

Building Trust & Loyalty in Online Retail



Moving from “What is Shopflix?”

To “This is the one I trust” or “Did you try Shopflix?”



Gaining Trust as a start-up

I don't know the brand

02

I have used it 1-2 times

04

Non-awareness

awareness

Usage

Trust

01

I know it but I don't use it

03

I love the brand, I am a frequent user



Online business can scale fast!



Performance Marketing: Can create a flow of customers with budgeted expenses



UX/UI OnSite customer journey can make the world in user experience





Trust is not build in Marketing, it is build in fulfilment

There is just NO WAY you can build
Trust & Loyalty



without building
Product & Operations working nicely

10-100+ Touchpoints per purchase
From search to unboxing



0-5% of these is human interaction
Speed & reliability = Loyalty



How to build Product & Operations: Complexity of excellence



Do NOT underestimate the need for a nurtured P&O team



Build & Use a data feedback culture and an excellence mindset - evaluate, review, improve



**Above all you need to CARE! Building a top notch product experience needs Mass EQ
Feel not a singular customer but all customers at the same time**

Challenges



Pacing for Success in a very fast paced sector



1.

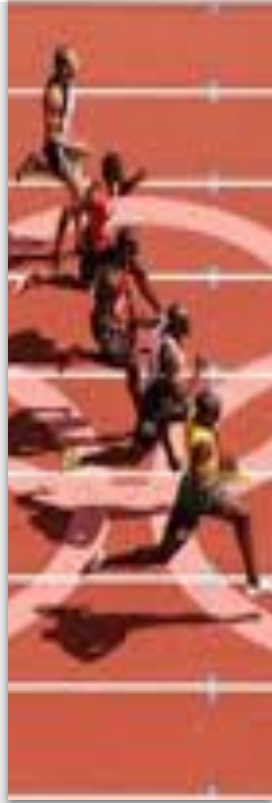
Evaluate fast and act fast, but think mid term

2.

The Underestimation Tax: Neglecting mid term design costs actually much more in time and money

3.

Trust is earned slowly but lost instantly





Loyalty programs for engagement, frequency and trust



1.

A well designed loyalty can make massive difference, with subscription being the king - when applicable

2.

Design them carefully so they add both value and revenues to your business rather than costs. They can do so!

3.

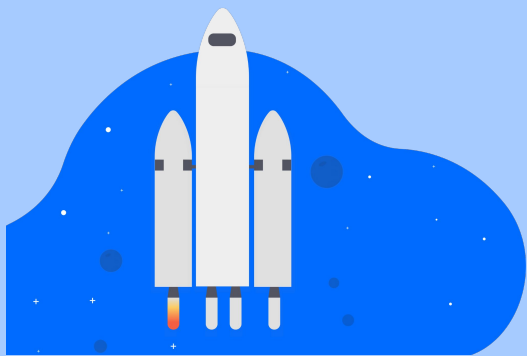
When to launch? The sooner it makes sense





Couple of Loyalty figures - just 3 months after launch

Rocket Boost



Both **frequency** and **LTV** got **5-10 times higher** than avg user

Touching all base

Order Bands - 12 Months Before Subscription	Subscribers
a. No Orders	982
b. 1 Order	362
c. 2 Orders	215
d. 3 Orders	130
e. 4-5 Orders	127
f. 6-10 Orders	116
g. 11+ Orders	78
Total	2,010

Is it inherently better users?
Not really as user come from every profile

Improve & Attract

So you do **not just cannibalise** your **best users**

You do **improve** them

+

attract

high quality new users



Empowered human connection - human touch points do matter



1.

**Build a modern Customer Care team:
Structured, tech enabled and efficient**

2.

**Allow your team to act according to their passion,
even sometimes exceeding limits**





Shopflix Case example last week



Local Guide • 41 reviews • 2 photos

★★★★★ 16 hours ago

Παραγγείλαμε μια σκούπα μέσω της πλατφόρμας, η οποία έπειτα από κάποιο διάστημα, εντός της 2ετίας της εγγύησης, έβγαλε βλάβη. Προσπαθήσαμε να επικοινωνήσουμε με το κατάστημα, όμως μας απάντησαν ότι έχουν κλείσει κ να απευθυνθούμε στην επίσημη αντιπροσωπεία.

Μιλήσαμε μαζί τους κ αυτοί μας είπαν πως δεν το αναλαμβάνουν γιατί η σκούπα ήταν πάρα εισαγωγή.

Έπειτα από πολλές κρούσεις στο καταστημα που είχε κλείσει (το οποίο σφύριζε κλέφτικα) κ στην ομάδα του shopflix, η shopflix ανέλαβε την πλήρη ευθύνη κ μας έγινε επιστροφή χρημάτων.

Αν κ ήταν χρονοβόρα η διαδικασία λόγω του ατελείωτου πινκ πονκ με την αντιπροσωπεία κ το κατάστημα η ομάδα του shopflix ήταν πάντα διαθέσιμη κ στο τέλος έλυσαν το προβλημα μας.



SHOPFLIX.gr

Thank you

SHOPFLIX