

Technology Opportunities for Growth  
Andrew Buxton – EstarOnline CEO

ONLINE  
RETAILER  
*New Zealand*



# Technology In Retail

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2005

# 2013



# Technology In Retail

Retail sector slightly lower users of internet services than businesses as a whole

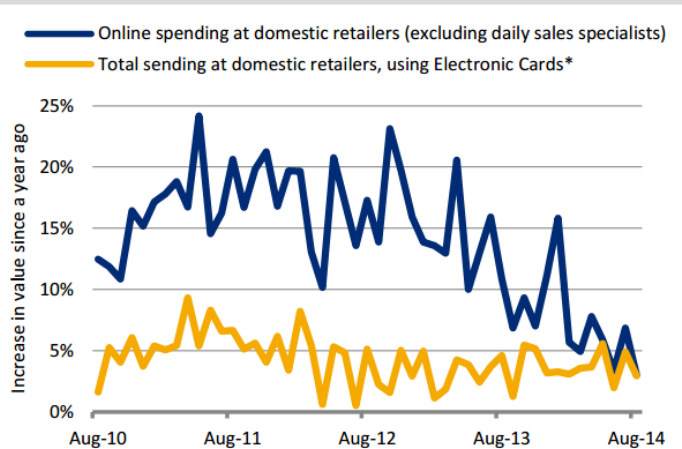
Internet NZ / Google Study

## Does It Matter?

- 81% of customers go online before purchase
- Firms using internet are 7% more productive than average

## Domestic online vs Domestic total (card transactions)

Monthly spending compared to same month in prior year



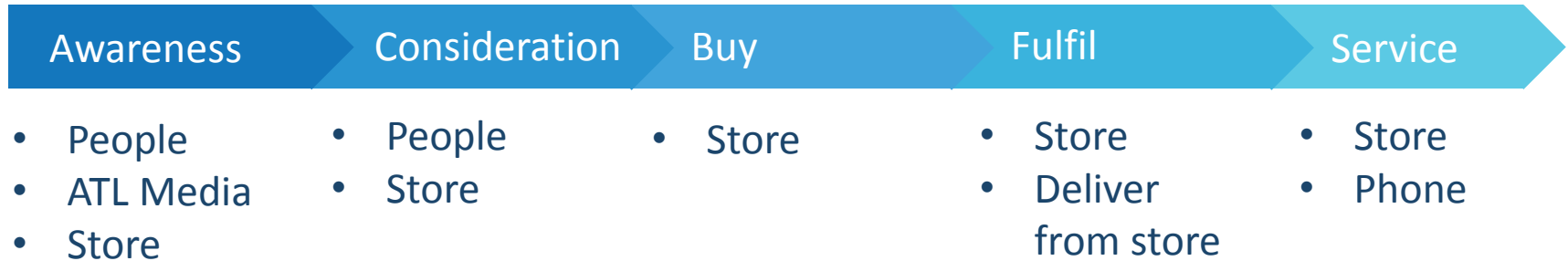
Source: Online sales are from BNZ, Marketview. \*The Electronic Card data used is from Statistics New Zealand ("SNZ"). It is for core retail excl hospitality, and does not include cash transactions.

## Online Sales Growth In NZ

- NZ online retail 10-20% annual growth
- Online growth included in total growth
- Domestic online growth flattening
- International growth outperforms

# Customer Journey

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- Store centric
- Local competition only
- Mass market promotionally driven

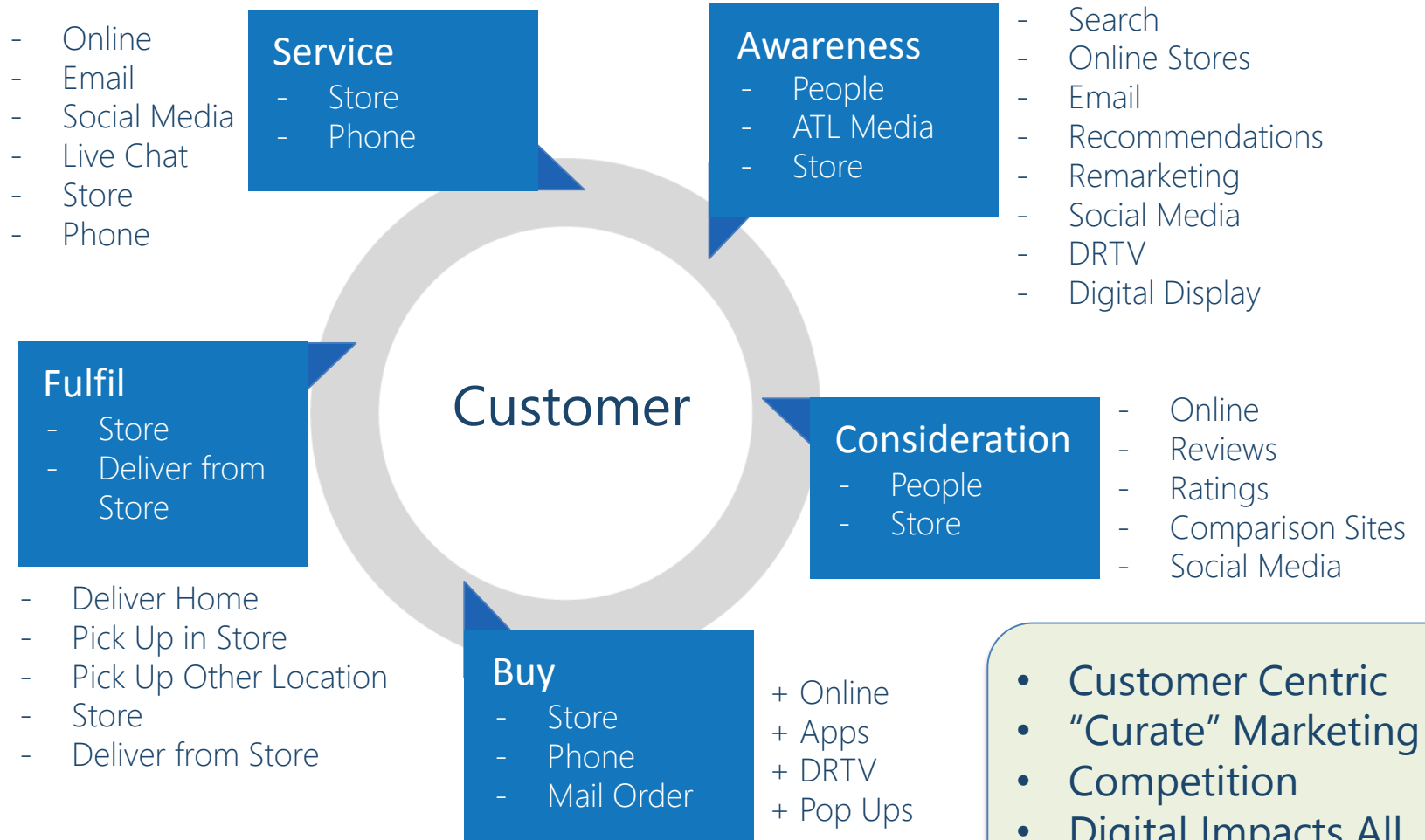
# Customer Centric

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“There is only one boss. **The Customer.** And she can fire everybody in the company from the chairman on down, simply by spending her money somewhere else”

Sam Walton

# Customer Journey - Today

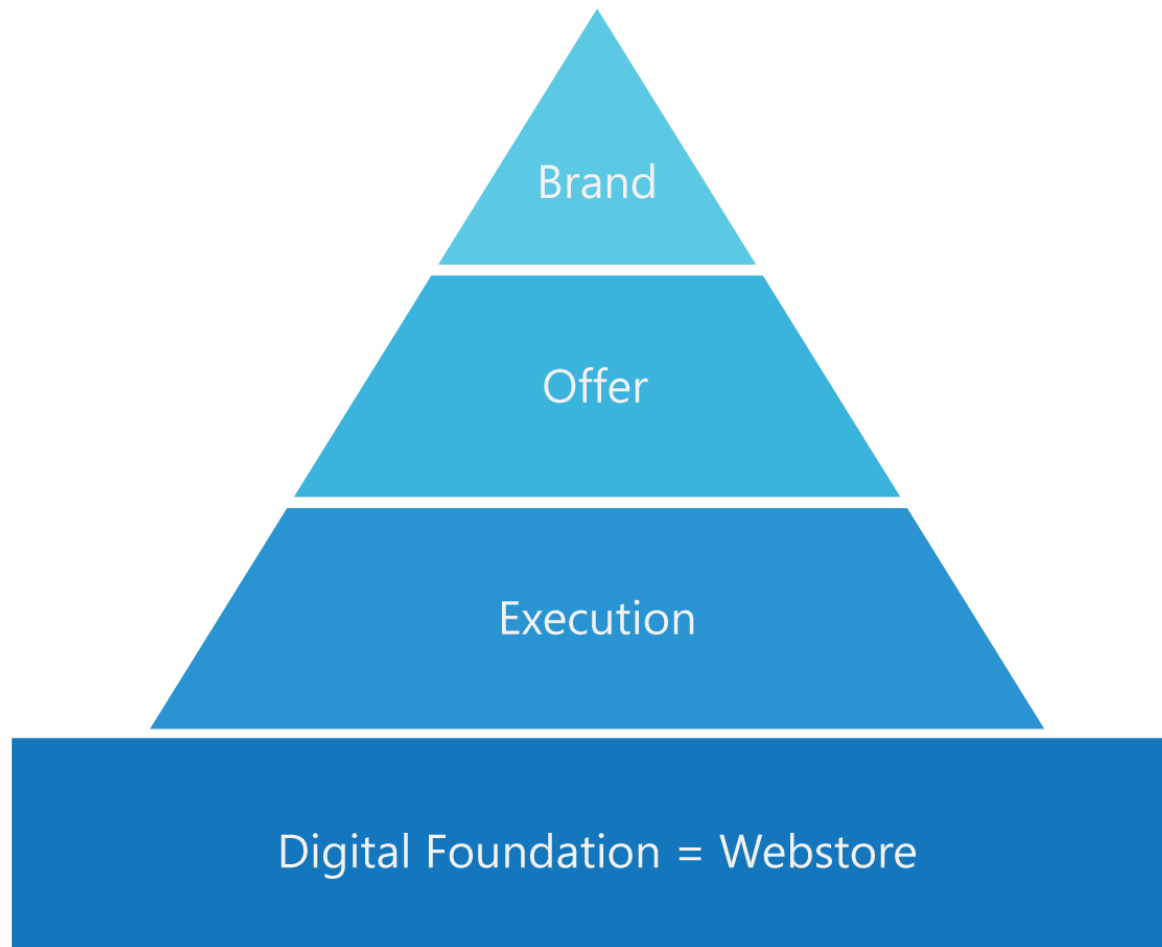


- Customer Centric
- "Curate" Marketing
- Competition
- Digital Impacts All



# Core Technology

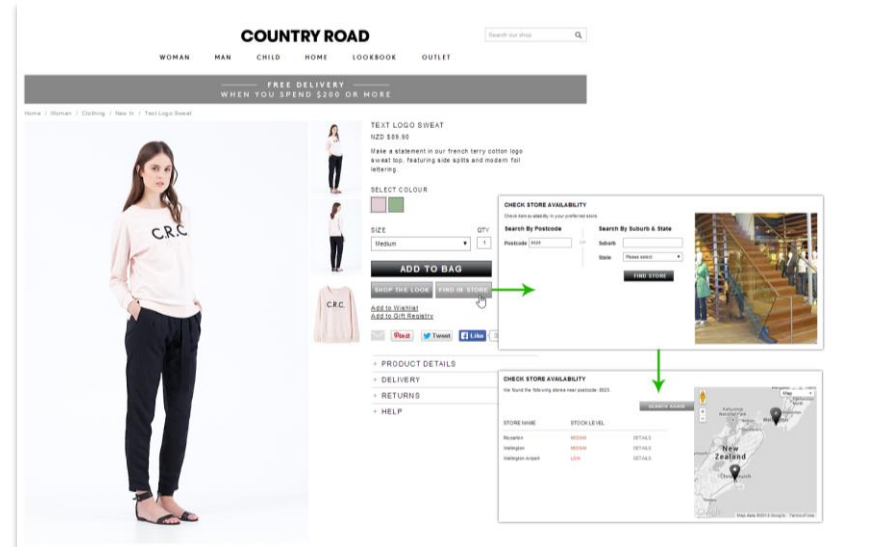
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# Technology Impacts

## Acquisition – “Know Me”

- Enables personalization



## Retention – “Engage Me”

- Across all channels
- Personal, Relevant
- Execution works

# Technology Impacts

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## Customer Value (in all channels)

- 81% of people go online before purchase
- Digital interactions influence 36 cents of every dollar spent in a retail store
- Consumers using a device during their journey convert 40% higher than store only shoppers
- In 2013 eStar clients grew average online revenue per customer by 10%
- Technology enables Shop Anytime
- Personalisation, Recommendation, Loyalty increases spend

"Online sales exceed that of the largest store"



Rod Duke, Briscoe Group MD

# Technology Impacts

## Expansion & Diversification

- All stores are big stores
- Expanded ranges
- Expanded markets

**EZIBUY** **CLICK & COLLECT** collect in store **EZIRETURNS** within 30 days\* **OVERNIGHT** dispatch\*

**MY EZIBUY** My Details Sign Out **HELP** click here for live chat Phone 0508 500 500 **Bag: \$26.00** 1 items

Enter keywords or style number

Womenswear Menswear Kidswear Christmas Shop Home & Gift Daily Deal Clear

Home » Kidswear » Younger Girls

**Next Teal Bunny Frill Hem Tunic (3mths-6yrs)**

Style Number: 125606

Size: 6-9 mths  
Colour: Teal  
Quantity: 1

Next Teal Bunny Frill Hem Tunic (3mths-6yrs)  
\$26.00

1 item(s) in My Shopping Bag

Shopping Bag Subtotal \$26.00

**PROCEED TO CHECKOUT**

Edit Bag Print Bag Save Bag Email Bag

**Shopping Next at EziBuy:**

- Next orders will be dispatched from the UK, with delivery in 7-10 days.
- If you have also ordered other EziBuy labels, these will arrive separately via local standard delivery (5 working days).
- Next items will show as a separate transaction from EziBuy International Ltd on your bank or credit card statement.
- You only pay one \$7.50 delivery charge per order. For orders including Next, the delivery charge will be split between EziBuy and EziBuy International on your statement.
- The EziBuy 30 day money back guarantee and returns policy remains exactly the same for all Next orders.

**BLK**

PRO TEAMS | SHOP | SALE | TEAM WEAR | DESIGN YOUR OWN | BLK NEWS

LOGIN QUICKORDER CART (0) €9.00

Search... European Currency Unit

**PRO TEAMS**

- RUGBY UNION
- STADE TOULOUSAIN
- THE SHARKS
- QUEENSLAND REDS
- WESTERN FORCE
- MELBOURNE REBELS
- CONNACHT RUGBY**
- CANTERBURY RUGBY UNION
- OSPREYS RUGBY UNION
- SARDA RUGBY
- TASMAN HAROS
- WELLINGTON LIONS
- FJI RUGBY
- WORLD XV
- RUGBY LEAGUE
- SP PNG HUNTERS
- GOLD COAST TITANS
- MELBOURNE STORM
- NEW ZEALAND KIWIS
- AUSTRALIAN FOOTBALL

CONNACHT

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www

# Technology Impacts

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## Understand customers

- Data for personalisation
- Individual customers
- Customer groups

84% of online spending is on weekdays vs 69% of in-store

Tailor Promotions

## Improve execution

- Online execution
- Customer journey
- In-store execution

94% of companies agree that personalisation "is critical to current and future success."

**BUT** 70% of brands are still not personalizing emails sent to subscribers

# Omni Channel

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"... Everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they're doing it."

Dan Ariely

# Omni Channel means Customer Centric

## Technology enables:

- Know Me Everywhere
- Order Anywhere, Anyway
- Buy Anywhere, Anyway
- Fulfil Anywhere, Anyway

Omnichannel Progression  
Begins with Webstore foundation

"Our biggest opportunity, supporting customers to shop anywhere at any time"



"they can buy what they want, where they want, when they want"

thewarehouse //  
where everyone gets a bargain.

Torpedo7

"Never lose a sale."

**COUNTRY ROAD**

... or not?

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