Beat: Technology

12th Edition of COLLABORATIVE COMMERCE BAROMETER 2017

By PrimeMinister-Rakuten & Mondial Relay

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USPA NEWS - Like most Disruptions, Digital Retail Technology got off to a Shaky Start. A bevy of internet-based Retailers in the 1990s (Amazon.com, Pets.com, and pretty much everythingelse.com) embraced what they called Online Shopping or Electronic Commerce. What we are seeing today is only the beginning. Soon it will be hard even to define e-commerce...

Like most Disruptions, Digital Retail Technology got off to a Shaky Start. A bevy of internet-based Retailers in the 1990s (Amazon.com, Pets.com, and pretty much everythingelse.com) embraced what they called Online Shopping or Electronic Commerce. What we are seeing today is only the beginning. Soon it will be hard even to define e-commerce. As it evolves, Digital Retailing is quickly morphing into something so different that it requires a new name : Omnichannel Retailing.

Retailers will be able to interact with Customers through countless Channels (Websites, Physical Stores, Kiosks, Direct Mail and Catalogs, Call Centers, Social Media, Mobile Devices, Gaming Consoles, Televisions, Networked Appliances, Home Services,..). Unless Conventional Merchants adopt an entirely New Perspective, they are likely to be swept away. Why will Digital Retailing continue to grow so fast ? The Prices are good and easily compared. It´s convenient : You can do it at Home or at Work, without using Gasoline or fighting to park. Many Returns are free as well. Product Reviews and Recommendations are Extensive...

PriceMinister (founded in 2000) is a French company that operates an online buying and selling platform for individuals and professionals, PriceMinister.com. The website's model stands as a trusted third party, assuring the safety of the transaction for both parties. The company guarantees a total refund to the buyer if the product is not delivered, or found to be damaged on delivery as well as ensuring payment to the seller. In 2010, the company was bought out by Rakuten, the Number One Japanese E-Commerce Site and fast expanding Internet Group.

Rakuten, Inc is based in Tokyo and founded in 1997 by Hiroshi Mikitani. Its B2B2C E-Commerce Platform. Rakuten Ichiba is the Largest E-Commerce Site in Japan and among the World´s Largest by Sales. In 2005, Rakuten started expanding outside Japan, mainly through acquisitions and joint ventures. Its Major Acquisitions include Buy.com (now Rakuten.com in the US), PriceMinister (France), Ikeda (now Rakuten Brasil), Tradoria (now Rakuten Deutschland), Play.com (now Rakuten.co.uk in the UK), Wuaki.tv (now Rakuten TV in Spain), Kobo Inc. (now Rakuten Kobo in Canada),...

Mondial Relay is the Specialist of Parcel Delivery to Individuals., a a Leading Parcel Delivery Company in France and in Europe supporting more than 15,000 E-Commerce Companies (all sizes and weight Parcels - at Pick-up Points, Drive, Home...)

PriceMinister-Rakuten & Mondial relay undertook a Study "Collaborative Commerce Barometer 2017 with the help of OpinionWay. The Study confirms the growth of Collaborative Commerce, mostly with 15-24 (+ 30%) and 35-49 (+ 26%) Customers. The Period studied was 2015 to 2017. This increase was intensified in 2017.... The Advantages of Digital Retailing are increasing as Innovations flood the Market. Customers are out in front of this Omnichannel Revolution. Soon, almost Every Mobile phone will be a Smartphone connected to the Internet and will will use Tablets such as the iPad.

Shopping with Friends has been a mainstay of the Retail Industry since stores were first introduced. the Internet is becoming a Social Platform, as seen in the Explosive Growth and Worldwide Popularity of Social Networks like Facebook, Pinterest, LinkedIn and Twitter,... Shoppers now expect a Social Experience when they visit Online Stores. With Collaborative Shopping, Online Retailers have the Opportunity to create Deeper Brand Engagement for Consumers.

Online Buyers need either :
* To have the Ability to place Products in a Virtual Shopping Bag to narrow down Buying Options and make a Purchase Decision
* To be able to collaborate in Real Time and also Asynchronously in order to accommodate Busy Schedules
* To view a Greater Number of Products than when they shop alone
* To feel that the Entire Visit quickly becomes an Experience rather than just a Transaction

* To be part of the "Business Intelligence" such as Buying Sentiments (like, don't like, maybe, etc.) and Preferences (too expensive, wrong color, too far, etc.).... This Information being used for Targeting and Personalization
(...)

Online Retailers need either :
* To increase the number of Conversations about their Products and/or Brands. This has the added benefit of increasing Customer Trust
* To increase the Market for their Products
* To enable Peer Recommendations
* To expand Relationships with others who share your Tastes
* To offer Alternative Consumption
* To develop Social Shopping Opportunities
(...)

* Photo Panel:
- Adrien AUMONT (KissKissBankBank)
- Ahmed MHIRI (TravelCar)
- Taoufik VALLIPURAM (OuiShare)

Source : Press Conference on October 12, 2017 @ PriceMinister - Rakuten Office in PARIS.

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