E-COMMERCE SOLUTIONS WORLDWIDE

Working with local markets
Alexander Kosarau
Support Manager at Amasty

- Master of Science in Mathematics (will have graduated in 2020)
- Work at Amasty (Development office, Minsk, Belarus)
- Advise clients on how they can cover their business needs using our solutions
- 11 000+ support request during the last year
- Collect and analyze feedback from clients
WHO IS SUPPORT MANAGER?

1. **Customer service**
   Invoices, account management, et.

2. **Technical support**
   Helping clients when software does not work as expected

3. **Technical writing**
   Writing FAQs and user guides

4. **Consulting**
   Trying to cover user stories by company's products. Currently, we offer 220+ Magento extensions

5. **Collecting feedback**
   Gathering suggestions for improvements from clients
COLLECTING FEEDBACK

Why and wherefore?
COLLECTING FEEDBACK

• 100+ feature requests per month.
• The team’s resources are limited
• How to find a suggestion which will improve the product?
Isn't it better to target a global market?
LOYALTY

- From 40% to 50% of companies have not introduced new suppliers of a product in the last five years
- 5% reduction in the customer defection rate can increase profits by 25%-85%
- Winning new customers can be up to 20 times more expensive than retaining the existing ones
EU GDPR

The local requirement you cannot ignore
GDPR

- We released the GDPR extension for Magento 1 and Magento 2
- About 60 features in 25 modules were refactored to make the products GDPR-compliant
- Preparations took about 12 weeks
- Sales increased by 25%
- Significant loyalty growth in Europe
OTHER PRIVACY LAWS

• European local regulations (Germany, the UK, Denmark)
• Privacy laws in Canada and USA
• Privacy rights in New Zealand and Australia
• Russia and the CIS (restrictions on physically keeping data outside the country)
You cannot buy online anonymously in some areas
CHECKOUT IDENTIFICATION

- CPF/CNPJ in Brasil and CNP in Romania.
- Store owners need to collect and verify IDs.
- ID validators are trending in Google/Bing queries.
- Validators may be incompatible with custom checkout solutions.
Customer verification will help you to avoid losses
• Cash-on-delivery is the known reason for revenue losses.

• Revenue losses may be **up to 300%** of the order’s grand total.

• IS there a way to minimize losses?
WHAT CAN BE CHECKED?

• Street address and ZIP code correspondence.
• Phone numbers as a login (Chinese style)
• Emails verification.
• Additional calls for large orders.
There are more borders than one can see
RESTRICTIONS EXTENSIONS

- Up to 60% of support requests for Amasty restrictions extensions regard legal issues.
- What are these issues?
WHEN IS A STORE SENSITIVE TO THIS?

- California and environmental issues
- Federative states or countries with islands
- Cross-area trading and political conflicts
If your product is not virtual, you need to deliver it
• Up to 50% of support request about shipping functionality come from the UK
• Why are there so many requests from certain countries?
SHIPPING POSTCODES

What postcodes fall into the range “From 220100 To 220200”?

- 220100, 220101, 220102, … 220199, 220200.
SHIPPING POSTCODES

What postcodes fall into the range “From R1A To R2C”?

• R1A, R2A, R3A, …, R9A, R1B, R2B, …, R9B, R1C, R2C.
• R1A, R2A, R1B, R2B, R1C, R2C.
• R1A and R2C?
Amasty team is open to your suggestions. Do not hesitate to contact us!
THANK YOU!

SOURCES:
https://www.b2binternational.com
http://globaldataconsortium.com
https://techinbrazil.com
https://greculawyers.ro
http://legi-internet.ro
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https://acquire.io
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