



Global Business Solutions

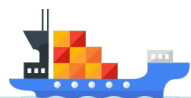
Go-to-market support beyond-ads



Rebecca Walsh Program Manager

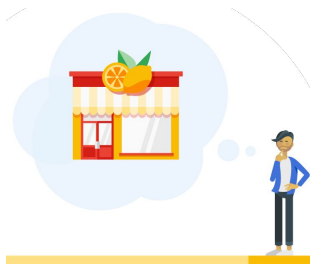
Rebecca Walsh is our International Growth Program Manager for Customer Solutions.

During her 5+ years at Google, she has worked across the Sales & Support organizations, where she previously managed EMEA Customer Care vendor operations for Google Ads. In 2017, Rebecca spent time in Lisbon leading the launch of a new Google Ads vendor site, supporting 6 major languages.



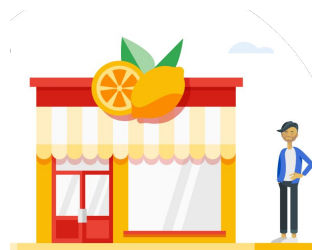
In the GBS webinars we will cover the 'Build' phase

1 Plan



Prioritise where opportunities lie

2 Build



Prepare operations

3 Scale



Launch, measure and build your brand

Webinar title

"Identify and enter new Markets"

"Global Business Solutions"

"Grow existing Markets"

1 Plan



Prioritize where opportunities lie

“Identify and enter new Markets”

2 Build



Prepare operations

“Global Business Solutions”

3 Scale



Launch, measure and build your brand

“Grow existing Markets”

Webinar title

GBS Webinars Modules Overview



What is Global Business Solutions

Why this is important



Our service offering

An overview of the operational areas



How to identify an opportunity

The consultation process



Agenda

1

What is Global Business Solutions

Why this is important

2

Our service offering

An overview of the operational areas

3

How to identify an opportunity

The consultation process





How to get started?

Let's begin

Global Business Solutions
by International Growth Team

- 1 Identify the opportunity
- 2 Connect with the IG Agency Specialist
- 3 Give your clients the support they need

How to identify the
right opportunity?



Localization

Connect @ every step



1

Does your client have ambitious international expansion plans but **limited budget**?



2

Are you noticing **high bounce rates** on your client's website?
Are you noticing **high downloads but low engagement rates** in your client's app?



3

Does your client have a **translation partner** or do they **translate internally**?
Is your client happy with their **translation partner** or would they want to find a new one?

Site check: How are they localizing for their customers?

- 1 Is your customer's website (or app) using the correct currency for international countries and the correct format for phone numbers and addresses?
- 2 Does your client's translated website display a mix of English and translated text?
- 3 Is your client's translated website displaying holidays (e.g. Thanksgiving) or promotions (e.g. Black Friday) that aren't relevant or known in their target market?

Wrong currency for international countries

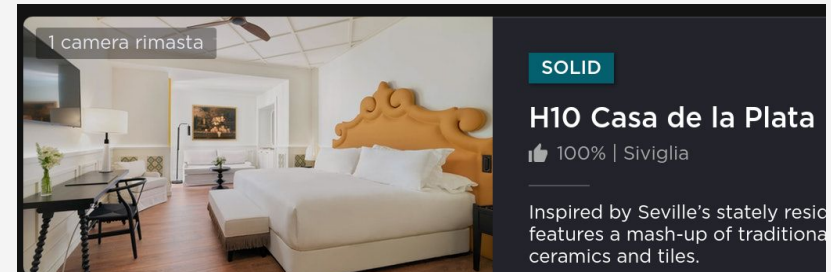


Travel booking company
Operating globally

Wrong format for phone number



Mix of English and translated text



Payments

Seamless Checkout



1

Are you able to **identify** the reasons for checkout abandonment?

+

2

Are there areas to **optimize** your Payment page?

+

3

Are you considering adding **new forms of Payments** in X market as it seems you are missing _____?

Site check: Understanding your client's payments strategy.

Example of a B2C retailer
Operating across Europe

Security logos to
enhance trust

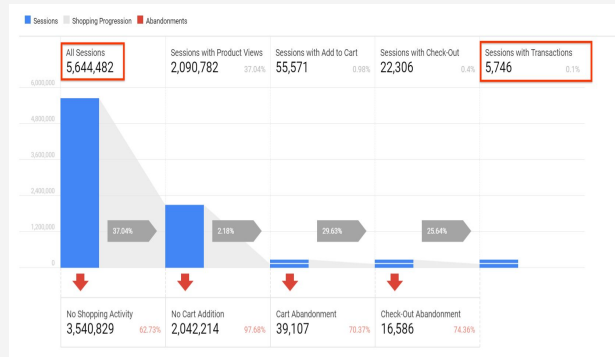
0.1% of all sessions converting

1

Are you seeing high drop offs on the Payment page or throughout the checkout?

2

Are you able to identify the reasons for checkout abandonment?



DELIVERY COUNTRY:
Ireland, Republic of

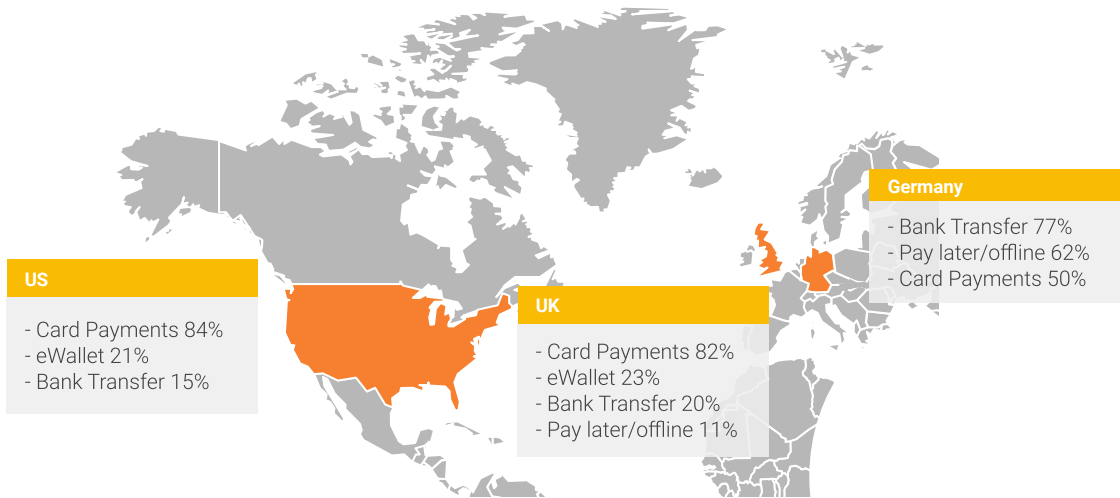
MY BAG View
1 item €71.89

PROMO/STUDENT CODE OR VOUCHERS >

EMAIL ADDRESS

3

Priority Forms of Payment Overview



Pay and submit your order

Order Summary

Items (2):	€37.43
Shipping & Handling:	€7.06
Order Total	€44.49
	(\$49.80)

Please Note: For international orders, the customer is responsible for all customs duties, taxes, and fees.
 Have questions? [Learn more here.](#)

Choose a payment method

Credit Card VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Pay with PayPal PayPal

Shipping Address [change](#)

Testy Test
 Barrow street 1
 Dublin, Dublin 10245

€44.49 (\$49.80) **PLACE ORDER**

Priority forms of payments to drive conversions at the checkout

Logistics

Smooth & fast shipping



1

Is there a **compelling delivery proposition to differentiate from competitors?**

+

2

Is the **right product** available to be delivered at the **right cost** and at the **right time?**

+

3

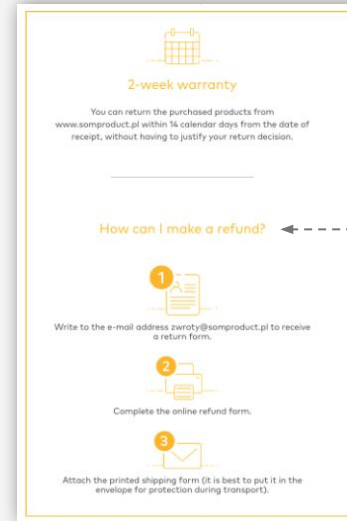
Are your clients offering a **high quality delivery experience?**

Site check: Understanding your client's delivery strategy.

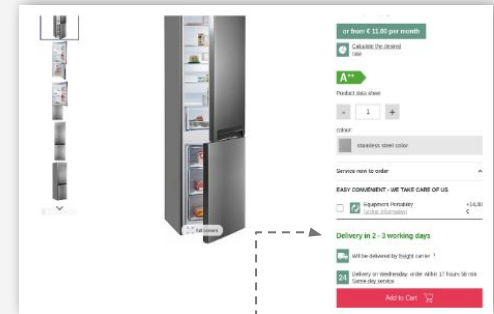
- 1 Are delivery & returns offering & costs displayed clearly on the product page?
- 2 Is product availability calculated clearly displayed?
- 3 Are there multiple delivery methods? How competitive is the delivery cost? Are there expedited options as well as at least one free method?

B2B supplier of workplace products
Operating across Europe

Enable search for products by stock status and/or by available shipping time frame



Create a visual returns process



Delivery methods and details clearly displayed

Customer Experience

Delightful customer experience



1

Is product/service
information clear, **concise**
and **easily accessible**?

+

2

Does your client have
issues managing high
support ticket volumes?

+

3

Are they happy with the
reviews international
customers are leaving?

Site check: How are they supporting their customers?

- 1 Can you easily navigate to the FAQs and search for answers?
- 2 How easy is it to find phone, chat and/or email support options?
- 3 Any negative customer reviews due to poor customer service?

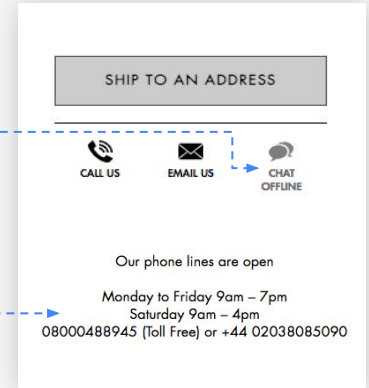
Contact Channel Example:

Luxury fashion brand
Operating globally

Chat support offline

No 24/7 support

Only form support available in Qatar



Remember!
Get started with
us today.

Global Business Solutions
by International Growth Team

- 1 Identify the opportunity

- 2 Connect with the IG Agency Specialist

- 3 Give your clients the support they need

1 Plan



Prioritise where opportunities lie

“Identify and enter new Markets”

2 Build



Prepare operations

“Global Business Solutions”


3 Scale



Launch, measure and build your brand

“Grow existing Markets”

Webinar title



How to identify the
right opportunity

GBS Webinars Modules Overview



What is Global Business Solutions

Why this is important



Our service offering

An overview of the operational areas



How to identify an opportunity

The consultation process





How to get started?

How to get
started?



Interested?
Get started with
us today.

Global Business Solutions
by International Growth Team

1. Identify the
opportunity



2. Connect with the
IG Agency Specialist






3. Give your clients
the support they need



Interested?
Get started with
us today.

Global Business Solutions
by International Growth Team

- 1 Identify the opportunity

- 2 Connect with the IG Agency Specialist

- 3 Give your clients the support they need




How to identify the right opportunity

Site check: How are they supporting their customers?

1

Is your customer's website (or app) using the correct currency for international countries and the correct format for phone numbers and addresses?

2

Does your client's translated website display a mix of English and translated text?

3

Is your client's translated website displaying holidays (e.g. Thanksgiving) or promotions (e.g. Black Friday) that aren't relevant or known in their target market?

Wrong currency for international countries

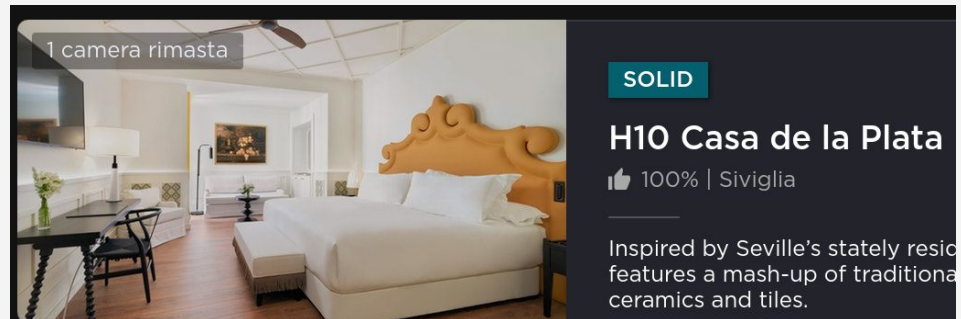


Travel booking company
Operating globally

Wrong format for phone number

The screenshot shows a registration form titled 'Dati ospite' (Guest data). It has three input fields: 'Nome E Cognome', 'Indirizzo Email', and 'Numero Di Cellulare'. The 'Numero Di Cellulare' field includes a dropdown for the country code (USA is selected) and a '+1' prefix. A purple button at the bottom says 'SALVA DATI DELL'OSPITE'.

Mix of English and translated text



Site check: Understanding your client's payments strategy.

1 Are you seeing high **drop offs** on the Payment page or throughout the checkout?

2 Are you able to **identify** the reasons for checkout abandonment?

Example of a B2C retailer Operating across Europe

0.1% of all sessions converting



Security logos to enhance **trust**

CHECKOUT



DELIVERY COUNTRY:

Ireland, Republic of

MY BAG

View



1 item

€71.89

PROMO/STUDENT CODE OR
VOUCHERS



EMAIL ADDRESS

Site check: Understanding your client's payments strategy.

1

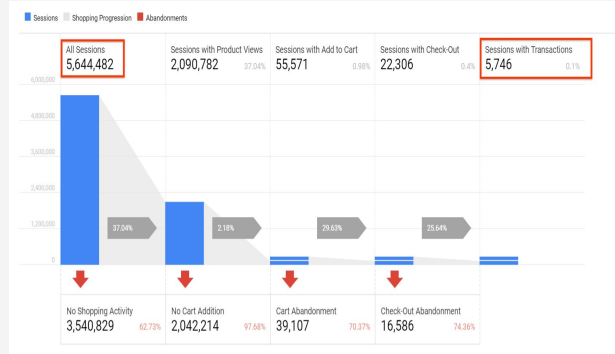
Are you seeing high drop offs on the Payment page or throughout the checkout?

2

Are you able to identify the reasons for checkout abandonment?

Example of a B2C retailer
Operating across Europe

0.1% of all sessions converting



Security logos to enhance trust

