# Brightpearl

# The Importance of an End to End Customer Experience

Nailing the post purchase experience to positively increase customer lifetime value
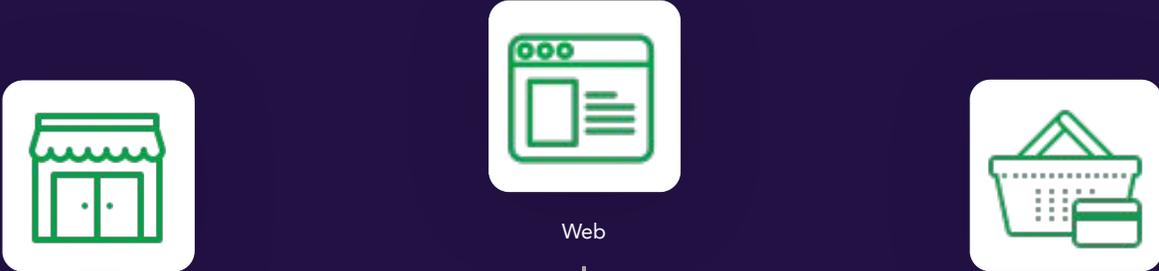
**Presenter**: Ryker Kangail
Channel Account Manager

# Agenda

- About Brightpearl
- Today's consumer
- The cost of customer acquisition
- The impact of reviews on your business
- Where most merchants tend to go wrong
- The tools you need to create a true end to end customer experience
- Where to start

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# Today's consumer

**78%**
of consumers
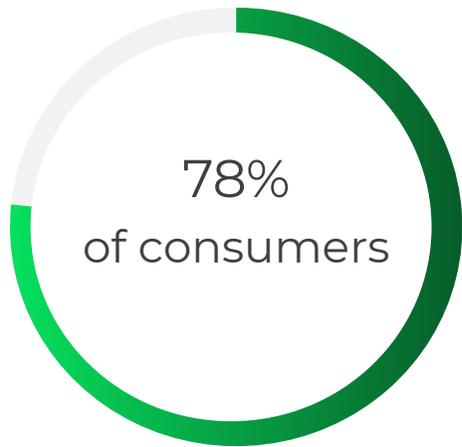
Say they will be **buying online more frequently** this year

**39%**
of consumers

Say that within the next 5 years, they could see themselves **only shopping online**

**36%**
of consumers

Have been **let down by an online order** since the start of the pandemic last year
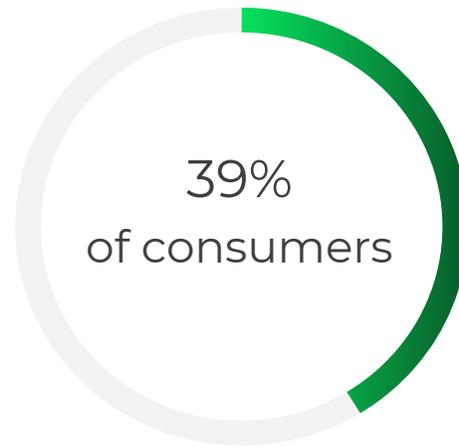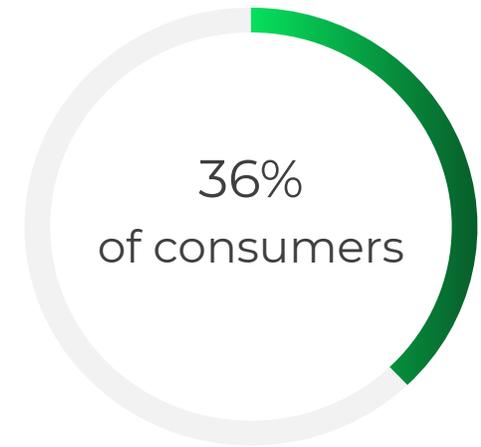
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Consumer Experience

★ Trustpilot

**Attract**

**Evaluate**

**Basket**

**Check out**

**New Customer**

**Back Office**

Stock control
Order Processing
Warehouse
Shipping
Accounting
Customer Service
Returns
Refunds
Replenishment

**Acquisition**

Retention

**Repeat Customer**

**Advocacy**

**Loyal Customers**

**Growth**
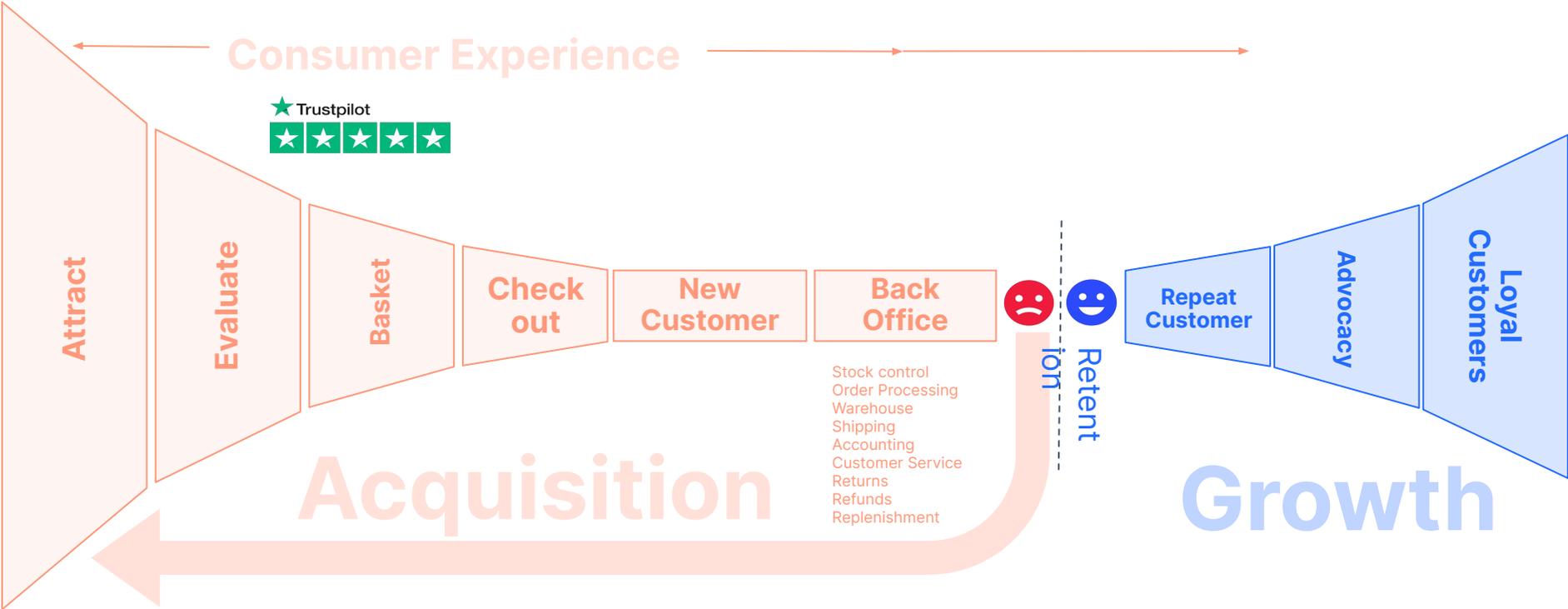
"77% of all negative feedback is not due to the **products**, but the **service** as a direct result of operational issues"

Source: Rise of the Review Culture, Brightpearl & Trustpilot

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# Shoppers tell us...

## 92%
Of shoppers

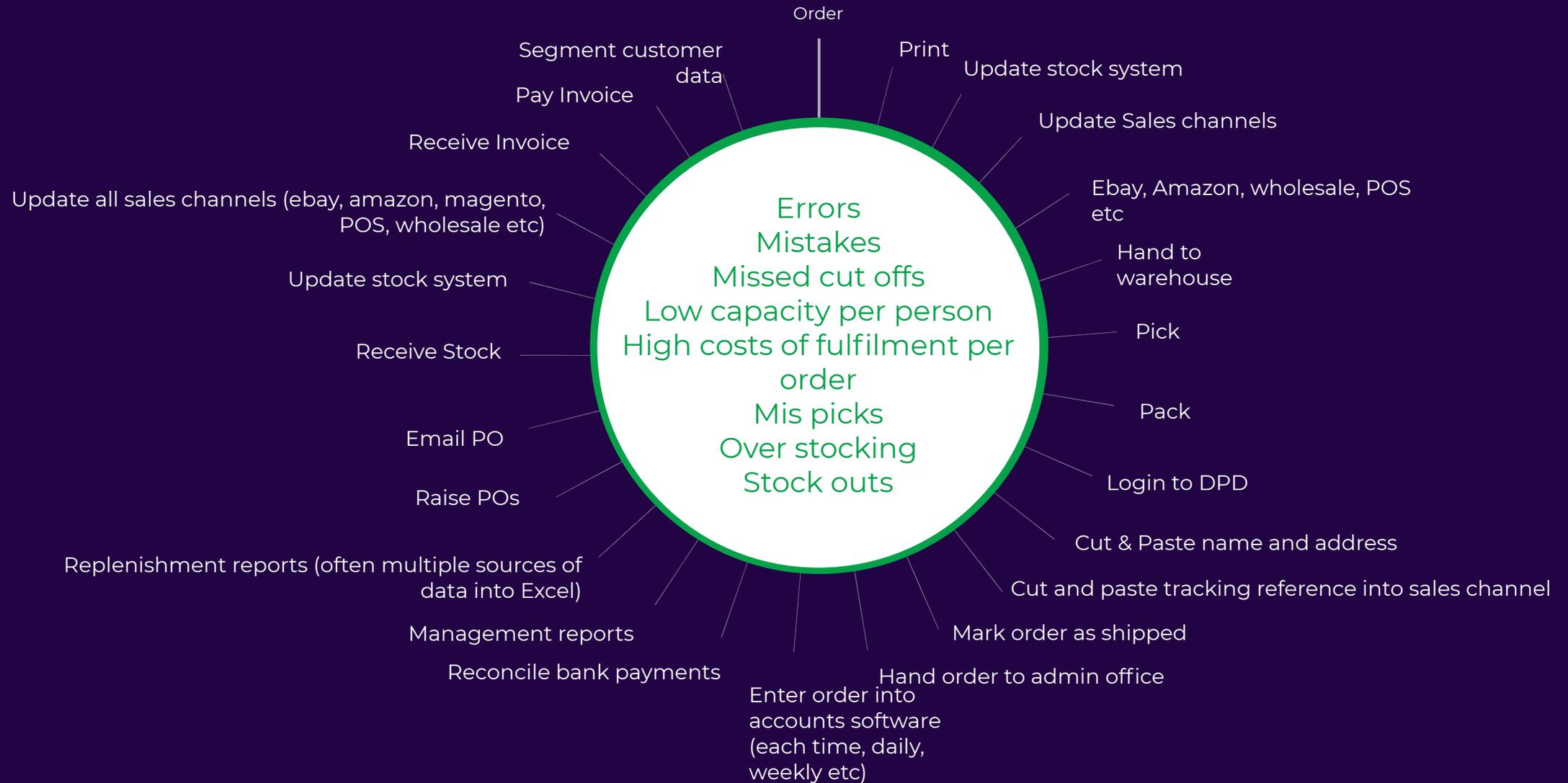Say ratings are important to their **buying decision**

## 95%
Of shoppers

**Read online reviews** before making an online purchase

## 89%
Of shoppers

Stop doing business with a brand after just **one bad experience**

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# Repeatable activity, performed efficiently

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Order

Segment customer data

Print

Pay Invoice

Update stock system

Receive Invoice

Update Sales channels

Update all sales channels (ebay, amazon, magento, POS, wholesale etc)

Ebay, Amazon, wholesale, POS etc

Update stock system

Hand to warehouse

Receive Stock

Pick

Email PO

Pack

Raise POs

Login to DPD

Replenishment reports (often multiple sources of data into Excel)

Cut & Paste name and address

Cut and paste tracking reference into sales channel

Management reports

Mark order as shipped

Reconcile bank payments

Hand order to admin office

Enter order into accounts software (each time, daily, weekly etc)

**Center (green text):**
Errors
Mistakes
Missed cut offs
Low capacity per person
High costs of fulfilment per order
Mis picks
Over stocking
Stock outs

# Nailing your operations behind the "buy" button

**Syncing Multichannel Inventory**

**Data-Driven Demand & Inventory Planning**
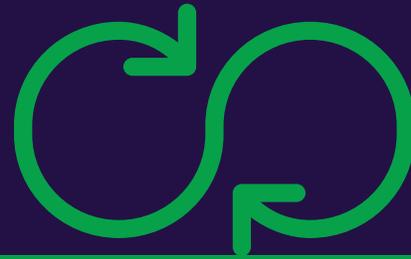
**Automated Order Processing**

**Returns Management**

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# Summary

**Adapt** your business to meet trends and be agile

**Implement** the changes across the business

**Consider** what technology is available to help

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QUESTIONS?

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