

DIGITAL SALES SERVICES



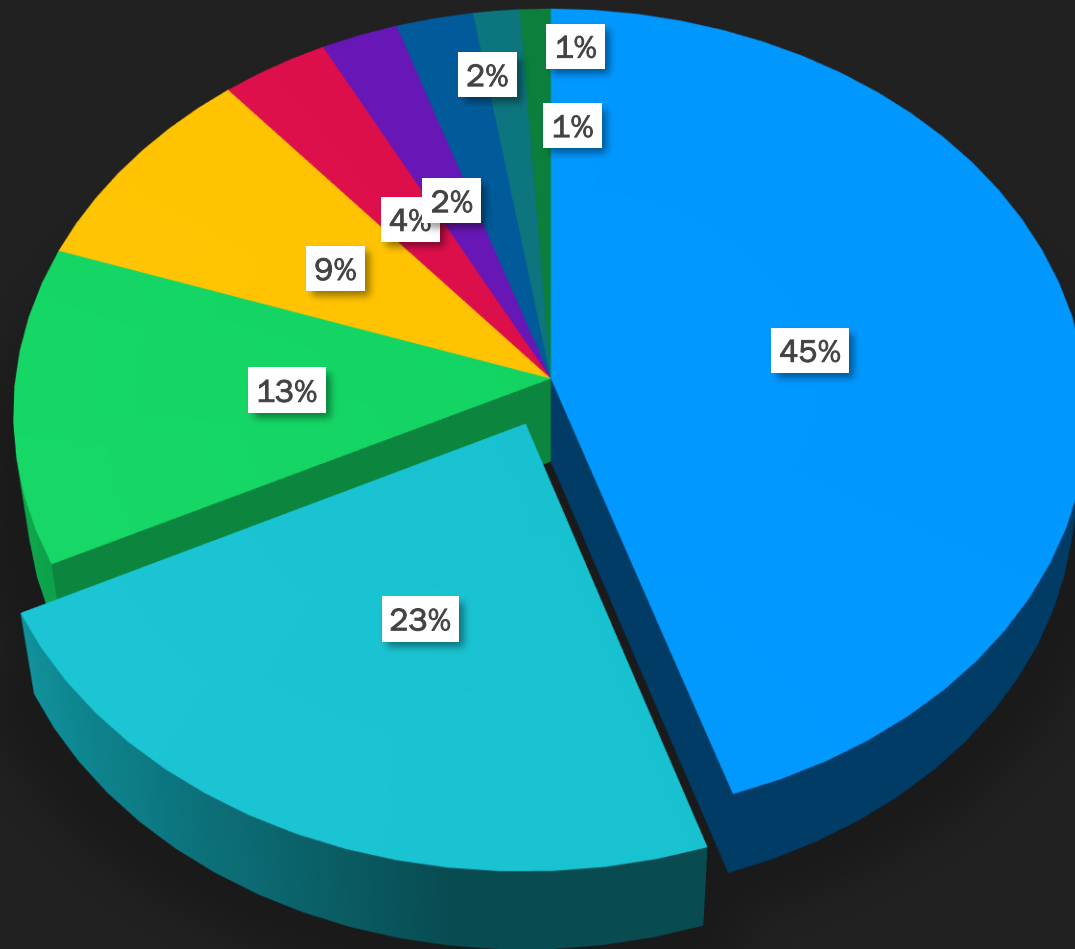
Make your digital commerce deliver the optimal customer experience

 DIGITAL SALES SERVICES

Microsoft
Partner
 Microsoft

Gold Cloud Platform
Gold Application Development

In pandemic times, business should be reinvented...



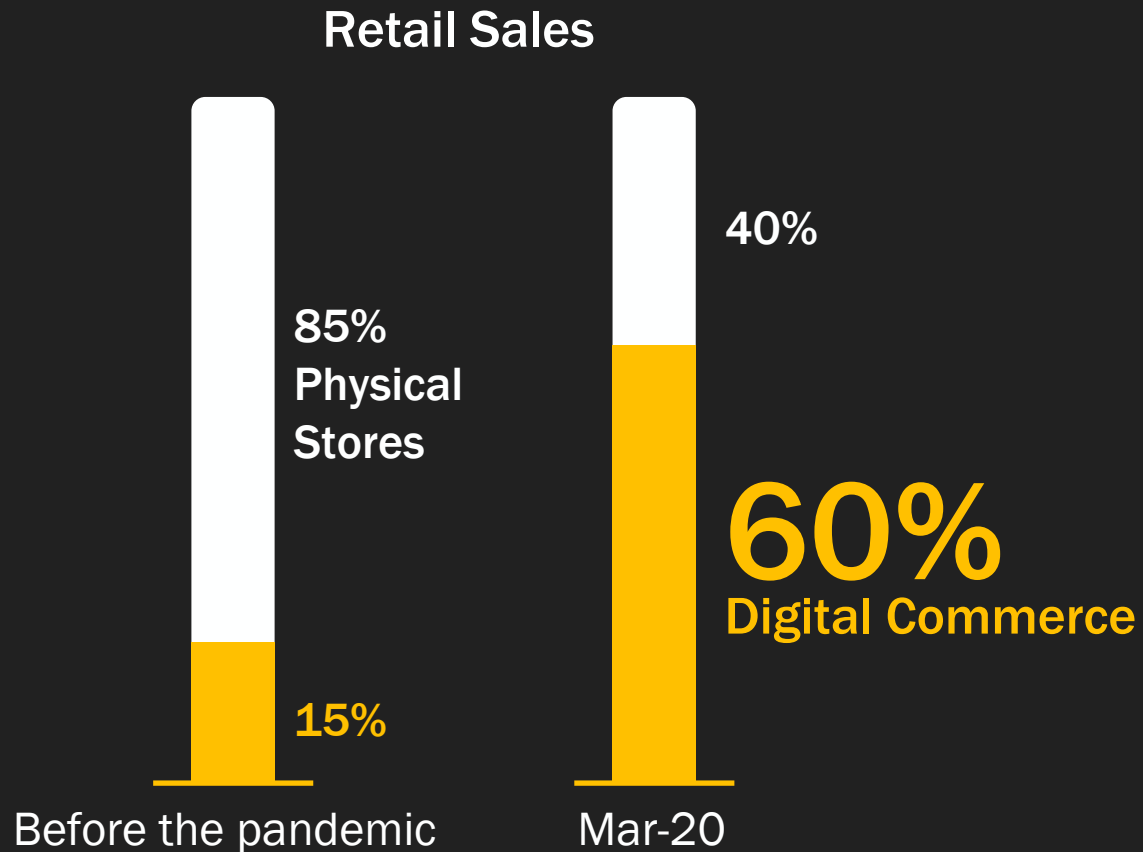
- Tourism and hospitality
- Mass consumption and retail
- Construction and real estate
- Transport
- Professional services / Consulting
- Industry
- Health / Education
- Financial services (banking, insurance and investments)
- Natural resources (mining, forestry, fishing, agriculture, energy)

Statista: Economic sectors most affected by the coronavirus (COVID-19) outbreak according to businesspeople in Chile in 2020

Source: Cadem; PwC

Survey period: March 24 to 26, 2020

Digital Commerce will be the **NEW NORMAL**



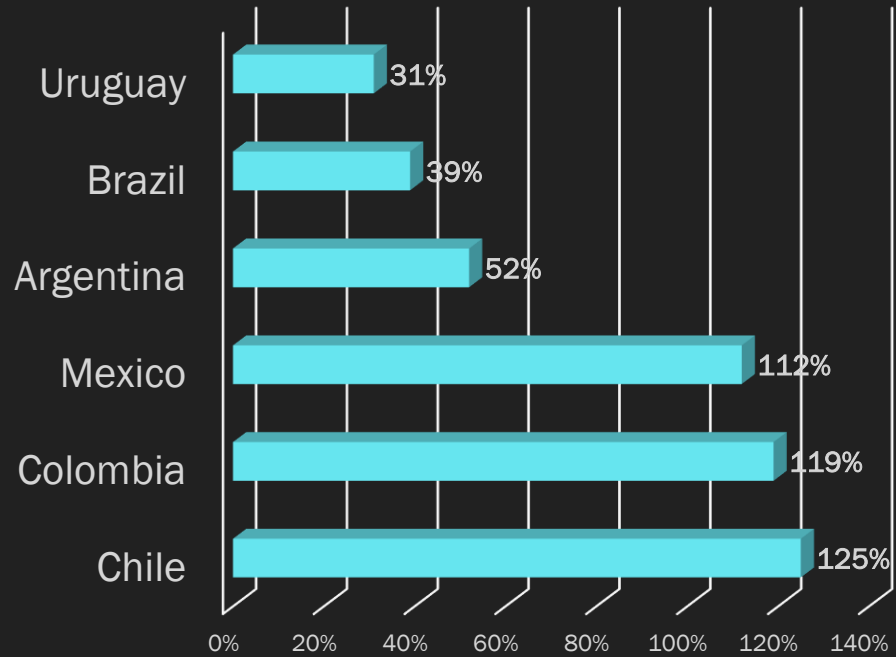
Source: Forester Consumer Technographics / Nielsen / The Consumer Brands Association

The Covid-19 pandemic has radically changed the consumer's path / route to buy and has accelerated numerous digital transformations.

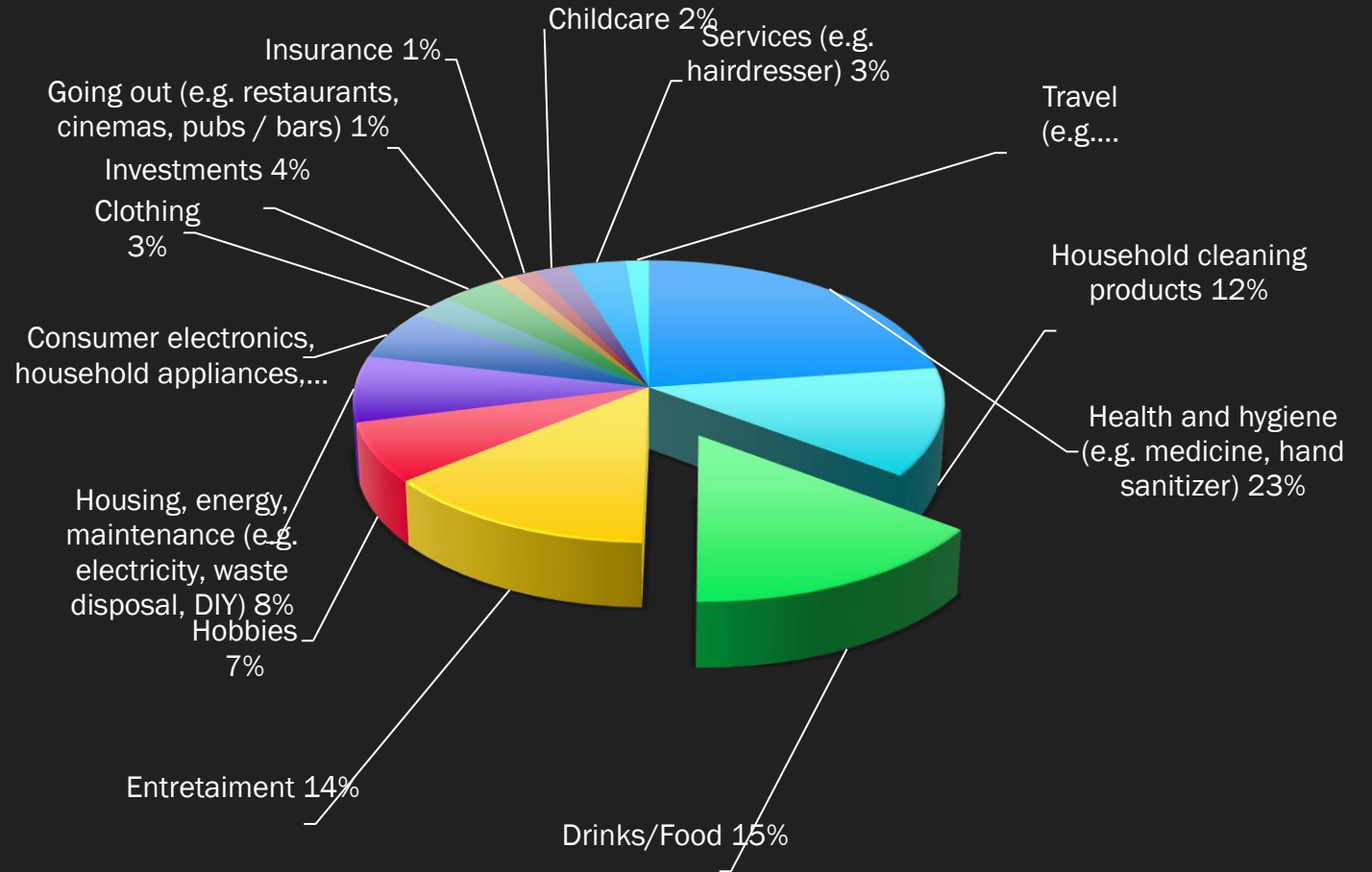
Specifically, we have seen renewed interest in the **direct-to-consumer (DTC) business model**. Many of these DTC initiatives have focused on providing an alternative sales channel to help prop up declining revenue or fill in the gaps for consumers who cannot make store visits.

- Do we have more opportunities than just revenue growth?
- Can DTC be used as a channel to drive consumer engagement, brand management, and capture ideas that can lead to product and brand innovation?
- How can food and beverage companies leverage and use their own valuable data to drive engagement and differentiation?

Digital Channels and Customer's preferences...



Latin America: countries with the largest online orders growth during COVID-19
 Countries with the largest online orders growth on Mercado Libre in Latin America during the coronavirus (COVID-19) outbreak in March 2020



Collecting our Retail experience

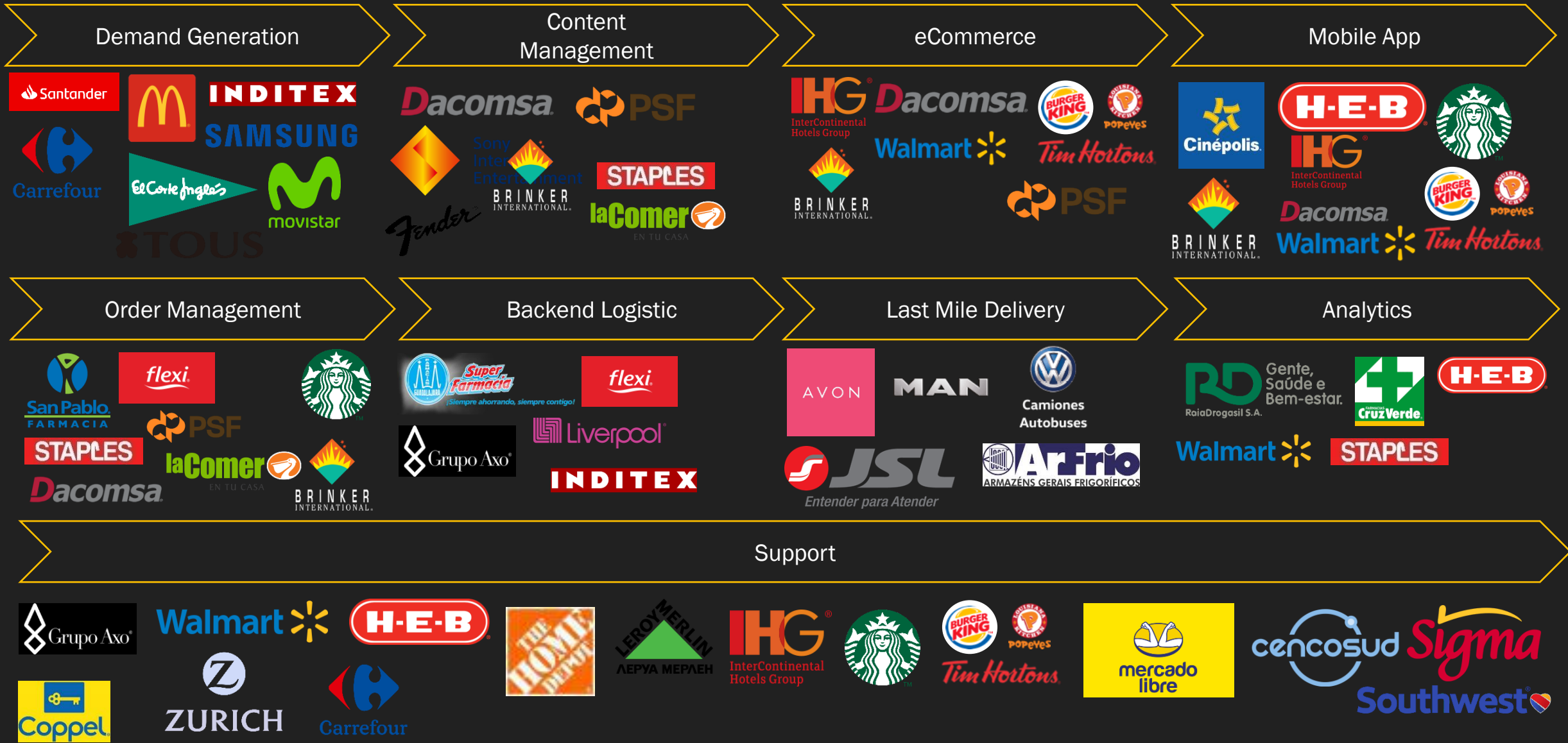
Softtek Present

○ DIGITAL SALES SERVICES /

*A modular Service to cover the end 2 end
Digital Sale Process*

Identifying the Processes and Challenges and Collecting our Experiences...

Softtek



WHAT WE OFFER

DIGITAL SALES SERVICES



Demand Generation

Having the right ads with major players like Google, Facebook and Instagram is critical to staying ahead of the industry and your competition.

Through our Digital Marketing agency, we work through the entire marketing process to find your customers and help customers find you.



eCommerce Platform

Softtek has the experience, the talent and the best-in-class partners to rapidly implement or improve a comprehensive eCommerce platform in as little as two weeks. We partner with the retailer to evaluate the best technology and features required for a better buying experience.



Backend Logistics

Digital transaction volumes have increased. Many retailers are not prepared to meet all customer requirements simultaneously.

Visibility of the business KPIs is critical to allow efficiency. Softtek helps you keep all processes in one place so you can make the right decisions to reduce delivery time.



Last Mile Delivery

With Softtek's services, stay connected to online shipping partners in one central platform where you can manage all activity of your product. In addition, all the information the delivery person needs is available on the mobile app to collect the product and deliver it to the right address.



Smart Commerce

Through our data-centric accelerator services, we help you to improve sales and margins through predictive analytics tools. Maximize your commercial strategy through loyalty programs, cross-selling and up-selling, promotions and coupons, and automatic pricing.

Digital Sales Services is powered by:



Cloud Infrastructure



Data Bases



Analytics





Demand Generation

As the customer journey begins, traffic generation and conversion rates are critical to success.

Having the right ads with major players like Google, Facebook and Instagram is critical to staying ahead of the industry and your competition. Through our Digital Marketing agency, we work through the entire marketing process to find your customers and help customers find you.



How to generate traffic for a new online store?

Clients find
US

Google campaigns

We find our
CLIENTS

Facebook
Instagram

Google's commerce search share is over 95% - it's the preferred search engine for online shoppers



Softtek[®]



SEO Content

Search-based traffic generation campaigns

Google search promotional campaigns related to brand and related products,

Monthly suscripción Scope:

- Up to six campaigns
- Up to 300 keywords
- Up to 24 advertising groups
- Up to 92 different ads

After assessment campaign launch, results are measured on :

- Campaigns/words/ads that generate more traffic
- Campaigns/words/ads that generate more sales

Campaigns are continuously optimized (adapting investment to results)



98% of web users in LATAM have a Facebook account, while 50% have an Instagram account

39% of the LATAM population shops online



Social Media Content

Monthly suscripción Scope:

- Facebook / Instagram traffic generation campaigns
- Promotional campaigns on Facebook / Instagram to drive visitors to website and online store
- 2 campaigns with different creative assets



**We present holistic visibility of
your business...**



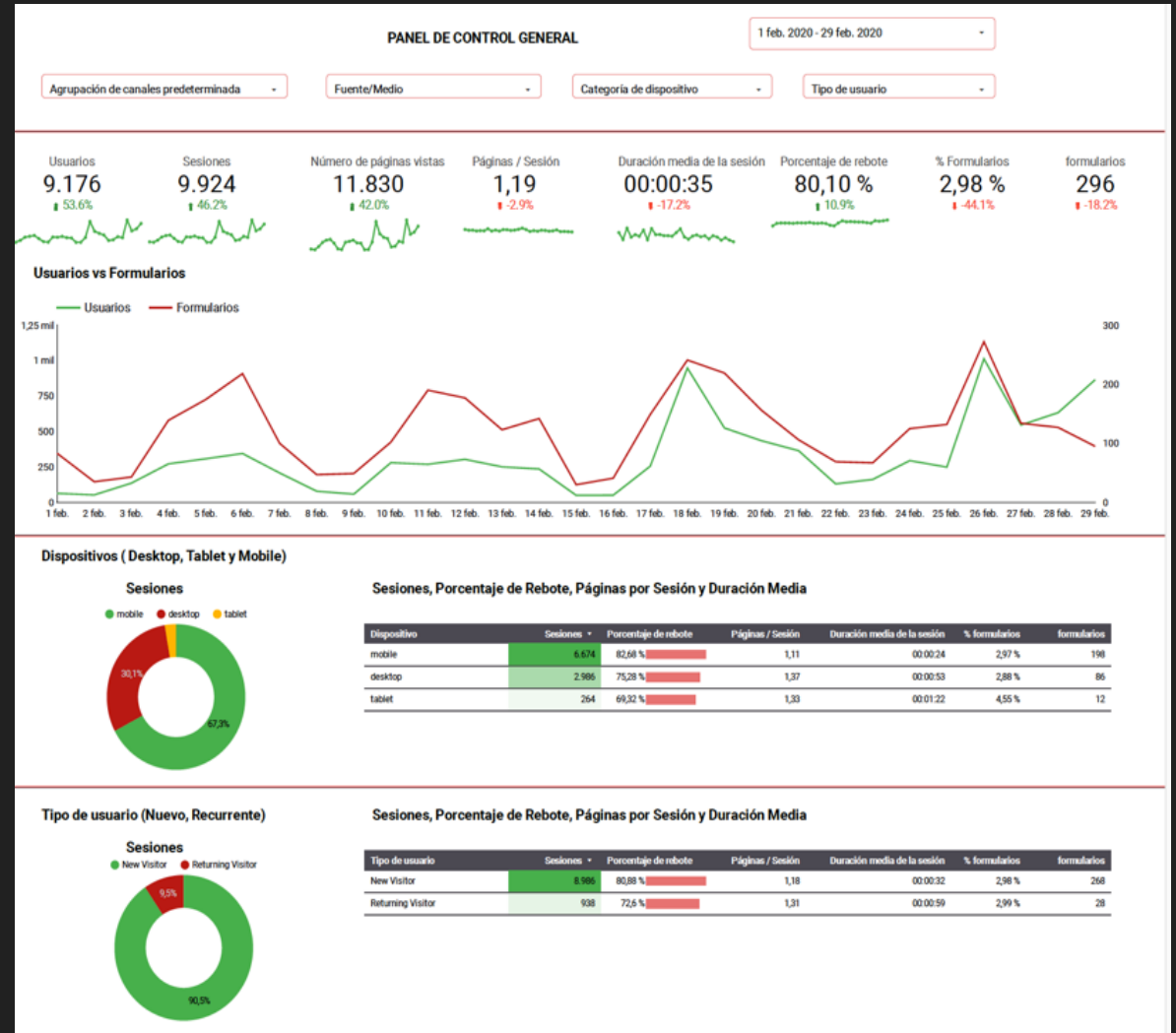
Softtek®



Reporting

Digital Sales Services will produce a monthly report on main KPIs:

- Site traffic generated
- Length of visits
- Source/Origin of traffic
- Most successful ads
- Most successful campaigns
- Devices used
- Socio-economic background of users
- Most visited pages and most viewed products





eCommerce and Mobile App

eCommerce platforms may no longer be able to meet the actual needs of the business and may require higher levels of customization.

Softtek has the experience, the talent and the best-in-class partners to rapidly implement or improve a comprehensive eCommerce platform in as little as two weeks. We partner with the retailer to evaluate the best technology and features required for a better buying experience.



Your own Site and Mobile App





A complete B2C and B2B Template with the best practices to cover the Digital sale Process.

- B2B and B2C Template, UI/UX capabilities
- Product Search based in categories and organic Search (description, product attributes and keywords)
- Facets by product attributes
- Categories navigation
- Product Detail Pages
- Promotions and Coupons
- Cross Selling y Up Selling capabilities
- Checkout process
- Anonymous sale
- Customer Registration
- Wish List
- Order History and tracking
- User Account management
- Store Locator
- Payment Gateways Integrations (Paypal and CyberSource)
- Delivery Methods
- Landing Pages
- Responsive design and Web embedded mobile app
- Chatbot



A complete management is included in the Service

- Product Content Management
- Graphic Content Management (Banners, pictures, texts, etc.)
- Security Management
- Reports
- Customer Administration
- Order Management (Pickup in store, Store Assortment, Distribution Center Assortment)
- Basic integrations: Orders from the ecommerce to the ERP, Product content, price and Stock.

The Data is yours

Your own branding in the Web site and mobile App

You can add custom Integrations and Functionalities

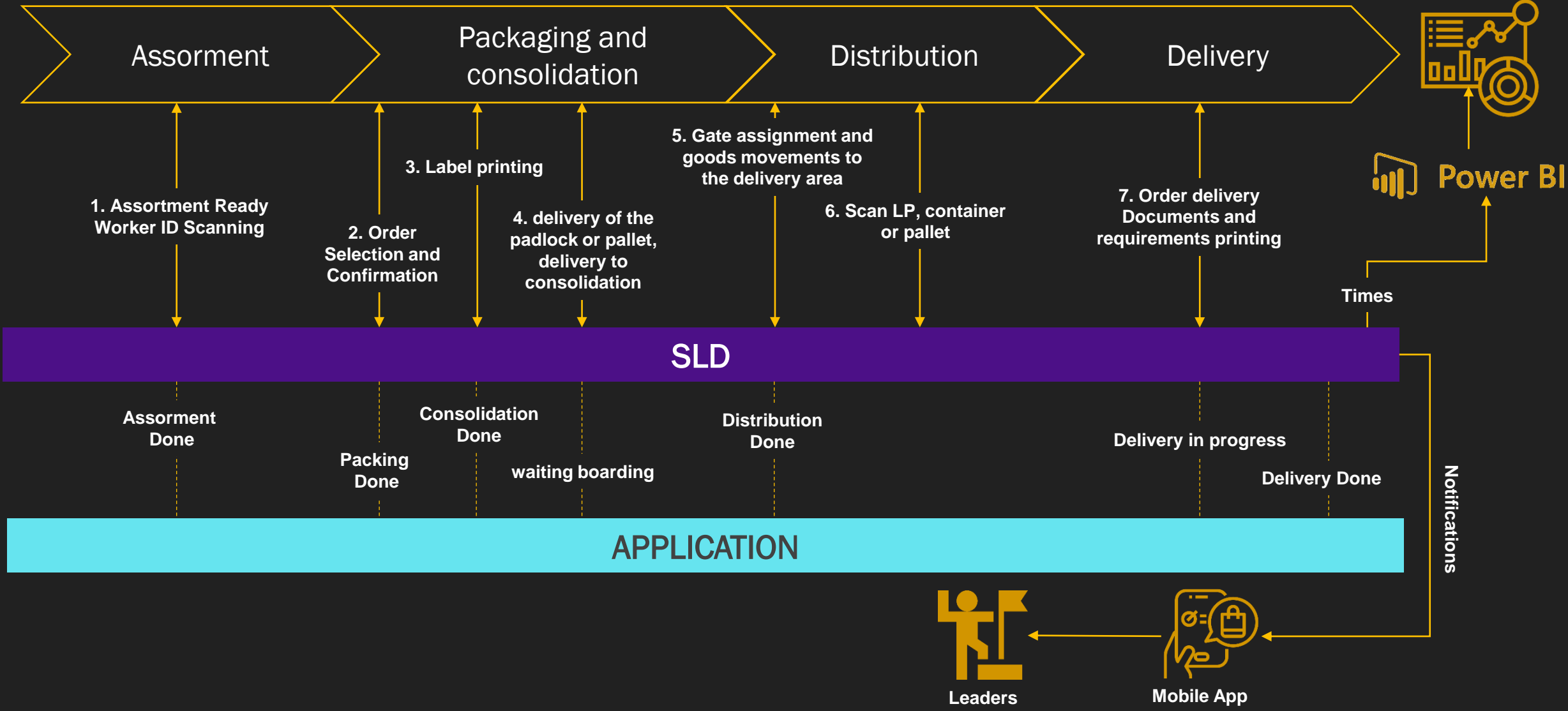
Backend Logistics

Maximize the efficiency of logistics processes to be ready for product demand and improve customer satisfaction.

Digital transaction volumes have increased. Many retailers are not prepared to meet all customer requirements simultaneously. Visibility of the business KPIs is critical to allow efficiency. Softtek helps you keep all processes in one place so you can make the right decisions to reduce delivery time.



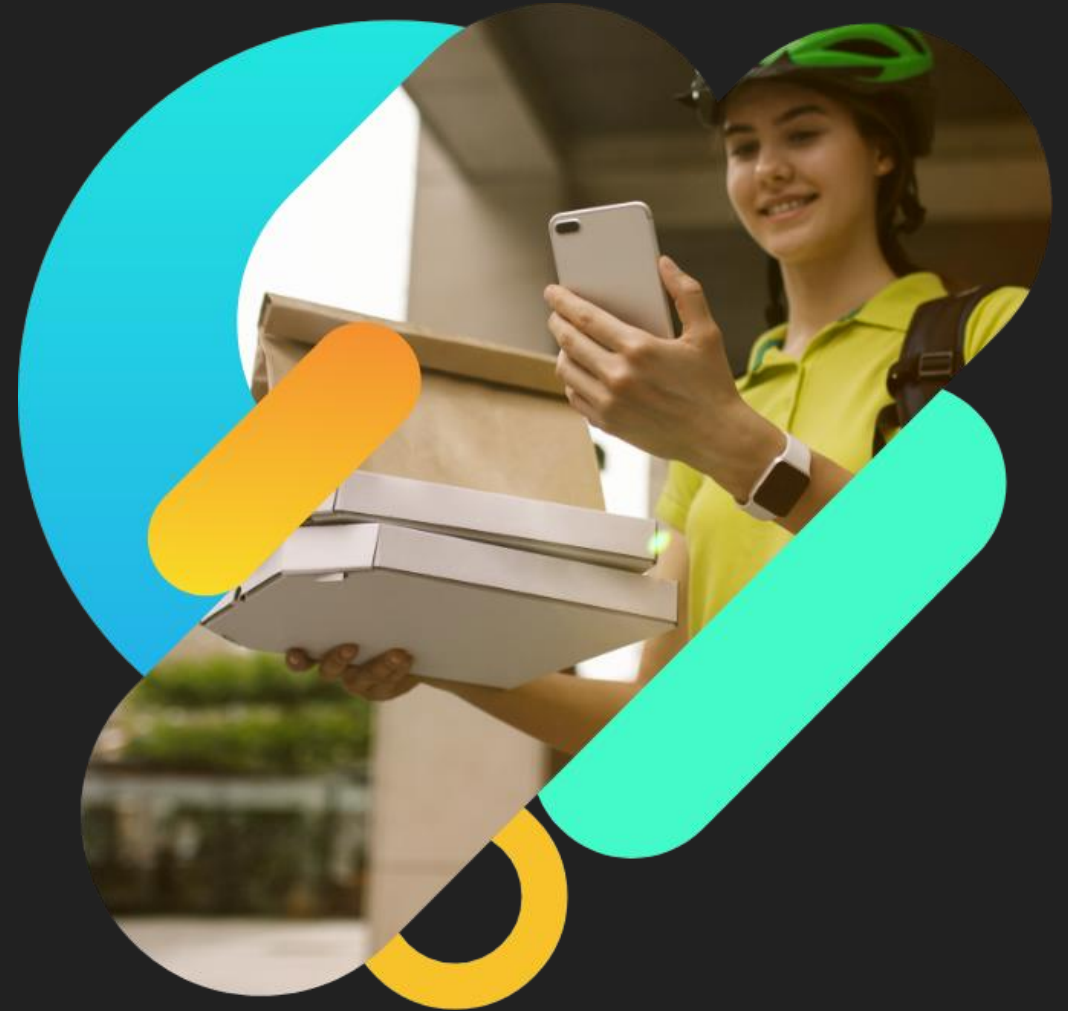
End 2 End Logistic process coverage...



Last Mile Delivery

Loyalty could be at risk if you lack an effective delivery method that supports order fulfillment from checkout to doorstep.

With Softtek's services, stay connected to online shipping partners in one central platform where you can manage all activity of your product. In addition, all the information the delivery person needs is available on the mobile app to collect the product and deliver it to the right address.

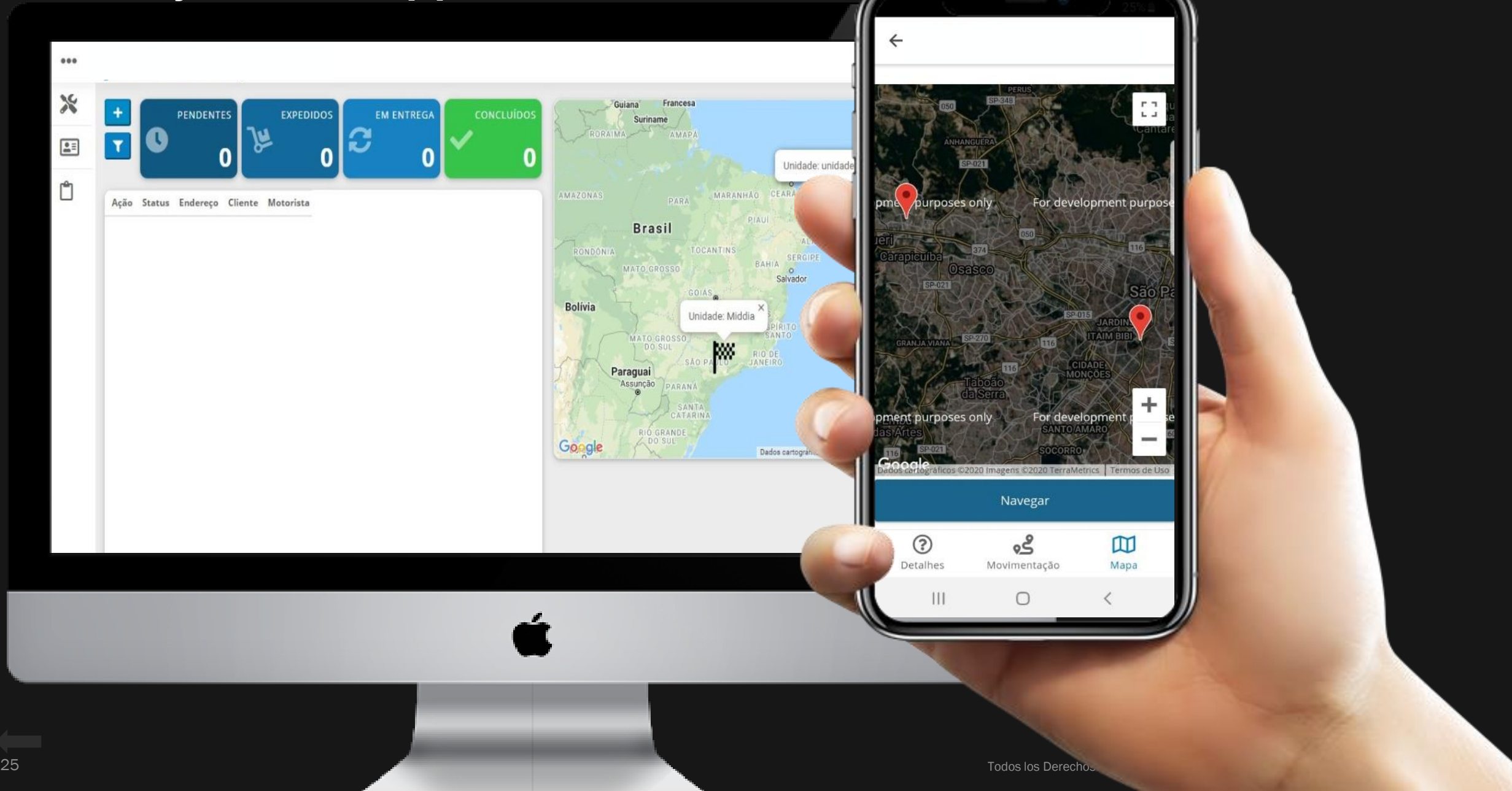


Delivery Mobile Application



Delivery Mobile Application

Softtek



Smart Commerce

Get the insights you need to make informed decisions about your business and sell more.

Through our data-centric accelerator services, we help you to improve sales and margins through predictive analytics tools. Maximize your commercial strategy through loyalty programs, cross-selling and up-selling, promotions and coupons, and automatic pricing.



Customer Journey and eCommerce KPIs

GOALS:
Customize dashboards that materialize the Customer Day demonstrating their experiences and level of interaction. The objective of these boards is to generate management information and decision making at the different levels as described below:



Conversion Funnel:

- Qualitative and quantitative analysis of incoming customers to the platform, their origin, tracking and how far they go
- Sales connection to digital campaigns, AdWords and retargeting



Product and shopping basket Analysis:

- Analysis of the product basket, average ticket, ranking, Cross-Selling options, Upselling



RVF analysis:

- Detailed analysis of the relationship Recency X Frequency X Value of each client and how to cluster and generate purchasing profiles



Journey Analysis:

- Synthetic and analytical detail of the client's day, points of withdrawal, difficulty, errors, cart abandonment, items "almost bought" and purchase profile
- Time of navigation in the pages, conversion and refusals of the payment Gateway



Sales performance KPIs:

- Analysis of the performance of product sales, combinations and purchase X price variation

DIGITAL SALES SERVICES

How does our service work?

*Digital Sale
Services*

SaaS





**SUBSCRIPTION
MODEL**

Setup Fee + Transaction
Blocks according to the
service



**ENABLEMENT
TIME**

Up 4 Weeks
Including basic
integrations



BUSINESS FOCUS

We can enable
custom
functionality and
integrations

INFRASTRUCTURE

SOFTWARE LICENSES

PRODUCT ROADMAP

UPGRADES AND MAINTENANCE

SUPPORT AND MONITORING

TIME TO MARKET



Softtek[®]

**Admin anything
that you need to
operate the
digital channel**



Visit our site for more information

 DIGITAL SALES SERVICES

<https://www2.softtek.com/digital-sales-services>



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Q & A

Thank you!

