



# RETHINKING ECOMMERCE FOR TODAY'S DIGITAL CONSUMER

How organisations can maximise profitability and growth from ecommerce and accelerate its benefits.

# Contents

|   |    |
|---|----|
| INTRODUCTION  | 03 |
| THINK BEYOND ECOMMERCE - TO CHANGING CONSUMER EXPERIENCES | 04 |
| YOUR JOURNEY - DIRECT TO CONSUMER ECOMMERCE               | 05 |
| ECOMMERCE FIT FOR YOUR BUSINESS                           | 06 |
| OUR SERVICES AT A GLANCE                                  | 07 |
| ACHIEVING SUCCESS IN THE NEW ECOMMERCE LANDSCAPE          | 08 |
| YOUR ECOMMERCE PARTNER                                    | 10 |
| CONTACTS  | 11 |

# Introduction

The ecommerce industry is rapidly evolving and is fuelled with opportunities for growth for B2B and B2C brands. But successful ecommerce businesses, those that stand out from the crowd, are constantly embracing innovation.

The good news however, for all organisations, whether starting out on your ecommerce journey or expanding globally into new markets and territories is that you can get there one step at a time, focussing on the real growth levers.

In this ebook we show you how you can power ecommerce innovation to; save costs, expand reach, increase efficiencies, build customer loyalty and increase customer lifetime value.

Learn how to define and adapt your ecommerce strategy at the right time and in the right place and optimise your approach to enable cost effective transformation, by taking an iterative and manageable approach.



# Think Beyond Ecommerce

## To Changing Consumer Experiences

Ecommerce is no longer simply about the way in which businesses trade digitally, nor is it solely defined by the technology platform used to sell goods and services.

In the fallout from global events like Brexit and the COVID-19 pandemic, ecommerce operations in all sectors have experienced rapid growth. And the transformation of ecommerce has not stopped there. The pace of change is continuing, with new technologies - from NFTs to the metaverse - set to cause more upheaval.

Today instead ecommerce is about unlocking the benefits of digital interaction, reaching new customers, expanding at pace and importantly meeting customers where and how they want to buy.

Whilst Global ecommerce sales soared 66% at the peak of the COVID-19 shutdown, there's no evidence to suggest ecommerce sales are slowing, and competition is increasing with even more brands than ever before

across B2B and B2C recognising the power of ecommerce and all competing for customer attention.

But whilst ecommerce may represent a panacea of change and growth for many organisations, it won't deliver the expected returns for your business without a clear strategy that puts customer experience at the core.

This means changing more than just the technology. True success relies on wholesale organisational transformation, which for many can seem daunting. But success can be achieved by taking a step-by-step approach - iterating changes to identify success factors and delivering cost effective transformation.

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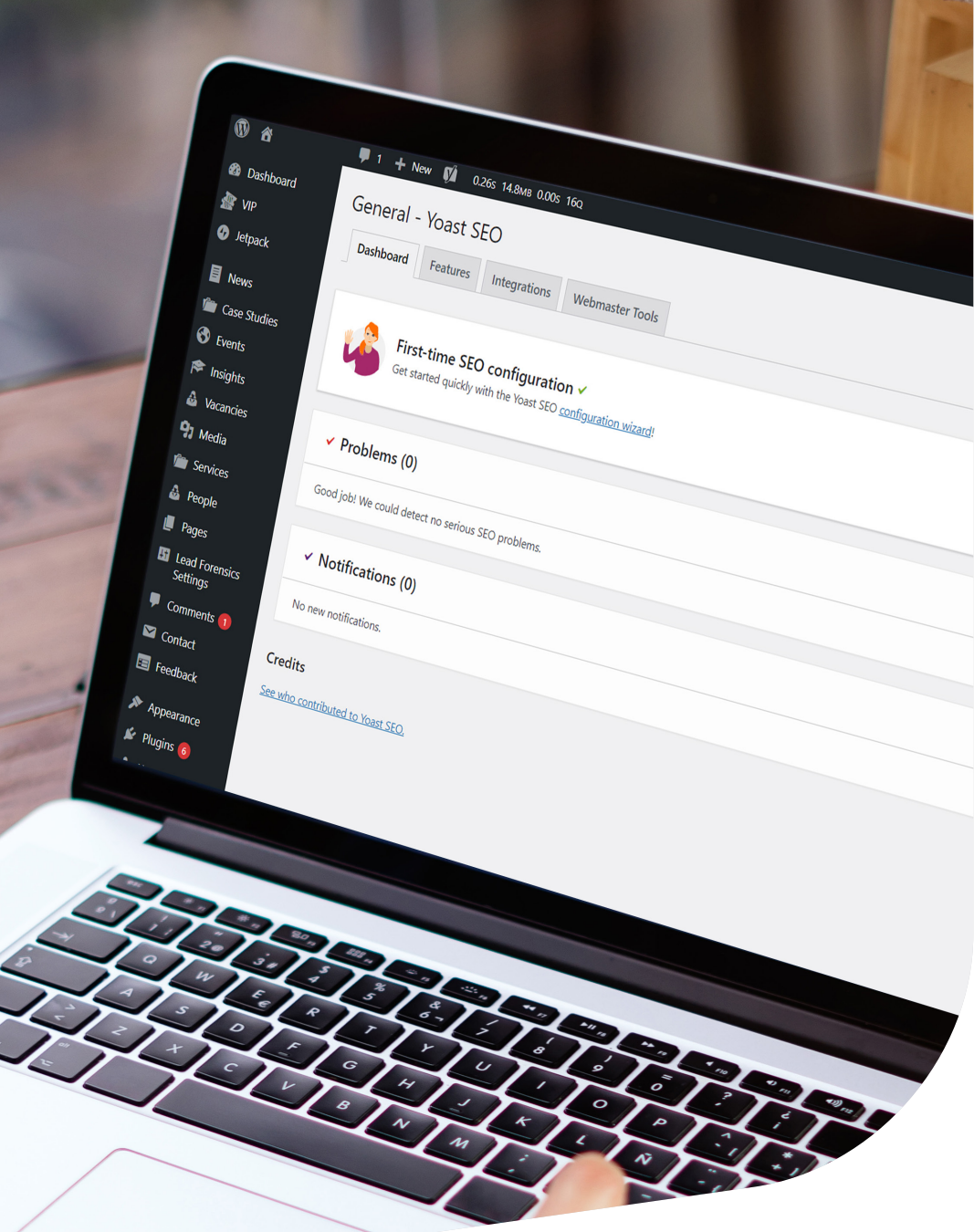
# Your Journey

## Direct to Consumer Ecommerce

Whilst typically most organisations already have an ecommerce presence, the question is are they taking full advantage of the benefits - to establish real cost efficiencies across their organisation, to collect, measure and act on consumer data to deliver greater personalisation and impactful experiences, and to grow their business with increased reach and heightened brand loyalty?

Our approach is to help you on your ecommerce journey at whatever stage you are at. We will help you identify the best approach for your business to deliver ecommerce success - the approach that will deliver the biggest returns in terms of revenue, growth, efficiency, and experience.





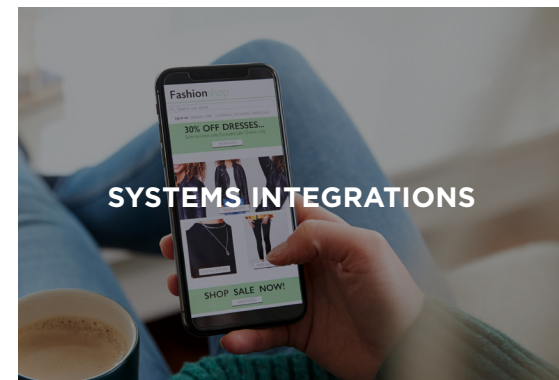
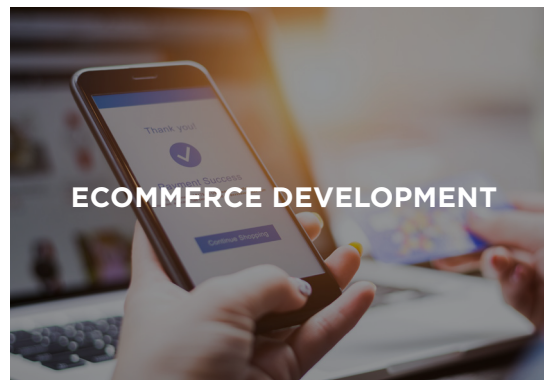
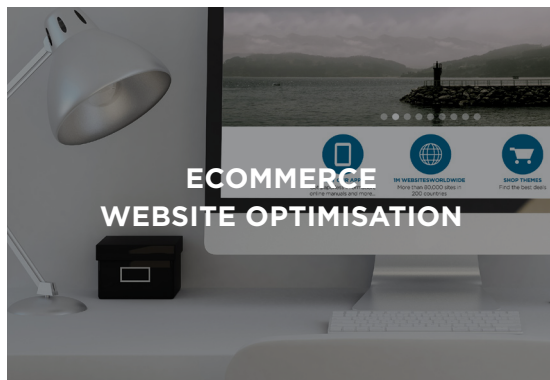
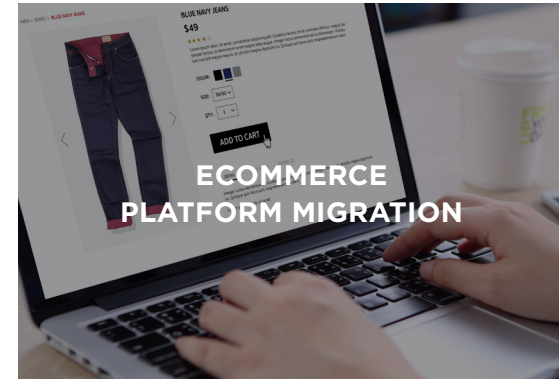
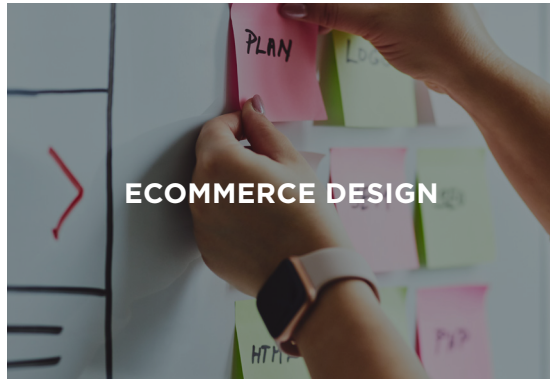
# Ecommerce Fit For Your Business

Box UK is focussed on delivering the right ecommerce solution for you. We help you understand how ecommerce can benefit your organisation, reach new customers and grow your business.

And whether you already have an ecommerce presence or are starting out on your journey - direct-to-consumer, we will work in partnership with you to help you define your goals, align your next steps and support your continued journey to ecommerce success and beyond.

From ecommerce strategy assessment and definition, design, implementation, platform migration and hosting, system integrations and site optimisation, we provide the support and expertise, throughout the entire end-to-end ecommerce lifecycle to deliver transformational ecommerce solutions for your business.

# Our Services at a Glance



# Achieving Success in the New Ecommerce Landscape

Discover more about our range of services below

## ECOMMERCE DESIGN

### Deliver a great digital customer experience

A compelling user experience sits at the core of ecommerce and that's why we apply a keen focus to usability, user journeys and conversion optimisation to each and every one of the solutions we design. Our consultants are experts in data-driven research, user-centred design and user testing, they have extensive experience in designing for a range of sites including multi-region, multi-currency ecommerce sites across a range of sectors, and apply their expertise to ensure your site delivers the optimum customer experience that builds loyalty and increases customer retention.

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## ECOMMERCE STRATEGY & CONSULTATION

### Leverage the benefits of ecommerce for your business

Discover the best solution to deliver your required business outcomes now and in the future. Our expert consultants bring their years of experience to help you define your ecommerce needs. Immersing themselves in an understanding of your business, they will guide you through the steps to defining the right strategy, goals and objectives to achieve your required business outcomes from your ecommerce journey.

## ECOMMERCE PLATFORM MIGRATION

### Evolve your platform to meet digital demands

A high performing platform is key if you want to keep pace with the fast-moving ecommerce industry – and your business growth depends on a reliable, flexible and scalable platform. If your current platform is failing to deliver the performance or features your business growth depends on, we can help you to migrate your existing ecommerce site to the most suitable and effective platform with seamless integration and no downtime. Our migration consultancy services will give you a plan to manage the move effectively – keeping your products, content and data consistent and accurate, and targeting high-value areas as a priority to minimise risk and lost opportunity.



## **ECOMMERCE WEBSITE OPTIMISATION**

### **Adopt an innovation mindset to continuously drive profitable ecommerce**

From ensuring impactful performance of your site to future proofing it to keep pace with changing consumer behaviours and help you stay one step ahead of the competition. Our consultants, skilled across user experience, technical and design implementation will work with you to first identify the most relevant insights available across your site - those that will enable you to make positive changes. We will subsequently guide you in achieving your business goals for example, increasing site speed and reducing cart abandonment - quickly and effectively, by prioritising recommendations from these insights.

We provide you with open access to our extensive cross-sector experience so you can benefit from a long-term ecommerce roadmap that keeps your business moving forward. Our consultants are constantly scanning the horizon for emerging trends from making your products accessible through voice search on devices such as Amazon Alexa and Google Home, integrating sophisticated advertising capabilities that increase your reach in highly targeted markets to navigating the Metaverse and NFTs.

## **ECOMMERCE DEVELOPMENT**

### **Allow ecommerce to drive your profitable growth**

Your ecommerce store is the foundation of your strategy so it's vital to your business success that you get it right. From security, functionality, content and optimisation, each has a significant impact on customer engagement and ultimately sales. We deliver fast, scalable and integrated platforms that underpin high-traffic, high transaction ecommerce offerings locally and globally. Our solutions have global capabilities baked in at every level - beginning with employing only those technologies proven in supporting enterprise ecommerce offerings.

We bring together our team of skilled solution architects, UX consultants, system engineers and product owners to ensure your ecommerce solution delivers against your specific requirements and goals - whether you're dealing with physical, digital or subscriptions-based products, across B2B and B2C.

## **SYSTEMS INTEGRATIONS**

### **Connectivity to empower end-to-end ecommerce success**

Our highly skilled and experienced developers support even the most complex site installations including multilingual and multi-site, integrating key backoffice components such as Enterprise Resource Planning (ERP), tax engines, payment gateways and third-party logistics to manage the full enterprise ecommerce lifecycle and ensure a seamless experience that scales as your business grows. We ensure that the various services in your ecosystem can communicate seamlessly so your customers benefit from a smooth journey from purchase right through to fulfilment.

# Your Ecommerce Partner

Box UK is one of the UKs leading enterprise ecommerce solution providers. Leveraging development expertise built up over more than twenty years we have a track record of delivering large-scale digital platforms that underpin high-traffic, high-transaction ecommerce offerings across the globe.

We provide you with the experience, industry partnerships and expert insights you need to support you on your ecommerce journey. Our multidisciplinary teams have the right skillsets to help you achieve measurable returns from your digital investment and drive your digital transformation strategy forward. Acting as strategic partners from our headquarters in the capital of Wales, offices in central London, and on-site as part of embedded teams we support you to maximise your ability to drive sales and generate revenue and profit.





Whatever direction your ecommerce  
journey is going in, we can help you  
take the next step.

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