

# Turning online window shoppers into frequent buyers

Consumers are going online to seek inspiration and are open to discovering new businesses

## 51%

are open to trying new brands across Southeast Asia<sup>1</sup>

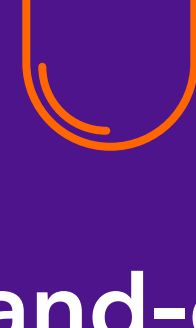


## Why consumers abandon carts or switch brands

### Inflexible shipping options

## 57%

in Asia Pacific would switch retailers if they were not offered flexible delivery options<sup>2</sup> like:



Click-and-collect



Flat rate shipping



Shipping to multiple addresses



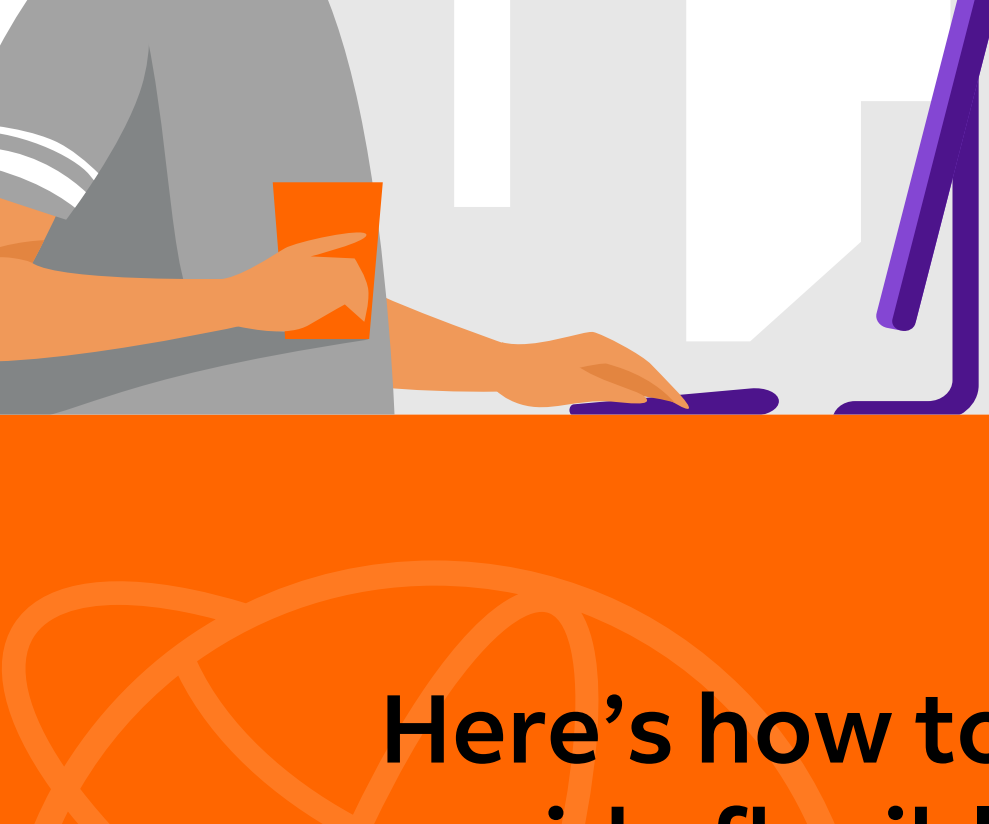
Curbside pickup

### Longer delivery wait time

## 51%

in Southeast Asia say they've switched brands for reasons including faster delivery time<sup>1</sup>

## What consumers want: value for money and reliability



Here's how to lower shipping costs and provide flexible, reliable delivery options:



### Tap day-definite, e-commerce shipping services

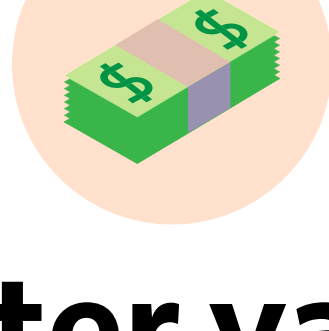
Work with logistic providers offering shipping services with quicker speed and greater value like FedEx<sup>®</sup> International Connect Plus.



### Use cross-border e-commerce capabilities

With online tracking and digitized custom clearance, you and your consumers get greater visibility, control and convenience over the whole process.

How these e-commerce services benefit you and your customers:



## Greater value = more savings

For you

Enjoy **greater savings** at competitive day-definite transits

For customers

**Value for money** that addresses their specific delivery needs



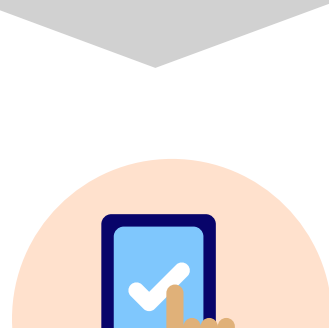
## Flexibility and control = more convenience

For you

Offer the **flexibility to pick up packages from multiple delivery options**, and ability to change delivery details

For customers

**Flexible and convenient delivery choices** to pick from including option to reschedule



## Seamless integration = seamless customer experience

For you

**Easily integrate services** like automating shipping labels to handle small - large transaction volumes with speed and efficiency

For customers

A **seamless integration on your end** translates into a seamless user experience that's intuitive and self-service



## Better visibility and transparency = peace of mind

For you

**Online and offline shipping automation solutions** allow greater transparency across the fulfilment process

For customers

**Higher satisfaction** as able to easily track packages online and receive automated notifications

## Is your business ready to ride the e-commerce wave?

Start fulfilling orders like a pro

<sup>1</sup> Facebook Business, Southeast Asia, the home for digital transformation, 2021

<sup>2</sup> Accenture Life Reimagined: Mapping the motivations that matter for today's consumers, 2021