



# 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<sup>1</sup>

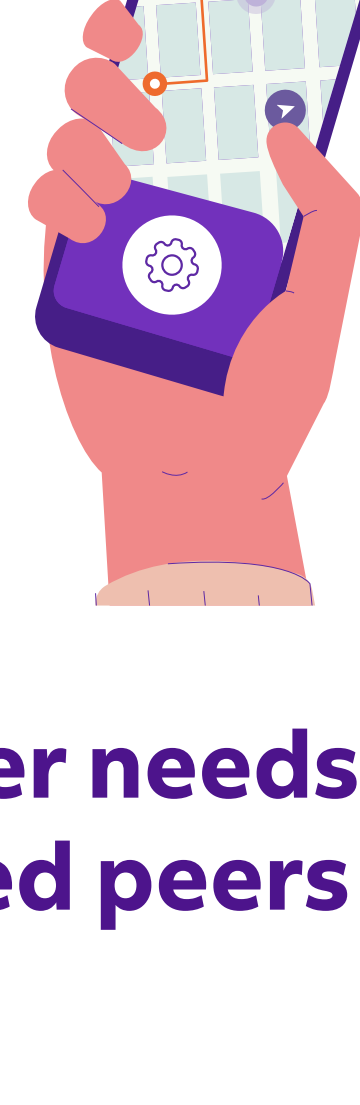
### Reason

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<sup>2</sup>

## 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](https://www.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



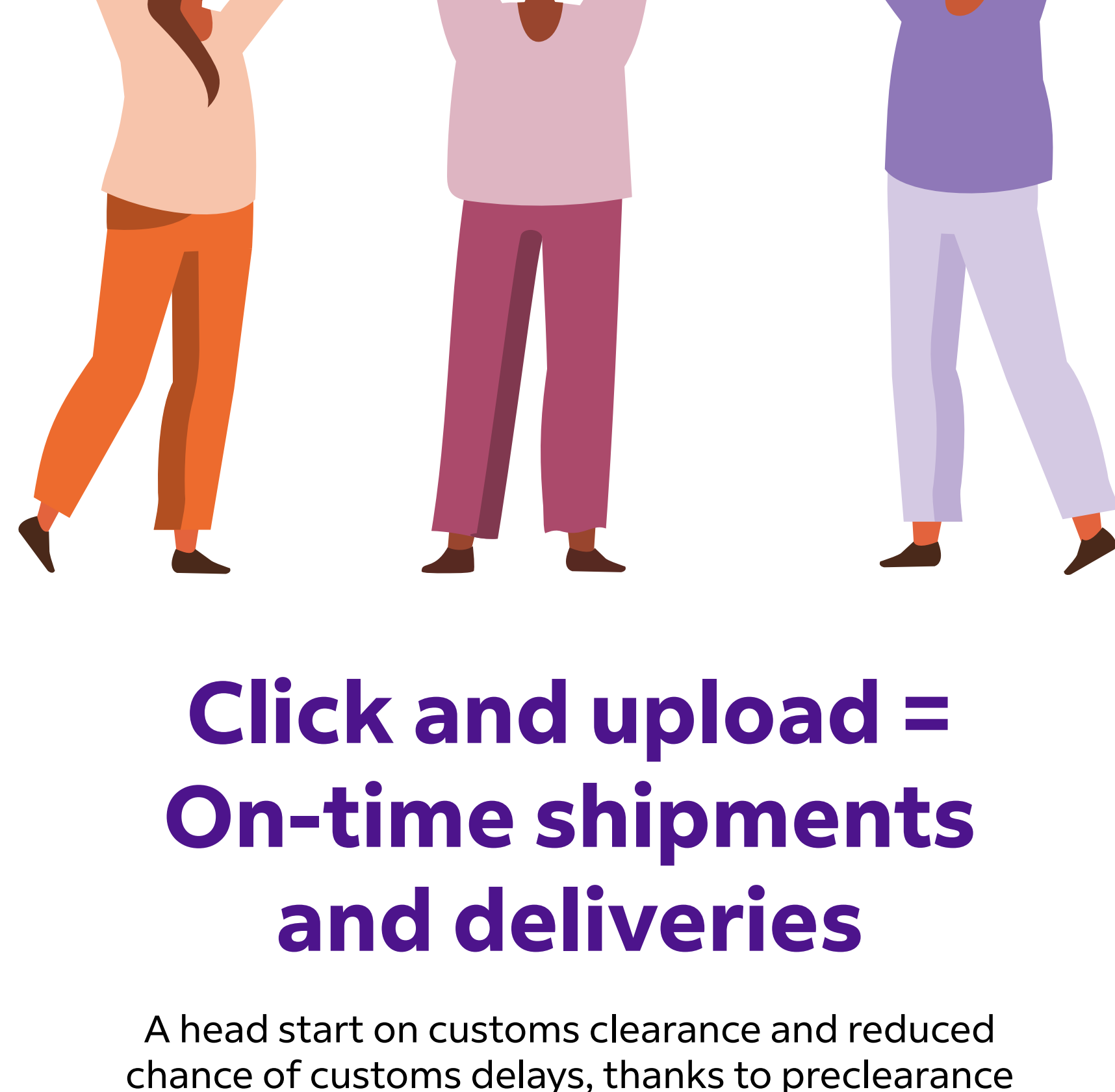
Say goodbye to custom clearance nightmares. Tap on digital tools like the **FedEx® Electronic Trade Documents** that lets you:

- **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 pre-clearance assistance and proactive customer support

## Ready to transform your approach to customer experience?

[Start fulfilling orders like a pro](#)

<sup>1</sup> Adobe Business, 2021 digital trends report, 2021

<sup>2</sup> Adobe Experience Cloud Blog, How-to: 7 decisions APAC business leaders must make to build a customer experience advantage, 2021