

## **Solving challenges**

Selling online within the country has the same importance and advantage as exporting abroad. The goal is to cut geographical and time constraints.

Thanks to the ever-increasing product range and social media channels, today's consumers buy much more consciously. They prefer online stores specialized in the given topic and there is a much higher expectation regarding the quality of the goods and the company's official communication mediums.

These are only a few of the challenges faced by self-employed people and companies with a small number of workforce.

## **What's common between the SaaS e-commerce providers and its subscribers**

Beside what was written in the first paragraph

To achieve and keep:

- a steady predictable income
- brand awareness
- gained consumer commitment and loyalty besides to longevity.

And there is a need to reduce customer attrition by using all available personal and technical options.

## **How can a SaaS e-commerce platform contribute to it**

and to a rapid or continuous growth also in today's competitive market

With a cost-effective subscription and an easy-to-use platform.

But there is much more behind it. From a non-technical perspective, we need to highlight customer support.

The people behind the company are much more important than the company itself. Employees should

be available on several channels. The following instant responses can be a solution to this call for those users who have an active account:

- by entering to the system, a call can be initiated by clicking on the Skype logo,
- on the same interface, there is an opportunity to get in touch via chat after clicking on the message icon,
- and there is no restriction if someone prefers to initiate contact via e-mail.

Outside of working hours the real-time information sharing and customer orientation can still continue. Members of the internal support may be on duty on a well-known social platform.

In a closed Facebook group, such a supportive community can come together, to whom you can safely ask your questions. Hopefully that the atmosphere will reassure and reinforce your decision regarding the selection of a webshop engine.

It's an important choice, because a well managed, up-to-date system can be used for years and can provide value to a different size of organization.

## **What is the fuel of a SaaS Subscription Model**

thanks to which will be a long-term commitment with the chosen partner

Providing an uncompromising user experience without negotiating with the price.

This mainly applies to the case when a business does not have as much capital as larger companies, but still wants to invest in order to evolve.

The start-up cost is much lower than the price of a ready-made off-the-shelf software or a tailor-made application. However, even with a small investment the same value may apply, with some additional benefits.

During the period of the subscription, the costs of the online store for rent do not increase due to its maintenance, possible modernization of the infrastructure, or the development of the system itself.

High availability to avoid critical business interruptions, license costs of tools, implementation of new functions, managing dynamically changing contracts containing regulatory compliance, responsive experience on any device and browser, exclusion of malicious activity, regular patch releases, compliance with the requirements set by Google, optimized site templates. All of these are already

included, with no additional costs and IT intervention from the client side.

## **The human side of commercial relationships**

After all the clients need to focus only on the growth of freshness and relevance of what they represent. With a certain level of automation, it is possible to provide positive experiences in the digital space almost as if the customer had visited the store in person.

## **Get to know the product more closely**

The system captures and imports the product into the online store in bulk, with automated import or based on a wholesaler's database.

However, the uploaded information may still be similar to the data published on competing sites.

It is necessary to provide additional separated content with extra tabs or sections. Here it is easy to place for an example, a video, a table or any other type of content specific to the good.

## **Keep page loads (page speed values) at an appropriate level**

The website is not only attractive because of the texts and images about the products, but also because it offers speed and convenience for the potential customers.

The solution to this is the preload of JavaScript and CSS files, as well as caching external files and usage of the HTTP/2 protocol.

It enables optimized prioritization request and response multiplexing in several threads. The result is faster web performance with better ranking achieved in the search engine results.

## **Cross-border functionality by APIs**

An online store can connect with various online trade-related activities.

It is a consistent interaction with other digital systems such as invoicing, inventory, stock management or administration applications via the HTTP based web services.

Within this, each API call manages the following scalable and configurable data sets, or more precisely, data set:

- product categories
- product details
- warehouse and inventory data
- datas added by customers
- order
- newsletter subscription
- scripts from external but trustworthy sources.

## **A conclusion as a starter**

As Norbert Madar pointed out in his latest interview published by Europe ecommerce: „In 2021, e-commerce was no longer influenced by the direct effects of the epidemic, but by changing shopping habits.”<sup>1</sup>

So whether businesses want to strengthen their presence on the Internet besides their physical store or they want to start their retail and wholesale activities only and exclusively on the Web, they do not need to worry about being just another online store.

They already made the first step for a different kind of approach.

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1 <https://ecommerce-europe.eu/wp-content/uploads/2021/09/2021-European-E-commerce-Report-LIGHT-VERSION.pdf>