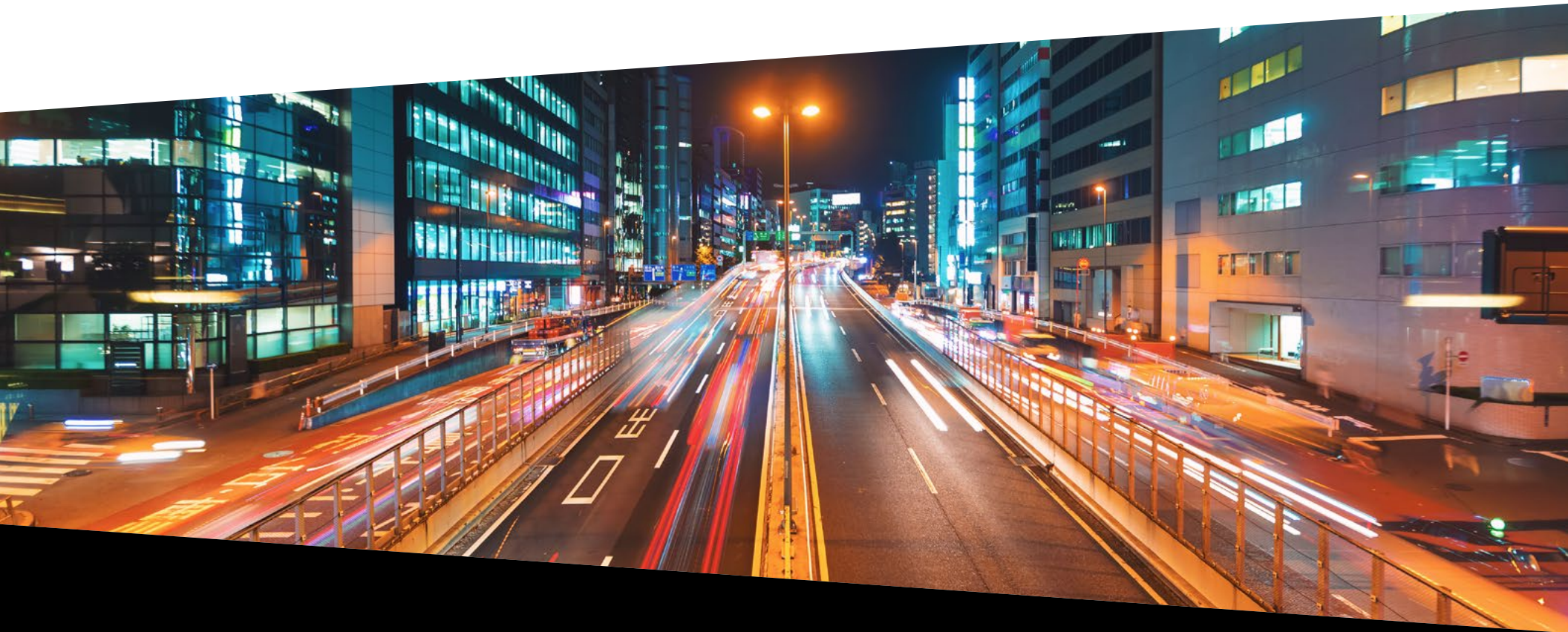Magento
An Adobe Company

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Follow the Customer.

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

Focus: Delivery Experience Management

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.[1]

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.**

[1] HBR, 2017.

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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.

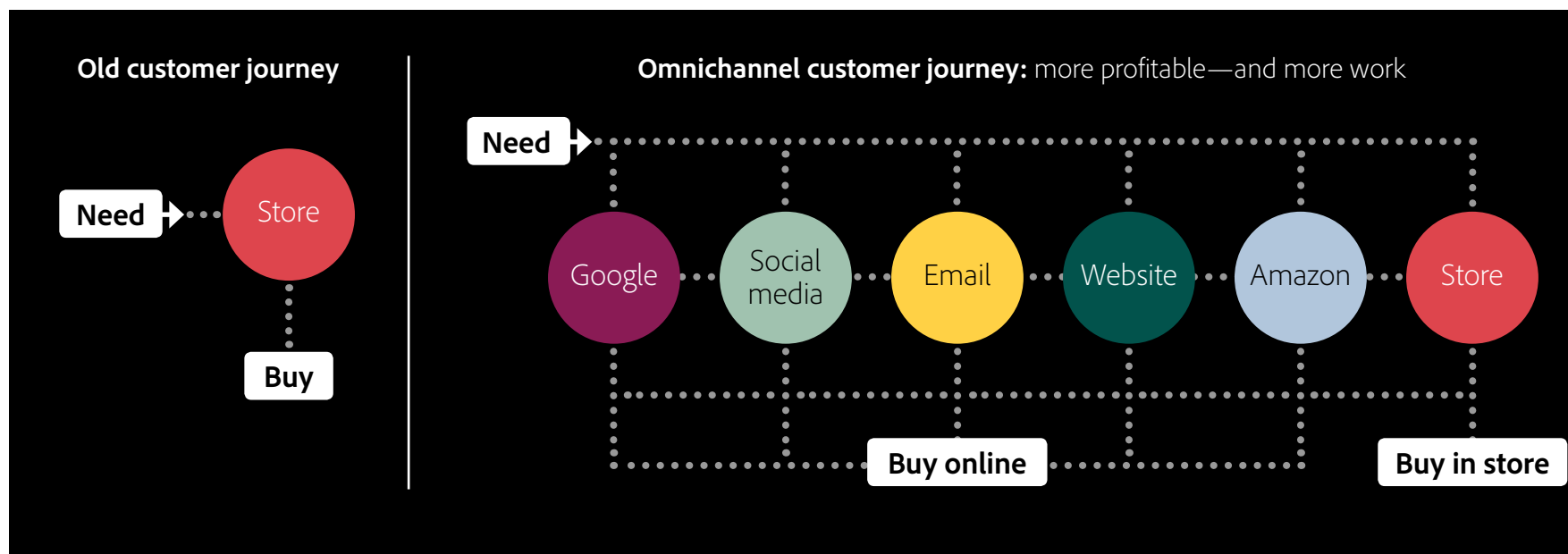# Why delivering a great omnichannel experience is so hard.

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.**

Old customer journey

Need ▸ ⋯ Store

Buy

Omnichannel customer journey: more profitable—and more work

Need ▸

Google ⋯ Social media ⋯ Email ⋯ Website ⋯ Amazon ⋯ Store

Buy online

Buy in store

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.

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

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

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

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Essential omnichannel feature: delivery experience management

Keep your customers happy, even when things go wrong.

A great delivery experience—a critical piece of the omnichannel commerce process—involves total transparency and proactive response.

The last-mile delivery experience is a critical piece of the omnichannel commerce puzzle. When customers order a product, they want to choose how and when to receive it. They want to know where their order is at all times—and to be notified if it's delayed for any reason. If products are damaged or lost in transit, they need to know their retailer has their back with a quick fix.

In short, a great delivery experience is a combination of total transparency and proactive response that shows your brand is ready and willing to take decisive action when things go wrong. No matter where and how customers buy, it matters. In fact, it matters a lot.

When the delivery experience fails, omnichannel fails.

If your customer has a bad delivery experience, it can turn them off your brand. 84 percent of consumers won't buy from you again after just one poor delivery experience.[2] That means they won't come back to your brick-and-mortar stores or your website.

A less-than-perfect delivery experience also increases costs. When customers don't know where their order is, they call customer service. These "where is my order" or WISMO calls make up nearly 30 percent of all calls to customer service—and can cost you $4–7 per call.[3]

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[2] Convey survey of 1,508 shoppers, 2017. [3] "The Impact of Technology on Call Center Performance," BenchmarkPortal.

Magento & Convey:
A delivery experience your customers will love.

With Magento and Convey, you can create a branded experience that's consistent and reliable from cart to delivery. Magento Shipping lets you support a wide range of shipping options—"click and collect," same-day, and more—giving your customers convenient pickup and delivery choices at checkout. Through visibility and intelligent action, Convey ensures your customers' orders are delivered how and when they're expected.

With Convey's Magento integration, full in-transit visibility and collaborative tools for all customer orders can be unlocked in as little as a month, allowing you to manage customer expectations effectively, with transparency and proactivity. Plus, users can quickly view shipment details from the Magento order details page, so your team is never caught off guard.

Magento & Convey:
How you win.

Resolve issues faster.

RESOLUTION SPEED

↑ **4x**

With real-time information about your orders and their status, you can fix issues up to 4x faster.[4]

Slash WISMO calls and service costs.

WISMO CALLS

↓ **75%**

When customers get proactive communications about their orders, you can reduce WISMO calls by up to 75 percent.[4]

Increase customer satisfaction.

NPS SCORE

↑

By keeping customers informed when there are delivery issues, you give them confidence in the integrity of your brand. Your net promoter scores (NPS) and similar measures of customer satisfaction go up.

Learn more about **delivery experience management >**

[4] Convey customer research.

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