

BACK 2 BUSINESS CHECKLIST

DIGITAL: Worksheet #1

Your Website

In recent years, data has shown that the vast majority of consumers research durable goods and their local retailers online before making an in-person store visit. As we move forward, experts predict that even more consumers will do so, and that more consumers than ever will look to complete their transaction online with a local retailer. A close examination of your website, as well as execution of any needed modifications, will be very beneficial in your back-to-business planning.

Make sure your website is well-merchandised and transactional. Consumers looking to make their purchase online will immediately move on from websites that are not transactional. Make sure your website is legitimately transactional, and that your merchandising and pricing strategies are optimized.

- Do you have a functional cart on your website?
- Do you have an inventory feed to your website, so consumers know which products are available?
- Are you able to accept payment on your website?
- Once payment is accepted, are customers able to schedule delivery on your website?
- Does your site have current and accurate pricing?
- Are all of your current vendor lines represented on your site?
- Are items that are on display clearly marked on your site?

Consider offering chat on your website. A chat feature on your website allows you to connect with customers before they walk in your store. You're able to make an online connection that can then be moved offline. Offline conversion rates and average tickets both maintain higher averages.

- If you need to add chat to your website, many services are available, including Comm100, Podium, Tawk.to and Live Chat Inc. Consider speaking with your web provider for the best and most compatible option.
- Determine who will answer chats. Top suggestions include:
 - Only give chat privileges to top salespeople, such as:
 - Sales personnel with extensive product knowledge
 - Salespeople with a higher close rate
 - Make sure your chatters have excellent grammar and spelling skills
 - Determine your chat hours. Best practices suggest that you:
 - Offer chat during normal business hours, at a minimum.
- Start chat a few hours before the store opens and be present a few hours after the store closes, if possible.
- Make chat available on days your physical store is closed (such as Sundays) to maintain a connection with customers.
- Check all applicable regulations, laws and labor guidance to ensure compliance if you are allowing team members to operate chat remotely or during hours when the store is not open.

