

# SEMINAR E-COMMERCE TANTANGAN DAN PELUANG BARU BISNIS TRANSPORTASI DAN LOGISTIK

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SABTU, 5 SEPTEMBER 2015

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# LOGISTIC SERVICES FOR E-COMMERCE BUSINESS

Arum Ekantono

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# Arum Ekantono

General Manager Digital Marketing  
arum.ekantono@shafco.com  
PT Shafira Laras Persada

## *About me: Arum Ekantono*

Managed several of web (including portal media) and eCommerce implementations, directed eCommerce business units.

## *experience*

12 years working in Retail Industry, IT Development, ERP, Web Development, & Digital Marketing.

Directed eCommerce business units from ground up to profitability

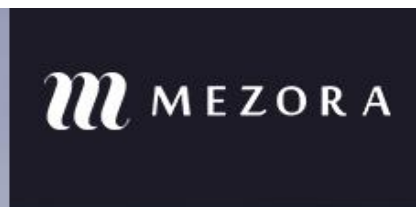
Currently: Digital Marketing  
GM





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# THE LINES ARE BLURRING

**ONLINE, OFFLINE...OMNICHANNEL**

## SHOWROOMING

**START OFFLINE, FINISH ONLINE**

## WEBROOMING

**START ONLINE, FINISH OFFLINE**



Shoppers can see, handle and try the clothing on in the store but they don't take **it home! They purchase it in the store via** the app and it is delivered to their home in a couple of days.

“People still want to use their five senses, not just the one sense you use when you’re doing e-commerce.

**So physical retail, a showroom,  
I think will never go away.”**

**- STEVE YANKOVICH**

*(eBay Head of Innovation)*

# PRICING STRATEGY

- Begin from 100 gr
- High Cost Delivery Outside Java
- From China to Indonesia (aliexpress.com, Product Price less than \$1, but free shipping)

SuperDeals Bestselling

Buyer Protection

Help

Mobile

Ship to / IDR / Select Language

AliExpress



I'm shopping for...

All Categories



Sign in | Join My AliExpress

Back to search results | Home > All Categories > Jewelry > Rings

## Random Delivery 1PCS Stylish Ancient Silver Plated Foot Ring Fashion Jewelry Women Engagement Alloy 9 styles choose X6040

★★★★★ 0% of buyers enjoyed this product! (1 votes) | 5 orders

Price: **US \$0.46** / piece

Bulk Price

Shipping: **Free Shipping** to Indonesia via Seller's Shipping Method

Estimated Delivery Time: 39-60 days (ships out within 5 business days)

Quantity: 1 piece (891 pieces available)

Total Price: **US \$0.46**

Buy Now

Add to Cart

Add to Wish List (12 Adds)

Store Promotion:

US \$1.00 off per US \$10.00

Get a US \$9 coupon

Return Policy:

Returns accepted if product not as described, buyer pays return shipping; or keep the product & agree refund with seller. View details

Seller Guarantees:

On-time Delivery  
60 days



Top-rated Seller

Sold By

Mark Ji's store  
China (Mainland)

7

100.0% Positive feedback  
Detailed seller ratings

Visit Store

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Contact Seller

Contact Now

Seller Online

Mark Ji

Recently Viewed



Mouse over to zoom in

Product ID: 32367796672

share:



Sign in and share the website for a chance to get Points, which you can then convert to coupons.

# Free Shipping is King

## FREE SHIPPING

- *50% of shoppers will choose a slower transit time for free shipping*
- *7 Business Days is the average time shoppers are willing to wait*
- *50% of shoppers abandoned carts that did not give an estimate on delivery*

Source: UPS ComScore Survey 2014 "UPS Pulse of the Online Shopper" June 2014

[http://thenewlogistics.ups.com/retail/comscorestudy/documents/UPS\\_comScore\\_Whitepaper\\_2014.pdf](http://thenewlogistics.ups.com/retail/comscorestudy/documents/UPS_comScore_Whitepaper_2014.pdf)



# INFORMATION TECHNOLOGY

- Real Time Update status delivery → digital signature real time
- For Customer : Online Tracking = Pick Up → Warehouse Origin → On board → Warehouse Destination → Delivered

# DIGITAL INSIGHTS

## INDONESIAN USERS – WHY NOT TO BUY ONLINE

People needs to have accessible user experiences, to overcome their boundaries.

### THE COMPLEXITY OF RETAILING SITES



# CASH ON DELIVERY

- See the product first before pay
- Minimize the risk of fraud



# CUSTOMER ENGAGEMENT

- Most critical touch point to customer is product delivery
- E-commerce → own courier with engagement culture
- ZAPPOS
  - Culture : Delivering Happiness
  - Warehouse & Courier Outsource in the beginning
- All courier company can deliver product but the winner is who can deliver “value”

**Figure 1**

Shipping Is A Key Factor Driving Shopping Cart Abandonment

**"Thinking of the last time you put items in your shopping cart but did not finish the online purchase, which of the following best describes why you did not complete the transaction?"**



Base: 2,921 Web buyers who have abandoned an online shopping cart  
(multiple responses accepted)



# One Day Delivery or Same Day Delivery

**For Local Buyer/Customer**

# Focus on Core Business

**Marketing, Product Sourcing & Customer Service**

**Warehousing, Logistic & Inventory**

Outsource

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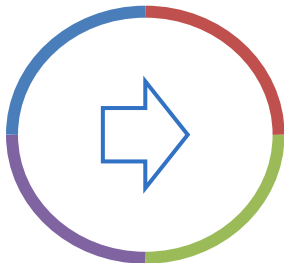
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THANK YOU

Questions?