

eCommerce Trends in the Franchising Sector

Presentation by
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Ecommerce Handbook

ADD ALL TO CART

1003 questions you should ask when building an ecommerce store.

- ✓ *1st Edition.*
- ✓ *Assist in eCommerce challenges.*
- ✓ *Addresses all components of your eCommerce project.*
- ✓ *Know what to ask your development partner.*
- ✓ *Achieve high performance results and best outcomes.*
- ✓ *Get the right answers.*



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Improve multi channel customer experience

- Use digital technology in-store
- Centrally manage customer content
- Create an endless aisle
- Enable sales reps in the field
- Improve user experience in cart



Reduce fraud & security risk

- Digital Security Officer
- PCI compliance
- Tokenisation(Braintree)
- Web Firewall
- Patching software
- Monitor change and behaviour



Look for diamonds in the data

- Create aggregated dashboards
- 360 degree view of customer
- Analyse conversion rate (CRO100)
- Online and offline data merge
- Interpret data and review KPI's



Merging online & offline channels

- Click and collect
- Door counters and heat mapping
- POS and ERP integration
- Loyalty program the same
- In-store or Agency screen enablement



Localise marketing automation for your franchisees

- Personalise your message
- Embrace the “halo effect”
- Use the aggregate data from in-store/agency and online
- Upgrade your EDM platform
- Create automation at ..
 - Welcome
 - Abandonment
 - Purchase





Thanks
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