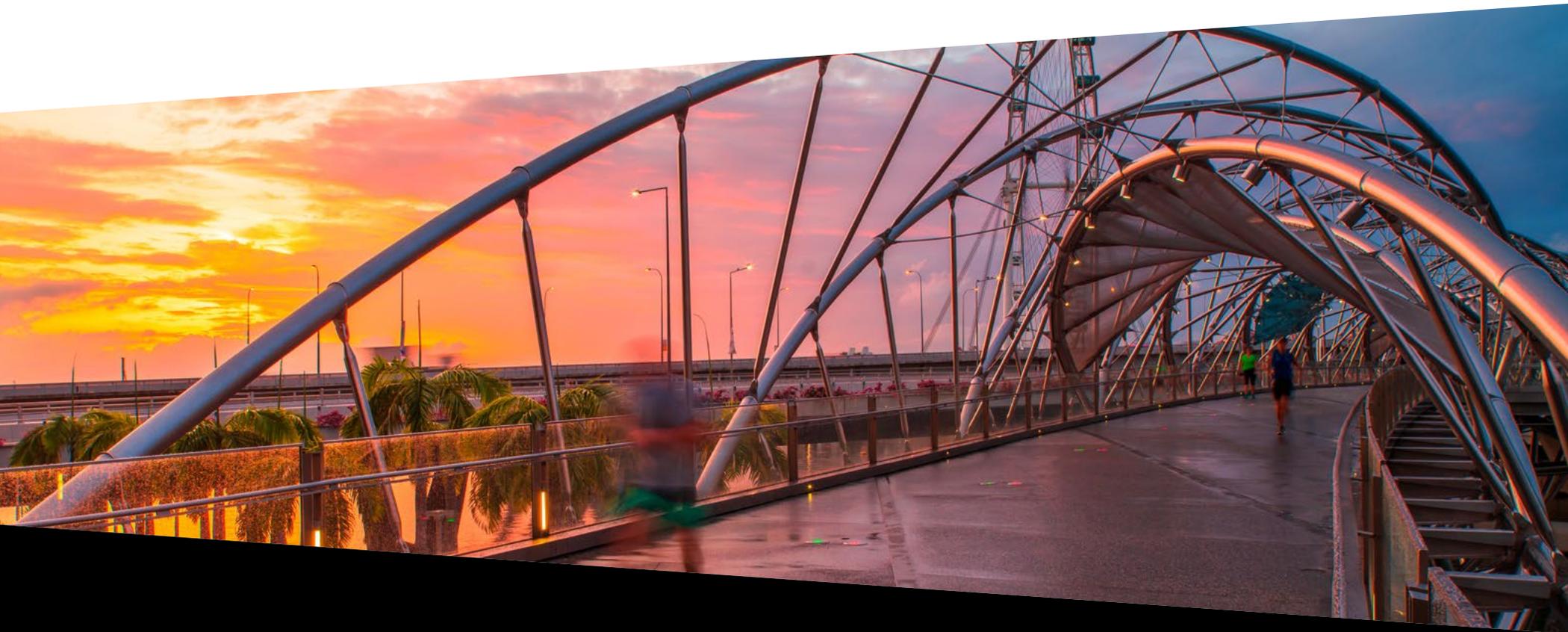


# Follow the Customer.

How to build a connected and customer-centric platform for your omnichannel experience.



Focus: Flexible Payments

# A great omnichannel experience starts and ends with the customer.

It learns from customers and understands what they want. It has a consistent look, feel, and language everywhere they shop. It's also profitable. Omnichannel consumers who shop through four or more channels spend nine percent more than those who use only one.<sup>1</sup>

But a great omnichannel experience isn't easy to create. Today's proliferation of touchpoints makes managing customer relationships more complex. To get it right, you have to work with multiple advanced

technologies and figure out how to put them together. It can take a long time—and it can be very expensive. But there is another way.

Using Magento Commerce as a foundation, you can quickly build a connected omnichannel experience for all your customers. **This eBook introduces the essential features that power this experience and describes what they can do for you and your customers.**

**Omnichannel consumers who shop through four or more channels spend**



**than those who use only one.<sup>1</sup>**

<sup>1</sup> HBR, 2017.

## WHAT A GREAT OMNICHANNEL EXPERIENCE LOOKS LIKE

An omnichannel experience follows your customers wherever they go. It doesn't feel like a series of stops but rather like a continuous journey. It's personal but not intrusive, and it fits into customers' lives.

### **Mobile**

Customers use your mobile app to engage with your brand whenever and wherever works best for them.

### **Contextually relevant**

Customers easily find what they need to know, whether they're shopping online or in your store.

### **Personalized**

Customers get only the emails and offers they really want to receive.

### **Transparent**

Customers can always see what's happening with their orders, shipments, and returns.

### **Responsive**

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

### **Flexible**

No matter where they shop, customers can choose between many options for payment, shipping, and delivery.



# Why delivering a great omnichannel experience is so hard.

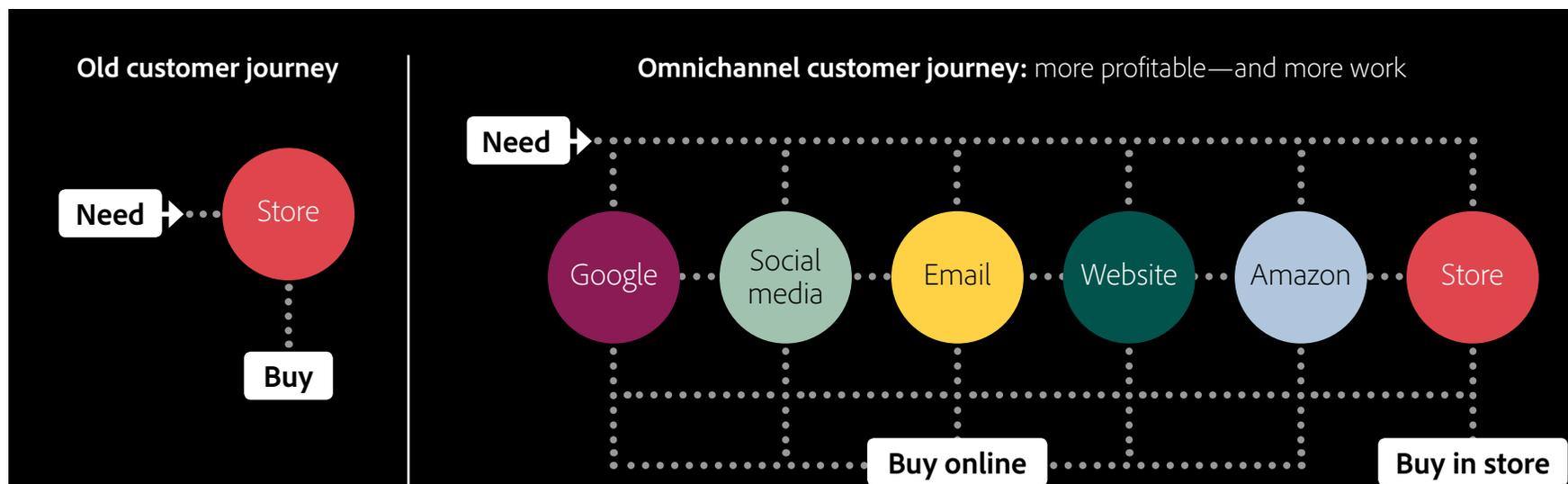
The omnichannel journey is complex and nonlinear. Customers may shop online and then visit your store. They may buy online, pick up their order at the store, and buy more products when they check out. Or they may follow your brand on social media but not buy anything at all. Capturing all of this behavioral data is a challenge—and analyzing it is another.

Additionally, omnichannel commerce is typically powered by a collection of standalone platforms that don't talk each other. This makes it very easy

for the customer experience to become fragmented. Retail sales reps may not know what customers are doing online. Email marketers may not see customer data. And everyone may be frustrated by inconsistent product descriptions and a lack of real-time delivery data.

In other words, a great omnichannel experience usually means a large-scale systems integration project.

**Unless you start with Magento.**



# Magento can connect all your channels for one cohesive experience.

Magento Commerce connects all the channels that make up your customer experience. It automates commerce workflows, captures real-time customer data, and works seamlessly with technologies built by our partners.

## **Cross-channel experience management**

You deliver a more cohesive customer experience by bridging the gap between your digital and physical stores. This means that retail sales reps can provide more personalized service, and customers can use their mobile apps to get help in store or take advantage of in-store returns. [Learn more >](#)

## **Product information management**

Instead of multiple spreadsheets or small data marts, you have one source of product data for all your touchpoints. Customers get the right information no matter where they shop. [Learn more >](#)

## **Delivery experience management**

You and your customers can see what's happening right now with shipments and deliveries. And you can fix delivery problems fast. [Learn more >](#)

## **Personalized email marketing**

Instead of email blasts, you can send precision communications based on customer interests and actions. Personalized email can convert twice as well as "normal" email. [Learn more >](#)

## **One-to-one loyalty incentives**

You can create targeted offers based on each individual customer's likes and dislikes. [Learn more >](#)

## **Flexible payments**

Flexible payment schedules give customers extra time to pay. And when customers pay on their terms, they usually buy more. [Learn more >](#)

## **Intelligent fulfillment**

Magento Order Management automates fulfillment across channels for faster delivery and lower costs.

[Learn more >](#)

# How you win.

The benefits of using Magento Commerce with partner technologies.



## **Reduce time to market.**

You can cut systems selection and integration time in half.



## **Dramatically improve all aspects of the customer experience.**

Every phase of the customer experience, from research through delivery, gets better and more personalized.



## **Grow revenues and margins.**

A personalized customer experience boosts revenues and improves retention while reducing customer acquisition costs.



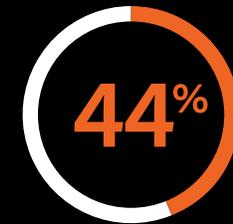
## **Improve efficiency and reduce costs.**

Automation spanning the entire customer journey makes your commerce operation more efficient and less expensive to run.



## Essential omnichannel feature: flexible payments

Flexible payment options deliver more sales.



**of shoppers using a flexible  
payment option would  
not have otherwise made  
a purchase.**

Flexible payments are a hallmark of a high-quality omnichannel experience. Today's shoppers crave options. They want to pay with their favorite credit card. They want in-store payments to be as easy as paying online. And they want to pay on their timetable, not yours.

With flexible payment options, consumers are more likely to buy. In fact, 44 percent of shoppers who chose a flexible payment option at checkout would not have made a purchase otherwise.

## Rigid payment options can dampen conversion rates.

When consumers' only option is to pay for their purchase up front, they simply buy less. Sometimes they wait for their next paycheck to come in. Other times, they take more time to comparison shop and find a lower price. Either way, they're less likely to convert.

In fact, without flexible payments, you're likely to see higher rates of cart abandonment. This happens when consumers see the total price of the items they've chosen and get cold feet.

When consumers' only option is to pay for their purchase up front, they simply buy less. And without flexible payments, you're likely to see higher rates of cart abandonment.



## Magento & Klarna:

Set up flexible payments in 15 minutes or less.



With Magento and Klarna, you can give customers flexible payment options across all your channels. Magento delivers a user-friendly check out experience as well as “click and collect” options for customers who want to buy online and pick up in store. And Klarna allows customers to split their total purchase into smaller payments.

With Klarna, you can give customers deferred payment options while you, the merchant, receive your payment up front. Complete Klarna **automatic on-boarding** for seamless integration with Magento, which can be configured in as little as 15 minutes. Plus, Klarna makes it easy to standardize payment choices across channels, which could encourage some of your online-only shoppers to visit the store.

# Magento & Klarna:

## How you win.

### Sell more.



With flexible payments you will sell more and reach customers who might otherwise have chosen not to buy.

### Minimize risk.

**100%** of customer payment risk is absorbed by Klarna.

Klarna absorbs 100 percent of the customer payment risk. Merchants get paid for products up front, while Klarna manages the customers' installment payments.

### Reach a new generation of consumers.



Younger consumers overwhelmingly shop online, and also tend to be less affluent—for now. By offering flexible payment options, you can start building a relationship with the next generation that will pay dividends for years to come.

Learn more about [flexible payments](#) >

Customer Spotlight

## Taking a giant leap (in fashion-forward shoes) with flexible payments

# EGO

**EGO, a trend-led footwear brand, wins more repeat sales with flexible payment at checkout.**

**Company:** EGO

**Industry:** Fashionable shoe retailer

**Omnichannel solutions:**

Magento Commerce, Klarna

[Read the full-length case study >](#)

### THE CHALLENGE:

#### Stand out from the competition

Fashion is a tough business. Fresh new competitors arrive each year. That simple reality makes every part of the customer journey critical, including checkout and payment. (Payment options that boost purchasing power can accelerate sales.) Challenges for EGO included:

- A growing number of consumers want to pay with alternative payment methods (APMs).
- Online customers prefer to try on shoes before paying for them.
- Mobile users need a checkout experience that works for them.

### THE SOLUTION:

#### Magento Commerce and Klarna

EGO chose to integrate Klarna with their Magento Commerce platform. Now EGO customers can take advantage of Klarna's pay later option, which allows customers to buy now and pay later. Their digital commerce site delivers a simple and intuitive mobile checkout experience. And they can process all forms of card payment and other APMs (such as PayPal) quickly and securely.

## Customer Spotlight

EGO (continued)

# EGO

### **Business benefits: easy checkout and flexible payment = higher sales**

With Magento Commerce and Klarna, EGO delivers a fast and convenient checkout experience that makes customers want to buy. Key benefits include:

- **Bigger average orders**—Once EGO began offering pay later from Klarna, basket sizes grew significantly. This is because customers can try before they buy and pay for their shoes later, after they've had a chance to try them on at home.
- **More repeat customers**—Since EGO introduced pay later, repeat business has also increased. Customers appreciate the option to try on shoes before they pay, resulting in increased loyalty.
- **More effective advertising**—Promoting pay later with social advertising produced incredible ROI, sometimes as much as five times the amount invested.
- **Less risk**—Klarna takes all payment risk on behalf of the retailer, so EGO always gets paid, even when shoppers default.

“Just one year on and we have experienced a significantly better level of repeat purchases because of Klarna, and we can measure a healthy increase in basket size. When you think that our customers can try on a number of purchases at home, only keep the ones they love, and then have 30 days to pay later, it's no wonder Klarna is proving such a winner.”

–Usman Riaz, founder of EGO



## ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of 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 Magento Marketplace—the largest eCommerce marketplace for downloadable extensions.

More information can be found at

[www.magento.com](http://www.magento.com)