The two-step approach to smarter, digitized commerce

Experience is everything to your enabled consumer

Asia, Middle East and Africa (AMEA) customers say customer experience is an important factor in their purchasing decisions

16%

of customers say their expectations were met with 84% left feeling dissatisfied[1]

Reason

The inside-out perspective to customer experience disregards changing customer behaviors and needs

What is needed: The outside-in perspective

More than

2/3

who prioritized customer needs and experience outpaced peers in their sectors[2]

Yes it's possible for small and medium businesses

All you need to do is keep the momentum going with small, simple steps in your shipping process

Get started: Two steps to the outside-in approach

1

Automate and streamline at every step to serve quicker

Take advantage of digital tools like the **FedEx Ship Manager™ at fedex.com**, that empower your team with information about shipping rates, capabilities and shipment status - helping them work better, faster and smarter.

2

Go digital pre, at and post shipment to deliver quicker

Say goodbye to custom clearance nightmares. Tap on digital tools like the **FedEx® Electronic Trade Documents** that lets you:

- **quickly upload** documents that are missing
- submit your documents **ahead of your shipment**

Result: A superior customer experience that's your new competitive advantage

Less mundane paperwork = Meet customer needs better

Aside from saving costs on paper, energy and printing, you'd be able to focus on meeting the specific needs of the customers

Click and upload = On-time shipments and deliveries

A head start on customs clearance and reduced chance of customs delays, thanks to preclearance assistance and proactive customer support

Ready to transform your approach to customer experience?

Start fulfilling orders like a pro

[1] Adobe Business, 2021 digital trends report, 2021

[2] Adobe Experience Cloud Blog, How to: 7 decisions APAC business leaders must make to build a customer experience advantage, 2021