textures and their different effects on the skin,"* said Jonny.
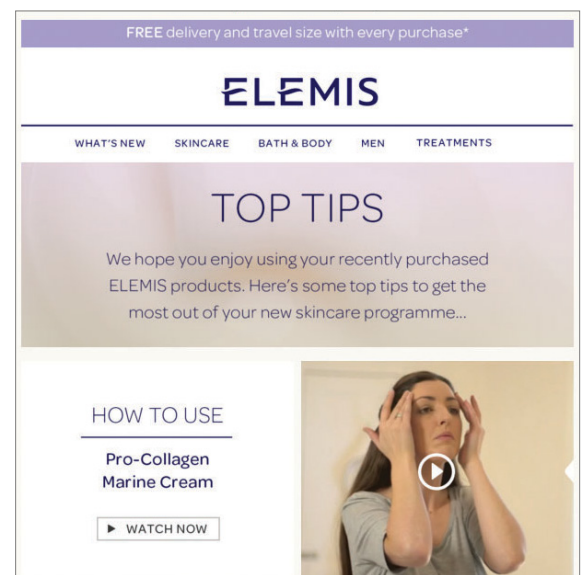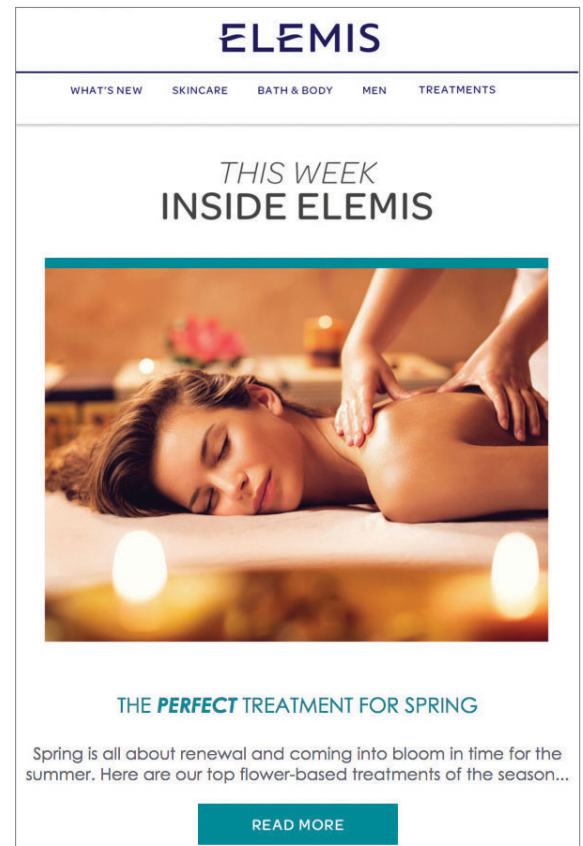
Data-Driven Emails Deliver 50% Higher Open Rates

The dotmailer for Magento integration enables ELEMIS to harness customers' transactional data, as Jonny explains: *"From our post-purchase program, we see a far higher response rate to our general newsletters, actually a 50% higher open rate. This is because we are targeting products and services in our emails to the individual customer. It's relevant information to them, provided at the right time, which means they're far more likely to open."*

"I would definitely recommend dotmailer"

"dotmailer makes it incredibly easy to create complex campaigns, enabling us to map this data without requiring a developer, and to create segments through a simple a drag & drop system. This means we can personalize campaigns very easily and very quickly."

"I can't tell you the exact future of retail, but I can point you to the person who has that answer: **your customer."**

- Jim Roddy, President of Innovative Retail Technologies

The Future of Retail

A Walker study has predicted that by 2020, customer experience will overtake price and product as the key brand differentiator. Retail is in the hands of the customer. If you want to continue to succeed and grow, you need to stay in constant touch with your customer, measuring what works and what doesn't; polling what they like and what they don't; and defining your customer experience based on the data gathered from all channels. There are a lot of fascinating gadgets on the horizon that could change the future of retail, but for now, all that matters is the relationship you have with your customers. Focus on today: the tools you need to transform your retail experience into an omnichannel sales machine already exist. It's just a matter of connecting the dots.
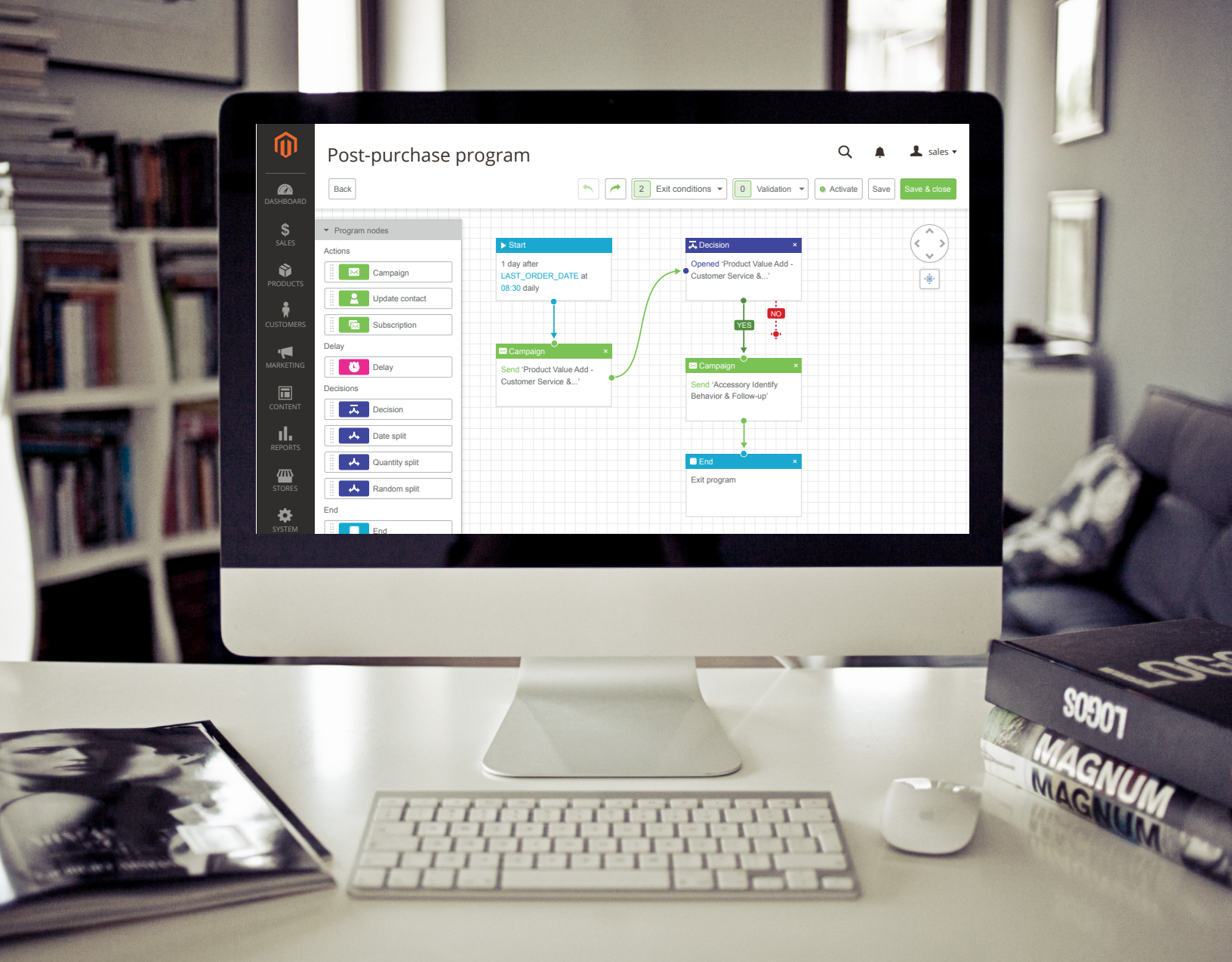
A Premier Integration for Results-Driven Marketers

From surfing to selecting, shopping to shipping and everything in between, we've taken every step to ensure every customer's journey is captured, segmented and personalized. With dotmailer, you have the tools and support you need to become a smarter ecommerce marketer.

With a seamless integration for Magento Enterprise or Community and Magento 1 or 2, dotmailer is helping great brands succeed in every sector, in every continent, including:

VIZIO Paul Smith CharlotteTilbury CONVERSE

Learn More

Questions?

We've got a team of friendly commerce experts ready to answer them! We don't bite, but we will help you grow your business.

✉ EMAIL US	📱 CALL US	▷ SEE A DEMO

About Magento Commerce

As the world's most flexible commerce platform, Magento has helped over 250,000 merchants power their online business. Today, Magento is the #1 platform on Internet Retailer's Top 1000 Retailers list for its proven ability to grow sales and drastically improve ROI. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at ***magento.com.***

About dotmailer

dotmailer is Magento's only Premier Technology Partner for marketing. dotmailer provides ecommerce and marketing teams around the world with powerful yet user-friendly technology. dotmailer is fully integrated into Magento, so you can send automated, customer-centric campaigns across multiple channels directly inside the ecommerce platform.

dotmailer offers competitive pricing and tailored packages for advanced marketers. With creative services, account management, consulting and custom integration services we're with you on every step of your journey, and every step of your customer's journey too. Take a free trial at ***magento.dotmailer.com*** or check us out on the Magento Marketplace.