

How ERP boosts your ecommerce business with a better online customer experience



Content

Introduction	3
Driving business growth	4
Why is ERP good for business growth?	5
The added benefits of ERP for ecommerce businesses	6
How an ERP-backed online experience can drive growth	7-9
Next steps?	10



How ERP boosts your ecommerce business with a better online customer experience

Over the last twenty years or so, the retail arena has dramatically changed through the emergence of new digital technologies. For retailers this digital revolution has opened up new markets, reduced barriers to entry, increased operational efficiency and improved customer insight.

Indeed, ecommerce has been the saviour of many companies during the Covid-19 pandemic. While global retail sales are expected to dip by [5.7%](#) this year due to the pandemic, global Amazon sales on the other hand went up by [26% in Q1](#) and [40% in Q2](#), and e-commerce spending in the U.S. grew from [11.8% in Q1](#) to [16.1% in Q2](#).

Digitisation has changed the customer service paradigm increasing choice and convenience. Today's consumer demands exceptional customer experience. To stay operational ecommerce businesses, need robust ERP systems that will deliver competitive edge.



A woman with curly hair and glasses, wearing a blue denim shirt and jeans, is sitting at a wooden desk in a warehouse. She is focused on packing a cardboard box. The desk is cluttered with various items including a laptop, a roll of tape, and several open cardboard boxes. In the background, there are stacks of more boxes and a window letting in natural light.

Driving business growth

There are many reasons for an ecommerce business to turn to an ERP solution.

It might be brought in to prevent costly inaccuracies or it could be seen as a way to streamline processes and improve productivity behind the scenes. But one of the most important catalysts for change when it comes to ERP solutions is that they can help drive business growth – and a big part of this is through providing customers with a better online experience.

We talked a little about this idea in our blog on [How ERP improves customer experience](#), but today we look in more depth at how ecommerce businesses in particular can benefit.



Why is ERP good for business growth?

Professional ERP solutions have developed a reputation for giving businesses a solid foundation for future growth.

Why? Because the very nature of this more connected and strategic approach to working is designed to enhance efficiency across your company, no matter what line of work you're in.

Gone are the limitations and rigidity of traditional systems and processes. Now you have a truly scalable solution that not only grows with you but acts as a catalyst for growth in the first place by allowing you to become as efficient and productive as possible.





The added benefits of ERP for ecommerce businesses

Ecommerce businesses are a little different in that their systems need to be dealing with external customers directly.

Even before the Covid-19 pandemic research suggested that this engagement would be huge, with 64% of us preferring the convenience of online shopping whenever we want – which means your business needs to provide a seamless digital experience that works around the clock.

While ERP has helped thousands of businesses behind the scenes, it is only recently that ecommerce companies are understanding the benefits that ERP can deliver to the online experience of your customer base. Which is good, because it's this experience which can make or break your business.



How an ERP-backed online experience can drive growth



It can enhance your reputation

Social media is a place where reputations can be ruined in the blink of an eye as bad news spreads like wildfire. But the reverse can also be true (albeit as more of a slow burn) with positive customer experiences often shared among followers and into new networks where they find new customers.

With an ERP solution you are able to create a single-source of high quality data, linking up every department from marketing to sales to shipping – and everything in between – to ensure the customer journey is a positive one without any issues, no matter the time of year or how busy the business might be. It also allows customers the element of control, providing them with an overview of orders, stock availability, and a wealth of other information that might be useful to them. Providing this kind of hassle-free service at the very least avoids negative feedback, but frequently results in proactively offered good feedback that can be shared by the company to encourage trust in new and existing customers. And, more importantly, it results in creating advocates for your services who will spread positive word of mouth about your business into their networks for months and years to come – all for free!





Harnessing better data means improved marketing and sales result

Not so long ago, research found that companies were losing up to **6% of annual revenue** through poor customer data. Traditional means of capturing and leveraging this data were clearly not sufficiently fast, robust or accurate enough to ensure good quality information by which to sell to existing customers or secure the purchases of those browsing. Mistakes could be made cross-department. And there was no way of keeping track of changes in customer needs. Now, thanks to the integration of ERP systems with online stores, real-time data can be captured and made available at the click of a button across all departments – allowing companies to develop stronger, more accurate insights into customer likes, dislikes, actions, and desires. Automated filters can now offer customers exactly what they are looking for online, while sales and marketing teams behind the scenes can now be provided with more informed customer information for a better chance of success with their leads.



You can deliver great service 24/7

The modern customer has got used to being able to shop at a time and on a day that suits them. However, it isn't just enough for a company to have a website available all day, every day. They also need to have a fully functioning online system to offer customers the self-service they have come to expect, giving them what they need, whenever they need it. ERP integration offers customers unparalleled transparency on a 24/7 basis with this online experience. It allows them automated access to their own data, as well as real-time information about stock availability, order processing, and delivery updates – giving them heightened control of their purchasing journey and making them more willing to shop with you again in future.



You can engage customers on multiple channels

The online experience has grown beyond a single company website. You can now interact with customers via a range of different sites, through the entire gamut of social media platforms and apps, and across a variety of devices (did you know that 53% of shoppers browse online shopping on a mobile, but only purchase when back on a desktop?). An ERP solution pulls together the disparate units of your business to allow companies far greater control and oversight over each of their ecommerce channels, ensuring a consistent customer experience (and centralised data) no matter where or how they are engaging with you. Importantly, this ERP integration also provides the ability to expand your business into new channels when the opportunities for growth arise.



Reducing logistical issues saves you time and money

According to Which?, 1 in 3 people didn't get their deliveries as planned in 2017, while a survey in 2018 found that British ecommerce businesses suffered to the tune of £183,000 a year through lost or failed deliveries. ERP integration with ecommerce not only provides companies more accurate data regarding stock availability, delivery estimates, and order tracking, but gives customers greater online visibility over this side of their order journey too. This helps to reduce the logistical issues that can crop up with deliveries, meaning companies can mitigate the time and money that is wasted due to having to redeliver orders, and customers aren't left feeling disappointed (or, worse, angry) when the service fails to deliver.

Next steps?

Work with a professional ERP partner to ensure your ecommerce business gives the best online customer experience possible to keep them coming back for more

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