

THE COVID-19 SURVIVAL GUIDE FOR RETAIL

Boosting Tips

With the outbreak of COVID-19, retail sector has entered uncharted territory. As physical stores are temporary closed and consumer spending slows down, there will be tough challenges ahead.

The best way to help is by offering ideas on the topics that we know well: customer engagements and online conversions. This survival guide is for retailers, and we hope it can bring benefits to your business during this period.

OUR GUIDING BELIEFS

We believe the coronavirus will impact the retail sector in 4 main ways.

- A faster shift towards eCommerce.**
Online retail, already booming, will grow even more as consumers spend less time in public. We expect immediate gains in eCommerce delivery services for grocers and restaurants. The general retail market will gradually to shift spending online.
- eCommerce marketing will be more competitive.**
As retailers are forced to focus to online selling, the competition for consumer wallet-share will be more intense. The CPC (cost per click) and other performance marketing will rise, increasing marketing spend for brands to remain competitive.
- Disruptions to supply chain & operational logistics.**
Be prepared for disruptions to your logistics from a shortage in inventory, limited availability of staff members, to overburdened shipping logistics.
- Physical retail will return.**
The experience of interacting with a physical product is difficult to replace. We believe that physical retail will remain the dominant channel after the pandemic. Consumers will look forward to visiting stores again.

SURVIVAL TIPS

Tips on staying connected with your customers

1 Keep your customers updated on actions your business has taken towards the COVID-19.

People feel an affinity towards brands that care about their community. So take the opportunity to communicate the precautionary steps you have taken for your staffs and local organizations.

Examples: Target, Casper

Recommended channels:

- Email
- SMS/Viber
- Trackable Postcard
- Pop-up
- Push Notification
- Social

2

Add social responsibility messages within your existing campaigns.

Update your existing triggered campaigns (e.g., abandoned cart, browse reminders) by embedding a short message that encourages customers to be responsible, stay home and shop online.

Recommended channels:

- Email
- Push Notification
- Social

3

Encourage support systems among your customer community.

Social distancing is a lonely journey, but a virtual community of like-minded people can make it better. Your brand can be the catalyst that brings a community together with a shared interest. Share stories via social, newsletters, and other channels. It's a great way to generate user generated content (UGC).

Recommended channels:

- Email
- SMS/Viber
- Social
- Chat & Forums

Tips on boosting sales

4

Offer free shipping and extend the return period for online orders.

Given the likelihood of disruption in shipping logistics, offering free shipping and an extended return period gives customers greater comfort in placing their next orders.

Example: Intimissimi

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Tip: Work with shipping partners to offer **Contactless Delivery**, and communicate this offer to customers.

Recommended channels:

- Email
- SMS/Viber
- Pop-up
- Push Notification
- Social

5

Free small gifts with any online order.

Send a message of hope and love by offering a gift with each order. This can be an add-on product or 1+1 deals.

Recommended channels:

- Email
- SMS/Viber
- Trackable Postcard
- Pop-up
- Push Notification
- Social

6

Follow up every shipped package with a cheerful postcard.

The postcard includes a trackable QR code, which, once scanned, gives the customer access to targeted promotions or unique content.

Recommended channels:

- Trackable Postcard
- Landing Page

7

Special offer for loyal customers

Offer your VIP customers something special, like additional points or gifts on their next purchase.

Recommended channels:

- Email
- SMS/Viber
- Trackable Postcard
- Pop-up
- Push Notification
- Social

8

Expand your payment options and credit allowance

To include transactions outside of cash. Promote the usage of PayPal, credit card types to allow customers more options to purchase on credit.

Recommended channels:

- Email
- SMS/Viber
- Pop-up
- Push Notification

Tips on sustaining your operations

9

Convert some of your physical store staff to support sales via the digital channels.

For instance, sales staff can create videos, handle real-time chats, or direct calls with your customers. This helps to extend the physical store experience to online.

10

Ensure accurate updates to your product catalog.

As inventory may run low, keeping your product catalog updated can avoid negative experiences when orders cannot be fulfilled.

Informing the "Alert me" button to inform customers whenever an item they want is **back-in-stock** with an automation flow.

Recommended channels:

- Email
- Push Notification

"May your choices reflect your hopes, not your fears."

- Nelson Mandela

A FEW CLOSING ADVICE

First, **be realistic with your expectations for eCommerce**. For retailers with large physical store networks, eCommerce will not substitute your physical sales. However, being proactive in building a stronger presence and being more aggressive with online offers can help to make up some of the impacts of this period.

Second, **think long term and don't let current fears cloud your judgment**. We should aim to come out of the pandemic stronger than before. This means shoring up your resources to balance your operations and use the opportunity to invest in the necessary capability that positions your business to better capture the market during the COVID-19 period and when all returns to normal.

Finally, we'd also like to remind you that **our team is ready to help**. If you are looking for additional ideas to stand out and optimize online visitor engagements, don't hesitate to reach out.

We will all get through this together.

#StayHealthy,

Team ContactPigeon