



## **7 ASPECTS OF CUSTOMER BEHAVIOUR THAT ARE SHAPING THE NEW ERA OF ECOMMERCE**

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We examine the new behaviours and assess the changes that need to take place in order to keep consumers satisfied.

# Summary

## INTRODUCTION

### **1. Customers are in a hurry**

Lockdown has changed the structure of consumers' lives and increased micro-moment purchasing

### **2. Customers are digitally mature**

Digital acceleration has affected consumers and made them more demanding

### **3. Customers want to be recognised**

The digital maturity of customers is demonstrated by a desire for greater personalisation

### **4. Customers have a social conscience**

The environment matters to today's consumer

### **5. Customers want to talk more**

The digital maturity of customers can be seen in their use of voice technologies

### **6. Customers are social**

Customers are increasingly influenced by and attracted to social commerce

### **7. Customers are local and omni-channel**

The combination of lockdowns and environmental awareness has influenced consumer shopping trends

# Intro duction

**E**veryone will remember 2020 and how it profoundly changed our daily lives, bringing about the atmosphere of uncertainty in which we still live as 2021 unfolds.

Although the upheavals we have experienced have led to slowdowns in many sectors, we have still seen signs of positive change, particularly in ecommerce. **Experts agree that 2020 played an important part in accelerating digital transformation for enterprises.** This faster adoption of digital technology was also evident among consumers.

Customers spend more time shopping online and make more frequent purchases than before the pandemic: 36% buy online each week (as opposed to 28% before Covid), according to Selligent. **At Sensefuel we have also seen very high figures during the lockdowns, with conversion rates increasing by a factor of twenty on some sites. Customers came to buy, and their determination was visible.**

While food may have been the big winner from the first lockdown, the end of the year saw a boom for “non essential” sectors. Contributing to this were Black Friday, New Year’s celebrations and requirements for clothes

and household goods which couldn’t be met while traditional stores were closed. **According to a study by Kantar/Detail Online, in March 2020, 87% of French consumers said that they would continue to buy online after the pandemic,** with a majority specifying they would do so for clothes (65%), beauty (51%) and household appliances (56%).

Behind this general trend, a number of new patterns of behaviour emerged, marking a clear turning point for ecommerce. **Consumers in the new era are more mature and more demanding.** They expect an effective and personalised shopping experience which is in keeping with their values and saves them time.

We have explored these new behaviours, along with the supporting data, to help you understand the changes that need to take place in order to satisfy the “Post-Covid” consumer. The Covid era continues at the time of writing, but hopefully not for much longer.

Stéphane Vendramini, Founder



**1.**

**Customers  
are in a hurry**

## 1. CUSTOMERS ARE IN A HURRY

# LOCKDOWN HAS CHANGED THE STRUCTURE OF CONSUMERS' LIVES AND INCREASED MICRO-MOMENT PURCHASING

## Lockdown has changed the game

34%

34% of employees were working from home in Spring 2020  
- French Ministry of Labour -

84%

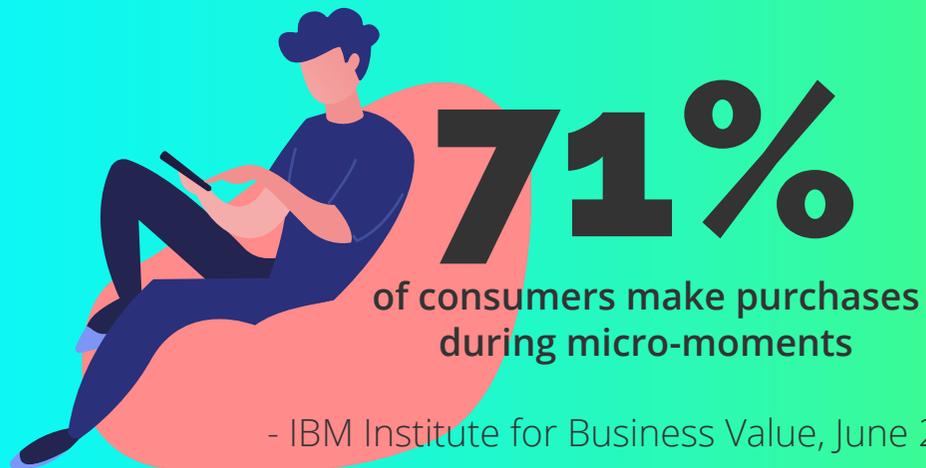
84% of workers wanted to continue working from home after lockdown  
- Malakoff-Humanis study - June 2020 -

53%

75% (2019)

Only 53% of consumers do their shopping at the weekend,  
compared to 75% in 2019 - PYMNTS "How will we pay?" report, 2020 edition -

▼ -29% vs.2019



 Go directly to the next behaviour

## 1. CUSTOMERS ARE IN A HURRY



### SUMMARY

Forced into an intense daily life, limited in movement but always connected, consumers are using micro-moments to shop: anywhere, on any device, and often while doing several things at once. It is crucial to offer them a fast, efficient and omnichannel shopping experience.



## THE DISRUPTION OF LOCKDOWN

Lockdown has disrupted our lives, and the unprecedented and (we thought) unique period that we lived through in Spring 2020 returned again to turn our lives upside down in November.

Within a few days, the switch to working from home led to a total reorganisation of daily life, creating an even more blurred line between our private and professional lives.

### A NEW WAY OF LIFE FOR ALL

The March 2020 lockdown forced us to reorganise our lives - following government rules while managing work and family. But the challenges we had to overcome were not straightforward. How do you organise children's schooling and meals while being on time for a string of video calls?

Even though we were allowed out to local grocery stores, not everyone was able to take advantage of this when juggling busy schedules. **Online shopping and home delivery became the**

**best solution for many people.** When you're on a tight schedule, shopping can't take up too much time.

Many of those without a family to manage on a daily basis saw this period as an opportunity to "take some time for themselves", to discover new activities, take up sport, learn an instrument, etc.

**For most, this life (imaginary or real), rarely included the objective of devoting hours to online shopping.**

## 1. CUSTOMERS ARE IN A HURRY

### RELENTLESS ADVERTISING

Whether consumers were mainly dedicating their time online during this period to amusement or reading the news, they were always connected. **As such they were targeted with digital ads, promotional emails and information about new collections, all aimed to stimulate their desire to shop.** At the same time, new activities in the home created ad hoc requirements that

had to be met quickly - an ingredient for a new recipe, a printer cartridge for the kids' homework or an administrative problem that needed solving, for example. A game to keep younger children entertained or a sports accessory for training at home... there are many examples of products that just wouldn't wait for next weekend's shopping list.

### SHOPPING MICRO-MOMENTS THROUGHOUT THE DAY

This has given rise to what customer experience experts call "micro-needs", the demand for a specific product, generally satisfied during a "micro-moment": between two meetings or before embarking on the kids' homework or dinner preparation, for exa-

mple, and very often while doing several things at once. **71% of consumers say they make purchases during these micro-moments**, and 1 in 3 do this at least once a week and up to several times a day.

### BEST PRACTICES FOR 2021

To satisfy these busy consumers, the shopping experience must be:

**EFFICIENT** : the customer must be able to find the product within a few clicks, confirm that it is the right specification, see availability and delivery dates and pay without having to find their credit card.

**OMNICHANNEL** : the customer can start searching on their smartphone while having their morning coffee, continue on their tablet during their lunch break, then finish the shop on their PC in between work calls.

*« Consumers in 2020 are always online and they have an unprecedented ability to access information about products and services at their fingertips. »*

- IBM Institute for Business Value, June 2020 -

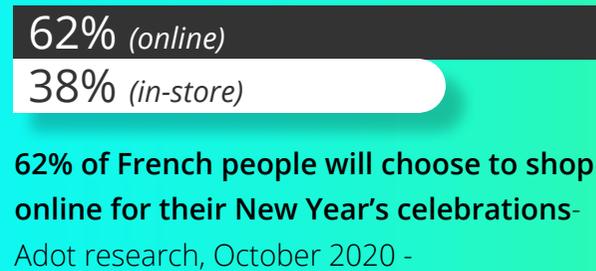
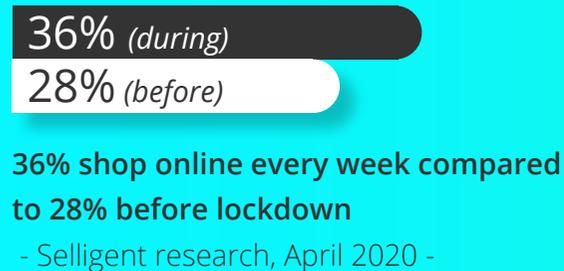
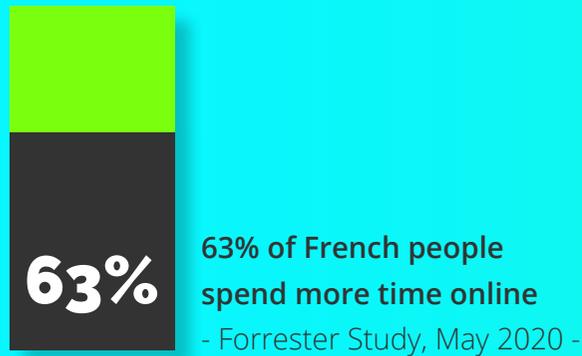
**2.**

**Customers  
are digitally mature**

## 2. CUSTOMERS ARE DIGITALLY MATURE

# DIGITAL ACCELERATION HAS CHANGED CONSUMERS AND MADE THEM MORE DEMANDING

### More customers are on the internet



### Web sites are not always at the top of their game

**58%**  
of French people say they are disappointed with their shopping experience  
- Kameleoon study, May 2020 -



**38%**  
of consumers say they would be less likely to use brands that have offered lower than expected or poor quality experiences, or would not use them at all  
- Étude YouGov/Adobe, Sept 2020 -

 Go directly to the next behaviour

## 2. CUSTOMERS ARE DIGITALLY MATURE



### SUMMARY

Consumers have tried out numerous websites during lockdown. They know what they should expect in terms of a shopping experience, and they're prepared to say when they're disappointed. To avoid this, ecommerce sites must improve the customer experience and use to simplify, streamline and accelerate the product search and purchasing process.



## NEW SHOPPING HABITS ESTABLISHED FOR THE FUTURE

The pandemic led to a sharp rise in online shopping, particularly since shops selling non-essential products were closed. French consumers also tried shopping online for products that they hadn't previously considered: **19% have bought grocery products online for the first time during lockdown**, and almost a third of those confirm that they will continue to shop online more in the future, according to research by Forrester. More gene-

rally, **72% of French consumers have bought more groceries online during the pandemic and 90% confirm that they will do so in the future**, according to a European study by PWC. This increase in transactions shows that concerns about ecommerce have reduced: **10% of people have made payments online for the first time and Paypal has achieved its best quarter ever.**

## SHOPPING EXPERIENCES DICTATED BY ECOMMERCE GIANTS

It's difficult not to mention Amazon when you're talking about online sales, because it has already conquered a large part of the French market: **almost 22 million French people (that's one in three) shop on the American giant's website.** During the pandemic, Amazon's growth has not been as fast as that of ecommerce overall in

France, according to Kantar, given the increase in sales of grocery products, but the French are nevertheless used to shopping on the site, which is regarded as a model for online selling. **French consumers place an average of ten orders with Amazon per year, which is 30% of their annual online orders.**



The result is that **a third of consumers have been able to experience, via Amazon, excellent customer service and a simple and personalised shopping experience**, and they have come to expect that same level of quality on other ecommerce sites.

## RAISED EXPECTATIONS CAN LEAVE CUSTOMERS DISAPPOINTED

All of these shopping experiences have empowered customers who understand good service and won't revisit sites that have disappointed them - **58% of French consumers feel let down by their shopping experience**, according to a Kameleoon study from May 2020. There are many reasons for this disappointment, and it is true that the surge in online transactions and border closures have led to stock shortages, long delivery delays, and problems in contacting customer service. **But the disappointment reveals in this study above all concerns the experience of the shopping journey itself; including a lack of personalisation and a failure to respond to the specific needs of the customer.**

## NOT ALL BUSINESSES HAVE FOLLOWED THE RIGHT PATH

The disappointment felt by customers during their online shopping can be explained by the lack of investment by some businesses in modern technology. While the majority very quickly posted informative messages during Covid-19, not all made the significant changes needed to im-

prove the customer experience. It is a risky strategy to disappoint internet users: **almost 4 out of 10 state that they would use brands less or not at all if they have a low quality experience or one that does not meet their specific expectations.**

## BEST PRACTICES FOR 2021

To satisfy a digitally mature customer, ecommerce sites must improve the shopping experience.

At each stage of the journey, starting with the product search, customers want to be given reliable information, go through each stage of the process simply and smoothly, not have to re-enter data, and to have a variety of payment options.

**3.**

**Customers**

**want to be recognised**

### 3. CUSTOMERS WANT TO BE RECOGNISED

## THE DIGITAL MATURITY OF CUSTOMERS CAN BE SEEN IN THEIR DEMAND FOR GREATER PERSONALISATION

### Personalisation: a profitable tactic

73%



of consumers want a more personalised shopping experience

- Kameleoon study, May 2020 -

83%

83% of customers are ready to share their data if brands personalise their experience - Accenture study, 2018 -

27%

27% of French businesses improved their personalisation solution in 2020 - YouGov /Adobe study, 2020 -



Go directly to  
the next behaviour

### 3. CUSTOMERS WANT TO BE RECOGNISED



## SUMMARY

Customers are more mature in terms of ecommerce, but they are time poor. A shopping experience suggesting products which are relevant to them personally will be well received and will have a positive impact on the conversion rate.

## PERSONALISATION: A CONTINUAL QUEST, BUT A PROFITABLE ONE

Personalisation is not a new subject but it plays an essential role in digital marketing and the online shopping journey and businesses should constantly be looking for ways to improve it. And indeed some did during the pandemic: **27% of French businesses have improved the personalisation of their services by using customer data,**

according to a YouGov Adobe study. Most of these businesses are in the financial services, IT and telecommunications sectors and there is still room for improvement elsewhere. **Online retailers can see a direct benefit from investing in this area: personalisation is one of the main techniques for improving conversion rates.**

## CUSTOMERS EXPECT MORE PERSONALISATION...

Nearly three quarters of consumers now want a personalised shopping experience. The unlimited supply available on the internet leads to a paradox of abundance: something that is easily accessible eventually becomes less desirable and the cus-

tomers ends up refusing to buy it. Suggesting a personalised offer reduces the choice, saves the customer time and facilitates the sale. But for that to happen the personalisation criteria must be effective.



### 3. CUSTOMERS WANT TO BE RECOGNISED

## ...BUT ARE NOT ALWAYS READY TO GIVE TOO MUCH AWAY

Customer behaviour is often contradictory: while in the most part they profess to wanting more personalisation, they are also more suspicious about the use of their data. A 2020 global study from Ipsos showed that **49% of internet users were divulging less data on the internet.** Publicity around cyber attacks and the arrival of GDPR have made consumers more sensitive to the risks of the fraudulent use of their data.



## NEW TECHNIQUES TO PERSONALISE MORE EASILY

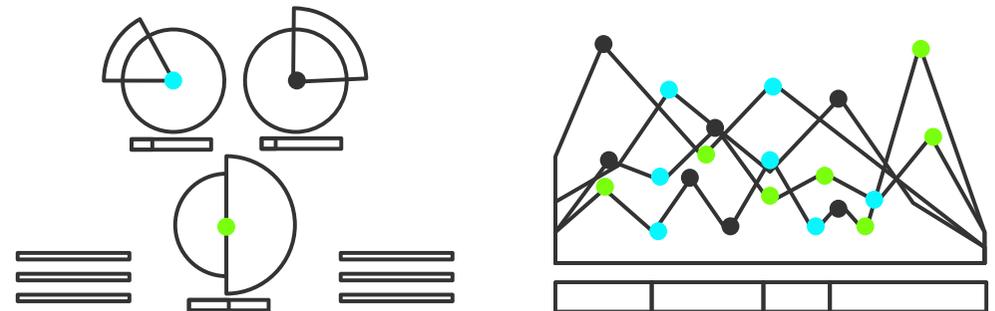
Despite mistrust amongst customers, there are still many ways for ecommerce sites to understand anonymous visitors. This mass of information fuels the relevant personalisation algorithms, which will then work out which products are most likely to please the customer.

If your search engine takes into account the real time analysis of customer behaviour, it can instantly suggest personalised results with products that match the customer's expectations and preferences.

## BEST PRACTICES FOR 2021

To meet customers' expectations in terms of personalisation, it is essential to:

- **COLLECT ALL THE DATA** which can provide an understanding of the customer's preferences and expectations (in compliance with regulations).
- **TAKE ADVANTAGE OF TECHNOLOGIES THAT AUTOMATE PERSONALISATION** across all customer touchpoints.
- **REMEMBER TO USE PERSONALISATION IN THE SEARCH ENGINE**, where it can take into account a customer's navigation path, their previous choices and their overall behaviour. This enables it to present relevant products to the customer, simplifying their choice and improving the conversion rate.



**4.**

**Customers**

**have a social conscience**

#### 4. CUSTOMERS HAVE A SOCIAL CONSCIENCE

## ENVIRONMENTAL FACTORS MATTER FOR TODAY'S CONSUMER



# 57%

of customers are ready to change their buying habits to reduce their environmental impact

- source: IBM's 2020 Survey -

62%

62% of people say that the Covid-19 crisis has allowed them to reconsider their consumption habits - YouGov Survey, May 2020 -

69%

69% of consumers believe that the pandemic has made them more aware of their physical and mental health PwC Survey - Global Consumer Survey 2020 -

57%

51% (2019)

57% of French consumers believe that Black Friday has a negative impact on the environment, compared to 51% in 2019 - YouGov Survey - October 2020 -

▲ +12% vs.2019

 Go directly to the next behaviour

## 4. CUSTOMERS HAVE A SOCIAL CONSCIENCE



### SUMMARY

Consumers are aware of societal issues and this trend has increased during lockdown. New factors are being taken into account when they choose retailers and products. It is in strongly in companies' interest to adapt the way they present themselves and to communicate a sense of their commitment in order to win and retain customers.

#### Consumers are looking for brands that:

Provide products and services that help simplify my life



Offer "clean" products



Provide products with health and wellness benefits



Are sustainable and/or environmentally responsible



Support recycling



Use organic ingredients



■ Very important   ■ Moderately important   ■ Slightly or not important

- Étude IBM Institute for Business Value, Juin 2020 -

## CUSTOMERS CARE ABOUT THE ENVIRONMENT

The impact of our behaviour on the planet has become a major concern for today's consumers. **They are aware of the origin of products and of eco-friendly choices that retailers make throughout the supply and distribution chain.**

During various national lockdowns, consumers were torn between the need to stock up on

basic necessities and the consequences these deliveries were having on the planet. Should they choose click and collect to limit the impact of CO2? Is the packaging recyclable? Where do the products come from?

Not all the answers to these perfectly reasonable questions can be found when shopping online.

## A LONG-LASTING GLOBAL MOVEMENT

Consumer concerns for the planet can also be linked with a stronger interest in their own well-being. **7 out of 10 consumers believe that the health crisis has made them more aware of their physical and mental health** (PwC Survey - Global Consumer Survey 2020). This is why they are looking for healthier products - whether these are food, clothing, hygiene products or even home furnishings.

**They are also concerned about the ethical behaviour of companies during a time when the crisis threatens many jobs.** Economic tensions are high, and consumers are more readily turning to companies that can demonstrate they are acting ethically towards their employees, despite financial constraints.

#### 4. CUSTOMERS HAVE A SOCIAL CONSCIENCE

### A CASE IN POINT: BLACK FRIDAY GAVE BIRTH TO GREEN FRIDAY

Black Friday was once again controversial this year. **57% of people believe that this commercial celebration has a negative impact on the environment** - an increase of 6% compared to last year (YouGov Survey - October 2020).

Created in 2017, Green Friday aims to make consumers aware of Black Friday's social and environmental issues. **Seven out of every ten people in France say they are in favour of this initiative.**



### BEST PRACTICES FOR 2021

Companies that have not yet changed their business or practices by integrating a societal and environmental commitment should do it now and make it known. Today, they should:

- **CLEARLY COMMUNICATE ABOUT THEIR PRODUCTS**, their suppliers and services, to reassure and win over customers.
- **CHANGE THEIR PRODUCT CATALOGUE AND E-MERCHANDISING** to include this information.
- **ENSURE THAT THESE CHARACTERISTICS ARE INTEGRATED INTO THEIR SEARCH ENGINE** so that it can identify relevant choices for the customer.

All information that can be provided to customers on these matters will help to reinforce their choices and lead to repeat purchases.

« In 11 years of running surveys, we have never documented such a clear convergence of themes around transparency, durability and social conscience. »

- Sabine Durand-Hayes, PwC Associate -

**5.**

**Customers**

**want to talk more**

## 5. CUSTOMERS WANT TO TALK MORE

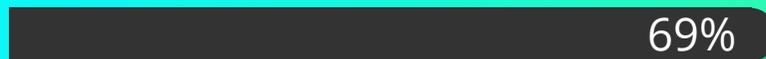
### CUSTOMERS' DIGITAL MATURITY SHOWS IN THEIR USE OF VOICE TECHNOLOGY

# 37%

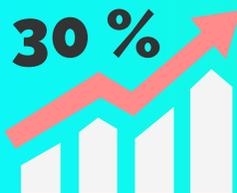
of customers have already used voice technology  
- IBM Institute for Business Value study, June 2020 -



### Adoption of voice search is on the increase



69% of customers want voice search  
- IBM Institute for Business Value study, June 2020 -



The use of voice assistants is  
expected to grow by 30% in 2020  
- ABI Research -

# 4,3h/d

4.3 hours per day spent on  
smartphones in April 2020  
- App Annie Study -



Go directly to  
the next behaviour

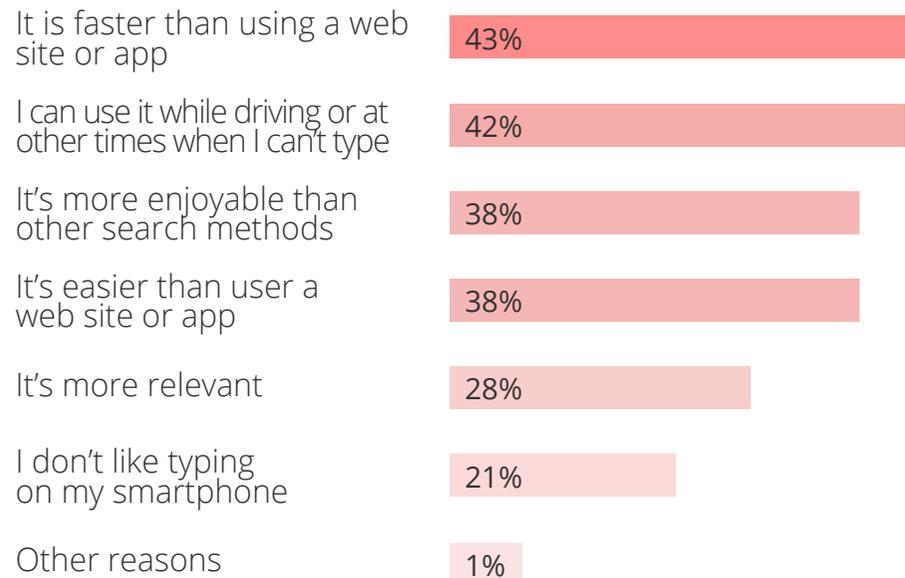
## 5. CUSTOMERS WANT TO TALK MORE



### SUMMARY

Online shoppers like new technology, especially if it saves them time and they are able to access it on their phone, which they have with them all the time. Voice search is increasingly incorporated into daily life, and it is completely adapted to the multi-tasking way of life of today's consumer.

#### Motivation for using voice search:



Source : GlobalWebIndex

### GROWTH DRIVEN BY MOBILE USAGE

When asked about new technologies that they use for shopping, **customers rank voice search first.** The use of voice is partly linked to mobile phone use (Google estimates that 20% of requests are already made in voice mode) which has increased significantly during lockdown.

Increasingly, users prefer to carry out their actions through voice mode, because voice recognition technologies have made great progress and **speaking a request is 4 times faster than typing it.** Writing a text message then sending it without touching the device is now child's play.



## 5. CUSTOMERS WANT TO TALK MORE



## VOICE PERMEATES EVERYTHING

Another factor that influences voice are sales assistants such as Google Home or Amazon Echo dot. These have continued to develop during the pandemic, with an expected growth of 30% in 2020, according to ABI Research. TVs, cars and many other electronic devices deploy voice technology to simplify commands. **Customers are increasingly using it to save time and because it**

**integrates so easily into their multi-tasking way of life.**

In the age of social distancing, there is no doubt that uses for voice will continue to develop. These uses are also totally aligned with shopping carried out during micro-moments as previously mentioned, when we reflexively turn to a device.



## BEST PRACTICES FOR 2021

It's entirely in online retailers' interest to install voice search on their website, whether accessed via PC or mobile. Depending on their sector, they should regard voice-activated assistants as a complementary sales channel.

**6.**

**Customers  
are social**

## 6. CUSTOMERS ARE SOCIAL

### CUSTOMERS ARE INCREASINGLY INFLUENCED BY AND ATTRACTED TO SOCIAL COMMERCE

The influence of social networks on shopping behaviours has increased



# 43%

of consumers search for products on social networks - Global Web Index 2020 -



## 42%

of French consumers spent longer on social networks during lockdowns.

- Global Web Index 2020 -



## 72%

of millennials buy fashion and beauty products having been influenced by Instagram posts.

- Deloitte study 2019 -



## 90%

of French people have already wanted to buy products recommended by influencers.

- Rakuten Marketing 2019 -



Go directly to the next behaviour

## 6. CUSTOMERS ARE SOCIAL

### SUMMARY

Social networks are not simply a platform channel for locating and researching products – they are also a shopping channel, offering an **immersive, attractive and hyper-personalised service**. Consumers, and in particular millennials, spent even more time on these channels during the pandemic, exploring new ways of shopping that they will continue to adopt in the post-pandemic world.

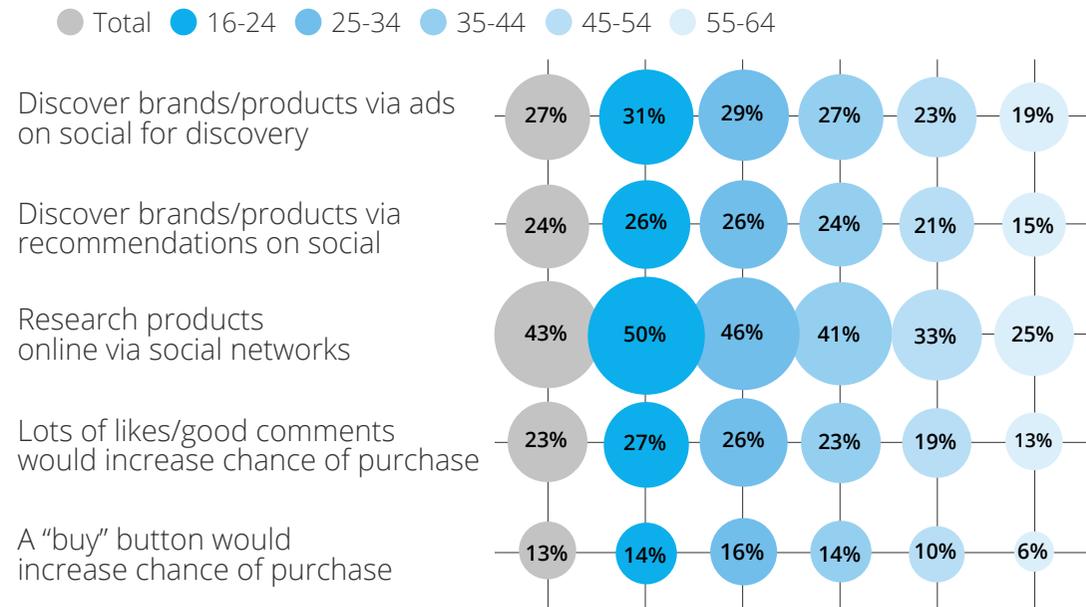
### SOCIAL CONNECTIONS IN THE DIGITAL ERA

Under lockdown, the French spent an average of 4.3 hours a day on their mobiles, with the most active users spending up to 6.4 hours (source App Annie). **42% of French consumers also admit to spending more time on social networks** (Global Web Index), which offer them the ability to stay connected with friends and family and to keep up with the news.

The video conferencing platform Zoom saw its user numbers multiply by 20 during the pandemic. WhatsApp recorded a 40% increase in usage.

In an era of teleworking and lockdowns, digital tools have taken on a key role in the new habits of consumers who need social interaction now more than ever.

### The social path to purchase:



- Social Commerce in Western markets - Global Web Index, 2020 -

### SOCIAL COMMERCE HAS BENEFITTED FROM THE SITUATION

This growth in usage has seen social commerce develop significantly. It has benefited from changing consumer behaviour and, in particular, by collecting data that can be used to offer shoppers ultra-personalised experiences.

Even though people still have some concerns (59% are worried about payment security and 56% about product quality), **31% of**

**consumers have already completed a purchase via a social network.** (Global study by MarkMonitor)

These purchases have been preceded by a product search: nearly one in two millennials have already made product searches via social networks. (Global Web Index)

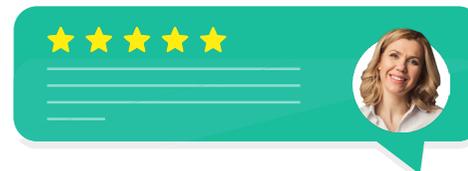
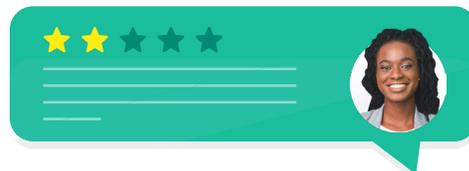
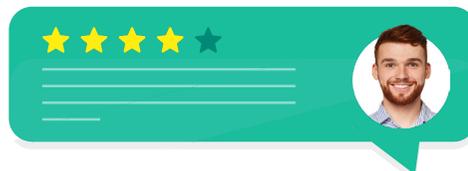
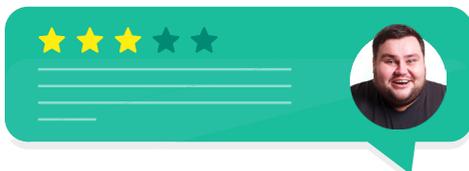
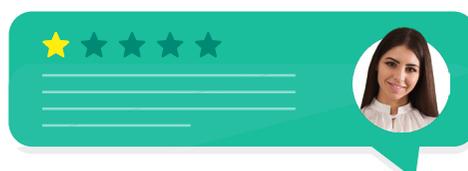
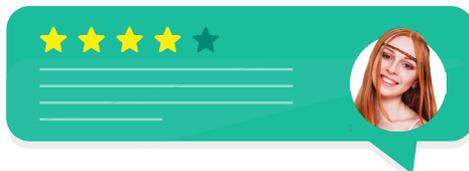
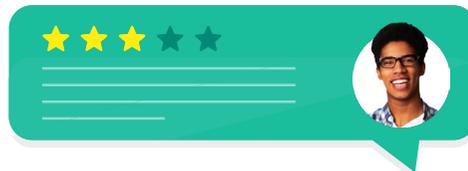
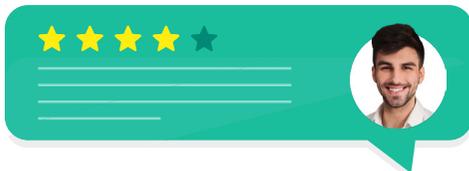
## 6. CUSTOMERS ARE SOCIAL

### REVIEWS COUNT MORE THAN EVER

When taking a wider view of “social” commerce, it’s important not to forget reviews and ratings, which are increasingly taking on importance in the shopping process. **Online reviews on Trustpilot, for example, grew 27% in March 2020.**

Influencers also played their part in 2020: many of them creative and engaged and committed to

good causes. These were able to spread messages among communities that were more receptive than ever. Amid the health-care and economic crises their messages focused on wellbeing and solidarity, subjects which were more of the moment than unbridled consumption. Once the recovery takes place, however, their influence on consumption will no doubt resume.



### BEST PRACTICES FOR 2021

Brands need to take advantage of the rise of social commerce, which can help them target particular categories more precisely and offer personalised experiences. They should also ensure that their communication is tailored to the interests of consumers, who are refocusing on values, including authenticity and transparency. They can do this by using:

- **INFLUENCERS**, who can help them get these messages across, especially if they work with them in co-creative mode.
- **REVIEWS** and **RATINGS** which also serve as criteria in the product selection process.

« Trust and a good reputation are the first criteria for buying after price and quality. According to the degree of trust, the brand will be more successful in engaging, retaining and transforming the person into an ambassador »

- Trust Barometer - Elan Edelman, October 2020 -

**7.**

**Customers are local  
and omnichannel**

## 7. CUSTOMERS ARE LOCAL AND OMNICHANNEL

# LOCKDOWN, COMBINED WITH CONSUMERS' ECOLOGICAL CONSCIENCE, IS CHANGING THE WAY THEY BUY

Consumers seem to have an ecological conscience...

**50%**

of households bought more from local businesses during the pandemic

- Rakuten Marketing -



29% increase in click and collect worldwide in March 2020

- Étude Nielsen -

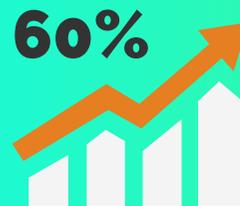
... but this remains secondary to the desire to consume and to have our needs met.

Delivery methods used:

85% *home delivery*

68% *click and collect*

By percentage of online shoppers - Fevad/Médiamétrie Barometer, January 2020 -



60% increase in sales on online marketplaces in April 2020 - Fevad iPM panel -



## 7. CUSTOMERS ARE LOCAL AND OMNICHANNEL



### SUMMARY

Consumers faced conflicting demands during 2020 but wanted to consume wisely by choosing more responsible delivery methods and focusing on local businesses. This has translated into an increase in click and collect and a need to develop services to provide a seamless customer experience across all channels.

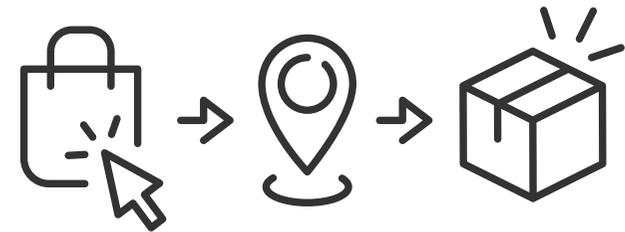


## LOCAL SUPPORT FOR CHANGE

The second lockdown was a blow to “non-essential” businesses and highlighted how few small businesses have websites that can enable online selling. **Local initiatives to help traders switch to e-commerce have multiplied, with the help of local communities, Chambers of Commerce and the government**, which authorised click and collect during lockdown and set out a target for 50% of shops to move online by 2021.

As for the big brands, they needed to react and capitalise on the lessons from spring - using click and collect, of course, but also new

buying methods such as call & collect, shop & go and scheduled appointments. These new ways of buying and collecting allowed them to maintain a particular level of turnover while meeting the demands of those consumers who were more concerned about the ecological impact of their purchases. Mobile phones were of course integrated into this buying process, with closed shops encouraging people to use an app by displaying download details and other information on their shop windows, helping to trigger purchases before people arrived home.



## 7. CUSTOMERS ARE LOCAL AND OMNICHANNEL

### THE CUSTOMER IS COMMITTED

Before lockdown, 28% of online shoppers were already using click and collect and 68% were using pick up points (Fevad/Médiamétrie barometer, January 2020). With restrictions to movement, one might have assumed that home delivery would entice customers massively - but some brands saw click and collect deliveries double. Worldwide, there was a 29% increase in click and collect measured during the first week of March (Nielsen Survey).

This method corresponds to the ecological awareness of the consumer, who prefers to travel to collect their parcel than have it delivered. Taking into account the restrictions on movement, we have also seen the concept of the "drive-in pedestrian", contradictory terms that make us smile but which illustrate the mixture of concepts well. All this leads to a multiplication of purchasing and delivery methods that brands must not neglect.

### CHALLENGES TO OVERCOME IN ORDER TO MAINTAIN A GOOD CUSTOMER EXPERIENCE

To create the best customer experience, websites need to be able to offer a service which shows up-to-date stock levels and pre-

cise delivery times or availability. Not to mention the use of online marketplaces, which also saw an increase during this period.

### BEST PRACTICES FOR 2021

Post-Covid commerce will be more omnichannel than ever, as consumers have experimented with more practical ways of shopping to match their changing behaviour in the face of changing circumstances.

To take advantage of this, online sellers must remember to:

- **OPTIMISE THEIR ORDERING PROCESS**, most notably with up to date information on stock by point of sale and flexibility in delivery and collection methods.
- **THINK ABOUT THE CUSTOMER'S LOCATION WHEN PERSONALISING THE EXPERIENCE**: product assortments, promotions and collection methods can vary according to the shop or channel (particularly for online marketplaces).
- **OFFER A CONSISTENT EXPERIENCE TAILORED TO DIFFERENT DEVICES**, notably for product search, because customers would rather use a search engine than navigate via a menu when they are on their smartphone.

« Omni-channel has become more than just an advantage. It's a way to survive »

- Marc Lolivier - Fevad -



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+33 9 72 80 47 27

contact@sensefuel.com

**www.sensefuel.com**

