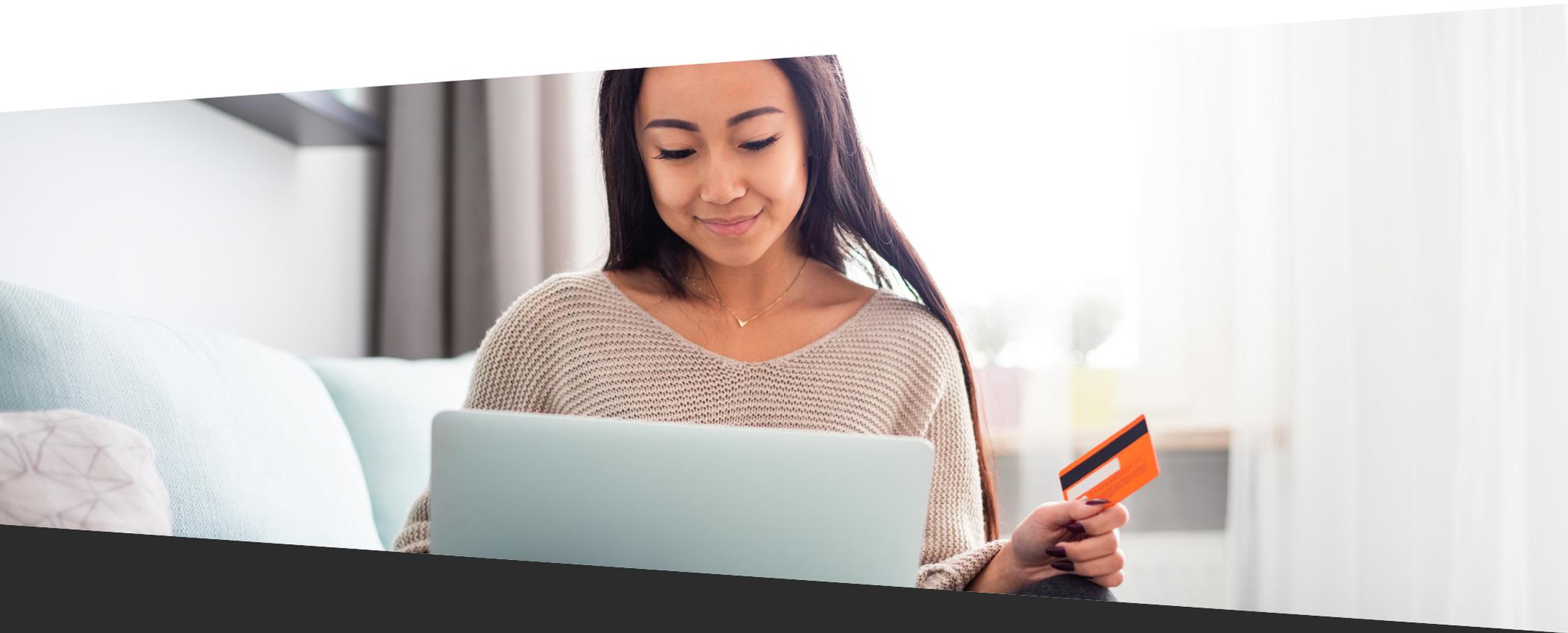


The Essentials of an Unforgettable Customer Experience

Discover the key technologies shaping tomorrow's shopping experiences.



Contents

Executive summary	3
Build an unforgettable customer experience	4
Transform your customer experience	5
Premier Partners:	
Nosto: Create shopping experiences that win customers for life	6
dotdigital: Maximize customer engagement through automation	9
Akeneo: Power your product experience	13
Yotpo: Build love and loyalty in the Amazon age	16
NS8: Approve more orders with customized fraud defenses	19
Vertex: Calculate the correct sales tax	22
DHL: Deliver seamless shipping and delivery solutions	25
How unforgettable is your customer experience?	28
How can Magento Commerce help?	29



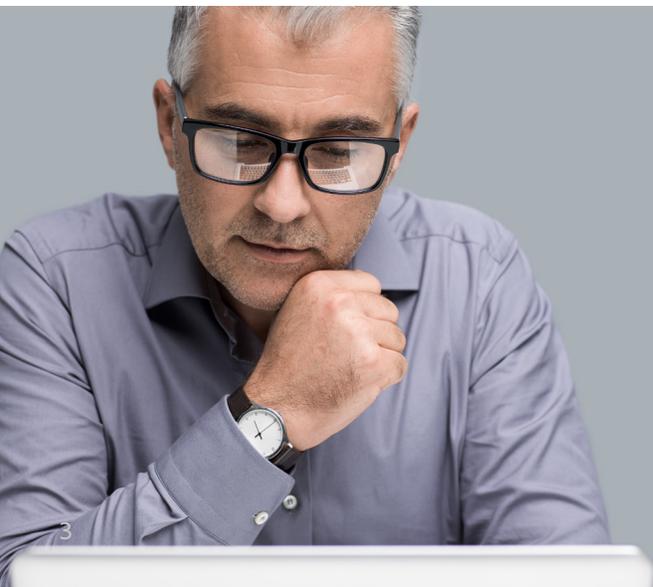
Executive summary

As the digital marketplace becomes more crowded, it's harder for merchants to stand out. Customers are tired of "cookie-cutter" commerce. They want unique experiences that make shopping fun. They want visibility into all their interactions with your brand in one convenient place. And they want your brand's personality to shine through every interaction. In short, they want an unforgettable customer experience.

But crafting this kind of experience isn't easy. You must connect all the stages of the customer journey and make each one more original, more engaging, and more personal. You must allow customers to shop (and buy) when and where they want with a seamless mobile experience.

And you must be responsive—but not pushy or intrusive. It's a difficult balance to strike, and few merchants get it entirely right.

That's why we teamed up with Adobe Premier Partners Akeneo, dotdigital, DHL, Nosto, NS8, Vertex, and Yotpo to create this guide. It offers expert advice on how to design an experience that delights your customers and earns their loyalty. It also features self-assessments that can reveal hidden opportunities to improve. We hope you find value in this guide and, more importantly, use it to make your customer experience truly unforgettable.



Customers are tired of "cookie-cutter" commerce. They want unique experiences that make shopping fun.

Build an unforgettable customer experience

An unforgettable customer experience puts your customer in control. It lets them engage with your brand on their terms, when, where, and how they want. At a bare minimum, it must have these seven characteristics.

Flexible

No matter where they shop, customers should have a variety of options for payment, shipping, and delivery, including click-and-collect.

Contextually relevant

It should be easy for your customers to easily find the information they need, in their local language, whether they're shopping online or in your store.

Engaging

Customers tell stories about your brand and your products—stories that may appear in many places online, including your store. Make sure those stories are positive.

Personable

Customers should enjoy interacting with your brand because of its winning personality, and that personality should be consistent whether your customers are shopping online, on their phones, or in store.

Personalized

Customers should get only messages, emails, and offers they really want to receive, and communications that echo their interests.

Responsive

Issues should get fixed fast, whether customers are returning a damaged product or making a report.

Transparent

Customers should always be able to see what's happening with their orders, shipments, and returns.

Transform your customer experience: essentials to consider

Whether you're looking to simply enhance your current customer experience or knock down the walls and start over from scratch, there are a few things you'll need to know. Check out these essential technologies that can help you achieve the unforgettable customer experience. Then, see how you currently stack up with our [How Unforgettable Is Your Customer Experience](#) quiz at the end of this book.

Customer engagement

With customer engagement technology, you can send relevant and personalized messages to customers wherever they are and whatever device they are using.

Omnichannel personalization

Behavior-driven personalization empowers you to change customer behavior. By providing highly personalized offers, you encourage customers to shop across channels—and happily spend more.

Product information management

Instead of multiple spreadsheets or small data marts, you have one source of product data for all your touchpoints. This means you can efficiently serve product content that's truly relevant to all your customers everywhere.

Flexible payments

By letting customers pay the way they want, you can dramatically increase conversions. And you don't need to add undue complexity. As long as you offer the top one or two payment methods for each market, you'll reap the benefits.

Tax and compliance

Tax collection and data tracking should be automated so you're always in compliance. And your software solution should stay up to date with legislative changes.

Shipping and delivery management

Your shipping partners should be able to give you and your customers real-time visibility into delivery status, and offer your customers the option of receiving automated delivery status notifications.

Fraud protection

Fraud defense should be balanced—creating just enough friction to deter bad actors, but not so much that real customers get frustrated and abandon their carts. Smart, automated solutions that assess multiple factors can help get this done.

User-generated content (UGC)

User-generated content allows you to step back and let your customers do the selling.

Create shopping experiences that win customers for life



Grow faster with the world's first commerce experience platform—an integrated suite of data-fueled personalization and merchandising solutions.

59 percent of consumers say that personalization influences their shopping decisions—and as this number continues to grow, it's more important than ever to deliver experiences that drive the actions you desire.

It is thus crucial to deploy a data-driven personalization strategy that unifies both

customer and product data in order to ensure each customer's experience not only gives them what they want, but also shows them what you want them to see.

A lack of data unification results in haphazardly personalized experiences that typically only address the wants of the customer.

The modern-day customer journey is a gigantic puzzle with a number of challenges to consider: not only are there various touchpoints to account for, but each shopper perceives them subjectively

and interprets them by both explicit and implicit signals. Incorrect product data can also lead to less-than-favorable experiences, such as recommending an out-of-stock item or only pushing customers to low-margin items, both of which lead to less revenue.



of consumers say that personalization influences their shopping decisions

It's more important than ever to deliver experiences that drive the actions you desire.

Build a personalization strategy that also addresses your merchandising goals

Before diving into personalization, address 4 fundamental questions.

- 1 Are you looking at the numerous shopping journeys your customers take—from the time they first land on your site to the time they convert—in a holistic way?
- 2 Are you using merchandising rules, in addition to pure relevance to shopper behavior to promote the sale of products that accomplish your business goals?
- 3 Are you deploying the right mix of technologies to both capture and deliver on real-time transactional and behavioral signals?
- 4 Are you continuously hypothesizing and testing to ensure you're always improving your site experience for your customers?

By ensuring you're capturing the right data in real time and delivering experiences that address both shopper needs and your business goals, you can more easily create shopping journeys that drive your very specific business goals. Testing and optimizing based on data-backed hypotheses will only help you improve your personalization strategies more and more.

Nosto empowers retailers to deliver the personalized experiences that shoppers expect. A truly great online shopping experience combines both real-time onsite browsing behavior and product data to deliver dynamic interactions that achieve both the shopper's and the store's goals.

Leverage Nosto's Commerce Experience Platform to achieve your business objectives.

Build real-time shopping profiles

Track and combine transactional data and onsite browsing behavior to predict buying

intent. The result? Complete profiles of your shoppers that can be used to dictate dynamic experiences across touchpoints.

Test and optimize

Quickly set up tests to learn how different variations of your onsite experiences affect different audience segments and the brands and products sold on your store. Then optimize your onsite shopping experiences to engage shoppers and drive the business goals you desire.

Curate more interactions

Use customer behavioral data and product performance metrics and attributes to create dynamic experiences at more onsite touchpoints than other platforms. With Nosto, you can implement personalized content and product recommendations on your homepage, category pages, product detail pages, cart page, landing pages, and more. Having more coverage empowers retailers and brands to create experiences that are truly seamless and engaging.

How Nosto delivers results

Nosto empowers retailers to deliver results.



Eliminate excess marketing budget by not targeting shoppers with irrelevant and outdated content and product recommendations which lowers your cost per acquisition.



Maximize the use of crowd behavioral data to expose products that sell well together or that are often purchased in place of each other which leads to a higher average order value.



Drive conversions and increase customer loyalty by delivering value with every interaction through dynamically targeted experiences that tell shoppers, in the moment, that their wants and needs are the focus.

ABOUT NOSTO

The Nosto Commerce Experience Platform makes it easy to quickly deploy fully personalized, integrated commerce experiences with fine-tuned control of merchandising rules—across product recommendations, content, triggered overlays and popups, category pages, and more. By combining customer data and product performance metrics and attributes, Nosto empowers the people who run ecommerce to deliver online shopping experiences that drive real business results. Leading commerce brands in over 100 countries use Nosto to grow their business and delight their customers. Nosto supports its clients from offices in Helsinki, Berlin, Stockholm, London, New York, Los Angeles, and Paris.

To learn more, visit www.nosto.com

Maximize customer engagement through automation



Enhance every customer journey with relevant lifecycle messaging.

Marketing messages can have a major influence on consumers who are in the market for your product. They can trigger positive actions like sign-ups, page views, and purchases. And the more relevant your messaging and content are, the more likely people will engage with your brand. But how do you unlock engaging marketing messages?

An omnichannel marketing automation platform can help you tailor every data-driven communication to the individual customer.

Lack of actionable insights can delay your customer lifecycle.

As a marketer, your job is to generate traffic and conversions across the entire customer journey. But that can be difficult if you don't understand your customer data. Data-poor messages lack relevancy—and your customers are far less likely to engage with you if your communications don't mean anything to them. Research suggests that when your marketing doesn't align with the context of the recipients, those recipients are at least 50 percent less likely to respond to your next offer.

For personalized experiences, you need to unlock data siloes and integrate your customer data. Then you can segment audiences based on demographics, preferences, behaviors, and much more. Using this insight, it's easy and quick to set up revenue-generating automations. These could be a series of cart recovery notifications or one-to-one product recommendations.

For personalized experiences, you need to unlock data siloes and integrate your customer data.

TAKE AN OMNICHANNEL MARKETING DIAGNOSTIC



Could you be doing more to connect with customers across their journey?

- Are your email open and click rates low?
- Do you capture customer data via a preference center? If so, are you asking for valuable information that will help you make your messages more relevant?
- Do you segment your customer data? If so, do you base your audience filtering on order data (e.g., average order value) as well as on demographics and preferences?
- Do you track web behavior? If so, do you use this to trigger contextual messages such as abandoned browse emails?
- Are you sending AI-driven product recommendations (with smart options like lookalike and best-next products)?
- Have you set up cart recovery campaigns?
- Are you using the right channels to target customers? Does this include SMS, targeted ads, and live chat?



dotdigital Engagement Cloud: the omnichannel marketing automation platform that drives valuable customer engagements

eCommerce success relies on growing your online customer base—and that means connecting with lookalike audiences who are ready to convert, as well as getting existing customers to spend more. dotdigital Engagement Cloud offers you a multitude of time-saving ways to personalize and automate your campaigns across all channels and at scale. It allows you to reach the right customers at the right time, every time.

Design stylish emails in a flash

Customers will only respond to emails that are responsive, easy to digest, and on brand. With dotdigital Engagement Cloud you can create personalized emails as unique as your customers.

Build meaningful customer journeys with insight

Today's consumers want relevant content and contextual communications. dotdigital Engagement Cloud lets you connect your marketing and eCommerce data to create powerful segments and trigger timely

messages based on RFM and more. Plus, with persona movement reporting, know exactly where your customers are going—e.g., from 'need nurturing' to 'loyal'—based on their recent past purchases.

Personalize the experience with AI-driven product recommendations

From best-selling to most-viewed, best-next to lookalike, surface the relevant products that will pack a punch with your audiences.

Automate your lifecycle marketing

Omnichannel marketing automation means you'll never miss a meaningful engagement. Delight customers with timely, relevant messages—welcome emails, post-purchase triggers, loyalty programs, and many more.

Engage with customers on their preferred channel

Customers might engage more on one channel than on another. Email, SMS, Facebook Messenger, push notifications,

or targeted ads: capture preferences and behaviors to determine what channel is most effective for which conditions. Don't forget the power of conversational commerce, too. Generate even more sales through customer-friendly live chat.

Omnichannel marketing automation means you'll never miss a meaningful engagement.

How dotdigital Engagement Cloud delivers results

Deliver your marketing messages through Engagement Cloud.



Increase engagement: Businesses using four or more digital channels will outperform those using either one or two channels by 300 percent.



Maximize ROI: Drive returns on investment with email—\$42 for every \$1 spent.



Bolster sales: Personalized online experiences, such as product recommendations in email and landing pages, can lead to a 50 percent increase in average order value.

ABOUT DOTDIGITAL

dotdigital is a leader in omnichannel marketing automation technology. dotdigital's Engagement Cloud is the platform of choice for businesses seeking to engage customers across all touchpoints. Users can connect customer data, surface powerful insights, and automate intelligent messages across email, SMS, social, live chat, and more.

To learn more, visit [dotdigital.com](https://www.dotdigital.com)

Power your product experience



Your customer experience begins and ends with your product information.

Your product is at the heart of your customer experience. It's why your customers buy—and why they keep coming back. The product information in your catalogs, marketplaces, website, and other channels is how customers find and learn about your products. The more accurate, vibrant, and relevant your product data is, the more likely your customers are to make a purchase and be happy with your brand.

How can you make sure your product information supports a compelling

customer experience? With a product information management (PIM) solution. PIM helps you collect, manage, enrich, contextualize, and distribute product for every channel your business sells on.

Great product information leads to higher conversions, reduced returns.

Improving the quality of your product information can boost conversion rates by up to 400 percent. It can even help you charge more for the same product—32 percent of consumers say they would be willing to pay more for an outstanding experience.

In addition, high-quality product information can help make sure your customers are satisfied with their purchase and lead to reductions of 40 percent or more in return rates. This improves your relationship with your customers—and it can also increase the lifetime value of your buyers.



of consumers say they would be willing to pay more for an outstanding experience.

The more accurate, vibrant, and relevant your product data is, the more likely your customers are to be happy with your brand.

Akeneo: Product Information Management (PIM) that gets customer relationships off to a great start

Product information can make or break your customer experience—especially when your first or only point of contact with a customer is online. Akeneo PIM provides a centralized product catalog for your whole business. With it, you can:

Deliver high-quality product information

Akeneo PIM stores all product information in one place, meaning you can easily check it for errors, inconsistencies, and completeness. Complete and consistent product information helps customers know exactly what to expect from your products.

Contextualize product information for each channel

Amazon and other marketplaces have specific requirements for product content, from text length to image aspect ratios to file size and more. With Akeneo PIM, you can make sure your product information is both complete and compliant with the rules of each channel, ensuring customers see your brand in the best possible light.

Make product information relevant to local markets

Today's consumers demand translated, localized, and culturally relevant product information. Akeneo allows you to easily manage translations and customize product information, including descriptions, images, and other media for local markets.

TAKE A PIM DIAGNOSTIC



Want to know if you could be doing more to manage your product information?

- Is time to market an issue as you launch new products and keep catalogs current?
- Are you able to tailor product information both efficiently and specifically for your eCommerce site and for marketplaces like Amazon?
- Can you easily localize product information for different countries?
- If you rely on spreadsheets to manage product information, how are you governing the process to ensure that product data is correct, complete, and consistent?
- Are your return rates for digital commerce higher than 20 percent? If so, are customers returning items because they don't match the product descriptions?

How Akeneo PIM delivers results

Enhance your customer experience with PIM.



Increase conversion rates: The better your product information, the more often your customers will buy. PIM can help increase conversion rates by 400 percent.



Minimize returns: When customers get accurate information about products, returns go way down. PIM helps cut returns by 40 percent or more.



Accelerate time to market and global expansion: Managing product information and assets across all sales channels and markets in a centralized hub accelerates product catalog management and streamlines localization efforts.



Boost your team productivity: Without PIM, your team may spend hours maintaining multiple copies of the same product data and performing tedious copy and paste tasks. But with a purpose-built tool to manage your product data, you can boost productivity by 50 percent or more, giving your team more time to focus on improving products and services.

ABOUT AKENEO

Akeneo helps retailers and corporate brands to deliver a consistent and enriched customer experience across all sales channels, including eCommerce, marketplace, mobile, print, and retail points of sale, among others. Akeneo's open source enterprise PIM solution manages and feeds high-quality product information to the Magento platform. It dramatically improves the quality and accuracy of product data while simplifying and accelerating product catalog management. This increases sales conversions, reduces returns, and accelerates time to market.

To learn more, visit akeneo.com

Build love and loyalty in the Amazon age



Keep customers coming back, even when competition is a click away.

In the age of Amazon, when it's no longer possible to compete on product and price alone, the biggest differentiator you have is your brand. To stand out in this new ecosystem, it's not enough to build customer experiences that go above and beyond customers' expectations; you'll also need mechanisms to advertise those superior experiences to the world.

Capturing and broadcasting your happy customers' great experiences are essential to establish trust and acquire new

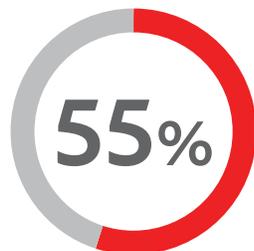
customers. Proactively asking customers for feedback and then acting on it give you the tools to deepen customer relationships while building a community of loyal customers and vocal brand advocates.

You work hard to make customers happy—but does the world know?

Customer reviews and photos are powerful tools for boosting onsite conversion. They're also an important feedback channel—and an opportunity to deepen customer relationships with your brand. Brands that collect and display UGC and use it to build

a loyal following can gain a competitive edge in the crowded eCommerce space.

- **55 percent** of converted shoppers interact with UGC before buying.
- **94 percent** of purchases are for products rated four stars and above.
- **39 percent** of shoppers are willing to spend more money on products from brands they love, even when there are cheaper options elsewhere.
- Reviews, referrals, and word of mouth are over three times more effective at generating purchase intent than traditional marketing channels.



of converted shoppers interact with UGC before buying.

To stand out in the age of Amazon, you need to provide superior customer experiences.

How can you offset rising customer acquisition costs?

Referral programs allow you to determine a fixed customer acquisition cost that's right for your brand. Once your customers have made that first purchase, you can leverage a customized loyalty program to increase customer lifetime value (CLTV) and cultivate a community. Keep in mind that a "one size fits all" approach to loyalty doesn't suit today's digital consumers or serve the varied needs of modern brands.

A flexible loyalty program will allow you to tailor incentivized actions to directly impact your business goals—from building engagement on social networks to reaching new potential customers, encouraging brand advocacy, and more.

- **52 percent** of shoppers are willing to join a loyalty or VIP program for brands they love.
- **60 percent** of customers will share their favorite brands with friends and family.
- **70 percent** of consumers say it takes at least three purchases for them to consider themselves brand loyal.



of customers will share their favorite brands with friends and family.

TAKE A CUSTOMER RELATIONSHIP DIAGNOSTIC



Could you be doing more to build customer loyalty and brand advocacy?

- Do you use UGC in your Facebook or Google Shopping ads?
- Are you using machine learning to ask intelligently for customer reviews and photos?
- Is your onsite UGC dynamically personalized to customers' interests?
- Are your onsite UGC widgets on brand, searchable, and mobile-friendly?
- Are you able to mine your customer reviews to extract key business insights?
- Does your advocacy strategy include customer referrals?
- Does your loyalty program incentivize behaviors beyond purchases, like writing reviews or engaging on social media?
- Are your post-purchase interactions with customers streamlined, or divided across multiple tools, including mail after purchase and via SMS?

How Yotpo delivers results

Yotpo's unified platform for customer reviews, visual marketing, loyalty, referrals, and SMS marketing helps commerce companies accelerate growth by enabling advocacy and maximizing customer lifetime value.



Get more customer content with artificially intelligent requests that ensure you ask in the right way, at the right time, every time.



Build trust and increase conversion by showcasing your happy customers front and center.



Highlight customer content in your marketing campaigns to stand out on search and social media.



Reward your customers for the actions that have the most impact on your business with a customizable loyalty program.

ABOUT YOTPO

Yotpo, the leading eCommerce marketing platform, helps thousands of forward-thinking brands like Tweezerman, Helly Hansen, Moroccan Oil, and TYR accelerate direct-to-consumer growth. Yotpo's single-platform approach integrates data-driven solutions for reviews, loyalty, SMS marketing, and more. Brands with Yotpo are empowered to create smarter, higher-converting experiences that spark and sustain customer relationships. Integrated with the tools you use every day, including Google, Instagram, top eCommerce platforms, and key players in the ecosystem, Yotpo is a Forbes Cloud 100 company with offices in New York, London, Boston, and Tel Aviv.

To learn more, visit yotpo.com

Approve more orders with customized fraud defenses



Create safer, more personalized shopping experiences with intelligent scoring.

With NS8's customizable fraud platform, you receive a single actionable score that accounts for more than just payment factors. From device fingerprinting to behavioral analytics, our scoring algorithm considers over 170 factors to determine whether a transaction is fraudulent. From there, you have options to automatically

request verification, cancel orders, or manually follow up. You can also use the supplemental data and scoring provided by our industry-leading data partners via optional add-ons for even more security.

Dynamic friction is the key to safe, completed conversions

While traditional wisdom has suggested that removing all friction from the customer funnel is the best way to increase conversions, we look at things differently.

With our solution, user scores continuously update throughout the transaction process, working together to catch more fraud and recognize false positives. That allows you to introduce friction at the right times within a transaction to ensure real customers have a great experience and fraud gets quarantined as early as possible.

NS8: Create consumer trust with simplified secure transactions

Customers want to feel secure when shopping online. That means creating an environment that makes it easy for them to identify themselves and see that there are safeguards in place, while still making it easy for them to buy. Our platform can help you create such an environment.

Easily verify returning customers

With order rules, you can easily adjust how transactions are processed. If risk factors for returning customers are identified early, you can set up verification methods that don't interrupt the conversion process.

Create simple additional steps for new customers

With multiple verification options, you can establish stronger protection around new customers with certain risk factors for your industry. You can also utilize additional plug-ins to further verify these customers for additional confidence in approving an order.

Recognize more potential risk factors

With behavioral analytics, we continuously track every user on your site. This provides our algorithm with more opportunities to clear or flag customers with risk factors and properly route each order to the correct path for approval, verification, or cancellation.

TAKE A FRAUD PREVENTION DIAGNOSTIC



Are you preparing to set up a customized fraud detection platform?

- Do you currently have any fraud protections in place?
- Does your company have a complicated order-approving workflow?
- How often are orders caught in limbo or automatically rejected without any further evaluation?
- Do you have any way of knowing if your customers are being rejected?
- Is friction causing customers to abandon their shopping carts?

How NS8 delivers results

Create a customized fraud solution that focuses on approving good orders.



Maximize your revenue: Boost your bottom line by giving customers the tools they need to verify their order and progress smoothly through the checkout process.



Stop fraud early: Create a system that quarantines fraud before it can affect your earnings or cost you additional fees.



Build consumer trust: Introducing the right amount of friction allows customers to feel secure when making purchases without interrupting their experience.



Inspire loyalty: By making it easy for returning customers to verify their identity and make purchases, you can keep them happy and give them more reason to continue buying from you.

ABOUT NS8

NS8 is an end-to-end fraud prevention platform combining data analytics with automated risk assessment to outsmart threats and approve more orders. You get cost-effective protection with the intelligence of real-time scoring. That means less invalid traffic and fraudulent activity on your site and more tools to help your real customers convert. With our optional extensions, you get even more protection.

To learn more, visit ns8.com

Calculate the correct sales tax



Automate sales and use tax processes in a post-Wayfair world.

When you're preparing an online shopping experience, it's easy to get caught up in merchandising decisions about products, pricing, and presentation. But to maximize your eCommerce conversion rates, the entire digital shopping experience needs to be quick, intuitive, and accurate from the first click straight through to final checkout. If there's a failure at any point in the process, shoppers are likely to look elsewhere to meet their needs.

To deliver the kind of shopping experiences that breed happy customers, online merchants need to calculate the correct sales tax for shopping cart items. By automating this process, merchants can cut down on cart abandonment rates, increase conversions, and keep satisfied customers coming back.

Stay current with changing tax rates and regulations.

The US alone includes more than 11,000 tax jurisdictions. Each has its own frequently changing rates and requirements. It can take you as much

as 40 hours per month to keep tax tables up to date—and you might still make mistakes.

Plus, with the 2018 US Supreme Court ruling in *South Dakota v. Wayfair*, merchants that sell products or services remotely could be required to collect and remit sales tax in up to 45 states once sales reach a certain economic threshold. Given the high quantity and complexity of new sales tax requirements likely to materialize, there has never been a greater need for automated tax technology.



Trust the leading provider of tax technology and services

Vertex integrates with your shopping cart to automatically calculate sales tax. In an instant, the Vertex tax engine applies the correct tax rate based on the customer's delivery address—in countries around the world and in local jurisdictions as well. This level of accuracy means no surprises for you or consumers.

Behind the technology is a team of taxation experts who stay current with the changing tax rates and regulations and continually update the software as rules change. With Vertex, you can automate tax collection and comply with local rules everywhere you do business.

TAKE A TAX AND COMPLIANCE DIAGNOSTIC



If you answer yes to any of the questions below, it may be time to consider automating processes with Vertex.

- Do you currently sell either online or through mail order?
- Do you sell in multiple taxing jurisdictions?
- Do you have click-through nexus in multiple states?
- Is your business registered in all the states where you currently do business?
- Do you use a manual process to keep track of changing sales tax rates?
- Do you manage monthly returns manually?

How Vertex delivers results

To avoid tax calculation processes that slow the checkout process or charge the wrong rate—exposing you to risk, cutting into your margins, and eroding consumer confidence—automate the process with Vertex and realize the following business benefits.



Seamless shopping cart integration while supporting the simplest to most complex tax needs



Penalty-free cart abandonment for merchants



Flexible deployment options that fit your needs whether in the cloud or on premises



Award-winning customer support specialists who can answer questions and offer assistance

Vertex provides

- Sales and consumer use tax calculation software
- Value-added tax calculation
- Exemption certificate management
- Tax data management
- Payroll tax solutions
- Return and remittance handling, whether with a return-generating software solution or with complete return outsourcing
- Solutions for small and medium businesses and up to Fortune 100 companies
- Consulting services to provide expertise and boost ROI
- On-premises and cloud-based deployment options to meet your business needs

ABOUT VERTEX INC.

Vertex provides global tax solutions built to handle change, growth and complexity. Vertex Indirect Tax solutions ensure accurate indirect tax calculation, the integrity of tax data, and compliance with ever-changing, complex global tax regulations, so that a company can proactively reduce risk, increase efficiency, and nimbly capitalize on new business opportunities. Vertex meets the tax needs of businesses of all sizes and integrates to major providers of eCommerce, procurement, CRM, ERP, and other financial systems.

To learn more, visit vertexinc.com

Make shipping and delivery a competitive advantage



In today's world of eCommerce, the only human interaction between a brand and its customers is delivery. It is one of the most lasting memories your customer will have of your brand. At the same time, customers expect fast shipping. In fact, 45 percent of consumers who abandon their shopping carts do it because they can't get items shipped quickly enough.

By making shipping and delivery a core part of your eCommerce value proposition, you can attract new customers and promote repeat business. In short, shipping and delivery can be a significant competitive advantage.

Not enough shipping options hurt conversion rates—and delivery problems end relationships.

Shipping and delivery play important roles at every stage of the customer journey. If you don't have fast and convenient shipping and delivery options displayed on your checkout page—or, even better, stated on your homepage—consumers are less likely to buy your product. If you don't have multiple shipping options available at checkout, fewer customers will convert.

And if your delivery experience isn't smooth and predictable, your customer relationships may be damaged. 83 percent of consumers will not buy from you again after having a poor delivery experience—which can mean anything from a customs hassle to a weather-related delay.



83% of consumers will not buy from you again after having a poor delivery experience.

By making shipping and delivery a core part of your eCommerce value proposition, you can attract new customers and promote repeat business.

DHL: Shipping and delivery that build customer loyalty

DHL offers best-in-class international and domestic shipping and delivery in over 220 countries and territories. With its own global logistics network, DHL can guarantee next-day delivery to most countries in the world. DHL also offers a variety of economical solutions for when time isn't an issue.

Innovative delivery options

With DHL, customers can choose the delivery options that best meet their needs, which may include a specific day and time, delivery through a neighbor, or even drop-off at a specific place such as in the customer's garage, behind the stairs, etc.

Full integration with your Magento online store

It's easy to connect DHL shipping and delivery with your Magento checkout experience. In addition, DHL can provide helpful guidance in areas that might seem intimidating at first, such as customs, duties and taxes, and paperwork.

TAKE A SHIPPING AND DELIVERY DIAGNOSTIC



Want to know if you could be doing more to manage your shipping and delivery options?

- Do you offer shipping for cross-border orders—and in how many countries?
- How fast do your customers want to get their order? Do you offer an express delivery option?
- Do you want to guarantee delivery date and time?
- What is the reputation of your shipping provider, your customers' only face-to-face contact?
- Does your shipping provider offer innovative on-demand delivery methods such as preferred neighbor, service point delivery, or alternative address—and are these delivery options mentioned on your website?
- Are your return rates high in cross-border markets, and how do you handle them? Do you offer an easy returns solution?
- Do you clearly state your shipping options on your homepage and checkout page, and do you mention that you sell internationally?
- Are your shipping charges appropriate, and do you offer a "duties and taxes paid" option?

How DHL delivers results

Enhance your customer experience with great shipping and delivery options.



Improve conversion rates: By providing clear shipping rates at checkout for a variety of delivery options, you can boost conversions and reduce abandoned carts.



Maximize customer's satisfaction: When deliveries are friendly, reliable, and on time, customers are more likely to be satisfied with your brand.



Spend more time on customer priorities: Without a global shipping provider offering responsive service, you can end up spending hours following up on customers' delivery problems. With DHL, you and your customers get uncompromising, customer-centric service and you get complete visibility into all your shipments.

ABOUT DHL

DHL is a global leader in the logistics industry, connecting people and businesses reliably in more than 220 countries and territories worldwide. As a Magento Premier Partner, DHL will equip you with the tools, insights, and confidence to open up your business to a world of opportunities and help grow your eCommerce sales domestically and internationally!

To learn more, visit [discover.dhl.com](https://www.dhl.com)

How unforgettable is your customer experience?

Answer these questions and give yourself one point for every “yes” answer.

- Are your branding and product selection consistent across all your online and physical stores?
- Do all your customers see content that's completely relevant for their location?
- Are all your emails and other communications highly personalized?
- Do you make intelligent product recommendations based on customers' real-time behavior?
- Do customers get loyalty rewards that are tailored specifically to their interests?
- Can customers choose from multiple shipping and delivery options at multiple price points?
- Can customers quickly find out where their orders are without calling customer service?
- Can customers choose from multiple payment options at checkout?
- Can customers see their complete order history online, no matter how they shopped?
- Can customers get a great mobile experience without downloading a mobile app?

If you scored 8 or above, congratulations! You're on your way to an unforgettable customer experience. If you scored lower, you have some high-value opportunities to improve.



HOW CAN MAGENTO HELP?

If you are ready to craft that unforgettable customer experience, consider taking the following steps to learn more:

[Schedule a free demo](#)

[Check out our resource content library](#)

[See how merchants use Magento Commerce](#)

Magento Commerce

Magento Commerce, part of Adobe Experience Cloud, is the leading commerce solution for merchants and brands across B2C and B2B industries and was recently named a leader in the 2019 Gartner Magic Quadrant for Digital Commerce. Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento 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—all available for download on the Magento Marketplace. More information can be found at magento.com

