

eCommerce

And the power of product data

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Life Is On

Schneider
Electric

eCommerce is not in the future... It is **NOW**



“If I had asked people what they wanted,
they would have said **faster horses**”

- Henry Ford

An internet minute in 2019

3.8 million

Google searches

87,500

Tweets

4.8 million

GIFs shared

1 million

Facebook logins



\$996,956

Spent online

4.5 million

Youtube Videos viewed

347,222

Instagram likes

188 million

Emails sent

694,444

Netflix hours watched

The transactional landscape is **changing**



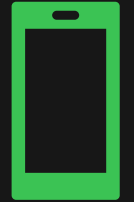
1900s



1980s



1990s



2000s

Technology gives us faster and higher performance devices to transact with

The pace of business is increasing as we can communicate data more easily

Our customer demographic is **changing**



Traditionalists

1928-1944

Value authority and a top-down management approach; hard working; 'make do or do without'.



Baby boomers

1945-1964

Expect some degree of deference to their opinions; workaholics



Generation X

1965-1979

Comfortable with authority; will work as hard as is needed; importance of work life balance.



Generation Y

1980-1994

Respect must be earned. Technologically savvy; goal and achievement oriented.



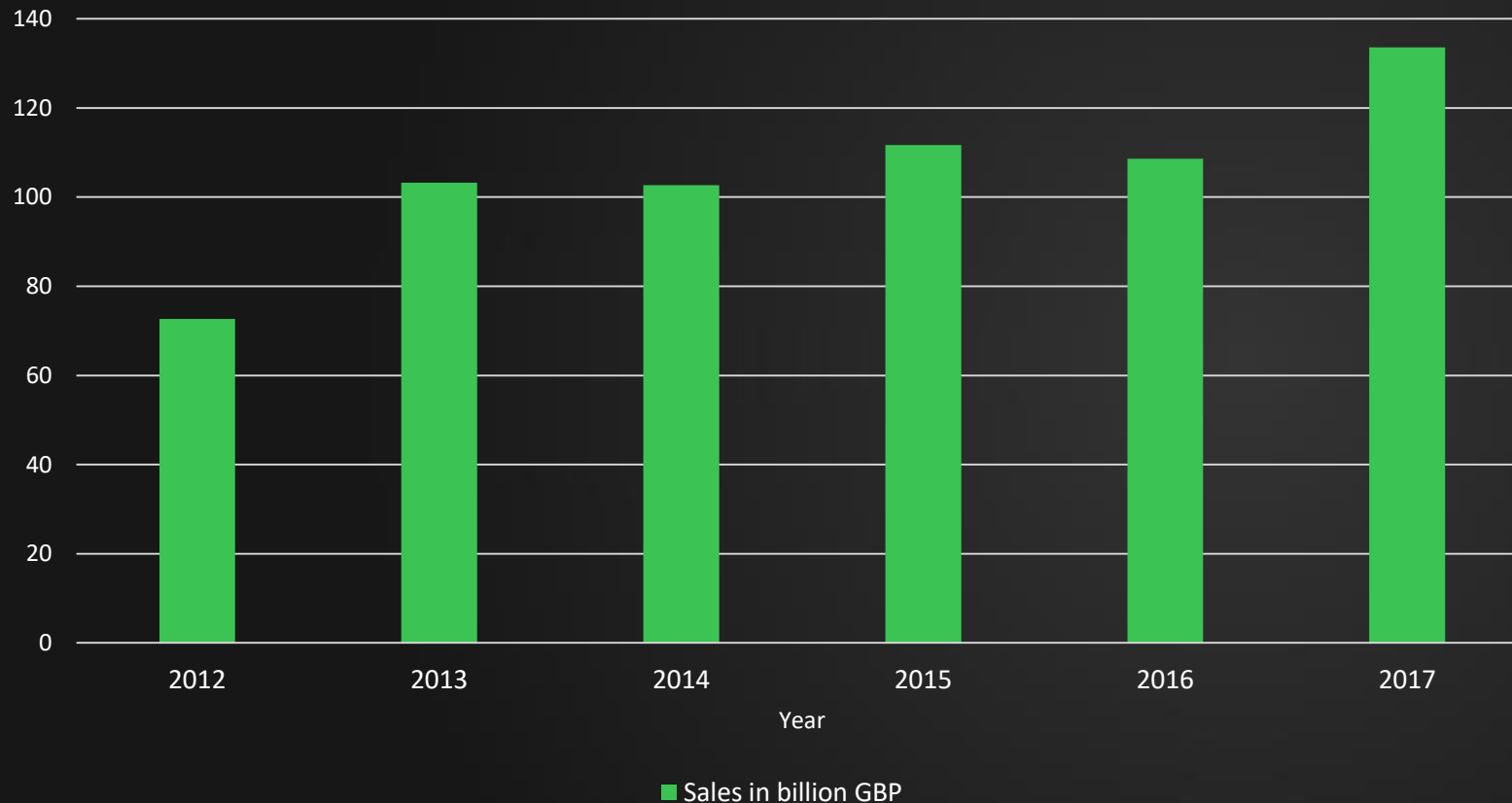
Generation Z

1995+

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

B2B eCommerce revenue has doubled in 5 Years

B2B eCommerce sales in the UK



By 2025, 75% of the workforce will be digital natives



Generation Y
1980-1994

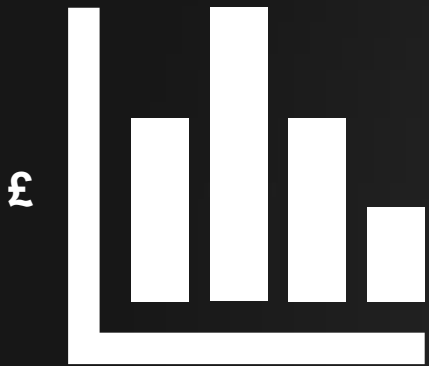
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Generation Z
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Many traits still to emerge. Digital natives, fast decision makers, highly connected.

In fact – digitally enabled businesses grow **quicker**



2.5x



However - B2B eCommerce is not just about sales...



...information and data are key. The ability for customers to self-serve information at a time that suits them

B2B eCommerce saves time, money and hassle



70% of calls to branches are for price and availability



Increase sales by being open 24/7



Improve NPS by being easier to do business with



Reduce costs through self-service opportunities

We need eCommerce in order to remain **competitive**

75%

EDA members have
eCommerce in their
growth plans

30%

Of electricians
are under 35yrs old
(and growing)

60%

EDA members have
no eCommerce offer

EDA member survey 2016

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The power of product data in eCommerce

Product Data supports the customer journey

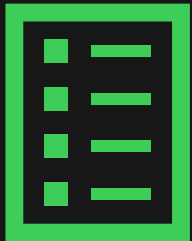
To find what they need first time...



Consistent and quality data helps SEO...



...on-site search...



...and makes categorisation more intuitive

Product Data supports the customer journey

To make educated decisions...



Perfect listings allow customers to research what they need

To educate the decision-making process



Product Data supports the customer journey

To give confidence in the purchase process



Making the right decision, saves time,
money and hassle



Which also leads to repeat purchases
and higher revenues




Enriched Product Data leads to increased conversion

The better the data, the more confidence there is to buy

More confidence increases conversion, and return visits

Product data sheet GGBL3050NSBSSS

Characteristics



Model	1000
Manufacturer name	Schneider Electric
Product or component type	Switched socket
Device presentation	Complete product
Order reference	81500
Color line	White/Black Color 3000: White/Black
Global technical information	1-riped earth pin
Quantity per unit	Set of 10
Type of packing	Bag
Complementary	
Switch function	1 pole
Rated current	16 A at 230 V AC 50/60 Hz
Actuator	Rotary
Number of gangs	1 gang
Print type	Visible LED
Printing mode	Connected screen
Connections terminals	Strip terminals
Material	Stainless steel
Type of installation	Indoor
Depth	32 mm
Width	47 mm
Height	47 mm
Net weight	0.125 kg
Environment	
RoHS-compliant	RoHS 1/2002
IP degree of protection	IP20
Other Sustainability	
EU RoHS Directive	Compliant EU RoHS Directive
Mercury free	Yes
RoHS exemption information	RoHS
China RoHS Regulation	China RoHS Regulation



Conclusion

eCommerce is vital to service the needs of a changing customer profile.

Giving them better information, more quickly, and allowing business to grow more efficiently

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