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Simplify E-commerce Selling
Gain wins by successfully recreating the offline buying experiences online

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Digital Service Providers (DSPs) operating in diverse markets often struggle to **accelerate revenue generation** from their e-commerce platform

McKinsey & Company

According to Mckinsey, 'a successful e-commerce platform needs to continuously evolve and cater to the changing needs of the customer'.

Among the 50 global brands benchmarked, companies in the top quartile **sign up 50 times more customers online** than those in the bottom quartile, **by focusing on a few** basic **measures** along the **customer life cycle.**

Unlike the digital natives, driving the customers to the e-commerce site and keeping them engaged still remains a challenge for most Telcos.

Major challenges in driving the customers online and generating higher revenue are:

- **Complex user journey** leading to low sales conversion ratio (visit to purchase)

- **Low application resilience** and **frequent downtime,** especially during peak hours, impacting customer experience

- **Legacy infrastructure, rigid IT systems, and lengthy operational workloads** affecting time-to-market for DSPs' new services

These challenges in return impact the DSPs':

Revenue   **Cost**   **Customer experience**

This insight provides key focus areas to re-imagine DSPs' e-commerce platform to improve sales conversion by 3X

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Key focus areas to successfully re-imagine DSPs' e-commerce platform

1

Perform bespoke analysis

Benchmark ideas and bring in best practices to formulate the right re-imagining strategies

2

Implement contextual interactions

Improve user engagement and decision making by 40%

3

Accelerate content delivery

Reduce time-to-market for new products and offerings

4

Enable digital marketing readiness

Improve SEO and site performance

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By focusing on the above areas, DSPs can re-imagine their e-commerce platform, thereby increasing the revenue from online channels, improving NPS and increasing sales conversion by 3X

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Perform bespoke analysis to benchmark ideas and bring in best practices to formulate the right re-imagining strategies

RECOMMENDATIONS

Perform competitor, product, customer analysis

- Adopt **multi-disciplinary approach for product and competitor analysis** considering all aspects of technology, people and processes

- Identify service usage pattern from subscriber usage data to develop **upsell & cross-sell strategies** and **optimize the product bundling techniques**

- **Analyze and segment customer specific preferences,** for e.g., recharges, usage, VAS, data preferences

- Perform choice-based **conjoint analysis for customer segmentation** and accordingly design the product bundles

DSPs can leverage some of the below tools to perform the above analysis:

METRICWIRE Breakthrough Research

SurveyMonkey®   WUFOO by SurveyMonkey

Formulate strategy

- Optimize the granular details of the design by focusing on **user experience.** Some useful techniques include:
  - ✓ Card sorting/tree testing
  - ✓ Early engagement & design - prototype testing of low or high fidelity
  - ✓ Eye tracking heatmaps

- **Create Information Architecture** (IA) with key steps such as content inventory, grouping and structured site audit
- Employ **call deflection techniques** such as self-service channels to reduce call volume to contact centers
- **Target customer retention** with loyalty management system based on the subscriber information such as usage, bill amount, user longevity, etc.

DSPs can leverage some of the below tools to perform the above techniques and formulate strategy:

FLINTO

inVISION   OptimalSort   Treejack
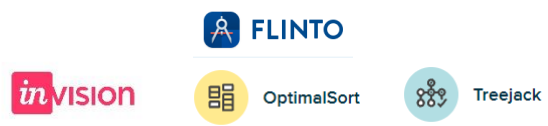
Validate and finalize strategy

- Analyze and **verify the decisions** by running a quantitative and qualitative study of the designs

- **Perform continuous improvement** by engaging with the customers at the right time in the right place

- Capture key **insights** that **influence users'** product selection, purchase decisions, and their in-product activation

Some of the useful techniques in assessment are:
- Usability testing
- Heuristic evaluation
- A/B testing
- 5 second test
- First click testing
- Accessibility testing

DSPs can leverage some of the below tools to validate and finalize the strategy:

lookback   VWO   usabilla by SurveyMonkey

Chalkmark   UsabilityHub

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Implement contextual interactions to improve user engagement and decision making by 40%

RECOMMENDATIONS

Create behavioral heat maps

Monitor user behavior pattern using heat map analysis to visualize how users behave and interact across the webpages

- Identify **the most & least effective content** across the pages and find on-page elements that may be generating friction and causing bottlenecks

Perform site analytics to:

- Know where to place the most important content/product/promotion
- Identify the ideal page variants for performing a A/B testing
- Check the compatibility of the pages with different browsers and devices

Implement personalization

- Perform market segmentation, group the customer base and deliver targeted messages and campaigns using **geo-location APIs to automatically render personalized widgets and page events**

- Offer **product catalogue-as-a-service** with real-time distribution across multiple digital channels

- Leverage **TM Forum TMF620 product catalog open API** for product catalogue refinement

- Offer **OTT bundles as a lever for optimal product positioning** as a scalable and cost-effective option over traditional triple play or quadruple play product offerings

- Build **keyword-based recommendation engine** to significantly shorten the search duration and increase the sales frequency
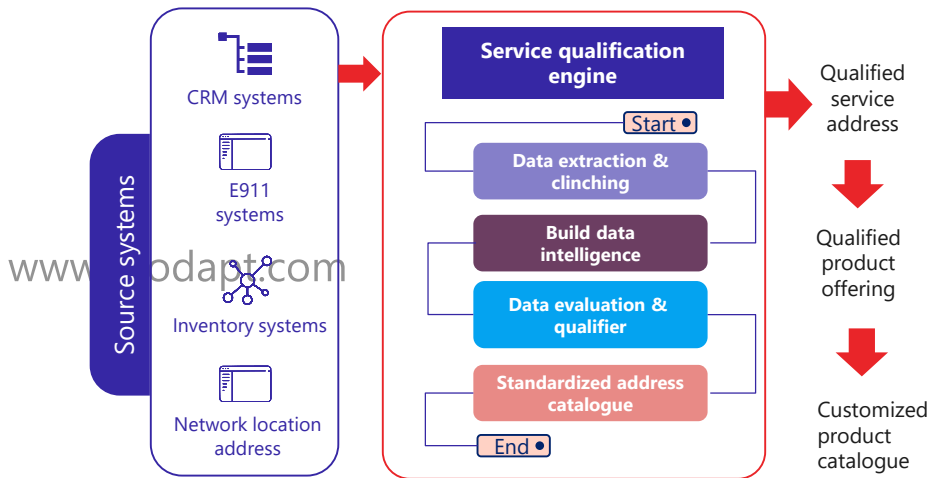
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Implement contextual interactions to improve user engagement and decision making by 40%

RECOMMENDATIONS

Implement contextual user interactions

- Implement **contextual design** for UX engineering by using **guided navigation**, for example**,** migrate to a **checkbox and accordion-based approach** to reduce the number of pages, clicks and hence, the checkout time

- Build **nudges during promotional campaigns** to create a sense of urgency to motivate conversions

- Integrate virtual and live agents for real-time assistance to the users and getting their feedback throughout the user journey

Accelerate service qualification by understanding the user intent

Source systems
- CRM systems
- E911 systems
- Inventory systems
- Network location address

Service qualification engine
- Start
- Data extraction & clinching
- Build data intelligence
- Data evaluation & qualifier
- Standardized address catalogue
- End

Qualified service address

Qualified product offering

Customized product catalogue

- Build a service qualification engine to enhance address validation and recommend design improvements to boost the overall serviceability

- Leverage service qualification engine to resolve the data integrity issues such as the wrong wire center, incorrect loop length, tech-types from logical inventories

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Accelerate content delivery to reduce time-to-market for new products and offerings

RECOMMENDATIONS

Leverage feature flagging to accelerate the product delivery pipeline by 3X

- Leverage **feature flagging** (toggling) for **the canary launch** of new codes/features to a user subset as an initial test

- **Activate and deactivate features** in a production environment, **without changing the code** in a fast-paced release cycle

- Adopt **dynamic context-specific flagging decisions** aligned to the product launch strategy
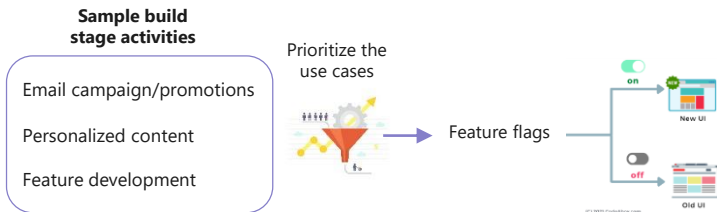
Sample build stage activities

- Email campaign/promotions
- Personalized content
- Feature development

Prioritize the use cases

Feature flags

on → New UI

off → Old UI

(C) 2021 Codeblog.com

Fig: Prioritizing and feature flagging activities

Implement headless Content Management System (CMS) for omnichannel content delivery using API-first approach

- **Digital content aggregation** – Leverage unified cloud-based content storage to reduce duplication and geo latency during the consumption

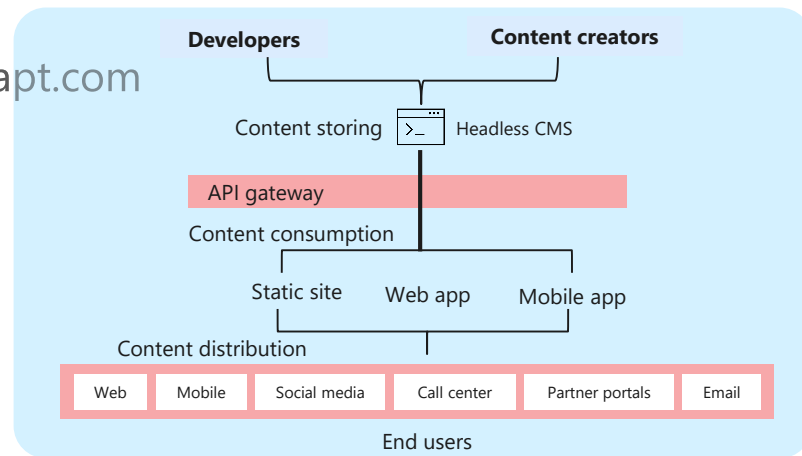- **Content on-demand**: Bring agility in content integration and distribution across the OTT applications

Developers | Content creators

Content storing — Headless CMS

API gateway

Content consumption

Static site | Web app | Mobile app

Content distribution

| Web | Mobile | Social media | Call center | Partner portals | Email |

End users

Fig: Content-as-a-service for digital content delivery

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Accelerate content delivery to reduce time-to-market for new products and offerings

RECOMMENDATIONS

Leverage Digital Asset Management (DAM) to deliver connected content faster over omnichannel
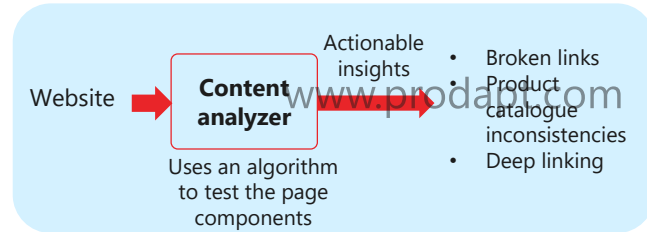
- Leverage **SaaS based DAM delivery models** to organize, access, and distribute content
- Go with a **subscription based model,** which is globally accessible, offering cost benefits of scalability and maintenance
- Helps to maintain **brand consistency and integrity**

Fig: Key steps involved in Digital Asset Management (DAM)

Build a no-code content analyzer for automated content testing

- Leverage **template-driven content configurator** synchronized with a branching strategy to validate/assert dynamic content changes

Website → **Content analyzer** → Actionable insights
- Broken links
- Product catalogue inconsistencies
- Deep linking

Uses an algorithm to test the page components

- **Implement a keyword-based data management strategy** by building a re-usable test repository to **perform automated content testing**
- Continuously integrate the test suites with the DevOps pipeline for **automated content refresh and site accessibility checks** to ensure good quality of content delivery

Build a cross device/browser validator to get actionable insights on page performance

Customers use different types of browser versions and multiple device models. DSPs need the right testing strategy to ensure maximum test coverage with less effort and time

- Cross device/browser tools enriched with **page analytics** during the development stage
- Key considerations while building the synchronizer are:
  - ✓ Write once, execute many - Build **re-usable code for GUI tests extensible across mobile apps and browsers**
  - ✓ Automate tests with **security and vulnerability assessments** integrated with CI/CD pipeline
  - ✓ **Amplify the cross-browser testing** coverage with java/java script-based open-source framework which is lightweight and platform-independent

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Enable digital marketing readiness by improving SEO and site performance

RECOMMENDATIONS

Build a one-stop SEO engine to improve SEO ranking

SEO

- **Build a bundled master web SEO checker** using open-source tools to perform **automated SEO optimization testing**

- Implement **a custom code validator** to analyze and grade the website to retain the site ranking

- Test below touchpoints to ensure better SEO ranking:
  - *Title tag, meta description, keywords, headings, alt attribute, GZIP compression, broken links, XML sitemap, Robots.txt*

Improve site performance and caching

- Leverage **Content Delivery Network (CDN) for caching static assets** like images, audios, videos, documents etc. to improve the site load time and lower the bounce rate

- Perform **image optimization** with the help of **tools/techniques** like **lazy loading, resolution-based rendering of images to** enhance website performance

- **Manage traffic peaks** typical to **e-comm application** through CDN, decreasing the load time and delivery latency

- **Optimize website for search engines** leveraging CDNs that are agile and cost-effective ensuring secure and faster content delivery over omnichannel

- **Improve site reliability** with secure encryption and compression techniques such as HTTP/2, server push, Brotli compression

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Centralize site performance management for continuous process improvement

Site Traffic
Site analytics for peak usage, seasonal variations, active user sessions

User Experience
Largest Contentful Paint (LCP), Cumulative Layout Shift (CLS), First Input Delay (FID), user response time, cart abandonment rate

Log Analytics
Centralized intuitive log tracking for efficient troubleshooting

Application Dependencies
Interrelated components, code/design metrics, duplication checks

Servers
CPU/memory utilization, network stats

Fig: Illustration of key areas for site performance management

Monitor metrics that matter - Continuously monitor the key metrics using APM (Application Monitoring Tools) and cloud services to **track key risks & KPIs**

Centralize log management – Enable log analytics to capture the logs in detail so that they can be easily extracted for drill down to identify the RCA,, in case, of issues

Enhance web security using CDN-based bot management/cloud-based WAF (web application firewall) solutions to detect any intrusion attempts

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Business benefits achieved by a leading DSP in North America by focusing on these key areas to successfully re-imagine their e-commerce platform

Improved online sales conversion by

3X

Increased annual portal channel revenue by

50%

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Focusing on these 4 key areas also helped in **improving the NPS**

Reduced time-to-market by

35%

Improved the site performance by

30%

Fast-tracked product launch

Improved website performance

Simplified customer journey

Increased cart orders

THANKS!

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THANK YOU!