

# Lazada University

## **CUSTOMER'S SHOPPING EXPECTATION**

03/07/2020



# INTRODUCTION

In this module, you will understand the expectations of your customers and prepare your business to address them.

## WHAT YOU'LL LEARN

1. Understand the customer's shopping expectations.
2. Apply the solutions to their expectations into your store and products.

# CONTENT

1. Customer's Shopping Expectation
2. Top 4 Customers' Shopping Expectations & Solutions

# CUSTOMER'S SHOPPING EXPECTATION

When customers shops, they can have many questions about your products before they decide to buy. Ensure your products and store are **prepared to address customers expectations!**



# CONTENT

1. Customer's Shopping Expectation
2. Top 4 Customers' Shopping Expectations & Solutions

# TOP 4 CUSTOMERS' SHOPPING EXPECTATIONS & SOLUTIONS



**1. Authentic**



**2. Product Information**



**3. Customer Service**



**4. Return Process**

# 1. AUTHENTIC

Customer's concern:

How do I know  
if this is  
genuine?



Seamless Solution:

Provide services such  
as warranty and return  
service.

Service

- ✓ 100% Authentic
- ✓ 15 Days Return  
Change of mind is applicable
- 5 Years Local Manufacturer Warranty



# ADDRESS AUTHENTICITY ISSUES

- Tips:
- Include authenticity certificates
  - Insert product reliability & warranty information

## Authorized Certification Anti-blue Light, Free from Strobeflash

Passed international mainstream certification,  
protecting your eyes with healthy light source.

IEEE IEC FCC CE RoHS

## Guarantee of brand strength

Achieve many international design awards



**WARRANTY**  
3 Years

### A+ Grade Samsung Panel

Using only the panels which passes the strictest and most rigorous industrial testing, these displays are of the finest, top-notch quality of its bunch. A+ certified, only the best.

### Return & Warranty

- 7 days return to seller  
Change of mind is not applicable
- Local (Singapore) manufacturer warranty  
3 years

### Return & Warranty

- 7 days return to seller
- Direct return to merchant within 7 days. Customer and seller are able to communicate directly for a resolution right after the return is initiated. Seller may either accept the return and refund or reject the return.
- Local (Singapore) manufacturer warranty 3 years
- Products are warranted to be free from defects in materials or workmanship under normal use during the warranty period, barring damages due to improper use, mishandling, or negligence. For the LCD panel to be diagnosed as defective and claimable under the warranty, it is to contain or exceed 3 Bright, 5 Dark or a total of 5 non-conforming pixels. Claims will be handled at our discretion.

## 2. PRODUCT INFORMATION

### Customer's concern:

- How do I know what I am purchasing?
- What are the sizes?
- What are the color options?
- Is there promotions?
- Is there a discount?



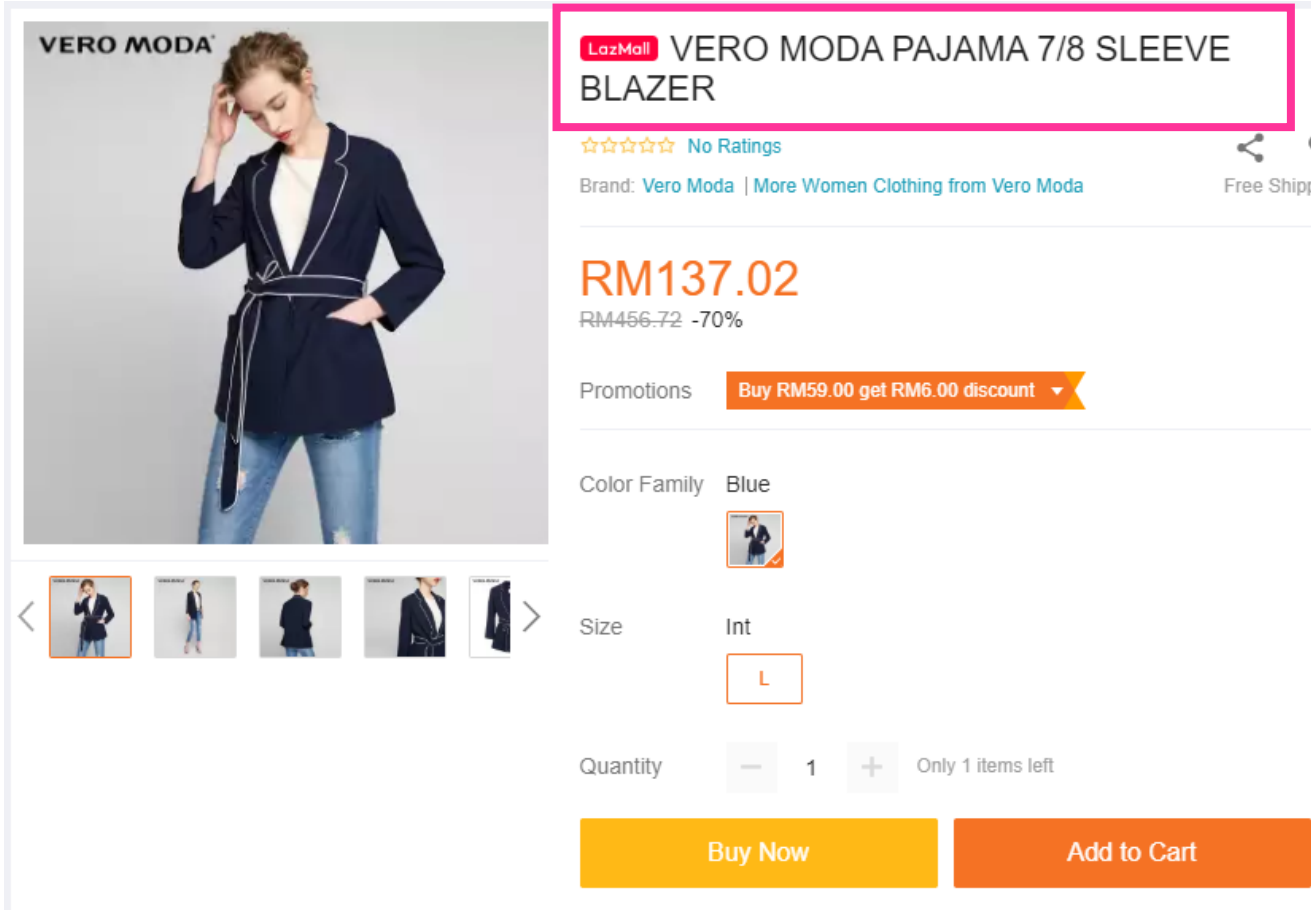
### Seamless Solution:

Use Lorikeet to create informative product display pages (PDPs).



# CREATE INFORMATIVE PRODUCT PAGES

- Tips:
- Provide clear description on Product Title and use Keywords.
  - Detailed and concise product information



VERO MODA

**VERO MODA PAJAMA 7/8 SLEEVE BLAZER**

☆☆☆☆☆ No Ratings

Brand: Vero Moda | More Women Clothing from Vero Moda

Free Shipping

**RM137.02**  
RM456.72 -70%

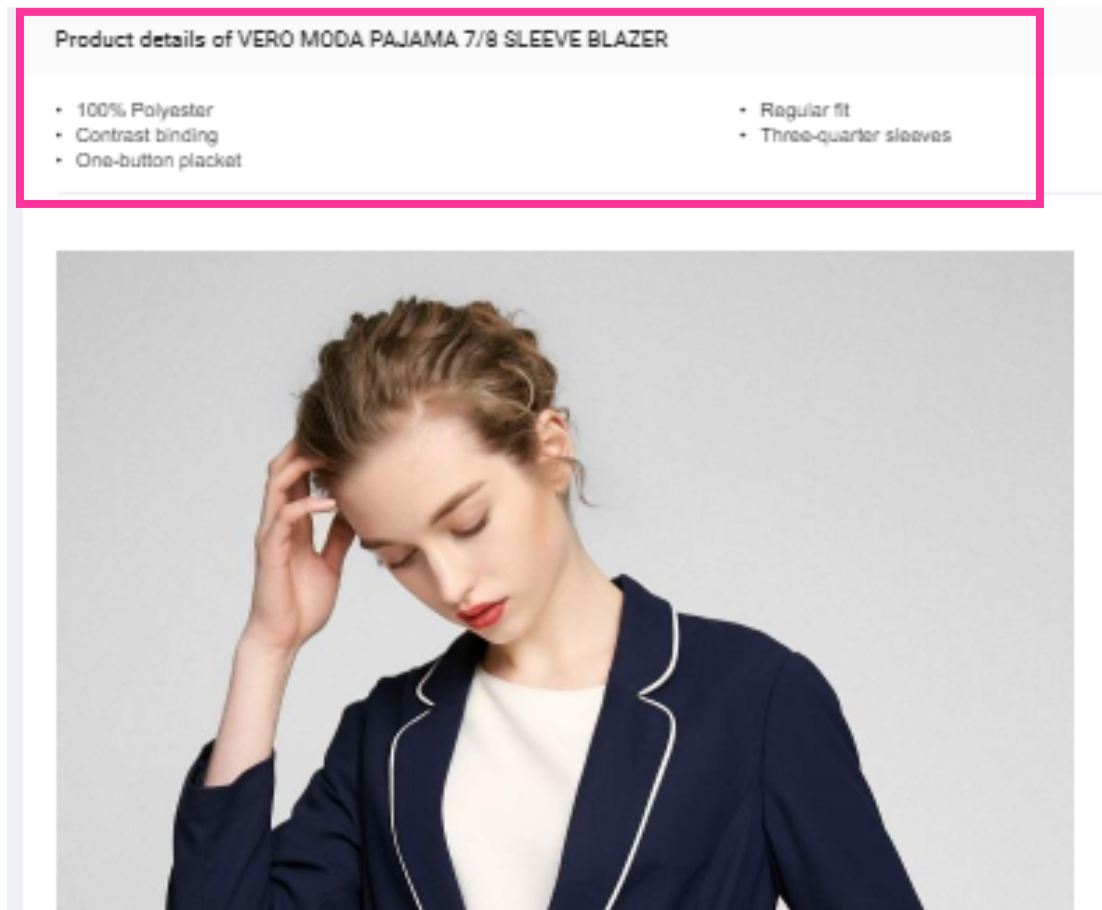
Promotions **Buy RM59.00 get RM6.00 discount**

Color Family Blue

Size Int


Quantity  Only 1 items left

**Buy Now** **Add to Cart**



Product details of VERO MODA PAJAMA 7/8 SLEEVE BLAZER

- 100% Polyester
- Contrast binding
- One-button placket
- Regular fit
- Three-quarter sleeves



# CREATE INFORMATIVE PRODUCT PAGES

Size All measurements are in CM with ± 1cm measurement tolerance

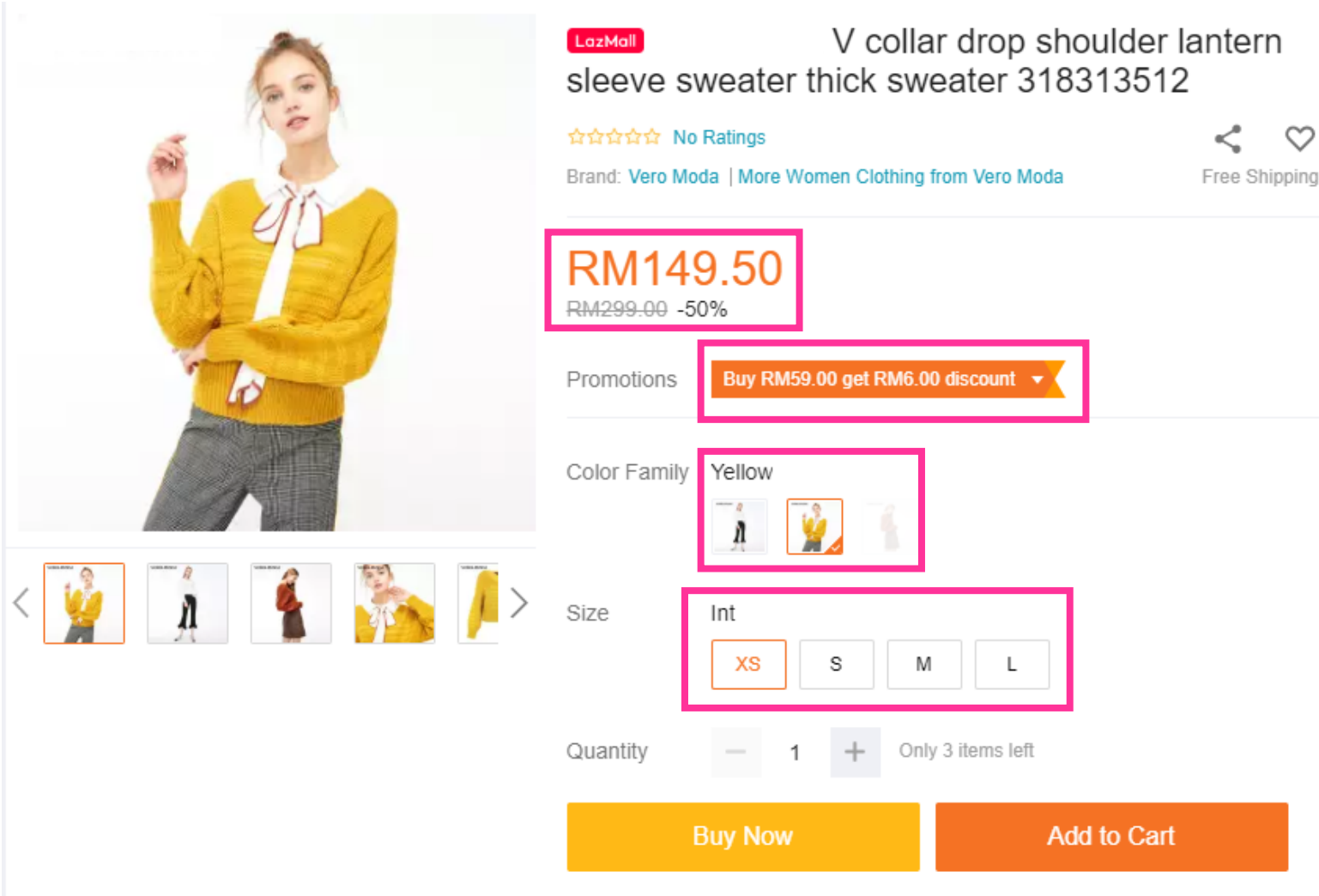
EU size	Shoulder width	Bust	Waist	Length	Sleeve length
155/76A/XS	37	86	82	69	49
160/80A/S	38	90	86	70	50
165/84A/M	39	94	90	72	51
170/88A/L	40	98	94	74	52
175/92A/XL	41	102	98	75	53
180/96A/XXL	42	106	102	76	54

Size reference Model height 176 Bust 85 Seat 89 Waist 60 Size M

- Tips:
- Add Size Guide with indication of model's size.
  - Images of the product in different angles.



# CREATE INFORMATIVE PRODUCT PAGES



**LazMall** V collar drop shoulder lantern sleeve sweater thick sweater 318313512

☆☆☆☆☆ No Ratings

Brand: Vero Moda | [More Women Clothing from Vero Moda](#) Free Shipping

**RM149.50**  
RM299.00 -50%

Promotions **Buy RM59.00 get RM6.00 discount**

Color Family **Yellow**

Size **Int**  
**XS** S M L

Quantity **1** Only 3 items left

**Buy Now** **Add to Cart**

- Tips:**
- Display all variation that you have stock available for customer to purchase.
  - Have promotion price and promotion tools (Eg, Vouchers)

### 3. CUSTOMER SERVICE

#### Customer's concern:

I want to know more about the product and services they offer.



#### Seamless Solution:

Engage with your customers and answer their questions using chat.



**Remember:** Keep your chat response rate above **85%** to be eligible for Seller Picks.

# DISPLAY GOOD CUSTOMER SERVICE

- Tips:
- Response time  $\leq$  30 mins
  - Train your chat agents to have exceptional product & service knowledge
  - Always be professional & courteous
  - Personalise the conversation whenever possible

Reply to your customers in less than 30 mins



Hi! I'm interested to get this tights. May I know if it's water resistant?

Read

Hello! Yes they are. This tights are good for hiking especially in light rain.

cool. thank you!

Read

we also sell matching tank tops that's suitable for hiking and other outdoor activities as well. Do check it out if you would like a sporting new outfit!

Product Information



Tank Top

**SGD100.00**

Read

### 3. RETURN PROCESS

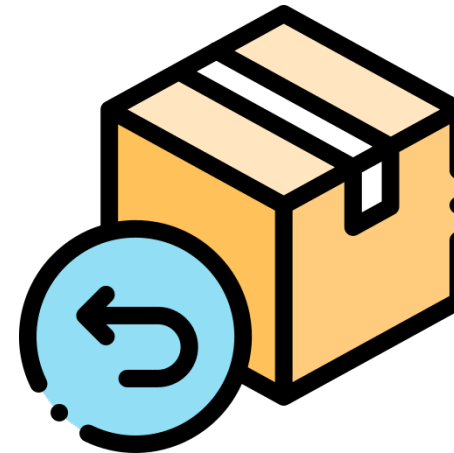
Customer's concern:

How will I  
return my  
order?

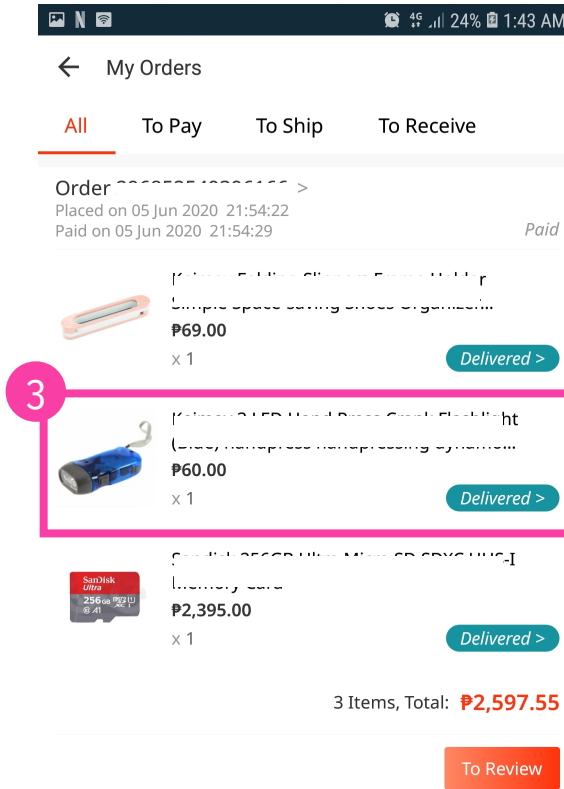
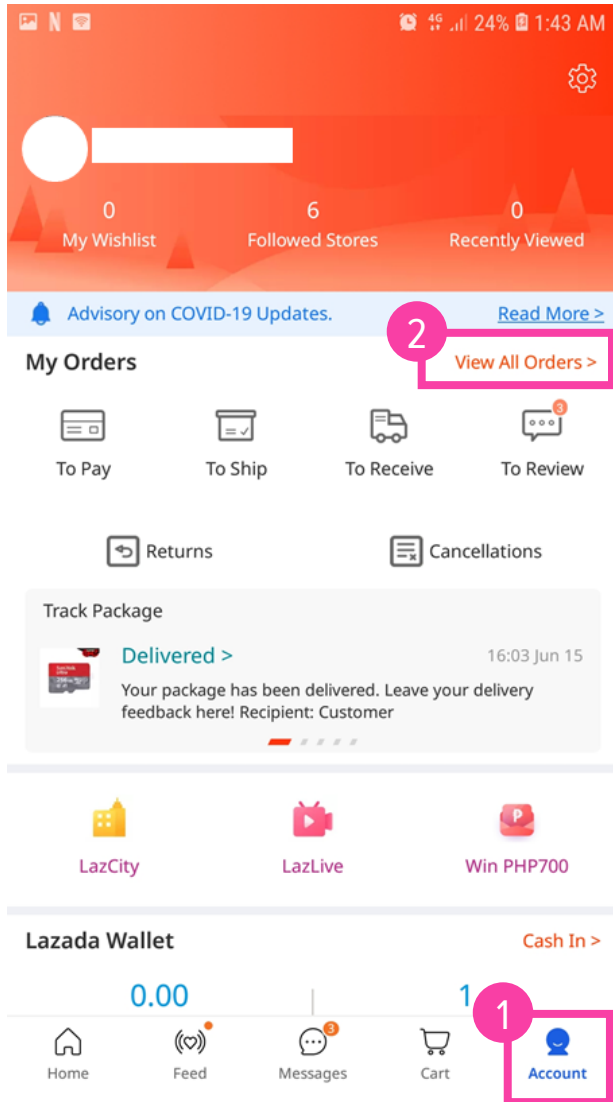


Seamless Solution:

Lazada provides easy  
return process for  
customers.



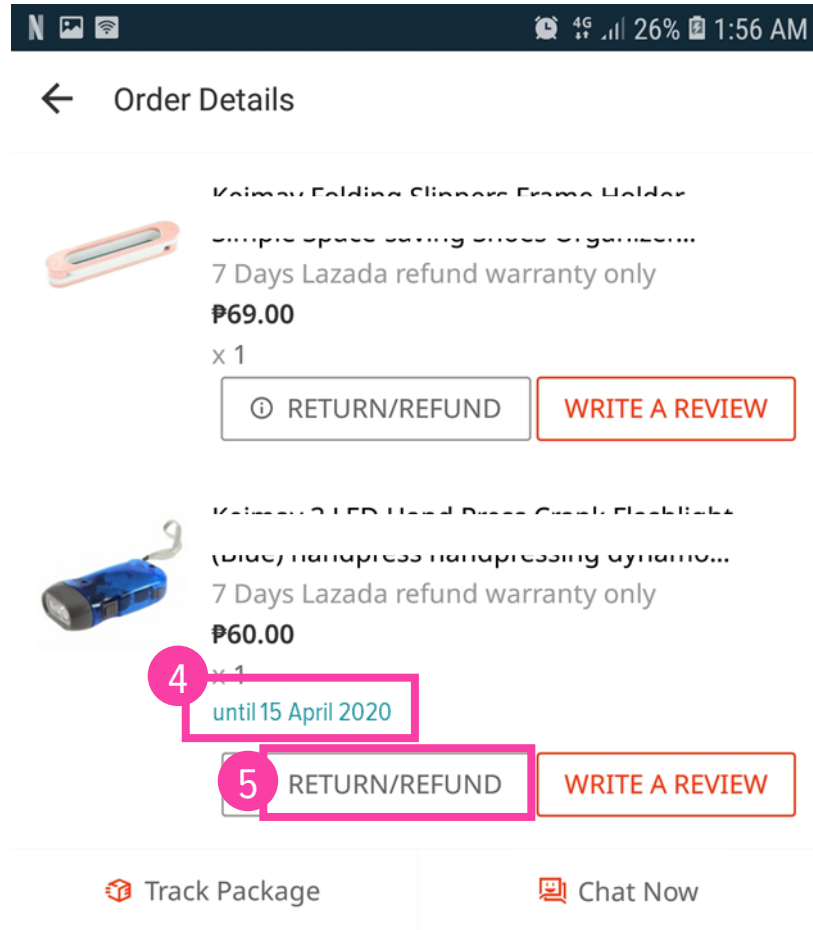
# BE FAMILIAR WITH THE RETURN PROCESS



Its important that you are familiar on how customers can return orders. Here's the process:

1. Go to the Account
2. Click View All Orders
3. Select delivered orders to return

# BE FAMILIAR WITH THE RETURN PROCESS



4. Check if the item is still within Return Validity
5. Click Return button to initiate a Return Request

**Remember:** Return validity of items are based on the Return Policy.

- 7 days or 14 days return to sellers
- LazMall 15 Days return
- 7 days or 14 days easy return

# BE FAMILIAR WITH THE RETURN PROCESS

**Return Request**

[Global Version] 2019 Newest Xiaomi Mi Band 4  
Dial Size (mm):1, Watch Connectivity:Bluetooth, Color Family:Standard Package  
RM149.00 x 1

Return Reason [Select](#)

**Courier Pick Up**

Please select pick up courier your prefer, we will call you within 24 hours to confirm pickup time:

- PosLaju
- MBE
- J&T MY
- PostCo
- Collect Co
- Near U
- NinjaVanMY

[View Location](#)

[Confirm](#)

**Drop off at courier office**

- MBE
- J&T MY
- PosLaju
- PostCo
- Collect Co
- Near U
- NinjaVanMY

[View Location](#)

[Confirm](#)

6. Choose between the following options:
  - **Drop Off** – customer will be required to drop off the return package at the selected courier.
  - **Pick-Up** – customer will be contacted by the courier to arrange for a pick-up of the return package.

# SUMMARY

- Ensure your products and store can meet & address customers expectations!
- Provide services such as warranty and proof of authenticity.
- Use Lorikeet to create informative product display pages (PDPs) & ensure you have a good content score.
- Engage with your customers and answer their questions using chat.
- Familiarise the return process for customers.

# BECOME A LAZADA SELLER TODAY!



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