

## Screengrab service guide

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## Prelaunch

### Web strategy and development

Before a line of code is written for your Website it is important to have a clear vision of how your company should be presented online.

Screengrab will work in conjunction with your management and staff to formulate the best strategy for maximising the impact of your Web presence.

During this process we can learn from your business experience to give your Website a head start against your competitors.

Some of the important factors that we consider during this phase include:

**Competition:** A careful analysis of who else is selling to your target market and what they offer.

**Markets:** Which markets are you selling to initially and what are the prospects of expanding the reach of your Web store internationally?

**Your products:** Looking closely at your products it is important to evaluate how suitable they are for selling online and how best to convey these goods electronically to your customers.

### Web design

Web design should fit with your corporate image and branding. When it comes to the design phase we will have already come up with your winning Web strategy and we know what your ambitions are for your online store. This makes the development of your site a much easier task.

### Integration

We are aware that you are already running a successful business and it is of utmost importance that your existing processes are not interrupted. We can integrate all e-commerce functionality seamlessly into your organisation without the need to alter your existing technologies and processes.

Whether we are handling your distribution and customer care or you would like your existing team to manage this, we can have your ecommerce system in place with no interruption.

## Post launch

Your Website has been completed and tested to satisfaction. Now the real work begins.

### Content

The first job will be to get your products online. Screengrab employ industry best practises for online content management. This involves carefully describing each product and giving full technical specification, any questions that a customer may have should be anticipated with the answers at

their fingertips. Images should be clear and searchable so that your products are more tangible for online customers who will find your products more easily through relevant online search.

## **eMarketing**

Online is a very competitive space and it is clear that those Web stores that do not engage with customers online will disappear in the crowd.

Screengrab place huge emphasis on promoting your brand online through a number of engagement channels. Your brand is constantly monitored, valuing all feedback that online users can give.

### **Website traffic analysis:**

The information available by analysing the movement of customers through your Website can be hugely beneficial in informing both online and offline strategies. By monitoring which products customers most frequently buy or browse, Screengrab can provide detailed real-time information on your customers browsing habits.

### **Online brand management:**

Working with your sales and marketing team we can project your company's brand online. By monitoring any feedback that may be available online you can react in a positive and engaging manner.

### **Email Marketing:**

Keeping in touch with your customers is proven to increase customer loyalty both online and offline. It can be used to deliver product news or to sell directly to consumers. Through email marketing systems Screengrab can run effective email marketing campaigns and demonstrate their effect through positive sales growth.

### **Affiliate programs:**

Building up a network of partner sites to advertise your products is an excellent way to reach your target demographic. Through careful development of affiliates we can increase traffic and sales through your Web site and decrease the cost of attracting these customers.

## **Logistics**

Screengrab can manage all of the warehousing and distribution aspects of your business. We can handle returns and all customer queries relating to order dispatches.

## **Technology Management**

Having in place the most effective technical solutions is the cornerstone of running a successful Web store. We have tried and tested software solutions from all over the world and integrated these into our ecommerce platform.

With the best technology in place we can respond to our customers in real-time. We can guarantee that all transactions are carried out in a secure environment with no threat of sensitive information being intercepted. We can reduce costs by matching products to the most economic delivery option. Our aim is to continually implement the best in emerging technologies thereby improving customer experience on your Web store.

#### Content management:

Using the latest content management systems we can implement promotions on products, cross-sell, up-sell or offer discounts to select customers, the options are endless.

#### Online payment system:

Secure online payments are a priority for all online stores. We can help you put in place the best payment process for your business. We can link you directly to your own merchant bank account or you can choose to use our payment system and have us pay directly into your business bank account. Payments can take place internationally in real-time and in multiple currencies. Real-time transaction reporting ensures that goods are only sent out once a credit card authorisation has been confirmed.

#### CSE (Comparison Shopping Engines)

Your products can go head to head with your competitors through our CSE submissions. Comparison shopping sites can give instant access to millions of customers who use these sites.

#### Website performance:

Working with Screengrab means that you know your Website is getting constant attention. Any errors or problems that occur will be immediately dealt with thereby eliminating the need to hire in IT professionals to remedy any issues. We can do this by having 24/7 performance monitoring.

#### Security:

In all aspects of your online operation security will be vitally important. We can ensure that all systems are compliant to PCI DSS standards for online payments and that any customer data will be stored in a secure environment according to data protection legislation.

## Customer Care

One caveat that should be remembered when trading online is that customer loyalty can be extremely low. It is very easy for potential customers to click to another site if they are not getting the service they demand on your site.

Without the face to face contact that traditional retail sales rely upon it is crucial that online sales channels can respond to customers in an informed and useful manner. Through a number of media Screengrab can respond to queries as they arise or proactively contact customers while browsing to offer assistance or request feedback.

### Live chat:

Through technology partners it is possible to have live chat support present on your Web store. This allows customers to ask questions through a web based interface and get real-time responses from either your own staff or from Screengrab representatives.

### Email response:

A quick response time to emails is crucial and by guaranteeing a response with four hours to all email queries we can increase customer satisfaction and conversion rates on your Web store.

### Phone based support:

Phone based support can be provided by Screengrab or you can choose to keep this in-house. With our customer management software it is possible to access customers order history and purchase information instantly allowing for customer queries to be efficiently handled.

## International Selling

In order to expand your reach online Screengrab can work with to you launch further country specific Websites. There are a number of considerations which we can take care of:

### Translation and localisation:

Through our partners we can translate all your product descriptions into the desired language making sure that your quality is not lost in translation.

### Tax and legal implications:

Making sure that the correct rates of tax are charged and that country specific legal requirements are adhered is also crucial when expanding abroad.

## Working with Screengrab

Working with Screengrab involves the development of a business partnership. We need your industry expertise to compete at the top of your given market. Our aim is to promote your brand online while steadily growing your sales.

The benefit of working with us is that your expenditure on Web based sales and marketing is targeted and controlled. There is no need to hire in-house expertise and no need to hire internet consultants on a daily rate.

The difference between Screengrab and other ecommerce providers is that we cannot succeed unless you do.