

TOP 10 CONSIDERATIONS FOR MAKING THE SHIFT TO E-COMMERCE



01 | SELLING ONLINE IS MORE IMPORTANT NOW THAN EVER BEFORE.

From FedEx Express Canada's **latest consumer shopping habit survey** launched in November 2020, online browsing has grown with 41% of Canadians surveyed saying they browse online stores every day compared to 38% in 2019¹.



02 | UNDERSTAND. ADAPT. DEFINE.

Understand how online sales work in your industry. How will going online impact your customers and your business partners? You will need to adapt your business to online sales by developing new in-house capabilities (technological, human and logistical). You will also need to define your specific objectives and the actions you and your team will need to take to achieve them.



03 | CREATE A PLAN FOR GETTING ONLINE.

Going online goes beyond technology. Your people and processes need to adapt to this new way of doing business. You will need to onboard your people as to why this is important, include them in the planning and foresee training to help them make the shift. A digital transformation also means creating a digital culture which is necessary to enable a successful online transition. Determine your budget, choose your e-commerce platform, put a plan in place and identify who will manage the day-to-day operations.



04 | DESIGN A BEAUTIFUL AND FUNCTIONAL ONLINE STORE.

Ensure your brand's look and feel is illustrated and clear. Showcase professional photos and videos to outline the product or service you're selling. Ensure you are accurately displaying what your customers will receive and providing the information they want to know.



05 | KNOWING YOUR CUSTOMERS AND THEIR NEEDS IS YOUR #1 PRIORITY!

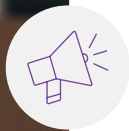
Customers and prospects need to have a seamless experience with your company every time they interact online – whether it's on your website, on social media, or by email – this is known as omni-channel digital marketing (via different channels). All of this must be supported by a robust backend in line with the quality products or services you are selling.

¹ Source: FedEx Holiday Shopping Survey 2020



06 | GET SET UP TO SELL AND SHIP.

Set your customers' expectations ahead of delivery with a comprehensive shipping policy. When it comes to shipping options, highlight the services you offer along with associated costs, transit times, restrictions, and other details. Go one step further and provide details around order processing times and when your customers can expect their shipment.



07 | TEST AND LAUNCH.

Before launching, test your consumer journey to ensure all widgets and tools are accessible to a shopper. Ensure the site looks correct on both desktop and mobile devices for consumers at home and on the go. Part of a shopper's experience is allowing the opportunity to cancel or refund an order – don't forget to test this step before launching your site. 3 in 4 Canadians (73%) indicate a company's return policy and customer service support for online purchases influences which online retailers they purchase.² From **FedEx Return Solutions** simplify the process to make returns easier for you and your customers.



08 | SEE THE JOURNEY THROUGH FROM SHOPPING CART TO DOORSTEP!

Give your customers more control over their home deliveries – where and when you want them. Our online **FedEx® Delivery Manager tool** can help bring peace-of-mind and make home deliveries easier. You can choose to receive proactive notifications, redirect packages to secure retail pick-up locations or provide special instructions for at-home delivery.



09 | FIND THE PERFECT PACKAGE.

It's important to consider packaging as part of your e-commerce strategy, since it's an extension of your brand. Your products should be kept safe during shipping and make a good first impression when they arrive at your customer's doorstep. By the time a product goes to market, you've invested significant time, talent, and resources to ensure its quality and performance. It's important to know how to properly pack your items, so they arrive safely and intact. Always remember the four steps to pack and ship right: cushion it, box it, seal it and label it.



10 | ONGOING OPTIMIZATION.

It's important to remember that once your online business is up and running, the task doesn't end there. Consider how to optimize the experience you're giving your customers as you gain more e-commerce experience. **FedEx Reporting Online** makes it easy to create, download, save and schedule shipping reports. Reports will outline address correction details provided for shipments, package size, expense and volume summaries, payment status and cargo claim activity details. Reviewing shipping reports allows business owners and operators to review their consumer's shopping habits from a different perspective.