

On the Radar 2023: Order Growth

Bringing you the latest on all things F&B.



Contents

Executive Summary	02
How Businesses Can Easily Sync In-Store & Online Stores	03
How to Boost Your Business's Online Visibility	04
Understanding Why Customers Abandon Orders	05
Your <i>Free</i> Online Self-Ordering Site	06

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Executive Summary

As of 2023, Southeast Asia leads the world in e-commerce growth for the 3rd year in a row.

Integrating online and offline experiences is crucial in modern business. This blending of digital and physical realms boosts customer experiences and growth. Syncing interactions creates a unified journey for tech-savvy consumers, meeting them at different touchpoints for consistent brand experiences.

Online visibility is a must for business triumph. In today's era, where consumers research, discover brands, and decide to buy online, a strong online presence is essential. It enhances brand discovery, credibility, and trust. Think of it as an inviting, accessible digital storefront that draws in foot traffic through well-optimized websites, strategic social media, and SEO. This keeps your target audience engaged.

Yet, the heart of success lies in order fulfillment. Meeting customer expectations from order to delivery is intricate but impactful. It affects satisfaction, repeat business, and referrals. Modern consumers crave efficiency and convenience. Smooth order fulfillment showcases your commitment to these desires. Timely delivery and precision turn transactions into memorable experiences customers share and return for.

In the evolving business landscape, merging online and offline, strong online visibility, and efficient order fulfillment are pivotal. These pillars cultivate customer relationships, build brand loyalty, and propel businesses to lasting growth in a competitive market."

How Businesses Can Easily Sync In-Store & Online Stores

Integrating in-store and online operations has become a crucial strategy for businesses seeking to enhance customer experiences, maximize sales opportunities, and maintain a competitive edge. We explore four practical ways businesses can easily sync their in-store and online stores, whether it be in terms of sales or operations – to create a cohesive shopping journey for customers.

1. Unified Inventory Management

Effective inventory management is the pillar for syncing in-store and online operations. Updating inventory in real-time connects both physical and digital stores, allowing visibility of product availability across all channels. This enables seamless order fulfillment, prevents stockouts, and eliminates the risk of overselling products. Customers can confidently shop across platforms, knowing that the items they want to buy are readily available.

2. Omni-channel Sales Strategies

Businesses should adopt omni-channel sales strategies that bridge the gap between in-store and online shopping experiences. Offering customers the option to browse, purchase, and return products through both channels enhances convenience and flexibility. For instance, customers can place orders online and pick them up at a physical store, providing a seamless and efficient shopping experience, while reducing shipping costs and transit times.

3. Consistent Branding and Customer Experience

Maintaining consistent branding and customer experience across all touchpoints is vital. Businesses should ensure that the brand message, product information, and promotions are consistent both in-store and online. A cohesive brand identity fosters customer trust and loyalty, whether customers interact with the brand in-store or online.

4. Integrated Customer Data

Syncing in-store and online operations requires integrated customer data. A software solution that captures purchase history, preferences, and engagement across all channels enables businesses to create personalized marketing campaigns and tailored promotions. This level of personalization enhances customer engagement and strengthens the customer-business relationship.

Successfully syncing in-store and online stores is crucial for businesses looking to thrive in the digital era. By providing customers with a unified shopping journey, businesses can enhance customer experiences, boost sales, and stay ahead of the competition in an increasingly interconnected and digitally-driven market.

One common misconception is that businesses need to subscribe to multiple solutions just to manage

in-store and online operations. klikit helps businesses take control through just 1 platform — and its many solutions. Get started with our free Webshop and see how you can share your selection online, effortlessly.

[Claim your free Webshop](#)

How to Boost Your Business's Online Visibility

Everyone's online — your competitors, sure, but more importantly: new and existing customers alike. Leveraging cutting-edge tools can significantly boost online visibility and create a strong digital footprint. Explore how businesses can harness the power of these tools to enhance their online presence, engage customers, and drive business growth:

1. An All-In-One Link

A link to redirect customers to multiple pages is a game-changer for businesses, particularly on social media platforms like Instagram. Creating a central landing page with multiple clickable links, can direct users to different product pages, promotions, blog posts, and more. This tool drives traffic to relevant content, facilitates customer engagement, and allows businesses to make the most of their social media presence.

2. Straightforward Webpages

Dedicated pages for products, menus, or offerings are powerful tools to captivate customers and encourage conversions. These provide a focused and immersive experience, highlighting specific products, services, or promotions. By crafting visually appealing and

informative landing pages, businesses can effectively showcase their offerings, entice potential customers, and guide them towards making a purchase or taking action.

3. Online Self-Ordering Sites

Online self-ordering sites empower businesses in the retail & F&B industry to provide seamless and convenient customer experiences. Whether it's a restaurant, cafe, or lifestyle brand, these platforms enable customers to browse offerings, customize orders, and complete transactions online. This not only enhances customer satisfaction but also reduces wait times, minimizes order errors, and increases operational efficiency.

4. Enhanced SEO and Online Discoverability

By utilizing online tools, businesses can improve their search engine optimization (SEO) and online discoverability. Optimizing landing page content and metadata with relevant keywords helps businesses rank higher in search engine results, making it easier for potential customers to find them online. As businesses enhance their visibility

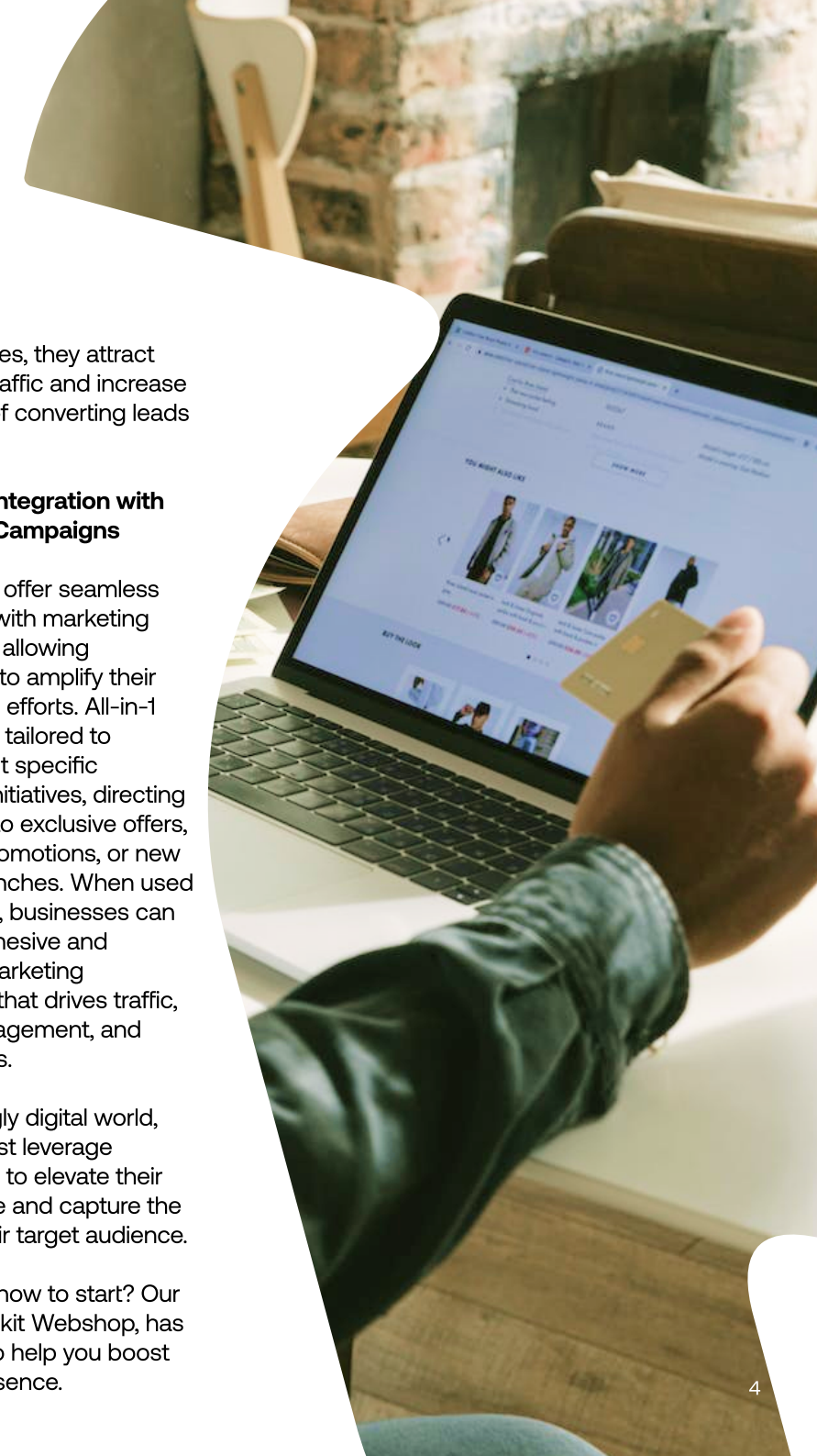
in search engines, they attract more organic traffic and increase their chances of converting leads into customers.

5. Seamless Integration with Marketing Campaigns

These tools offer seamless integration with marketing campaigns, allowing businesses to amplify their promotional efforts. All-in-1 links can be tailored to complement specific marketing initiatives, directing customers to exclusive offers, seasonal promotions, or new product launches. When used strategically, businesses can create a cohesive and impactful marketing ecosystem that drives traffic, fosters engagement, and boosts sales.

In an increasingly digital world, businesses must leverage innovative tools to elevate their online presence and capture the attention of their target audience.

Feeling lost on how to start? Our free product, klickit Webshop, has all three tools to help you boost your online presence.



Understanding Why Customers Abandon Orders

Across all industries, businesses strive to provide a seamless and convenient ordering experience for their customers. Despite their best efforts, customers sometimes abandon their orders before completing the purchase. This phenomenon, known as cart or order abandonment, poses a significant challenge for businesses, impacting their conversion rates and revenue. Understanding the reasons behind why customers walk out on orders is essential for businesses to devise effective strategies to minimize these:

1. Unexpected Additional Costs

One of the main reasons customers abandon their orders is the presence of extra costs during the checkout process. High shipping fees, taxes, or hidden charges that surface at the final stage of the purchase can be off-putting for customers who were initially drawn to the product's affordable price point. Being transparent about all costs from the outset, adding disclaimers about pricing excluding shipping and other fees, and even offering free

shipping options can help reduce cart abandonment rates.

2. Complex Checkout Process

Complex checkout processes can frustrate customers and lead to order abandonment. Customers value simplicity and efficiency when making online purchases. Requiring excessive form-filling, multiple pages, or creating an account before checkout can deter customers from completing their orders. Streamlining the checkout process and offering guest checkout options can encourage customers to finish their purchases.

3. Limited Payment Options

Lack of payment options can be a major roadblock for customers. If their preferred payment method is unavailable, they may choose to abandon their orders rather than use an unfamiliar or inconvenient option. While some businesses



offer these via e-transfer, customers still feel unsafe using this, instead of simply being redirected to an online payment gateway. Offering various payment methods, such as credit cards, digital wallets, and buy-now-pay-later options, through a trusted payment partner, caters to a broader customer base and reduces the likelihood of order abandonment.

4. Website Performance Issues

Glitches, slow loading times, or errors can frustrate customers and lead them to abandon their orders. The main appeal of self-ordering is reduced wait times, which is why a well-optimized website is crucial to provide a user-friendly experience. Regularly monitoring and addressing any issues can prevent customer drop-offs.

5. Comparison Shopping

Customers often use online shopping as an opportunity to compare prices and products from different websites. They may add items to their cart, then abandon the order to continue shopping elsewhere for better deals. Offering competitive prices and limited-time offers can encourage customers to complete their purchases on your site.

The ordering process is the last stage for customers — which is why it must be as seamless as possible. You've put in the work for marketing, packaging, and setting up your business: don't lose customers in the end.

We are
klikit

Redirect customers to your own *free* online self-ordering site with **klikit Webshop**.

- Easy, simplified ordering process
- Multiple payment options
- Up to 70% less commission fees (for you & your customers!)
- Real-time menu, catalog updates
- Same-day delivery dispatch
- **FREE!**

[Claim Your Webshop Today](#)

