

Brilliant eCommerce

*24 Tips & Techniques for Maximising the
Performance of your eCommerce Site.*

2018-19 EDITION

Supersize your eCommerce sales...



Why have
OK?



9.4% Average sales growth of UK eCommerce sites last year*

VS

Average sales growth of **OUR** eCommerce sites last year

33%

When you can have
SPECIAL?



Last year, Enigma's eCommerce clients grew sales at 3x the UK average

Brilliant
eCommerce



enigma
interactive

* Source - Office of National Statistics, 2017 v 2016

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Foreword.

Retail is incredibly competitive, and nowhere is this more extreme than the winner takes all world of eCommerce.

With the trend towards fewer and fewer significant players in each sector, and established high street brands being overtaken by smarter online operators, the landscape of winners and losers can change in the blink of an eye.

It's a ruthless environment and to be successful online, being just **good** is no longer good enough – you have to be **Brilliant**.

As designers and developers of eCommerce systems we're challenged every day to create sites for our clients that will give them a competitive edge.

And we're pretty successful at it too - the eCommerce sites we create for our clients typically grow sales at around three times the UK eCommerce average.

This success is driven not by doing something fundamentally different from the competition, but by getting more and more of the details right. Understanding what customers want from a retailer of that type, and executing features and business processes that can deliver that brilliantly.

We've reached a point where most mainstream eCommerce sites are **good**. They all do the basics well. But, customers will still migrate from one to another if they find they can get that service **better** elsewhere. This is your opportunity, but it's also a threat.

Two things are certain:

1. No matter how good your site currently is, there will be ways to make it better.
2. If you don't do it, a competitor will.

In this book we've compiled 24 tips and techniques that are typical of the type of features we'll implement to help make our clients' sites 'best of breed'.

We know these work, and whilst not all will be directly relevant to you, several should be and hopefully the collection will help inspire you to look again at your own site and imagine what could make it better for the customer.

Do that well, and do it as part of an ongoing programme of improvement, and the potential rewards are huge.

Steve Grainger

Director, Enigma Interactive



1. Seasonal Promotions

What?

Seasonal promotions are not just for Christmas, there are opportunities all year round – *summer, Valentine's Day, fashion seasons, Halloween etc.* – and executing them well can have a big impact on sales.

How?

It's all about timing, put the right products in front of your audience at the right time in a way that captures their imagination, and they're going to be far more tempted to buy.

Things to think about:

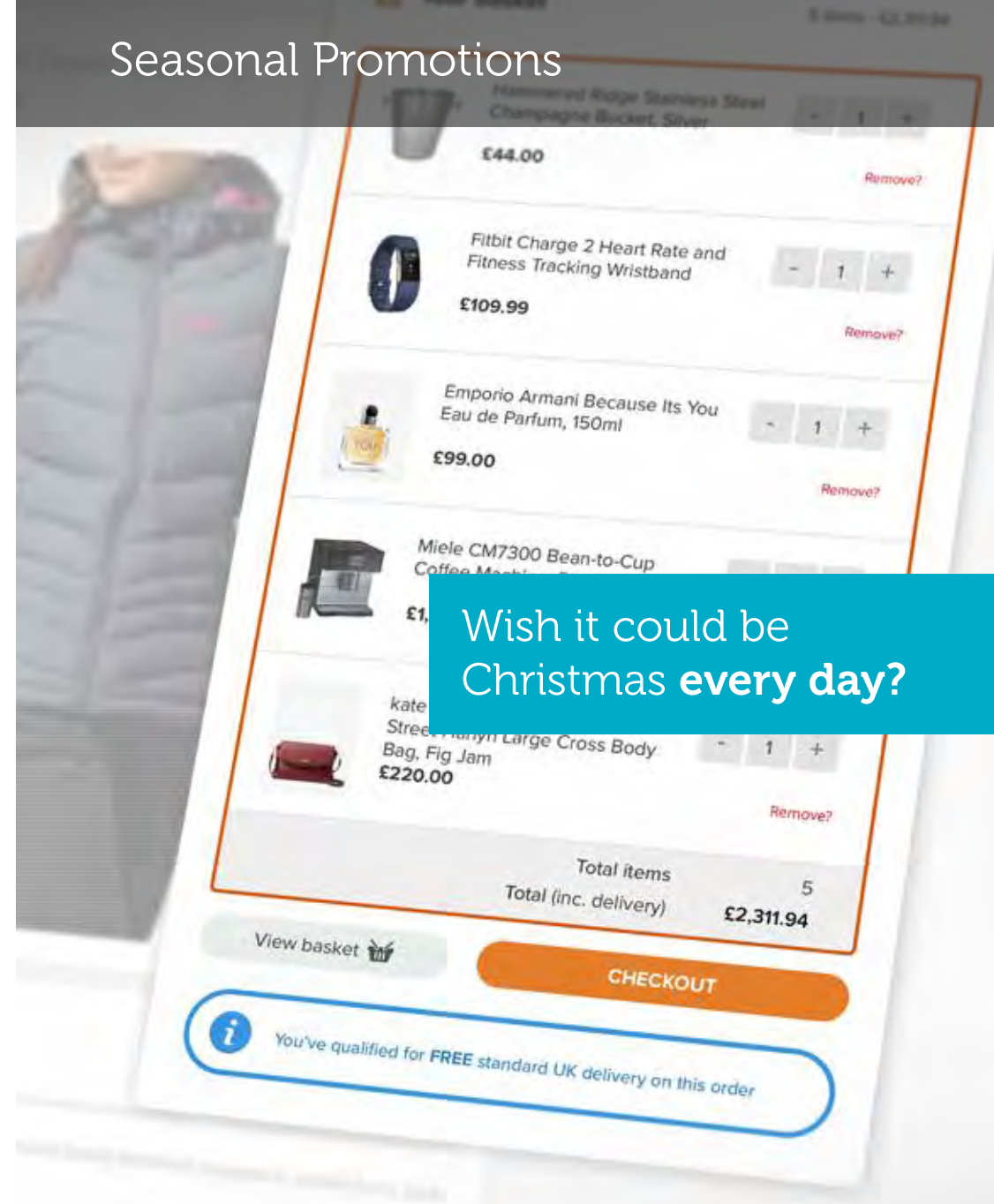
- Place key product lines front and centre of your site.
- Lead with popular items on the homepage and trail others using promos.
- Consider creating special departments to group together products particularly relevant to that season.
- Look at opportunities to brand the site to tie-in with the themes of the season.
- Adapt on-site editorial and other customer communication (*e.g. email newsletters*) to create a buzz around those themes.

How Enigma do it...

The eCommerce websites we create can incorporate specific tools that allow you to manage seasonal campaigns quickly and efficiently. These can be customised to suit your specific requirements and can be fully maintained by your in-house team.

Seasonal Promotions – including product lines, promotions, branding and so on – can all be set-up in advance and put live together on the date of your choosing.

Seasonal Promotions



Well executed seasonal promotions can boost eCommerce sales dramatically.

And remember, a seasonal promotion is not just for Christmas...

2. Mobile & Tablet Optimisation

What?

Optimising a site for mobile & tablet is about so much more than just fitting your content onto the screen – it's about rethinking how your site engages with customers on those devices from the ground up.

Over **half** of eCommerce sales now come from these platforms, so get it right and you will definitely grow sales. Get it wrong and you'll lose them to more savvy competitors.

How?

- Consider the different contexts in which customers use these devices – tablets are often used in more informal situations where there may be lots of distractions, mobile is often used for making quick checks, reorders etc.
- Adapt your site to offer user experiences that suit the particular behaviour patterns that result from these contexts.
- Remove frustration points (*some things that are quick and easy to do with mouse / keyboard can be fiddly and frustrating on touch screen devices*) – implement nicer alternatives.
- Take advantage of touch screen and gesture controls – e.g. swipe between products, pinch zoom to see detail, drag to basket / shortlist etc.
- Think hard about how your site can be best presented on these devices, don't just treat mobile & tablet presentation as an afterthought.

How Enigma do it...

We dedicate time to think about exactly how customers could best engage with our clients' sites across the full range of different devices and implement features accordingly.

Rather than designing to a lowest common denominator, we actively look to take advantage of the opportunities each device provides. This ensures that the customer always get an experience designed to suit them, whichever device they're using.

Mobile & Tablet Optimisation

So, your site 'works' on mobile & tablet does it? **Really?**



Over half of eCommerce sales are now made via mobile & tablet.

Does your site really give those customers the best possible experience on those devices?

3. Super Zoom

What?

So, you're in a shop and you see a product that you think you like, what do you do?

Take a closer look? Check out the detail? ...*Of course you do.*

Super Zoom brings that experience to your eCommerce site, allowing customers to view your products in spectacular detail – single-handedly delivering more sales, by converting a lot more browsers into actual buyers.

How?

Standard zoom functions on eCommerce sites simply magnify a small image 2-3 times. That's the equivalent of viewing it from 6 paces – hardly ideal if you want the customer to fall in love with your product?

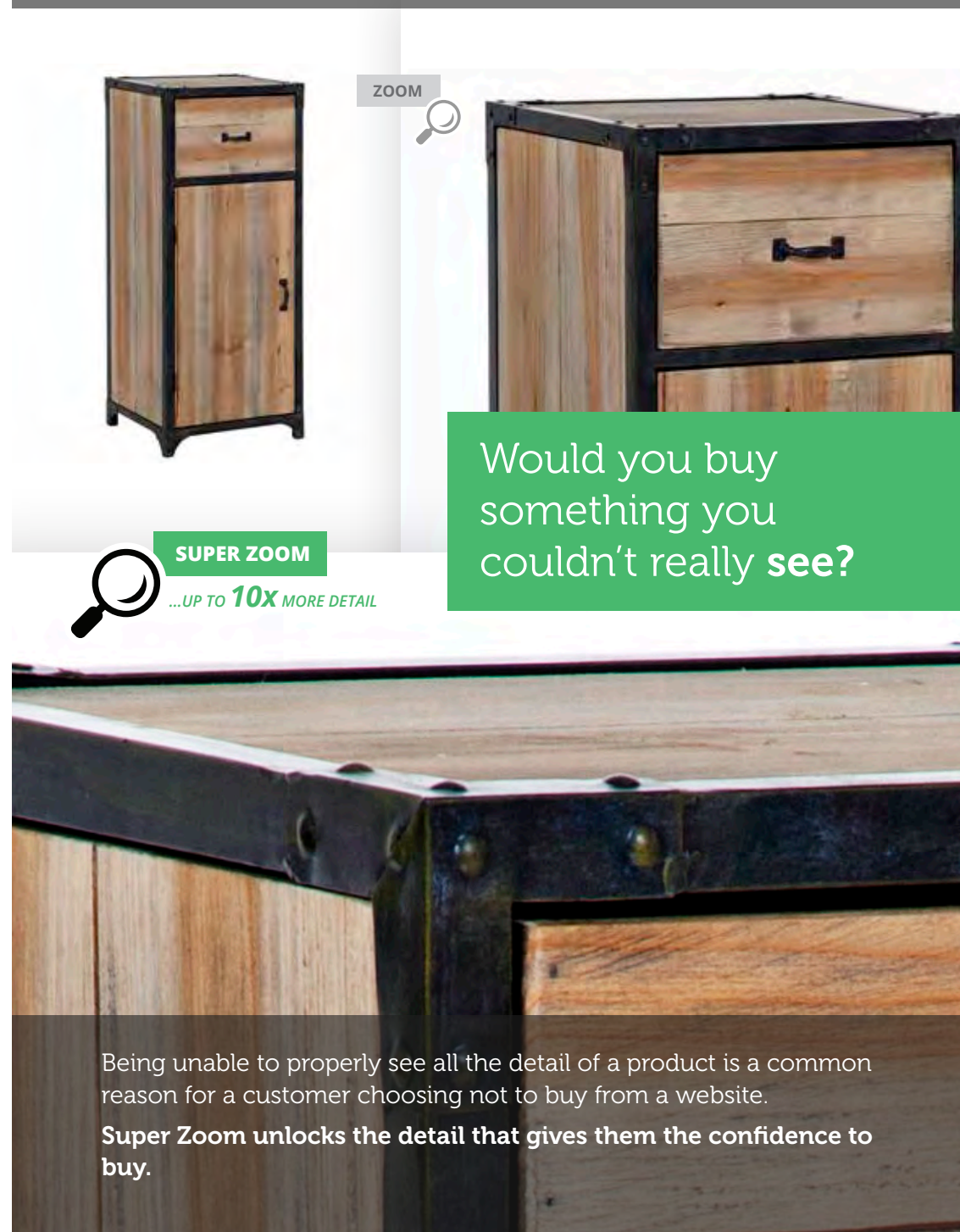
Super Zoom solves this at a stroke – enabling product images to be viewed full screen and zoomed in by up to 10 times without any loss in quality – allowing the customer to explore your products in even greater detail than they would be able to in real life!

How Enigma do it...

Super Zoom is a feature we've developed as part of our Brilliant eCommerce platform.

The solution we engineered stores ultra high resolution images and then dynamically retrieves and displays the portion that is currently being zoomed into. This allows customers to look at products in incredible detail without compromising the website's performance.

Super Zoom



Would you buy something you couldn't really see?

Being unable to properly see all the detail of a product is a common reason for a customer choosing not to buy from a website.

Super Zoom unlocks the detail that gives them the confidence to buy.

4. KPI Tracker

What?

Knowledge = Power: The better informed you can be about how your eCommerce site is performing, the better armed you'll be to make good decisions about how to manage it.

A **KPI (Key Performance Indicator) Tracker** is a powerful back office tool that puts you in control. It brings together all the important data about your website into a simple, configurable, easy-to-digest dashboard, allowing you to see at a glance exactly how you're performing on a day-to-day basis.

How?

Decide on the **key data** you want to measure: e.g.

- Sales value / volume – by day / week / month / year.
- Visitor numbers / conversion rates.
- How do these compare to last year? Last month? Last week? Yesterday?
- What are your best / worst sellers? What's trending?
- What might be about to run out of stock?
- How are you faring against targets?
- How are your promotions performing?

Display this as visually as possible to deliver that magic '**at a glance**' overview:

- Use graphs, charts and infographics.
- Make these interactive (e.g. *changing measuring periods*).
- Consider presenting customised dashboards to different teams to suit their priorities.
- Perhaps even push versions of the dashboard to your desktop or a big screen.

How Enigma do it...

The eCommerce sites we create can include any level of KPI Tracking from simple sales / visitor snapshots to fully configurable, multi-user dashboards. Many of our clients have used these to help establish successful business growth strategies.



5. Returns & Refunds

What?

Managing returns & refunds is an inevitable consequence of operating most eCommerce systems, but all too often the processes involved are clumsy and inefficient. **Better back office systems** can allow you to manage this more quickly and effectively – resulting in reduced costs, less human error and happier customers.

How?

By integrating returns & refunds functions into your eCommerce system you can make it much easier to provide full or partial refunds direct to the customer's credit card (*or account*), change their account status, update your own finance systems and even refresh stock levels.

Tailoring these systems to suit your specific business processes means that you can combine several tasks together into single actions, reducing the potential for human error and saving valuable time.

You could further streamline this by using QR codes so that the entire process can be executed in seconds via a Scan & Authentication system.

How Enigma do it...

By designing returns & refunds systems so that they mirror our clients' actual real world processes we actively seek out ways to reduce unnecessary administration.

We **simplify the process** into the minimum number of steps, combining refund, accounts and stock updates into single actions. This eliminates the need for double-keying, reduces the potential for human error and makes things quicker. In short, it takes the pain out of the process!

Returns & Refunds



Finding returns & refunds a **pain?**

Exchange a dissatisfied customer for a satisfied one.

Processing returns & refunds can be painful – Get the system right though and you can manage them quickly & efficiently.

6. Promotions Manager

What?

Well executed promotions and product showcasing can really boost the performance of your site, but can be difficult to set-up. A **Promotions Manager** function solves this problem by providing a range of back office tools that make setting them up child's play.

How?

- The key to good Promotions Management is having “**Product Grouping**” functionality integrated into your product store CMS. This allows products to be grouped together in a variety of ways.
- Promotion “**Rules**” can be applied to these groups. These could be as simple as creating a ‘featured product’ department (e.g. ‘New in’) or could incorporate more sophisticated pricing functions such as multi-save, 3 for 2, BOGOF etc.
- A **Discount Manager** is another useful tool that enables percentage or value discounts to be easily applied to one or more product groups.
- Once the promotions have been set-up, graphic banners (e.g. ‘25% off’, ‘New!’) and previous price / savings figures can be automatically applied.
- If you have work-flow functions built into your CMS then you can use **Embargo** and **Expire** to set the start and end dates for the promotion.
- Offers exclusive to existing customers (or even personalised to specific sub-groups of customers) could also be set-up and promoted to just those who they’re targeted at.
- **Intelligent promotions** can also be included where the system will automatically apply discounts based on other measures (e.g. price matching competitors or reducing price if stock is not being sold as quickly as expected).

How Enigma do it...

We can provide a powerful range of Promotions Manager functions on sites we create, including any mix of the above as well as bespoke alternatives. These functions are quick and easy to use and are fully integrated into the Product Manager CMS.

Promotions Manager



Is this how setting up your eCommerce promotions makes **you** feel?

Promotions Management takes the hassle out of running successful online promotions.

7. Up-sell / Cross-sell

What?

Including well designed up-sell and cross-sell functionality within your eCommerce site is like providing each of your online customers with the **perfect sales assistant**.

A friendly and intelligent helping hand, able to suggest alternatives, tempt you into buying something you might like even better, and knowledgeable enough to recommend additional products to complement your purchase.

How?

Up-sell is about showing customers what extra they could have if they spent a little more. It's about '**temptation**' rather than '**instruction**' – extolling the benefits of the up-sell, but without detracting from the product they're already interested in.

Cross-sell comes in two flavours: **Alternative / Similar products** make it easy for the customer to browse the range of products you offer that might suit their needs better. **Related products** are those 'extras' you might be interested in – or example, the tie that goes with the shirt or the batteries to go with the toy.

How Enigma do it...

The eCommerce websites we create include sophisticated tools to enable products to be cross-related together and presented on site as up-sells and cross-sells.

These are intelligently positioned within the user journey to maximise their effectiveness. For example, emphasising alternative or similar products when the customer is still 'browsing', and then switching the focus to related items when they are in 'buying mode' and about to make the purchase.

Like the perfect sales assistant, they deliver **better service AND more sales**.

Up-sell / Cross-sell



An **Up-sell** Sir?
Certainly...
Would you like a
Cross-sell with it?



Better Service? More Profit?

Easy, just provide each customer with the perfect sales assistant.

8. Click & Collect

What?

Click & Collect offers customers choice, speed and convenience – no wonder many major retailers report that more than half of their online sales are made that way.

Customers love it because:

- it gets rid of delivery charges and waiting in queues
- it provides certainty that the product they want is there
- it is more convenient to pick it up when they want
- it appeals to their “Want it Now!” mentality.

You should love it because:

- it has the potential to improve footfall into your store...
- ...which gives you the opportunity to generate customer loyalty (*and to cross-sell!*) by providing greater personal service when they visit
- it can help you win back customers from online only competitors.

How?

Click & Collect is about more than just adding some extra functions to your website. You'll need to integrate with your in-store processes and systems, and train staff to provide Click & Collect customers with a great experience. This needn't be as onerous as it sounds though...

How Enigma do it...

We understand how to create great Click & Collect services and can help guide you through the process. Sites we create can be integrated with your existing systems – displaying what's in stock, building picking lists and alerting staff to new orders.

Your website can take payment, generate collection instructions and provide directions to your shop(s). We can even help advise you on how to train your staff so that you are perfectly positioned to take advantage of the Click & Collect revolution.

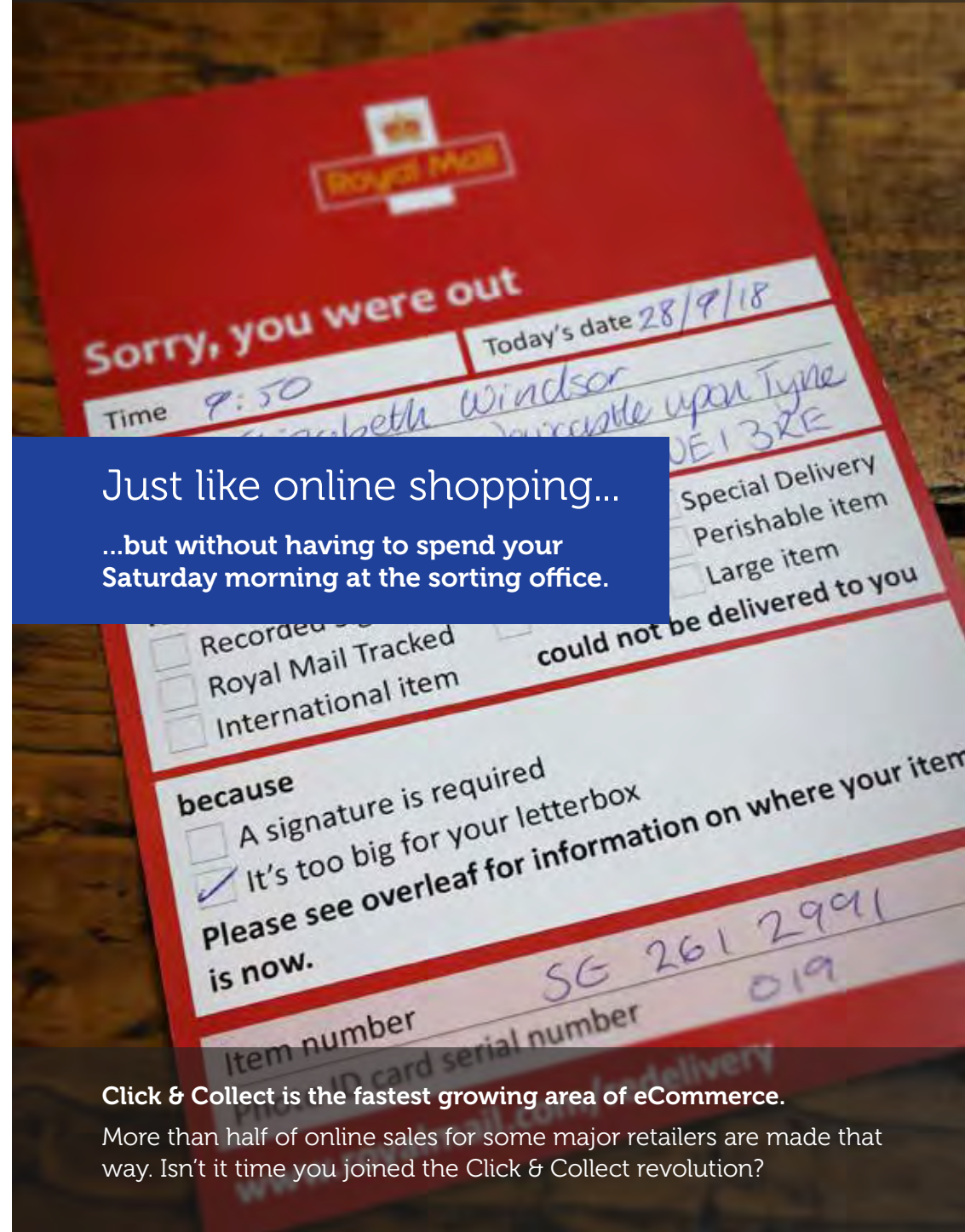
Click & Collect

Just like online shopping...

...but without having to spend your Saturday morning at the sorting office.

Click & Collect is the fastest growing area of eCommerce.

More than half of online sales for some major retailers are made that way. Isn't it time you joined the Click & Collect revolution?



9. L-Commerce

What?

An eCommerce website may well allow you to sell to customers from around the world – and that's great – but the best opportunities might actually be right on your doorstep.

L-Commerce (*short for **Local** or **Location** eCommerce*) is about using your eCommerce site to harness the benefits of your location(s) to serve your local market better than other online competition can.

How?

Think about the extra benefits being local could bring to your customers and offer online services around those. For example:

- Same day or quick local delivery.
- A 'click & collect' service (*reserve online, pick up in store*).
- In store expert advice or demonstrations.
- Allowing customers to try on or view products before purchasing.
- Booking appointments.
- Easy returns or problem solving if anything goes wrong post-sale.

Also, search engines are now place significant emphasis on location, especially on searches made via mobile devices. If your site can provide data in a format they can use, then people near you searching for what you sell are more likely to be directed to your front door.

How Enigma do it...

We work with retailers of all sizes, from 1 to 500+ stores, and understand how to design L-Commerce strategies that benefit different types of business and different types of customers.

If your business has retail outlets you should definitely be considering how L-Commerce could be applied as part of a wider "Clicks & Bricks" strategy to give your customers a better service. Get this proposition right, and you should have a big advantage over your "online only" competitors.

L-Commerce



Looking to grow sales?

The answer might be closer than you think...

10. SEO

What?

You want your site to **rank highly** in search engines, and you can spend thousands with SEO agencies who promise to help you achieve that, but the single biggest factor influencing how well your site will rank is how it is built in the first place.

Get that right, and you maximise your chances of achieving a good ranking. Get it wrong, and you'll struggle no matter how much money you throw at it post-build.

How?

Search engines are there to provide their users with the most relevant results to their search. To rank highly, you need to show the search engine that you are particularly relevant for those words, phrases and products your customers are searching for.

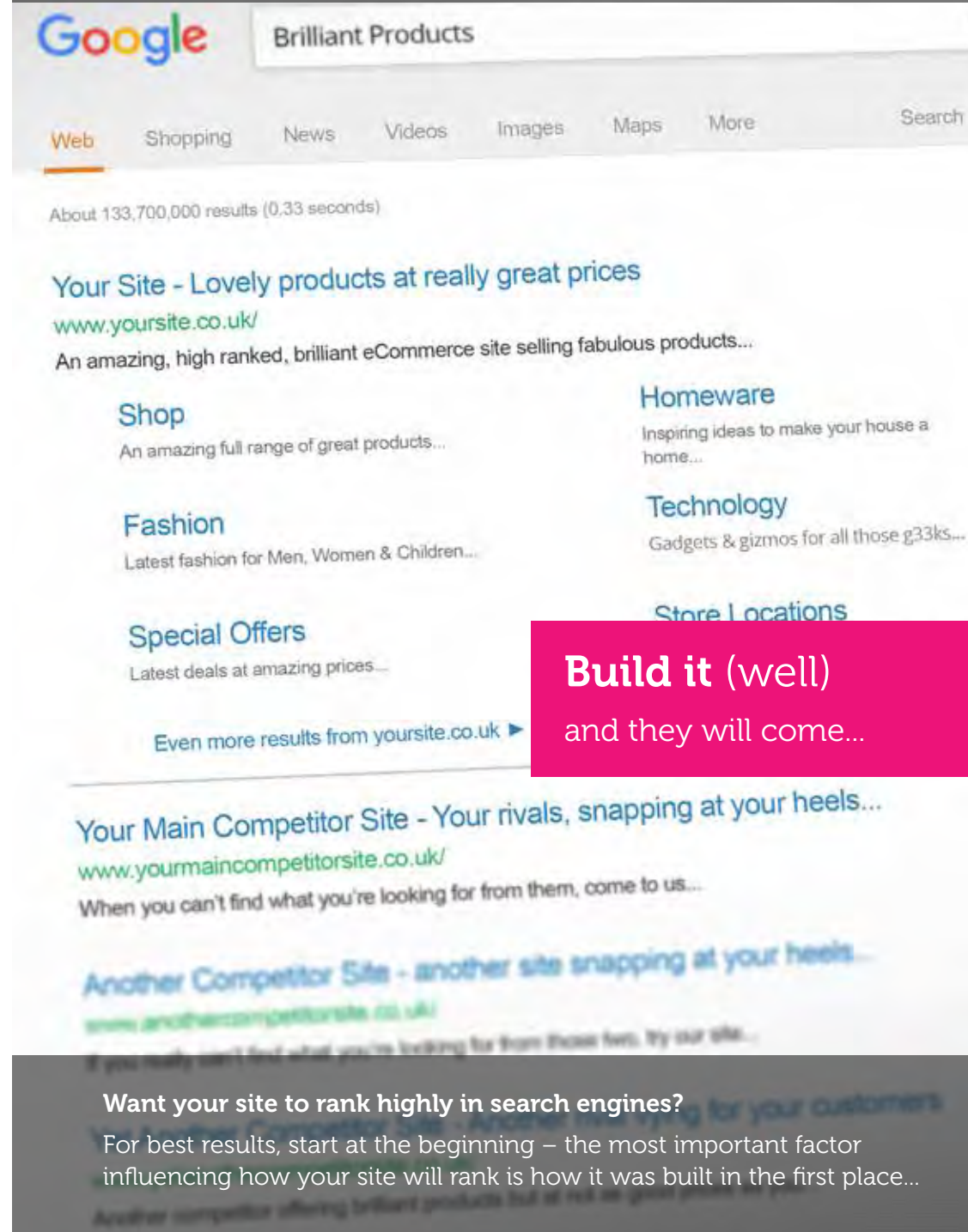
To achieve this you need to make your site as **"visible"** as possible to the search engine, and provide it with all the information it needs to understand your offering so that it can present the most relevant results to its users.

There are many aspects to this: Your site should be structured in a logical way, with content and products presented in a clean, parsable manner and marked up with H-tags and image tags. You should use semantic URLs and direct URL landing pages for products of specific interest. Generate site maps and product maps to provide greater visibility of the depth, range and relative importance of content you're providing. *The list goes on...*

How Enigma do it...

Our view is that the most effective way to achieve good rankings in search engines is to make sure SEO features are integral to your site from the start. We consider these to be just as important as other aspects of the site's design, and ensure that best practice SEO features are central to every site we build.

SEO



11. Shop the look

What?

Online shopping should be **fun**, yet so many eCommerce sites present their products like communist era supermarkets – bland and uninspiring.

Shop the Look is about bringing **joy** to the online shopping experience – showcasing related products in exciting contexts, and inspiring customers with a vision of how they can mix and match these to create exciting new looks.

How?

Shop the Look should fire your customer's imagination and encourage them to engage with your products in new and exciting ways:

- Be ambitious – use strong imagery, videos and slideshows that present your products in the best possible light.
- Involve stylists and merchandisers to help choose which products to group and which 'looks' to showcase.
- Refresh regularly to keep up to date with the latest trends.
- Include a share function that encourages customers to share your content with their friends.
- Provide one-click ordering and dedicated landing pages.

How Enigma do it...

A successful Shop the Look facility twins a brilliant customer experience with back office tools that make it quick and easy for you to manage and curate the imagery, videos and product groups that deliver it.

We develop great tools that address both these areas, freeing you to get creative and deliver a truly inspiring shopping experience.

Shop the look

Smartphone
£480

Retro Necklace
£26

Vintage Blouse
£38

Skinny Jeans
£75

Designer Sofa
£1280

Pallet Table
£169

Killer Heels
£65

**Tempt, tease,
inspire, engage.**

BUY THE LOOK >

Share... 1336

Ditch those bland product shots...
Say hello to a more inspiring vision of online shopping.

12. Product Customisation

What?

Many products require some level of customisation – from business cards to bespoke kitchens, t-shirt printing to product configurators – and customers are increasingly turning to the web to buy them.

However, delivering these types of services via a website isn't easy and so many sites end up delivering a poor customer experience. Provide an online customisation tool that customers love though and the effect can be transformational – providing a huge point of difference between you and your competitors, and winning new business in the process.

How?

Online customisation tools are complex, and require specialist development expertise:

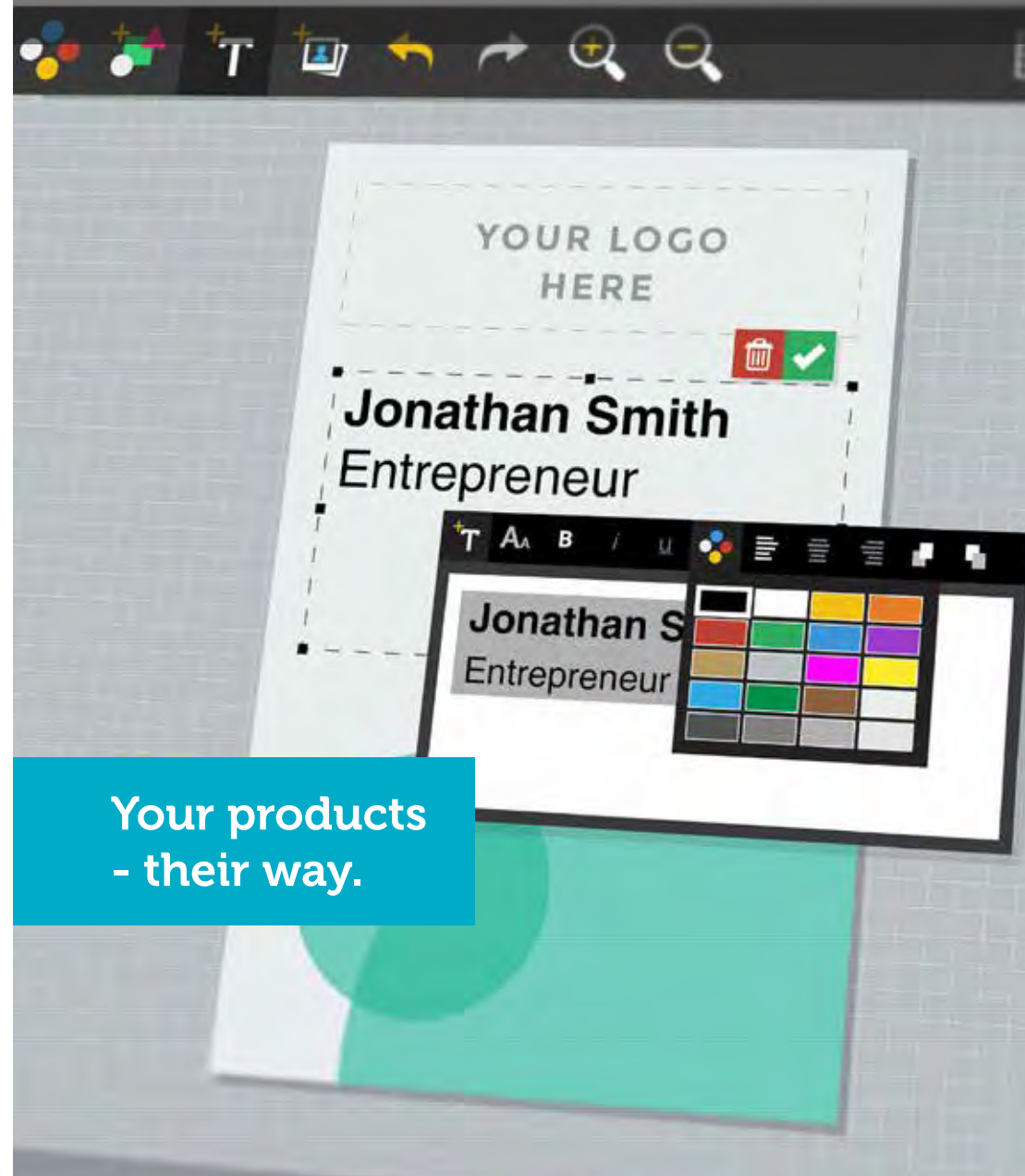
- The **customer facing tool** must be easy to use yet powerful and flexible enough to allow for all the things the customer might want to customise.
- A **live preview** of how the finished product will look once their customisations have been applied is essential to give them the confidence to purchase.
- The site must be capable of outputting orders in a manner that can be **fulfilled efficiently** and cost effectively, and so must be closely tied into your production processes.

How Enigma do it...

We design and build product customisation tools to specifically match the needs of each business we work with and their customers.

By doing this, we not only ensure that our clients provide a better online experience for their customers, we can also ensure that when orders are received, fulfilment is fully integrated into their systems and can be processed in the most efficient manner. This minimises the cost of sale, allowing them to offer their customers the best possible price.

Product Customisation



**Your products
- their way.**

Sell products that can be customised or personalised?

Providing the best online customisation tool can transform you from an also-ran to market leader.

13. Data Security

What?

Ensuring that your customers' data is completely secure is arguably the most important challenge faced by any business that trades online. A single lapse can be catastrophic, shattering consumer confidence in your brand, resulting in large fines and potentially shutting down your business for good.

Yet despite this, many managers remain ignorant of the risks – *until it's too late...*

Data security is **YOUR responsibility**. Even if the loss of data is due to your site being hacked rather than negligence – you will be held responsible. You will be forced to tell your customers about the loss and they may be able to make legal claims against you. In addition, under GDPR, penalties of up to €20 million can be imposed for the most serious data protection breaches.

How?

You need to ensure that you understand exactly what data security provisions you have in place, and be absolutely confident that these comply with the latest best practice.

If you're not sure, ask your web developers a few searching questions:

- What data security processes do you follow? Are they designed to “fail safe”?
- Is sensitive data encrypted and if so, to what standard?
- Are passwords hashed and salted to prevent decryption?
- How frequently do you run penetration and security tests?

If the answers sound vague, the chances are your data security is at risk.

How Enigma do it...

We take data security **very** seriously, an approach that underpins every site we produce. After all, we only ever want our clients to make headlines for the right reasons.



14. Vouchers & Promotions

What?

Online vouchers and promo codes are proven ways to attract new customers to your eCommerce site, increase sales, drive repeat business and build brand loyalty.

How?

The key to successfully implementing online vouchers and promotions is their sheer versatility, and you should look to design an approach that suits your strategy, your customers and your brand.

For example, with the right web-systems in place you can:

- **Attract new customers** with introductory deals and measure which perform best.
- **Improve your conversion rates** by offering time-limited promotions.
- **Increase order values** with threshold vouchers – e.g. spend £50 and get £10 off your next order.
- **Encourage repeat purchases** by emailing personalised offers.
- **Increase your social reach** by using codes that can be shared on Twitter & Facebook.
- **Reward your most loyal customers** with special gifts or vouchers.

How Enigma do it...

One size *doesn't* fit all, so our approach is to tailor voucher & promotion systems to suit our clients' particular needs. This allows them to run effective and personalised offers that target customers intelligently throughout the sales lifecycle – delivering increased revenue, repeat business and brand loyalty.

Just one of the many reasons that helped our eCommerce customers achieve an average **33% sales growth** last year.

Vouchers & Promotions



More customers,
More sales,
More brand loyalty.

Tailored online voucher and promotions systems are a proven way to deliver increased sales.

Are they part of your eCommerce strategy?

15. Multi-channel eCommerce

What?

To be a successful online retailer, you need a brilliant eCommerce website – one that's going to attract customers and give you a competitive edge – but this doesn't necessarily have to be the only place you sell your products...

Multi-channel eCommerce can give you some serious **benefits** that are worth considering. Online marketplaces like eBay, Amazon and Google Shopping have big audiences and can increase your reach by showing your products to shoppers unfamiliar with *your* brand.

How?

To make multi-channel eCommerce work well for you, your own eCommerce site should be the central hub through which you manage everything. It should automatically provide your product data in a format that each channel can understand, and should be able to process orders that come via that channel.

There are **downsides** to selling through these channels though: margins tend to be lower, your brand exposure and service levels can be compromised, and ultimately you're not in control of your own destiny. A good multi-channel eCommerce strategy should therefore also look at opportunities to convert these 'one time' channel customers into repeat customers that are loyal to *your* site.

How Enigma do it...

We're not beholden to the big channels, so our entire focus is on how to get the most benefit from them for our clients. Our systems can automatically output optimised data to marketplaces such as eBay, Amazon, Google Shopping etc. and process orders that come back via them. Perhaps more importantly though, we implement strategies that help convert those short term, low margin customers into repeat sales that build into genuine business growth.

Multi-channel eCommerce

Fancy a million more customers?



Equip your site with multi-channel eCommerce facilities and you can be selling on some of the world's biggest marketplaces.

Sound too good to be true? Be smart, and it doesn't have to be...

16. Systems Integration

What?

Do your systems all seem to speak different languages? Can they communicate with each other? If not, perhaps you should introduce them to one another...

Effective systems integration can streamline your eCommerce offering. By automating processes and interconnecting your site with your internal business systems you can **increase efficiency, reduce errors and improve customer service** all at the same time.

How?

Secure 'web services' can act like translators between pretty much any system allowing your eCommerce site to communicate fluently with systems like stock, finance, CRM, production and fulfilment.

Look for any opportunities where this can provide a benefit for you or your customers and then implement a web service to support it. And remember data can go both ways – so you could, for example, choose to push orders through to your finance system, pull the latest stock levels from your suppliers inventory system, all whilst keeping your CRM fully updated.

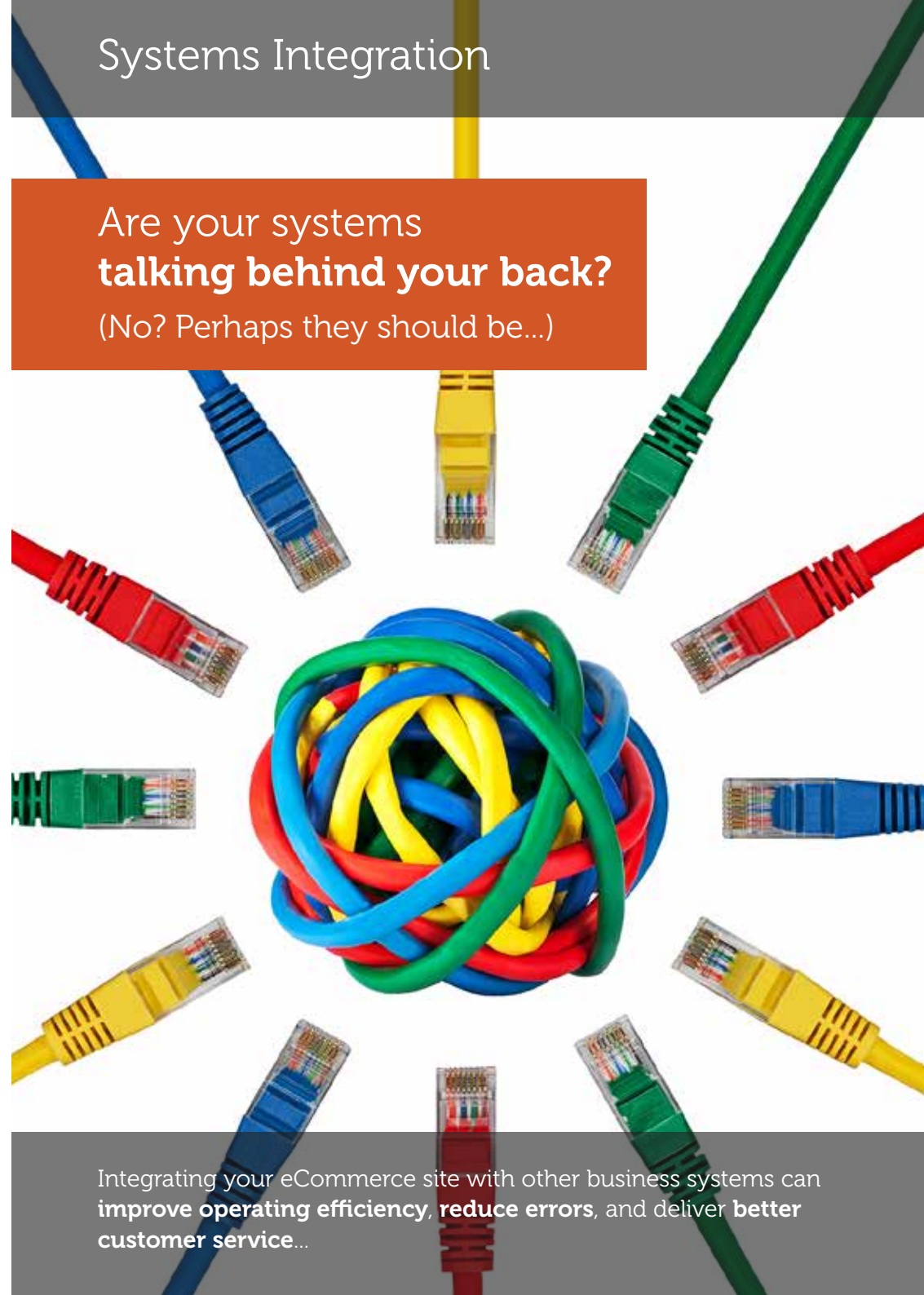
How Enigma do it...

We understand how important systems integration can be for any business that's serious about trading online. That's why our Brilliant eCommerce platform lets us to develop sites in a fully flexible and open way, allowing them to integrate with almost any web or software platform.

This enables your eCommerce site to become the front end of an intelligent, responsive and connected system where orders can be processed more quickly, more cost effectively and with fewer errors. Your customers will love the service and your accountant will love the savings.

Systems Integration

Are your systems
talking behind your back?
(No? Perhaps they should be...)



Integrating your eCommerce site with other business systems can **improve operating efficiency, reduce errors, and deliver better customer service...**

17. Scalability

What?

The ability to change, adapt and grow is fundamental to any ambitious online business. Successful eCommerce sites stay ahead of the curve because they can adapt to changing needs. They can deal with big increases in customers and orders, accommodate changes to product offerings, and be first to take advantage of the latest features and technology.

How?

How future proof is your site?

- What would happen if your site traffic doubled or trebled following a promotion like black Friday? Would it crash? Slow down? – *Have you load tested it to see?*
- What if your product catalogue expanded or changed? Can you adapt your site navigation, hierarchy and search functions to still give the best results?
- Can you easily add those new features that will give you a competitive advantage?

The golden rule is “Plan for scale”. Your site may be fit for purpose now but if you wait until the problems arrive it might be too late to fix them before the damage is done.

Look to provide a robust base for your future growth aspirations and use load testing and simulations to make sure that anything that could get thrown at it can be taken in its stride.

How Enigma do it...

Our approach builds scalability in from the start by fully understanding your processes, requirements *and* aspirations. We know from experience that successful eCommerce systems often grow much quicker than you planned and look to build in the headroom to ensure that it is the stress free experience you'd hope for, and not just another headache you have to deal with!

Scalability

Don't let your site be your
barrier to growth...



Has your site got room to grow? How many **more visitors** can it take before it starts creaking? How many **more products** can you accommodate? Will it support the **latest features** your customers expect?

18. Wish lists, Shortlists & Compare

What?

We've all been there – so many options, which one to choose? Wracked with indecision, we all too often turn off and leave it for another day. But what if your site could actually help your customers reach that decision?

That's great for *them*, but it's also great for *you* too. Wish lists, Shortlists and Compare are tools that help customers reach a buying decision. And, if they reach that decision on your site then you'll see a corresponding increase in your conversion rates.

You should also see increased dwell time, improved customer loyalty and better return rates as customers find that your site is better to use than your competitors. Be smart, and you can use the data produced by this to get an even greater insight into their buying habits – understanding not only what they bought, but what else they considered.

How?

Wish lists and **Shortlists** are there to help your customer organise potential purchases into manageable lists so make it easy for them to add, remove, filter and re-order. **Compare** helps customers evaluate the pros and cons of similar products, so present them side-by-side and use tabular layouts to make like-for-like information easy to scan. Encourage sharing via e-mail and social media, and include print and pdf options. Allowing users to save lists gives them a reason to sign-up to your site and encourages revisits.

Finally – analyse the data, it will provide an excellent insight into customer buying habits and can be used to formulate customer specific offers that are much more likely to appeal to them.

How Enigma do it...

Wish lists, Shortlists and Compare are perfect examples of the type of practical features we look to include on our clients' sites to help them deliver a better customer experience, and which have helped them grow their eCommerce sales at more than double the national average.

Wish lists, Shortlists & Compare



Make 'too much choice' a good thing...

Help your customers decide on the right products for them and you'll be rewarded with **higher conversion rates**, **increased loyalty** and **greater insight** into their needs.

19. Conversion Rate Optimisation

What?

Imagine if twice as many people who visited your site actually bought something – *what would that do for your sales figures?* **Conversion Rate Optimisation (CRO)** is about exactly that – increasing the likelihood that someone who visits your site ends up buying from it.

How?

There are many factors that affect whether a customer will buy from you and the way your site operates has a big influence on this. Here are just a few to be thinking about:

- **Can they easily find the right product?** Sounds obvious, but if a customer can't find what they're looking for then they can't buy it! Many eCommerce sites could generate sales growth simply by structuring and presenting themselves better. Use features such as *intelligent search algorithms*, *relevancy weighted results*, *related / similar products* and *enhanced navigation* to reap big rewards.
- **Have they got the confidence to buy?** Once they've found a product, can they be confident it's right for them? Have you included enough information (*specs, sizes etc.*)? Can they see it in enough detail? Showcase your products effectively and you'll see an increase in conversions.
- **Do they trust YOU?** What's your service like? How reliable is your delivery? What's your returns policy? Provide all this information up front and if you *do* provide great service then shout about it by including reviews and testimonials from existing customers.
- **Are you price competitive?** The internet makes it easy to compare prices so if what you're selling can be found elsewhere for less, then you'll miss out on sales. Check prices regularly (*ideally automatically*) and consider offering price matches.

How Enigma do it...

We focus on getting all the details right, and the impact of this can be significant. Experience shows that for most eCommerce sites we can increase conversion rates – and therefore sales – by more than double the national average.

The specifics vary from client to client, but the overarching principle of small incremental gains delivering big rewards is common to all – *i.e. you only need to be 5% better than your competitors to win 50% more sales!*

Conversion Rate Optimisation

Plot your way to sales success...



...by converting more **visitors** into actual **customers**.

20. Trade Accounts / B2B eCommerce

What?

If you sell to the trade, then there's a good chance you'll offer payment on account and invoice terms. If so, you'll probably also have credit limits. You may even have account managers for your trade customers and customer specific pricing or discounts.

It's a model which has traditionally worked well for B2B companies but replicating it online can be frustrating and as such, many trade sellers risk being left behind.

How?

The key to establishing a successful trade eCommerce site is to replicate those features and services that you know your trade customers like.

- If you allow customers to **pay on account** then make sure your eCommerce site allows that option too (*and tie the orders it generates into your existing systems*).
- If you offer **customer specific discounts**, then make sure they're reflected on the site when the customer logs in.
- If you have **account managers**, then make sure the eCommerce site allows those account managers to place and monitor orders on behalf of the customer.
- If you get **orders by phone, fax or walk-in**, then make sure these are included on the site too.

If you've got an existing system that manages all of this then you can link your website to it. If not, then simply design those features into the back office systems of your site.

How Enigma do it...

Being a trade seller shouldn't be a barrier to you having a successful eCommerce site. We have lots of experience of creating successful B2B eCommerce sites that support Trade Accounts. This includes the build of customer facing sites that are tuned to the needs of trade customers and integrating back-end systems to ensure that existing business processes can be built upon and enhanced.

Trade Accounts / B2B eCommerce



**Trade
Customers
Welcome**

Credit where credit's due?

Sell to the trade?

Your eCommerce site may need to support features such as **payment on account**, **credit limits** and **customer specific pricing**.

21. Relevancy Weighted Results

What?

Getting the right products in front of your customers as quickly as possible is key to the success of any eCommerce site, and **Relevancy Weighted Results** is a proven way to achieve that. It may not sound like the most exciting feature, but the **sales uplift** it delivers makes it top of the shopping list for most savvy eCommerce operators.

The principle is simple – by integrating relevancy rules into your product data, your website can understand their features and variables in more detail, ensuring that it can present back the most appropriate set of products for any customer's search.

For example, searching for a “blue and white shirt” will intelligently return shirts with blue and white stripes or checks, blue shirts with white collars etc. all listed in the most relevant order. If the search was just for ‘blue shirts’, some of those products might still be relevant (e.g. *the blue shirt with white collar*) but would appear lower in the list than plain blue shirts.

This is a fairly simple example, and the power of Relevancy Weighted Results goes way beyond that, allowing customers to get great results for more subjective searches such as “casual shoes”, “short floral skirts” etc.

How?

To facilitate Relevancy Weighted Results you'll need to be able to apply relevancy levels against the product data in your CMS, and have intelligent search algorithms implemented on the customer facing site. It's not easy to get it right, but if you do, the impact can be significant.

How Enigma do it...

Our Brilliant eCommerce platform has an integrated relevancies engine that can be fine-tuned to suit the subtleties of different product sets – it's a world away from the basic results features that many websites use. It delivers a much better shopping experience for customers and much better sales conversion rates for our clients.

Relevancy Weighted Results

Not everything is
black OR white...



Relevancy Weighted Results make it much easier for customers to find the right products for their needs.

Improving the shopping experience for THEM – boosting sales for YOU.

22. Post-sales Communications

What?

You've done the hard part and got the sale. Now is the perfect time to convert that **one time customer** into a **lifetime customer**.

How?

Appropriate communication is the key here. You want to be helpful and polite, but never too pushy. Think about your post-sale communication in three key stages, and consider how you can make the customer feel valued at each point:

- **Immediately post-sale** – Provide them with timely and useful information about their purchase. This could include confirmation emails, texts with delivery times, click and collect options, or even helpful guidance on installation or maintenance.
- **Post-delivery** – Check that they received their product and are happy with it. Perhaps ask them to provide a review of how you performed or share details of their latest purchase on social media. Consider thanking them for choosing you by giving them a discount on their next purchase, or 'surprise and delight' them by including a small gift in their delivery box.
- **Long-term** – Keep the conversation going with regular contact. eNewsletters, special offers and competitions are all appropriate here. Where possible, personalise these and always make sure they are relevant to the recipient. For example *"You recently bought a shirt from our signature range. Our signature shoes are currently on offer to our regular customers"*. Depending on your products, you may be able to offer useful features such as reminders to repeat purchase consumables, or tips on how to keep purchases working efficiently or looking good.

How Enigma do it...

Changing a first time customer into a regular customer is one of the most cost effective ways of supporting eCommerce growth. There isn't a one size fits all solution for this so we work hand-in-hand with our clients to design and implement strategies that suit their specific audiences.

Tailoring the approach to suit the audience in this way is the key to its success, and is one of the reasons why our clients typically out-perform their competitors.

Post-sales Communications

The beginning of a beautiful relationship.



A sale should be the start of a conversation, not the end of it...

23. Beyond Your Website

What?

Great eCommerce doesn't have to be limited to just your website. Digital technology provides a huge range of opportunities for you to engage with your customers in new and exciting ways.

How?

There is so much potential in this area that in reality the biggest limiting factor is likely to be your imagination – here are a few practical ideas to get you started:

- **In-store interactives** – well designed in-store interactives can significantly enhance the 'real world' shopping experience for your customers – for example, fashion retailers could let customers see what stock is available and allow them to explore suggested 'looks'; Shops with limited physical space can use screens to present extended stock options or configurations that would otherwise be impractical to maintain.
- **Extended mobile and tablet apps** – deliver your eCommerce experience direct to your customer's favourite device. Incorporating facilities such as loyalty schemes, scan and reorder, priority offers, personalised features and content, etc. can all help you engage with them on a deeper level.
- **Companion mobile and tablet apps** – offer value added services to your customers. Sell fitness products? Offer a companion app that monitors health metrics; Sell mountain bikes? Offer an app that shows great routes to take etc.
- **Product widgets** – allow you to go beyond your website, enabling affiliate sites and bloggers to directly incorporate your products into their site.
- **Location based services** – using technologies such as Bluetooth beacons, it's possible to push content and offers to your customers based on their location within your store (*or even if they're just passing by!*).

How Enigma do it...

Digital technology evolves at an incredible pace, so we are constantly on the lookout for opportunities to apply the latest innovations in a way that can deliver ever better experiences for our clients' customers.

Beyond Your Website

How far can your eCommerce presence go?



A successful eCommerce strategy can encompass so much more than just your website. **Connected Apps, In-Store Interactives, and Location Based Services** are just some of the ways to **extend your eCommerce presence...**

24. Be Brilliant

What?

Given the choice of a site that is 'okay' and one that is 'great', which would you choose to use? Probably the 'great' one – and so would the vast majority of other customers.

You may think your eCommerce site is good, but with competitors only one click away being just good may not be good enough. Audiences will migrate to whichever site serves their needs best – this can mean that even if a competitor's site is only slightly better than yours, they may end up with 10 or 20 times the sales.

How?

Being brilliant is about making sure each and every aspect of your site is as perfect as it can possibly be. Little details add up – each might only be worth 1% but get enough of them right and the effect is transformative.

Never rest on your laurels, constantly ask yourself – *How well does your site serve your customers' needs? Do you make it easy for customers to find the right product for them? Does your presentation and tone of voice make an emotional connection? Do you 'surprise and delight'?*

Customer expectations get higher and higher and what was 'great' last year is just 'okay' now and by next year will be 'dated'. If you haven't re-evaluated your eCommerce site in the last year or so then you really should do so now.

How Enigma do it...

We're regularly asked to 'refresh' eCommerce sites for clients who feel their performance is okay. Typically, we're able to **increase sales dramatically** – often doubling them or more. We achieve this by **getting the detail right** – making sure that our clients' sites always serve their customers' needs better than the competition.

Ambition is important, and if you can be even just *a little bit* better than your competitors then you'll achieve *a lot more* sales.

Be Brilliant

Okay is **not** okay...



eCommerce is a hit business – the top 2 or 3 sites in most sectors take over 90% of the sales.

Make sure you're one of them...

About Enigma.

Enigma Interactive are a **Top 5 rated UK Digital Agency** specialising in the design & build of highly effective eCommerce, web, mobile and bespoke software solutions.

eCommerce clients include well-known brands such as **Barbour, Superdrug, and The Pen Shop**, together with online specialists such as **Solopress, Education Umbrella, and Modern Rugs** (who, though less well known, collectively still generate sales of around £50 million per year).

We work hand in hand with our clients to identify ways in which digital can potentially help them, we form these into a 'digital strategy' and then design and build applications, websites, content management systems, internal systems and integration software necessary to deliver out the benefits of that strategy.

We can work holistically as a 'digital partner', on self-contained projects, or alongside an existing in-house team.

Our focus on business objectives and strategy places the customer at the heart of every design decision and helps ensure that our clients' sites consistently outperform the market.

"Working with Enigma on our digital strategy, eCommerce and systems integration has been transformative for our business."

Chief Information Officer, Solopress.com



Prolific North **The Drum Recommended**

www.enigma-interactive.co.uk

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interactive

About Brilliant eCommerce.

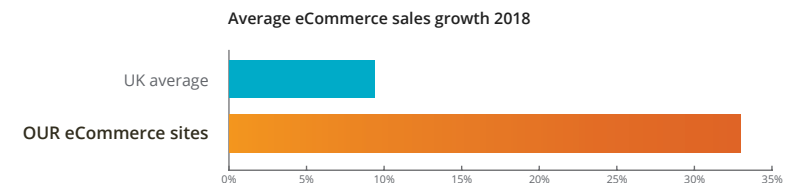
The platform...

Brilliant eCommerce is Enigma's powerful, highly scalable and fully flexible eCommerce platform designed to deliver a competitive advantage for organisations looking to maximise their online sales.



The service...

We use the Brilliant eCommerce platform to develop market leading eCommerce sites for our clients. Each site is purpose designed to suit their specific needs, resulting in better customer experience and driving more effective sales growth. In 2018, the eCommerce sites we developed outperformed the market significantly, achieving average year on year sales growth of **33%** (compared to the UK average for eCommerce sites of **9.4%**).



Brilliant eCommerce on Magento and other platforms...

We can also apply the Brilliant eCommerce approach to sites built using other popular eCommerce platforms such as Magento, and have had considerable success doing just that.



These platforms are powerful and extremely feature rich, but tailoring the customer experience to match the needs of *your* audience and *your* organisation is still essential if you want maximise the effectiveness of your eCommerce presence.

More Information...

If you'd like more information on Brilliant eCommerce, or would like an informal chat about working with Enigma, then please get in touch...our contact details are on the back of this book, we'd love to hear from you!

Brilliant
eCommerce

www.BrilliantECommerce.co.uk

How is your eCommerce site performing?

Okay? Good? ...Could it be doing better?

This book contains 24 tips and techniques that could help supersize your eCommerce sales.

Compiled by the team at Enigma Interactive - one of the UK's most successful digital developers whose eCommerce sites routinely deliver sales growth of 2-3x the national average – each tip is accompanied by a “*How Enigma do it...*” section giving an insight into how the team there apply these ideas to real world projects.

Designed to be a source of inspiration, Brilliant eCommerce is a must have reference guide for any eCommerce manager or aspiring retail entrepreneur.



£15



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