



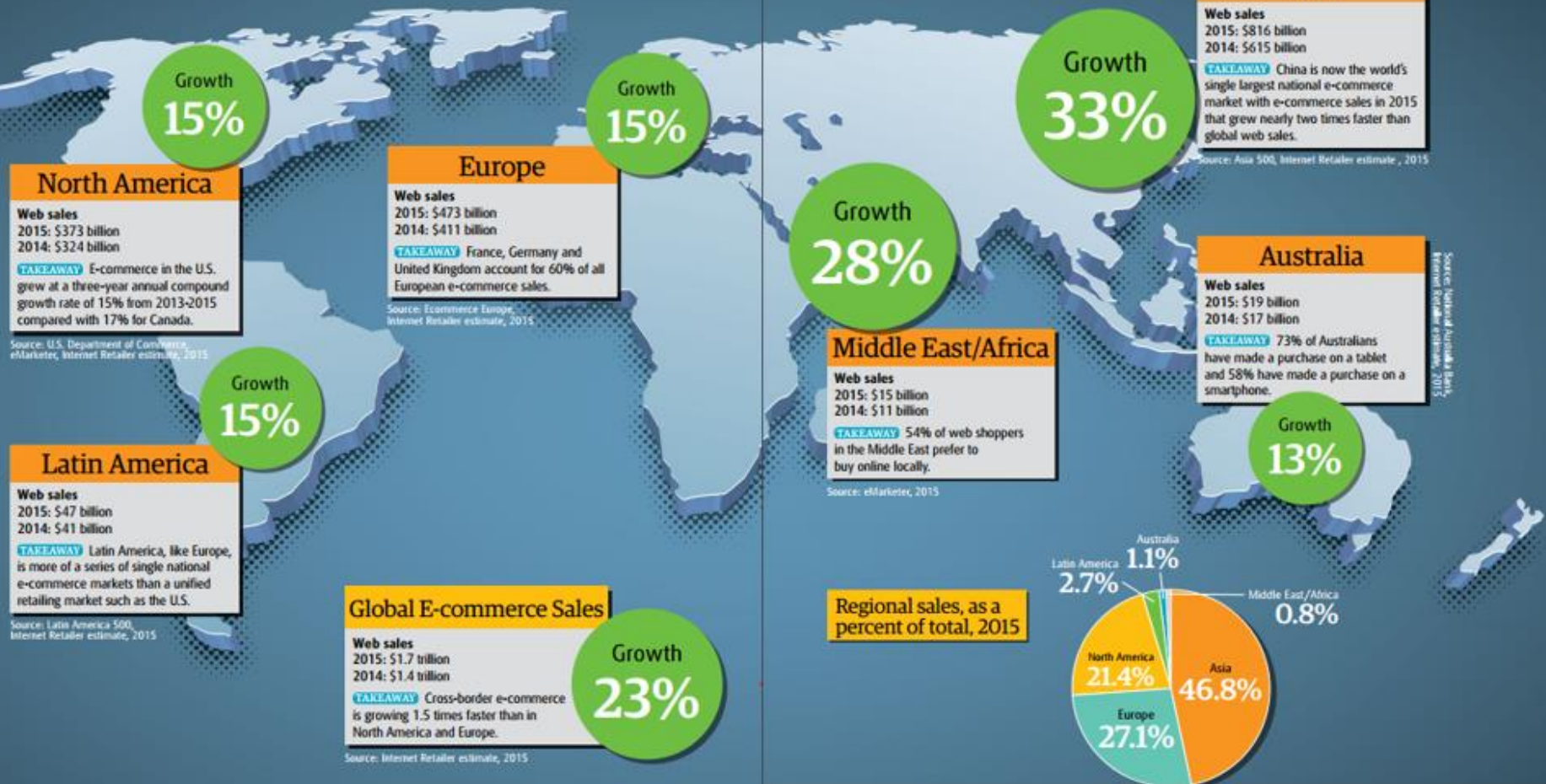
Asia Pacific Business Outlook

March 21, 2017



Global trade powered by e-commerce

A global view of e-commerce growth



UPS Pulse of the Online Shopper - Global

UPS Pulse of the Online Shopper™

A customer experience study



Market	Sample size	Market	Sample Size
Asia Study	5,275	Europe Study	6,238
China (mainland)	1,083	France	1,062
Hong Kong	1,021	Germany	1,055
Japan	1,055	Italy	1,014
Singapore	1,031	The Netherlands	1,023
South Korea	1,085	Spain	1,041
Latin America		United Kingdom	1,043
Brazil Study	1,070	U.S. Study	5,849
Mexico Study	1,053		
		Grand Total	19,485*

A UPS White Paper, March 2015
Global Study

Conducted by



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MOBILE

- Define the optimal user experience for mobile (smartphone and tablet) and build a roadmap to achieve those goals
- Make sure emails render properly on all mobile devices
- Leverage responsive site design to deliver a mobile-optimized experience
- Review imagery needs and upgrade to ensure customers gain a clear view of the product to facilitate decision-making
- Evaluate the role of apps for your business (note: recent studies have revealed that having strong basic functions, such as searching and purchasing products and easy checkout, is more critical than the latest technology feature)



STORES

- For store-based retailers, explore the technology that can be deployed to educate, inspire and service the shopper in store
- Allow shoppers to have a choice in receipts (electronic, paper or both)
- Utilize product locators online and in store to find inventory and deliver it to the customer
- Be forward-thinking with POS (point of sale) systems and evaluate mobile tools



SOCIAL

- Be creative in your marketing strategies to grow your social channels and utilize them to market, message and merchandise to your fans
- Monitor social media for both positive feedback and complaints and respond in a timely fashion
- Encourage consumers to “Like” your brand through onsite placement and extended marketing efforts
- Reward those who “Like” your brand with deals and offers



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► Figure 20: Importance of Options When Checking Out online

	Asia (n=5,275)	Europe (n=6,238)	Brazil (n=1,070)	Mexico (n=1,053)	U.S. (n=5,849)
Free shipping options	72%	76%	72%	74%	81%
Having a variety of payment options in addition to a credit card	59%	67%	72%	79%	54%
Easy to view other buyers' reviews, good and bad*	58%	42%	NA	NA	NA
Order history, so I can see everything I've bought	55%	49%	58%	52%	50%
Estimated or guaranteed delivery date	51%	65%	66%	69%	62%
Provide estimated delivery date and shipping costs early in the process	50%	61%	70%	69%	63%
A login so the site can remember my purchasing preferences (e.g., credit card number, shipping address)	44%	43%	61%	55%	51%
Ability to select delivery location that is convenient to me	43%	52%	48%	53%	37%
Remember me so I don't have to refill my shopping cart or rekey in information if I already started an order	43%	51%	55%	49%	51%
Show me other items I might be interested in	36%	31%	50%	50%	31%
Flat rate shipping options	36%	42%	54%	48%	43%
International payment and delivery options**	35%	36%	58%	55%	NA
Expedited shipping options so I can get my purchase faster	34%	39%	59%	49%	35%

CHECK2. What information or options are most important to you when going through an online check-out process? Please select all that apply. *Only shown to Asia and Europe **Not shown to U.S.

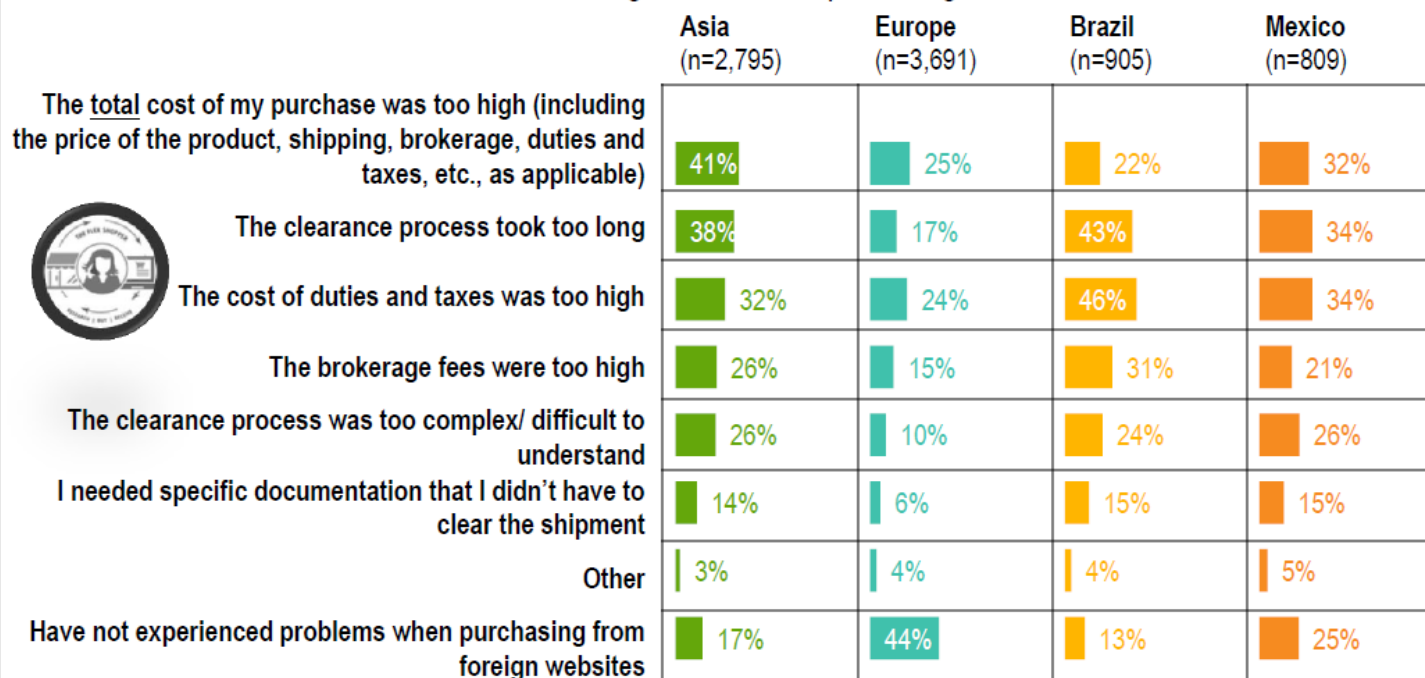


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Total cost, including duties and taxes, and the clearance process are the problems most experienced when shopping on foreign websites

Problems experienced while shopping on foreign websites*

Among those who shop on foreign websites



DOMINT3. What are some of the problems you have experienced when purchasing from non-local websites?

*Not shown to the U.S.



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CUSTOMER SERVICE

- Review return policies for clarity and access throughout the site and via post-order communication
- Integrate “Shop with Confidence” messaging within the all-important shopping cart that includes phone number, return policies and contact touch points
- Highlight contact phone numbers and links to touch points like live chat onsite



SHIPPING

- Show total shipping costs early in the process based on the customer's location
- Offer choices in terms of shipping options to accommodate shopper needs
- Invest in logistics to provide faster, more efficient options



FREE SHIPPING

- Understand the patterns that matter and how long shoppers are willing to wait for free shipping
- Monitor your free shipping model and understand time frames to receive products while staying keenly aware of the competitive landscape
- Assess whether you can absorb these costs as a marketing expense and what strategies will be put in place to preserve desired margin yet still remain competitive



RETURNS

- Reread your current returns policy to ensure it is clear, concise and customer-centric
- Position the policy in your customer service page as well as in the shopping cart to avert abandonment
- Assess whether supporting free returns is viable where retailers cover the cost of shipping the product back
- Consider including a return label in the box, or at a minimum make it convenient for shoppers to print a return label right from your website



STOCK-OUTS

- Make shoppers aware of the status of products at both the product page and shopping cart stages
- Put in place tools, such as email when stock comes available, to capture the sale
- Invest in smart inventory and fulfillment strategies to minimize stock-outs

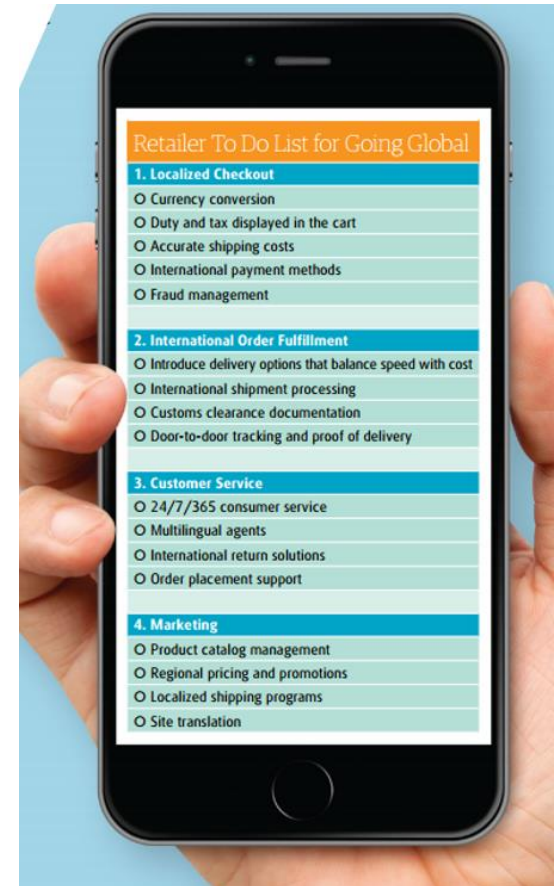


Retailer To Do List for Going Global

Road map
for success:
Key takeaways



- 1. Shoppers want a simple online experience.**
Localize online stores with language translation, currency conversion, duty and tax displayed at checkout, and offer international payment options.
- 2. Online shoppers worldwide clearly aren't inhibited by cross-border e-commerce,** and many prefer buying direct from international websites, especially from merchants based in the U.S.
- 3. Successful presentation of a website or product** in one market might look very different in another market.
- 4. Show prices in local currency,** and only products that are sold in that market.
- 5. Use local creative teams in each country** to accurately communicate product and style information, while taking into account language, culture, currency and payment forms.





Thank you

