

eCommerce - Friend or Foe?

George Brickwood

eCommerce Director UK&I

Schneider Electric



eCommerce is not in the future... It is **NOW**



“If I had asked people what they wanted,
they would have said **faster horses**”

- Henry Ford

An internet minute in 2019

3.8 million

Google searches

87,500

Tweets

4.8 million

GIFs shared

1 million

Facebook logins



\$996,956

Spent online

4.5 million

Youtube Videos viewed

347,222

Instagram likes

188 million

Emails sent

694,444

Netflix hours watched

The transactional landscape is **changing**



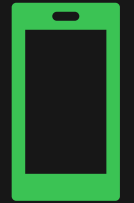
1900s



1980s



1990s



2000s

Technology gives us faster and higher performance devices to transact with

The pace of business is increasing as we can communicate data more easily

Our customer demographic is **changing**



Traditionalists

1928-1944

Value authority and a top-down management approach; hard working; 'make do or do without'.



Baby boomers

1945-1964

Expect some degree of deference to their opinions; workaholics



Generation X

1965-1979

Comfortable with authority; will work as hard as is needed; importance of work life balance.



Generation Y

1980-1994

Respect must be earned. Technologically savvy; goal and achievement oriented.



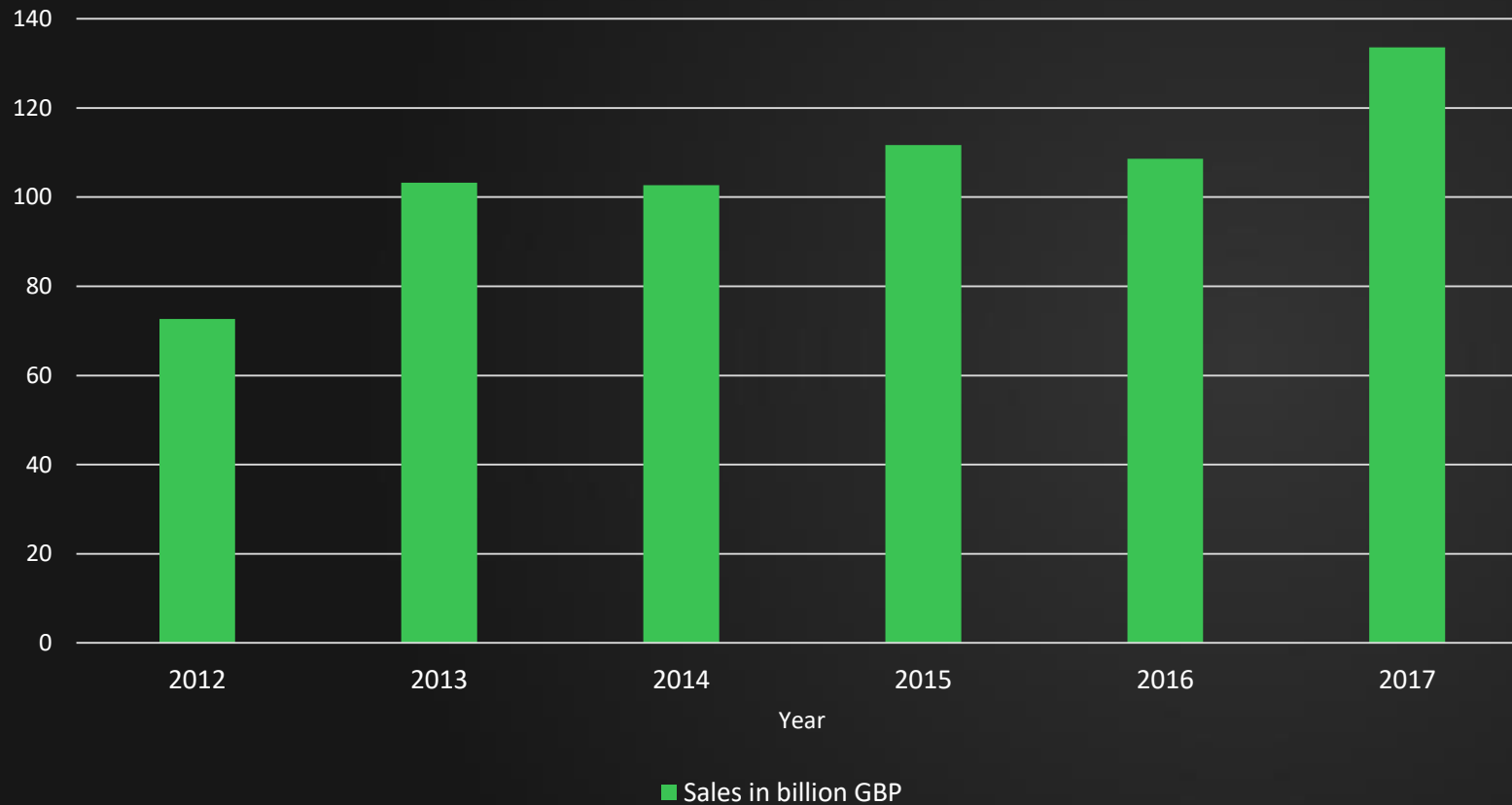
Generation Z

1995+

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

B2B eCommerce revenue has doubled in 5 Years

B2B eCommerce sales in the UK



Generation Y
1980-1994

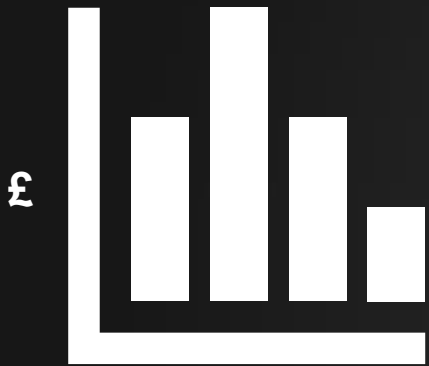
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Many traits still to
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In fact – digitally enabled businesses grow **quicker**



2.5x



However - B2B eCommerce is not just about sales...



...information is key. The ability for customers to self-serve information at a time that suits them

We need eCommerce in order to remain **competitive**

75%

EDA members have
eCommerce in their
growth plans

30%

Of electricians
are under 35yrs old
(and growing)

60%

EDA members have
no eCommerce offer

EDA member survey 2016

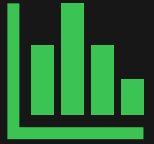
Life Is On

Schneider
Electric

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A real-life example

In a previous life



£2bn



600



100k



<1%

The Challenge

Increase eCommerce Sales to 20%
Grow NPS through self-service events
Proven reduction in cost to serve

Why turn to eCommerce?

Threat to smaller customer base from more digitally-savvy entrants



70% of all phone calls to branches were for the same thing
“Have you got it, How much is it?”



Difficult to grow the business quickly with manual processes



NPS below industry average



What did we **do**?



Built a Digital Culture

Educate the benefits of eCommerce to employees and customers

Ingrained eCommerce into **every process**

Developed collateral to support the message

What did we do?



Understood our customers' needs

Enhanced analytics to deep-dive our customer **behaviours** and **demographics**

Took the time to understand their business and **pain points**

Developed a **tailored plan** to improve their experience with us

What did we do?



Sold the dream!

Challenger Sale process to gain buy in from our customer base

Highlighted the benefits and potential cost efficiencies to their business

Held their hand – supported them from first log in

What was the result?

Increased **share of wallet** by being “easier to do business with”
(90% of customers moved sales from the competition)

Opened **4000+ accounts** from younger customer base who saw a way to deal with us

Improved **NPS by 10 pts** through reduction in frustration – information when they need it

Freed up equivalent of **35 people**

- **More time** to spend with customers in store
- Allowed **quicker growth** with same resource

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Conclusion

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“eCommerce doesn’t replace every human interaction.

It frees up time to have better quality conversations and increase customer service, in turn growing your business”

Conclusion

The real threat is that others will do it even if you don't

eCommerce is not going away.

Embrace **eCommerce** to make it your friend, not your foe

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