Life Cycle	Action	Abstract	Partner
Ordering	User profiles	User profiles comprise a valuable information source that when put to good use, it can help an SME to form a successful marketing strategy, in order to increase sales profits and also the retention rate. In general, user profiles of registered users hold some personal information, which could be utilised by a web shop for making personalised recommendations (e.g. recommendations addressing specific info of the user profile, such as gender, age, etc.) or personalised offers (e.g. birthday specials). Similarly, user ordering history can also serve recommendations by comparing products against the shopping history of users with similar profiles (e.g. Users that bought this also bought that).	ISC
Ordering	Shoe fitting tool	A tool that helps customers order the correct size of shoes.	ISC
Ordering	Product info	Customer should have access to detailed information on the matirials used, palce of origin as well as enviromental issues.	TUIASI
Ordering	Product comparisons	Product comparison feature enables the business website to display information of similar products on a comparative manner. Offering shoppers suggestions, gives the webshop the opportunity to feature items, shoppers wouldn't have stumbled upon otherwise. Some shoppers might not be savvy in searching, but are more likely to wander through the website based on the suggestions they receive. For the majority of e-commerce websites, the biggest reason for a lack of conversion is that customers are unable to find the desired product. Implementing this feature however, gives the webshop a unique opportunity to customize the product viewing based on what the customers have searched before.	ISC
Ordering	Stock information	Having information on product availabily is very important for making a sale. Costumers must be informed about the estimeted date of product arrival before completing the order.	ISC
Ordering	Customization tool	Custom designs is also possible in footware industry. A customization tool helps customers making their own design by choosing the size, material, color etc.	ISC
Ordering	Search box	A search box allows online visitors to search for products or information, by inserting certain keywords on the relevant search box. Online shoppers don't bother to search the online catalogues to find the items they are interested in. A webshop by implementing a search box with an auto-complete functionality can increase its conversion rate.	CIVIC
Ordering	Shopping cart features (selecting and amending orders)	It is essential to allow customers, to have a chance to cancel or adjust their product orders, while processing their order. One-page checkouts, can guarantee higher conversion rate. Checkouts with long forms with many steps that require the browser to load a new page are proved to be detrimental to the shopper's patience. An A/B Split Test study determined an improvement of more than 20% when users were able to checkout with one click of the submit button.	ISC
Ordering	Product suggestions	Related products suggestions have become one of the most important site features used by ecommerce administrators, because of their influence on the buyer's perception and decision-making. With related products suggestions, the ecommerce can suggest relevant products to the customers at multiple points of the shopping process.	ISC

Life Cycle	Action	Abstract	Partner
Ordering	Ordering progress	With the right technology to assist shoppers with order tracking you can save time and increase profitability by providing an all around, improved service. The customer has to be informed about the progress of the purchase at all stages. Relevant messages have to be displayed like "You are in Step 2 out of 4". Also important is that during the checkout process the information regarding the security of transaction data has to be displayed at all times. Usually order progress functionality is a part of the webshop solution.	ISC
Payment	Security	For average users the Internet feels like great black hole when giving i.e. credit card information into it. So sense of security needs to be established without any doubts. Customers must be able to select a mode of payment and the software related to that, on the other hand must verify their ability to pay. This can involve credit cards, electronic cash or purchase orders. Specialized software such as cyber cash or eWallet can verify the purchaser and the purchase.	DANMAR
Payment	Popular payment methods	It is important for a webshop to incorporate a variety of payment methods in order to allow buyers to make purchases in any way they wish. Popular payment methods include: 1) Cash on Delivery (COD), payable when the goods are delivered or collected. 2) Payment to bank transfer / postal account 3) Card payments 4) Invoice 5) Direct bank payments (invoice / bill paid direct via Internet bank) 6) Payment by SMS or phone (in collaboration with Pay & Read, MoSMS etc) 7) Hire purchase / payment	DANMAR
Payment	Focus on cross-border payment methods	While it is true that online shoppers are looking for more alternative payments methods for online shopping, the cross-border ecommerce market is still dominated by credit cards. Credit cards glue the markets together. Targeting markets with frequent and comfortable use of credit cards is a complex-free way to expand your international footprint without heavy investment on multiple alternative payments.	DANMAR
Payment	Mobile ready	We can no longer ignore mobile payments as an important option for consumers. Make your payment model mobile-friendly to prepare for the ecommerce landscape of tomorrow. Mobile Internet is changing the future of the ecommerce industry. More and more consumers are shopping on-the-go from the palm of their hands. In some emerging markets, consumers are connecting to the Internet for the first time via their mobile devices. Mobile payments, fuelled by increased mobile Internet, advanced technology and innovation, are the future. There are over 200 alternative payments across multiple markets in the ecommerce industry today. It is predicted that over the next five years most these options will evaporate. The vast majority of payments will be made by mobile.	DANMAR

Life Cycle	Action	Abstract	Partner
Communication	Delivery details via SMS	Many e-Commerce businesses infrorm their customers about delivery details via SMS. When a webshop allows the customer to reschedule delivery details via SMS , actually reassures the customer that the choice he/she made about purchasing an item from the particular webshop was right and safe. The basic idea is to de-risk online shopping for the online buyers. The inclusion of such an action can increase the conversion rate up to 23,3%.	CTD
Communication	Customer service phone lines	Communication is the key element in all aspects of the process. People may enter the buying cycle for any economic sector at different levels but the key is to communicate with them no matter what level they enter the buying process. This is also true for real estate and is based on the High Street "verses" On line shopping. A shop communicates to people through it's shop window and on line we are having to make our shop window (communication) attractive enough to draw in buyers and simple and easy enough to convert visits to sales. Research has shown that having a toll free number displayed in the template of an ecommerce store will increase	CTD
Communication	Delivery rescheduling via SMS	When a webshop provides delivery details via SMS, actually reassures the customer that the choice he/she made about purchasing an item from the particular webshop was right and safe. The basic idea is to de-risk online shopping for the online buyers. The inclusion of such an action can increase the conversion rate up to 23,3%.	CTD
Communication	Live chat	People have a natural degree of anxiety about finding businesses they trust on the web, and websites use a variety of methods to minimize this feeling past a threshold where the user is in a state of mind where they can be converted. One of them is the live chat, with which the SME can offer immediate and high quality customer service. Live chat in general can have a positive impact of 10-20% in the conversion rate.	CTD
Communication	Monitoring & responding via social media	Social Media is undeniably one of the most important communication media about 750 million people are on the social media site, What's important for wholesalers is that SM is an active media that pushes content to SM site users (vs. a passive media like a website which waits for people to visit the site) but does so unobtrusively (vs. an email in their already-overloaded inbox).	CTD
Delivery	Order tracking options	Order tracking is one of the possible ways for improving the customer service level offered by an online store. Relatively easy to implement, it may offer substantial benefits for both on-line customers and sellers. Nowadays is widely used by an increasing number of businesses. Basically order tracking information concern data that are sent to the customer once the order is completed. This information concerns the order billing and shipping information that the user can access when he /she provides the tracking number of the order and as well as the registration to the webshop email address.	TUIASI
Delivery	Item Returning Policy	The item return option is a service which let customers not completely satisfied by the purchase, to return the good at no or very limited cost. This service can be provided with telephone contact or via mail. A good practice is to provide free shipping regarding products return. Also letting the costumers that they have these options will have a significant effect on the conversion rate.	TUIASI

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Delivery	Delivery Service Evaluation	The delivery service could play an important factor for a successful webshop. It is important for customers to be able to evaluate the carrier. Customer's comment could help the shop improve the services provided and offer the delivery service that works best for their business.	TUIASI
Delivery	Delivery rearranging	The service of delivery rearranging before or after a missed attempt and offering the customers the ability of indicating their personal preferences for receiving the good purchased on-line is a service particularly appreciated by them and widely used by on-line sellers. This service can be also provided with telephone contacts, via mail and directly on website.	TUIASI
Delivery	Information about customs charges	One of the chief pain points in international e-Commerce is purchase friction due to the complicated regulatory practices like customs and duties levied by each individual country. Without an automated calculation of international taxes and duties as well as integrated online customs forms, your international business will lose a large number of foreign customers.	TUIASI
Delivery	International address look up	An informatics system that can help with the delivery, locating the exact address of customers and being able to spot any location information miscommunications.	TUIASI
Delivery	Provision of special delivery instructions	Additional complement to a delivery service by a selling company is the possibility for customers to provide special delivery instructions normally related to timing, places and calendar recurrencies. This service can be provided via telephone contacts or via mail.	TUIASI
Delivery	Carrier information	The provision of information concerning the carrier performing the delivery can be of use for customers for tracking their purchased goods. Some carriers have a better reputation than others and so collaborating with those carriers that score higher in customer appreciation may lead to increased sales.	TUIASI
Delivery	Delivery options	Additional and more specific delivery options can help customer customise the collection of the good purchased in accordance to his own availability (Saturday, delivery deadline, same day, after 18:00, delivery slots, order splitting, delivery to lockers). This service can be also provided with telephone contacts/mail.	TUIASI
Overall Service	M-commerce and tablets	Mobile market is booming, so it is natural consequence to prepare e-commerce platforms for mobile devices. This poses however a whole new range of challenges, especially for mobiles. Implementing responsive web template is crucial and required, however it doesn't guarantee success. But if done properly it can generate a decent profit margin.	CTCP
Overall Service	Delivery information on product page (before check out)	The exact and accurate information on delivery time and costs allows customers to have a good overview on when and at what price current item is going to be delivered. This information should be provided not only before the checkout process as a summary, but also on each products' page. Inaccurate information may lead to loss of trust in customers' eyes. Some e-commerce businesses tend to mark all products as available and ready to be shipped, while after the actual purchase it turns out that for some of the items bought customer will have to wait for a couple of days.	CTCP

Life Cycle	Action	Abstract	Partner
Overall Service	Consumer reviews	Customer reviews are reviews of products or services made by the customers. Customer reviews are proven sales drivers, and most consumers read at least 6 reviews before deciding to make a purchase. The reviews are placed on the product pages of the websites and they can become powerful tools of social proof that persuade people to buy.	CTCP
Overall Service	Gift wrapping	Gift wrapping should be available for all relevant items in the store. Several variants could be implemented, simplest one which would consist only of removing invoice from the package and sending it to the buyer. More advanced option could foresee gift wrapping in foil, that one could consist of price threshold, above which the packaging would be free of charge. Most customized options could be to gift wrap into customized packaging, depending on the occasion, like birthday, wedding, etc, together with possibility to print customized labels. Again, this option could be free of charge above specific price level.	CTCP
Overall Service	Product Image quality	One of very obvious points, any product which is to be sold via e-commerce, needs to have very high quality image representation. - Since good quality images help to hold attention and make sales.	CTCP
Overall Service	Alternate views (including zoom option)	Alternate product views ensure that the visitors are well informed about the items that are interested in. Along with high quality images the alternate product views can specify to the visitors the product dimensions and other physical characteristics, thus prompting the visitor to finalise the purchase. Investments on such elements are key to boosting sales.	CTCP
Overall Service	Product Demos	58% of the users considers that the e-commerce that show videos with content about their products are more reliable websites, since they are offering them a plus of valuable information. The product demos are found in the specific tabs of each product. The consumer usually visualizes them in the phase in which it has already decided what it needs to buy. Therefore, it is comparing features, prices, customer service, reviews… to decide where to buy it. And this is where the video gains relevance: it is a very visual format, which describes some aspect of the product without requiring any effort by the consumer and in which the work of e-commerce is implicit to achieve a satisfactory user experience. A quality and professional video not only helps to sell more, but it causes the user to stay longer on the website,	CTCP
Overall Service	ERP & CRM integration	Integration with CRM and ERP systems is often considered expensive and resource intensive. For most part, this is true. Possibility of integration depends in the first place on whether those systems are running in the e-commerce company.	CTCP
Promotion	PPC tools	Google Product Listing Ads are an effective instrument to advertise specific products and services or product groups to attract new customers who are more willing to spend and who are willing to spend more.	CIVIC
Promotion	Website and Consumer Analytics	Analytics is an important instrument to monitor the effectiveness of one's shop. Analytics provide insight at which moment visitors of one's shop abandon the buying process. Critics of analytics point to the fact that analytics doesn't tell why visitors abandon one's shop at that point or what one should do to counteract the process.	CIVIC

Life Cycle	Action	Abstract	Partner
Promotion	Promotional techniques	It is always a good thing to provide mechanisms that support discounted delivery costs, or even free delivery costs if the order exceedes specific amount. All of big e-commerce companies have such mechanisms in order to encourage customers to buy more. For example, Amazon currently offers free shipment for orders above 10£ for most countries in Europe. Having that option on e-commerce website is more likely to have customers trying to meet the specific threshold in their shopping cart, which results in higher income for the company.	CIVIC
Promotion	Search engine optimization	By means of Search Engine Optimization one can influence one's ranking in search engine results. A high ranking is the best way to attract new customers and to attract customers that are more willing to pay and more willing to buy than customers one would attract by other means. Because Google is the dominant search engine in the EU, SEO is about ranking high in Google search results.	CIVIC
Promotion	Social media links	One should create a Facebook page to engage with one's (future) customers and to provide first and second line customer service. One should monitor Twitter to keep track of the negative and positive opinions vent about one's brand - and react to users expressing themselves about one's shop. Both are crucial elements in maintaining user loyalty.	CIVIC
Promotion	Email marketing	Email is one's most important and most effective marketing communication channel. One should make sure that one's emails are trustworthy, relevant, personalized and contain only one call to action.	CIVIC
Promotion	Newsletter	Newsletters are a type of email marketing with multiple calls to action. Use them if one wants to empower an existing or emerging community for niche products and services.	CIVIC