

Cross-border e-commerce

How to build a trusted brand abroad



Introduction: Going International

You are expanding across borders. Your online store or business is most likely running smoothly, and you've managed to build a brand name in the industry. Just like your business, your ambitions are growing too. Luckily, international e-commerce has become much easier due to aligned trading legislation and the presence of global e-commerce and advertising players like Google, Amazon, Facebook, LinkedIn. It's almost like the world is turning into one big globally accessible marketplace.

Even though it's a great time to bring your business cross-border, that doesn't mean it's easy. To become a major player in global e-commerce, you have to focus your efforts in a way that convinces your potential customers that your offering is the best in the business. What's so hard about that?

Customers make purchasing decisions with more than just logic: emotions play a [big role](#) in driving consumer preferences.

Because of this emotional preference, consumers often go for a solution that they know or feel comfortable with, instead of actually choosing the better product or retailer — and feelings of uncertainty result in poor conversion rates. The baseline of international success is building a brand that is trusted and emotionally appealing to your target audience. In this whitepaper we describe several tactics to increase the trust in your brand and make it appear local.

“It's almost like the world is turning into one big globally accessible marketplace.”

A Trusted Brand

When we think of 'trust', we tend to think of it as something that exists only in personal relationships. Just like personal relationships, buying online involves a leap of faith: consumers have to believe not just in the brand's contractual promises to deliver on time and deliver acceptable service, but also their implied promises such as valuing you as an individual and being honest and responsible when they make a mistake.

This is important for any online retailer, but especially important for those that engage in cross-border selling. We tend to be more trusting towards people and companies that are familiar or close to us, and can be somewhat sceptical for the unknown. Trust starts with recognition and it might be unlikely consumers in your cross-border market of choice have heard of your brand. Even if it doesn't ring a bell, rest assured: building up trust with a blank slate is a great opportunity to win market-share from long standing local players.

These days, companies' offerings are seeming more and more similar to consumers. Price, features, and appearance don't vary as much as they used to. With such a similar e-commerce landscape, trust can significantly differentiate your business and help you become an authentic brand.

Market Choice

These days, cross-border e-commerce offers more opportunities than ever as consumers get increasingly comfortable buying from international brands. When researching new countries for their market potential, it's wise to rely on these exploratory questions: What is the new market like in terms of consumer behavior? Do customers in this market embrace cross-border shopping? And if so, for what reasons? What payment methods are preferred? What about local laws and regulations and taxes that need to be paid?

Main reasons for consumers to shop abroad

Better deal available in an online shop in another country

59%

Lack of availability of a product in local stores and webshops

50%

Markets and cross-border shopping

The first question you need to ask yourself is: Where can I sell my products? Decide what your ideal target audience is and what signifies a good market. You need to consider demographics, consumer behaviour, locations, cultural and common interests and much more. Ask yourself if there is really a need for your products in the first place? Perhaps you're interested in expanding to Germany, with its potential customer base of more than 83 million inhabitants. But if there is no need for your product, or consumers are reluctant to buy cross-border, you might want to save yourself the time and money.

Before going cross-border, it's critical that you investigate whether consumers in your target market are comfortable shopping abroad. Once you know the answer to this, you know whether you should make your online store look as local as possible, or whether it's acceptable for your business to stay associated with its country of origin.

Consumers from less developed e-commerce markets tend to buy more from cross-border online stores, especially when the cross-border online store is part of a more mature market. This could be because they associate mature markets with trustworthiness, or simply because there are better bargains.

However, a growing group of consumers hailing from mature e-commerce markets are choosing to shop cross-border as well, so both types of markets offer opportunities.

There are [different reasons](#) for consumers to shop abroad. The most common reason among European consumers is a better deal available in an online shop in another country (59%). In Slovenia for example, this percentage is 88%. Another commonly mentioned reason is the lack of availability of a product in local stores and webshops (50%). Nowadays, 54% of European consumers engage in cross-border shopping, and another 31% of these people are researching and plan to do so in the coming year.

That said, some countries are more amenable to cross-border shopping than others. Based on the total of all online shopping spend, the share of cross-border spendings is highest in Croatia (29,6%), Ireland (28,6%) and Latvia (27,9%). When shopping abroad, neighbouring countries seem to have the preference. Austrians love to shop in German shops, and Swiss inhabitants prefer German and French shops. Belgians, on the other hand, favor Dutch and French shops. These country preference have one thing in common: they speak the same language. A common language doesn't only make it easier, it feels more familiar and is more trusted.

When shopping abroad, neighbouring countries seem to have the preference

54%

of Europeans engage in cross-border shopping and another 31% plan to do so in the coming year

Define your position in the market of choice

The most important question here is: What is your added value? In almost every market, you will find some competitors focusing on the same segment and audience. Even if you have a unique product, there are probably others that try to serve the same consumer needs, just in another way. So, what do you offer this new market? What do your competitors do, and how do you differentiate yourself? To answer these questions, reflect on your own business to determine what will resonate with this new market. Are you focusing on price, quality, service or maybe a completely different Unique Selling Point (USP)?

All in or not?

You have chosen a market, and feel certain about your USP. Obviously, your efforts will cost time and money, but how far are you prepared to go to make it work? A relatively safe way to test a market and see how your products perform is to test some of your fast moving products (FMP). These days, a lot of marketplaces offer an easy portal to start selling. Giant players like Amazon or more local players like Bol.com (Netherlands) or idealo (Germany and Italy) are great environments to test your products in a market.

This way, while preparing for a possible full roll-out, you can still tweak your approach with little risk. If this goes well, you might decide to only sell through marketplaces — so test before you invest to see what works and what needs improvement in order to appeal to your new target market.

Combining theory and reality

To summarize how you should get started, it's important to research and find the most promising market for you to define your unique position. You probably already have a rough idea of what the consumers in your target market are like based on the research you've done on their needs and willingness to shop abroad. However, your success will also depend on your understanding of more subjective variables like local culture and habits.

For example, it's important to offer preferred local payment methods and to invest in getting to know your cross-border customers. Every country has its own quirks, with their own habits and preferences. That said, based on market facts only, a roll-out can still fail. You also have to keep in mind local laws and regulations, on top of adapting to the local consumer.



Understanding the **local culture and shopping habits**

It's no secret that countries and their cultures differ from each other. As a result, consumer behavior can be very different. Understanding this and tailoring your message, product, and approach for the specific market is extremely important if you want to succeed in your cross-border strategy. If you don't tailor this, you risk a poor market fit and in turn, a bad return on investment (ROI). That said, it doesn't mean there is no good fit with your product. It could be that you oversaw a simple element like language barrier or that you missed the mark on establishing trust.

Doing market research is key. Start out with high level market research about the local consumers. What languages do people speak and what percentage speaks English? Do they mainly shop online or do they prefer physical stores? What devices are your future customers using to shop online? Questions like these help you understand critical differences with your new target market and could be crucial for your initial strategy. Zooming in on industry-specific differences is a good idea. How do consumers shop for specific products? Are there any vertical trends different from your own country? Can you identify the most important players in the industry?

Payment methods

Completing payment is the ultimate conversion goal, so it's important to consider the preferred payment methods of your cross-border customers. Sometimes failing to offer preferred local payment methods, like iDeal in the Netherlands or Carte

Bleue in France, can lead to increased shopping cart abandonment. In fact, this is one of the most common pitfalls of cross-border e-tailers, so make sure to consider this carefully.

You can also get valuable insights from analyzing existing competition in the new market. Even if you are convinced that your offering is the best in the industry, you should keep in mind that existing players in your target market are also doing something right. After all, they're still in business. So, ask yourself: What does their customer journey look like? What are their policies or additional services? What channels do they use to get in contact with their customers? Are they collecting reviews, and if so, where?

Consumer trust varies by business, industry, and country-of-origin

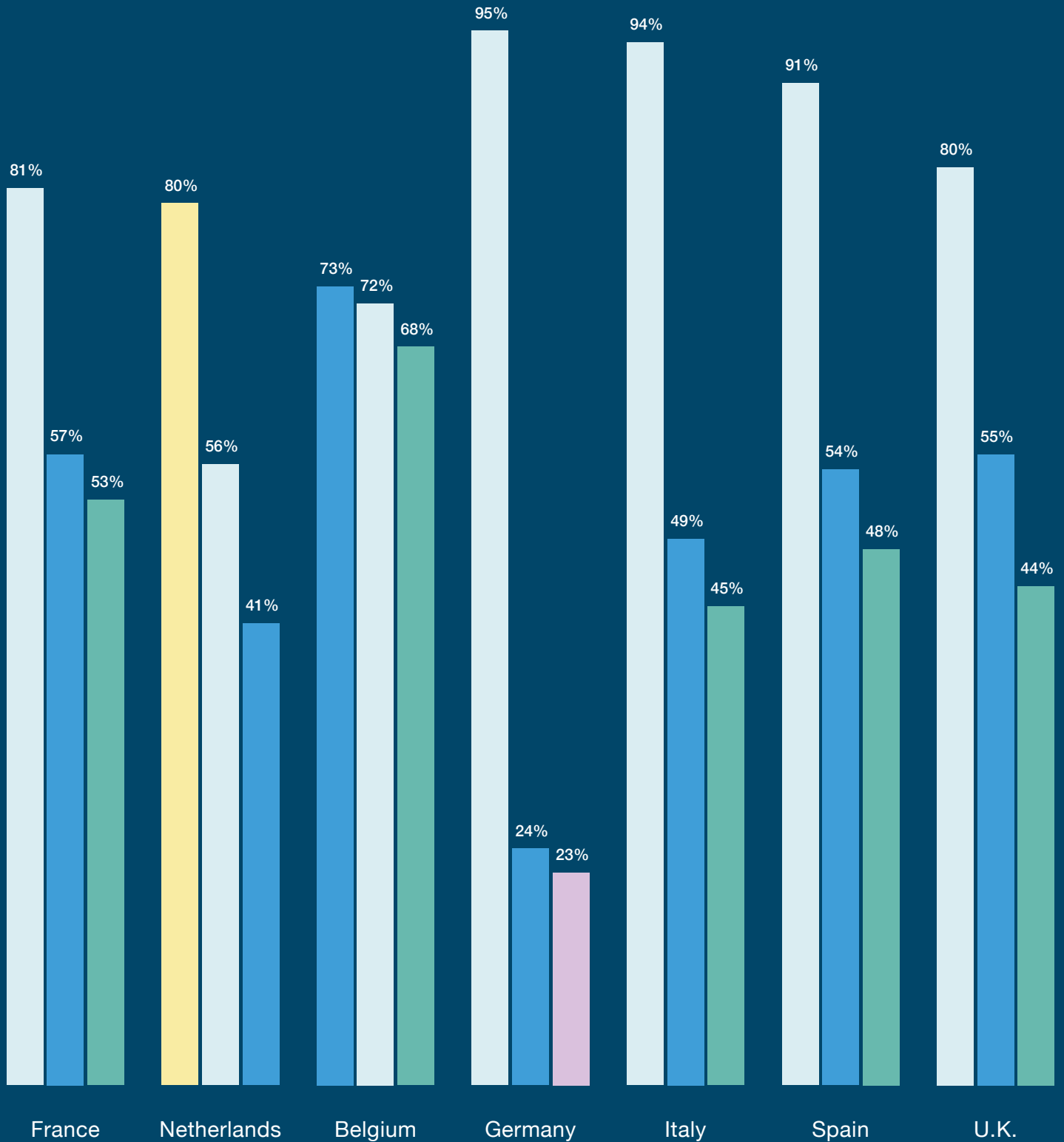
Trust is an essential part of convincing consumers that you have the right offering for them. Just as trust in politics and media differs by country, trust in businesses differs by country, as well. Trustworthiness in business is always important, but it's even more critical when your business is making a first impression cross-border.

Business sectors that are known for scoring high in consumer trust include Technology, Education, and Professional Services, compared to lesser trusted industries like Financial Services and Automotive. In general, online companies planning to go cross-border will have an easier time breaking into industries where consumer trust is high.

Overview of payment methods

Payment method

PayPal VISA MasterCard iDeal Sofortüberweisung



That said, almost any business can build up a trustworthy reputation if they take a strategic approach and are mindful of consumer preferences in their target market.

An important part of trustworthiness in business is the location of a company's headquarters, or its country-of-origin. Before you communicate this proactively, it's best to research how much trust your country signals. According to the [Edelman Trust Barometer](#), the countries-of-origin that signal the most trust to cross-border shoppers are Canada (68%), Switzerland (66%), and Sweden (65%). On the other hand, some countries-of origin are met with more consumer skepticism, like Mexico (32%), India (32%), and Brazil (34%). Despite this, it's important to note that the perception of trustworthiness in country-of-origin can differ for each product category, even in the same country. For example, physical products of Turkey in general might not be associated with outstanding quality, yet Turkish carpets are considered to be among the highest quality product available.

An example of cross-border cultural differences: the fear of data breaches

With the rise of digitalisation in e-commerce, the fear of data breaches has also grown, especially when it comes to personal and credit card data. It's safe to say that some of the larger data breaches

worldwide have taken a toll on consumer trust. One incident that likely contributed to this cultural shift is the 2014 data breach in large American retailers like Target and Neiman Marcus. Heavily publicized incidents like these have had a substantial impact on all e-commerce shopping, but especially on cross-border shopping.

Consumer concerns about data breaches for cross-border shopping could also be due to the perceived complexity of handling legal disputes abroad. This especially takes a toll on the trustworthiness of countries where data breaches are known to be a common occurrence. For example, the US accounts for half of global losses from credit card fraud, but it processes just a quarter of the global credit card payments.

This lack of trust has a direct effect on e-commerce conversions, especially when a customer lands on the payment or checkout page. If the customer doesn't see a form of third party validation, how can they be sure that their credit card details are secure? It's especially important to convey trustworthiness on the check out page for your cross-border customers. This can be done by displaying trust symbols like security badges, or even embedding customer reviews to give your customer confidence in what they're about to buy.

Building a Trusted Brand Abroad: **Local appearance and customer service**

Nowadays, consumers expect the highest level of customer service. Ideally, customer service should be available at a moment's notice, anywhere, and via any device. With this in mind, companies should make sure that customers can reach out: whether it's by phone, email, social media, chat and so on.

Consumers do understand that companies are sometimes unavailable and unresponsive for periods of time — but it's still valuable to present yourself as available for the majority of the time. A number of the visitors of your website will want to ask your customer service a question, about availability, delivery, products etc. A bigger number will check customer service contact details, or other channels like social media or Google, to make sure you are the right choice for them. This is the moment you can win their trust by showcasing you are easy to get in contact with, however they want to do so.

To start building trust abroad, check out which channels are most popular in your target market. Keep in mind that consumers from different generations prefer different customer service channels. While phone is the most popular channel in general, millennials tend to use mobile

apps, live chat and social media more than other generations. Elderly people prefer to speak with a customer service agent on the phone or face-to-face. Because of these different demographic preferences, it's important to adjust your customer service channels accordingly.

When you're expanding to new markets, language barriers can be a common issue. It's not surprising that a substantial majority of consumers (74%) prefers to be able to contact customer service in their own native language. Nowadays most people speak an acceptable level of English, but it's not quite as simple as just being able to communicate. Customer service in the consumer's native language simplifies communication and ultimately results in a more natural and familiar customer experience — and showcasing that this is available on your site creates instant trust with your customer. With this in mind, it's a good idea to work with native language customer service agents whenever possible. Similarly, another element that increases trustworthiness as a cross-border online store is showing local contact details, like a phone number and business address.

As [57% of consumers state](#) that they will not place orders on cross-border webshops that are not in their own language, another very important aspect of going cross-border is ensuring that all your company information is translated correctly. This means that your online store should be translated at a professional level, from the important site metadata like alt-text to key pages and statements like privacy policy, cookie policy, and terms and conditions. It goes without saying that these documents should be verified and adjusted to comply with local laws, too.

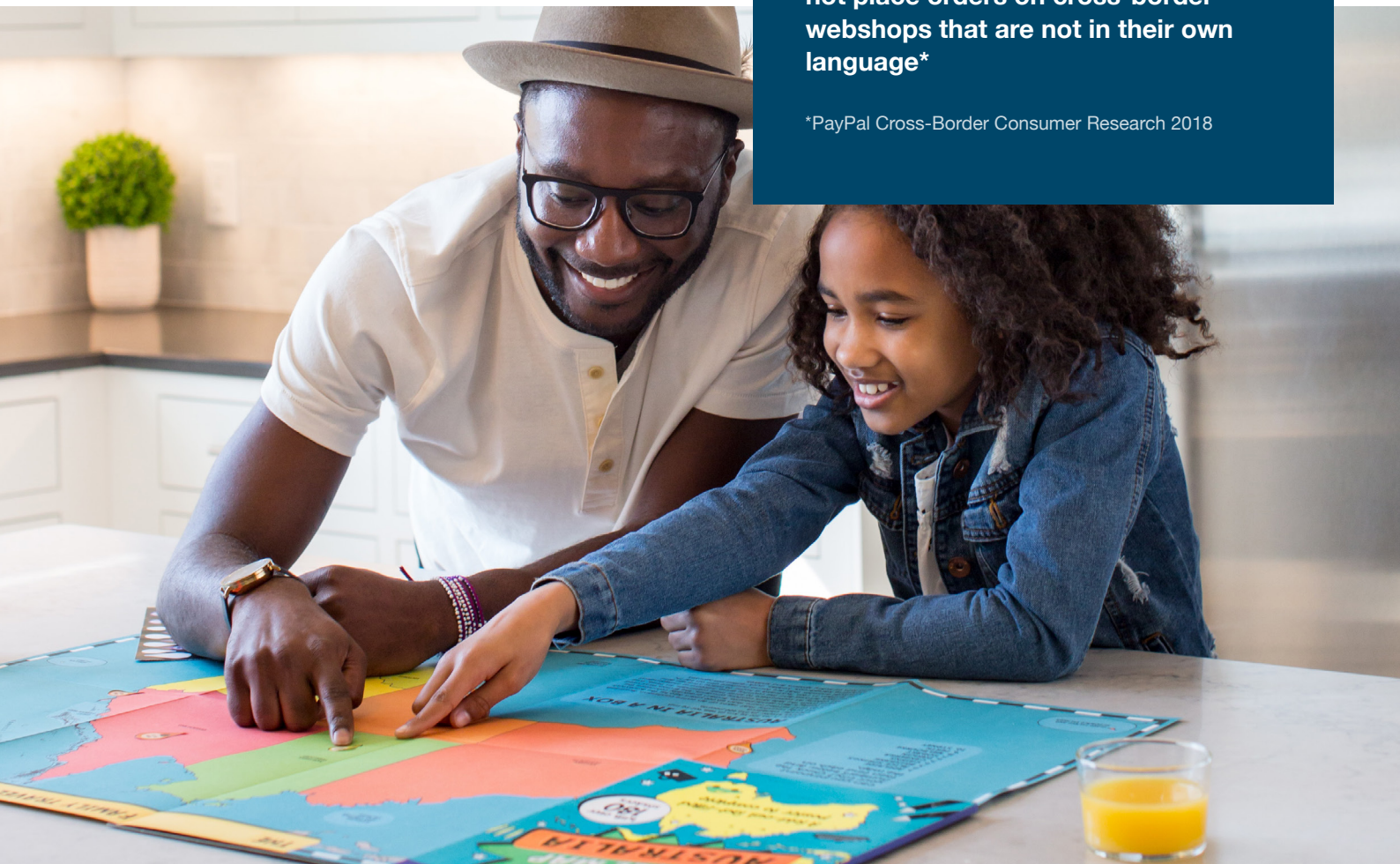
Last, but surely not least: be proactive when it comes to customer service. Multiple studies have shown that in the event of a company mistake, offering stellar customer service provides a unique

opportunity to please the customer and create a long lasting relationship. This phenomenon is known as 'The Service Paradox', and a big part of turning the situation around is responding swiftly. Even if you're doing business in another country, customers expect to feel like your customer service agent is right next door. To ensure that there are no delays with your customer service solutions, put processes in place to make sure there's service coverage during key shopping hours for your target market. After all, it's about being able to go the extra mile for the customer, no matter if they're from your home country or the other side of the globe.

57%

of consumers state that they will not place orders on cross-border webshops that are not in their own language*

*PayPal Cross-Border Consumer Research 2018



Factsheet: Local appearance and customer service

52%

of the companies expect the number of foreign consumers to rise in the coming years

60%

of consumers expect to be talked to in their own language

60%

of companies say customer satisfaction has increased because of native customer service

50%

of customers worldwide say they are willing to spend more money in exchange for excellent customer service

60%

of e-commerce businesses says that customer service has improved by offering multilingual customer service

57%

of consumers will not order on a cross-border webshop that isn't in their own language

76%

of companies say a multilingual customer service is an important tool to outperform your competitors

56%

of Europeans avoid shopping in webshops written in a different language

52%

of companies say a multilingual customer service is an important tool to outperform your competitors

Social proof and customer reviews

Reviews as social proof

Compare this to an everyday situation, like choosing a restaurant on your holiday. You might check out a site like TripAdvisor or Yelp. Or maybe you have left your phone on your hotel room and choose a restaurant based on whether it looks popular — obviously skipping the empty restaurants. Both are examples of social proof: it's everywhere, and it's especially relevant in e-commerce. Online reputation is a pillar for online success, 92% of consumers read reviews today, and 88% of consumers trust online reviews as much as personal recommendations.

When you are trying to convince a French consumer that your webshop is the right pick for them, and that you can be trusted, showing customer reviews in German would be less effective as social proof than showcasing reviews written by French customers. Because of this, you should prioritize collecting reviews written in the native language of your cross-border target market. Once you

have reviews in their native language, make sure to highlight them. This can be done with very little effort if you have a review profile with automatic language filtering. With this feature, you can highlight the reviews written in your target market's language while still showing your total review count. When it comes to social proof, higher numbers are more convincing, so it's a good idea to set up a review collection strategy.

Humanize your brand

Localizing your website in the local language is the first step in creating an appealing and comfortable shopping experience for your target audience. On top of these local touches, customer reviews add social proof and give your brand a local a human touch. It's a good idea to integrate them throughout the important stages of the customer journey, like the checkout page. After all, this is where feelings of consumer uncertainty can win [out](#).

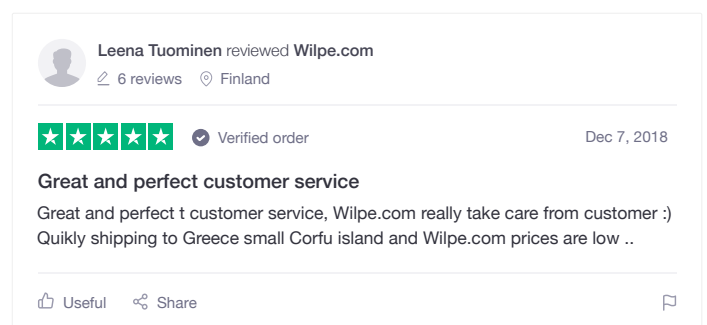



 **Mevr. Michaela** reviewed **travelbags.nl**
2 reviews • Germany


★★★★★  Verified order Mar 14, 2018

Ich habe von Deutschland aus bestellt
Ich habe von Deutschland aus bestellt. Bestellung und Bezahlung ist recht unkompliziert. Die Ware habe ich dann nach wenigen Tagen erhalten.




 Useful  Share 



 **Leena Tuominen** reviewed **Wilpe.com**
6 reviews • Finland

★★★★★  Verified order Dec 7, 2018

Great and perfect customer service
Great and perfect t customer service, Wilpe.com really take care from customer :) Quikly shipping to Greece small Corfu island and Wilpe.com prices are low ..

 Useful  Share 

Humanizing your brand doesn't stop with only the obvious steps of your customer journey. Your brand lives in other places, too. A great way to make your brand appear human is by engaging with your customers and responding to reviews on third party review sites and on social media. Combine the two for synergy and show you have nothing to hide by engaging in conversation with your customers. You can even win bonus points with your customers — try to be humble and funny where possible.

Proactively collecting and sharing reviews is not all about positive 5-star reviews. Consumers want to read an honest selection of opinions and experiences, whether it's positive or negative. In fact, it's the only way to show a real validated reputation. Remember that no business is perfect — embrace transparency, gather feedback, and let your reviews do the talking.

In a world where bad reviews happen, it's the company's reply that really counts and provides a unique opportunity. [61%](#) of the consumers expect a company to publicly comment on their review. Between countries, consumers differ in terms of reading and being influenced by reviews. A recent consumer poll by Trustpilot, showed that consumers

in different countries aren't equally affected by reading negative reviews.

Boost trust by showing the right reviews, in the right place

Are you entering a market with a product or service that's unique to the market? Is it possible that your product or service has a bad reputation in your market of choice? In that case you might want to feature customer reviews that talk about specific products or services, rather than just your business as a whole. Offering these different levels of reviews can provide an optimal shopping experience for an uncertain customer. To do this well, ask yourself what a cross-border customer would want to know: How long will the delivery take, given it has to be sent from further away? What about shipping costs and return policy?

By making specific product and service reviews available, you're increasing the chance that your customers will make an informed purchase, wind up satisfied, and then leave a positive review themselves. Just keep in mind that product preferences can differ [considerably by country](#).

“61% of the consumers expect a company to publicly comment on their review.”

Gain visibility and leverage your reputation in search engines as Google

As mentioned before, trust should not be perceived as an obstacle but rather as an opportunity. An example is your exposure in Google. Even though cross-border behaviour can differ a lot, Google is the dominant search engine in most countries. Targeting new markets has become a lot easier with search engine advertising — Google uses different ways to aggregate business ratings and make it visible to consumers as they research their next purchase. Rich snippet stars, which show the overall review rating of a product or business, are formed from review data sent by third-party review sites. Google's algorithms then aggregate the review feedback they get and give an overall star rating to a company or product. These will appear on your Google Ads and in Google Shopping.

However, advertising through Google can be costly. If you really want to win in this space, you should establish a strong position in organic search. Collecting product reviews enables you to get the

rich snippet stars on your product pages, plus adds user-generated content to them, which can further improve the ranking. Also, the more reviews you collect on your profile, the higher it will rank in Google. This is particularly useful for the cross-border customers who will type brand name + reviews into Google.

Improve with feedback and get returning customers

New customers are silver, returning customers are gold. You have invested in getting your new target audience to your site and to convert traffic to customers, but if you ensure customer satisfaction you can get returning customers without serious acquisition costs. The opposite is true too. Customers are four times more likely to shop with a competitor if they encounter poor customer service, rather than poor product quality. But don't just be reactive and put on a good face when customer service issues arise. Talk to your customers, send out customer satisfaction surveys, ask for reviews and retrieve insights from what they say.

Working with a known review partner will instantly create trust.

Looking for a review partner?

Be sure to choose a solution that has local presence and is recognized by consumers. Tools that can be used to get an idea of their local presence include Google Trends, Alexa Ranking, or their local language support. This will instantly create trust when people see your reviews and this positive effect will spill over to your brand.

Factsheet: Social proof and customer reviews

93%

of local consumers use reviews to determine if a local business is good or bad

Source: [Brightlocal.com](https://brightlocal.com), g2crowd.com, [Fanandfuel.com](https://fanandfuel.com)

92%

of B2B buyers are more likely to purchase after reading a trusted review.

73%

of customers value the written review over the overall star rating

71%

of B2B buyers look at reviews during the consideration stage. Not replying to review risks increasing customer churn by up to 15%

73%

of consumers trust a local business more after reading positive reviews

Local Logistics

When expanding to a new market in another country, **trust is a key ingredient for success**. Your international logistics strategy is a great way to build trust. It is very important to think of how you will ship your orders and how you will communicate the options to customers to generate instant trust. What international logistics options do you have and what are the potential advantages and disadvantages?

International logistics

International logistics can be a [common cross-border nightmare](#). A lot of obstacles in cross-border conversions stem from perceived logistical issues. Shipping costs (68%), additional delivery costs such as customs and taxes (58%) and too long delivery times (42%) are the three dominant factors for shopping cart abandonment. Communicating how you deal with these logistics can help minimize abandoned carts, so be transparent about your logistic process and costs right on the product page or checkout page. Providing your consumers with a reliable delivery window helps them to not get false expectations. Overseas deliveries tend to take longer, so be sure to keep this in mind in your communication.

Providing consumers with a smooth delivery process, and no unforeseen surprises and costs, will help convince them to choose again and again. Building trust through a flawless delivery and after-sales process is important if your goal is to create

customer loyalty. Anything less than smooth delivery process can jeopardize the long-term customer relationship you were hoping for.

Cross-Border Delivery

When going cross-border, you have to ask yourself whether low cost or speed is more important to your audience — or perhaps offer different options. This is reflected in your local delivery strategy for your international orders. Cross-border sellers need to decide whether to sell Delivered At Place (DAP) or Delivered Duty Paid (DDP). Sending DAP consists of all costs, excluding import duties and -taxes. DDP contains all costs, including import duties and -taxes. Remember that the European Union has a duty-free zone, eliminating these costs for order shipped within two EU-countries. DDP helps build a better customer experience with more trust, but it comes with a less competitive price-offering in the overseas market, as you have to communicate all costs upfront.

Another topic to consider is whether you want to send your cross-border orders through a centralised or decentralised method. In centralised logistics, you store all of your goods in one warehouse. Though this can extend shipping times, you are more in control of the delivery, making you more reliable in some ways, but slower in others. With this approach, your customers see clear shipping costs, which in general are a little higher than locally shipped cross-border orders.

Pros and cons of having centralised and decentralised logistics

Centralised logistics

- Stock in one warehouse: clear overview
- Storage costs for one warehouse only
- No duplicate stock
- Higher shipping rates for international orders
- Longer delivery times for cross-border orders

Decentralised logistics

- Fast, local delivery.
- Lower shipping rates.
- Lower costs and faster processing of returns
- Lower customer service costs: Less delivery questions asked because of fast delivery and fast return processing.

Centralised logistics

- Higher shipping rates for international orders
- Longer delivery times for cross-border orders

Decentralised logistics

- Higher storage costs because of (partially) duplicate stock
- No clear overview of stock because of spreading over various warehouses



On the other hand, decentralised logistics allow you to work with multiple warehouses, enabling yourself to ship to your cross-border customers on a local level. Your cross-border consumers are aware of their home delivery market, and know which service providers they trust and prefer for their faster and cheaper delivery. Being locally available has a positive influence on your trustworthiness. For you as cross-border store, you have to carefully consider which products you offer, and what costs are added for local logistics. In short, both centralised and decentralised logistics for your cross-border sales offer pros and cons.

Checkout

Every country has its own idiosyncrasies when it comes to deliveries. For example, each country has its own zip code format and not every building is accessible to a postman or package supplier. To provide decent logistic service, it's necessary to localise your checkout section on your shop. Are all entry fields concerning the delivery in the checkout matched to the format in the country of delivery? Can this data be processed in the desired manner? Not providing a localised checkout will make people question whether their delivery is even possible, and can cause them to cancel the order process. Having doubts about the reliability of a shop, due to incomplete localisation, could cost you a lot of sales opportunities.

Local trust in delivery service providers

Consumers have different preferences regarding the delivery of their orders. Due to lower delivery rates, Italian and Spanish consumers in general have lower trust in last-mile delivery partners. It's for this reason that certain markets opt for a cash-on-delivery payment option more than in other (European) countries. Offering this option would give you a more reliable reputation in the eyes of consumers from these countries. In a lot of countries, locker-deliveries

are on the rise. Instead of requiring your customer to wait at home for the delivery, this option allows them to pick up the delivery whenever works for them. This is especially popular in Germany and Baltic countries.

International returns

International logistics is not just about delivering orders to the customers as fast and cheap as possible — returns are also an important part of not only logistics, but creating consumer trust in your brand. In general, more than 70% of your online consumers evaluate your return terms and options before they make a purchase on your shop. With this in mind, it's wise to consider your return strategy. A hassle-free experience is the desired option, but offering something like free returns could lead to serious problems if the right logistical processes aren't in place.

Correct product information, photos, and product reviews can help reduce the volume of customer returns. Because it's not possible to prevent returns altogether, it's a good idea to have a strategy in place. When you offer an easy return procedure, you might want to create a small barrier, like a small payment, to discourage customers from sending back every single thing they buy. But keep in mind that customers might be afraid to buy in the first place if they have to pay for a return!

Cross-border returns are costly and unfortunately, most consumers aren't willing to pay an international return upfront, even when they know they can get reimbursed. Simply put, it takes too long and costs are too high. Boosting the local experience can be done by offering a local return address. This way, returns can be processed quickly and consumers can avoid the annoyance of an international return. This creates a win-win situation where you appear more reliable and local, and allows you to save money sending back any returns to your warehouse in bulk.

Factsheet: Logistics

61%

of consumers is willing to pay (extra) to get a same-day delivery and experiences this as positive

Source: [Invespcro.com](https://www.invespcro.com), [Floship.com](https://www.floship.com), [Emerce.nl](https://www.emerce.nl), [Mycustomer.com](https://www.mycustomer.com), [vwo.com](https://www.vwo.com)

44%

of the online shoppers will leave the checkout process if shipping costs are higher than expected or unexpected costs are to be dealt with

96%

of online shoppers says a positive delivery experience encourages them to order on the same web shop

24%

of online shoppers are willing to spend more to make use of free delivery

44%

of the online retailers in the Benelux offers time-frame delivery, which is highly appreciated by consumers

The checklist for building a trusted brand abroad

- 01** Make sure that customers can contact you via their preferred channels.
- 02** Work with native customer service agents.
- 03** Offer a local phone number and address.
- 04** Correct and complete website/webshop translation.
- 05** Always be proactive!
- 06** Collect reviews in the local language, and share them.
- 07** Humanize your brand by engaging in conversation.
- 08** Boost trust by showing the right reviews, on the right place.
- 09** Gain visibility and leverage your reputation in Google.
- 10** Use reviews to improve cross-border processes.
- 11** Perform research on preferred delivery options to comply to local preferences.
- 12** Be transparent about delivery costs (incl. duties and taxes).
- 13** Optimise your checkout for maximum trust in your logistics.
- 14** Partner with a trusted delivery partner.
- 15** Offer a hassle-free, local return experience.

Conclusion: Building a Trusted Brand Abroad

Cross-border e-commerce is growing rapidly. This offers lots of opportunities for e-commerce players, but requires focus. The baseline for international success is ensuring your brand or webshop is both trusted and emotionally appealing in every market. This is a crucial element, enabling you to challenge the local competition.

We have outlined several tactics to grow trust:

- By localizing your messaging and offering customer service in the language preferred, you will take away doubt for site visitors in general and particularly those that have a question.
- By showcasing local reviews through a known review platform you can generate trust throughout the customer journey to increase conversions throughout the funnel.
- Once a consumer picks a product and move to the check-out page, offering local delivery possibilities and no-hassle return policies will prevent shopping basket abandonment.

The sky's the limit, borders aren't. **Selling abroad has become a lot easier, and consumers are increasingly willing to shop abroad.** Start your international adventure by building a brand that is trusted, and experience the true potential of a connected world.

About Salesupply

Ever since 2008, Salesupply is a valuable partner for e-commerce companies in the field of logistic fulfilment and customer care. Salesupply has a global network of more than 20 logistics and call center dependencies in Europe, the USA and Asia which are used by more than **500 international customers**. In this globally connected and digital world companies can find customers everywhere. To grab these opportunities they must be able to grow fast, scalable and cost effectively. Our mission starts right there and is rooted in our love for entrepreneurship: “Your Growth: Powered by Salesupply”



About Trustpilot

The world’s most powerful review platform, free and open to all. Our mission is to bring people and companies together to create ever-improving experiences for everyone. Built on honesty and transparency, Trustpilot is the people’s choice for reviews. With over **270,000 businesses** reviewed and 1.1 trillion ratings and reviews displayed in Google annually, companies use Trustpilot to establish credibility and improve their reputation. With offices in 5 countries and the platform available in 9 languages, Trustpilot is the right partner for international expansion.

TrustScore 7.8 · 43,558 reviews



★ Trustpilot (Oct 2018)

