

A challenging environment

For many retailers who have taken the plunge and implemented a transactional (e-commerce) web site, the first few years are encouraging. However, it is notoriously difficult to maintain this upward momentum of growth and success. Cracks start to appear in the online operation, manifesting themselves in a number of different ways such as stagnating basket size, lack of customer loyalty, complications and delays in launching promotions with partners, together with a lack of resources (both technical and financial) to continuously enhance the site.

Targeted services

To overcome these all too common problems, Real TSP has developed a range of specialist services for retailers, all of which are designed to bring new commercial drive and direction to online channels. Offered as individual activities or as a complete end-to-end solution, Real TSP's services can be bundled in many ways.

An example of possible division of responsibility:

Real TSP	RetailCo
✓ E-commerce platform, incl. initial design and seasonal updates	✓ Catalogue maintenance and content management
✓ Continual improvement of the sales functionality	✓ Inventory management and merchandising
✓ Ongoing marketing & CRM campaigns	✓ Marketing media budget
✓ Site upgrades, hosting & integration with IT systems	✓ Brand imagery and sector specific content for
✓ Improvement and redesign of the operational processes	✓ Order fulfilment, returns and exchanges
✓ Possible secondment of an e-commerce manager	✓ Pre and post sales customer support

Real TSP's services span the fundamental trilogy of operations, marketing and technology.

Operations: operational support with Real TSP's seconded e-commerce manager programme

Real TSP's technical and operational experts work closely with our clients to constantly improve their online business. However, in some instances – and where more concentrated or sustained effort is required – we provide an expert e-commerce manager under the terms of our secondment programme. Such a manager – who is incentivised financially according to the success of the e-commerce site – is accountable for the commercial and operational success of the online channel, providing leadership for the e-commerce team, but also with the essential authority to draw upon resources from other relevant departments.

Marketing: high ROI marketing and CRM campaigns

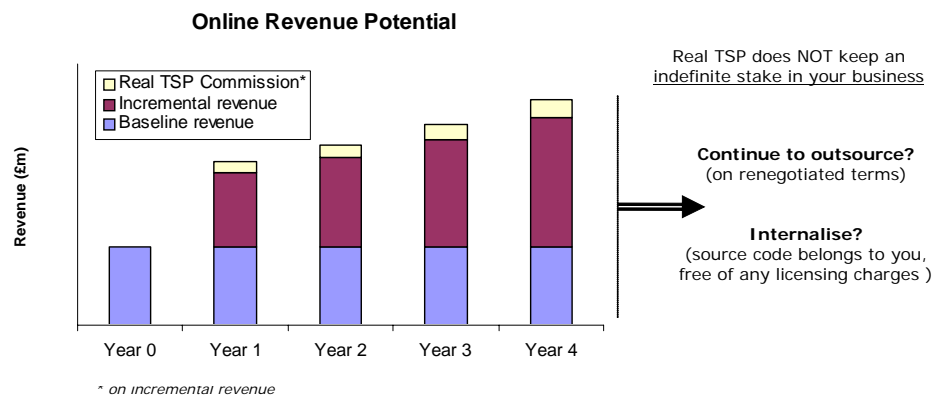
An e-commerce site has absolutely no value without visitors. Marketing has been an integral part of Real TSP's service offerings since the launch of the company, and it is a service which is used extensively by our clients. We have deep in-house expertise in conceiving and delivering sophisticated marketing campaigns. This is further strengthened by our 'no sales, no fees' approach to business. We are strongly incentivised to spend marketing budgets wisely and thus to focus on those campaigns which will deliver the highest ROI and the greatest mileage for the media budget.

Technology: a flexible and scalable e-commerce platform.

Real Commerce – the e-commerce platform used by all our clients – offers some of the most advanced sales functionality available in the marketplace, as well as powerful backend modules to support operations and marketing. Real Commerce is based on open source technology, which ensures that high quality, ongoing developments can be undertaken extremely cost-effectively, whilst integration with other IT management systems is much easier and thus much faster to achieve.

Reward based on results: Real TSP's revenue-share scheme

Our commercial terms – commission-based on the revenue uplift from the site – are designed to closely align the interests of our clients and ourselves, to reduce your financial exposure and to maximise the chances of reaching full sales potential.



A number of different and flexible revenue-share models are available and their choice will be influenced by such factors as revenue forecast, division of responsibility, contract duration and commitment to marketing and HR resources.

Importantly, our contribution does not stop after the initial relaunch activities. It spans ongoing technical, commercial and operational services – all of which are vital to grow the business and achieve the jointly agreed commercial forecasts.

Realising the benefits

The benefits of using this approach to reinvigorate your e-commerce operation are instantly realisable, and eminently measurable:

- you can source e-commerce technology at zero upfront cost and marketing services on a fully performance-incentivised basis
- the costs of initial system set up and ongoing services are tied to the success of the online venture – no or limited fixed costs involved
- open source software means better quality, easier integration with existing systems and no lock in
- budget priorities can be easily moved from technology to marketing,
- by sharing in the upside, Real TSP has an ongoing incentive to work on the success of the project
- working with a 'one stop shop' expert slashes spent negotiating contracts for additional work or managing relationships with third parties



Grow online with an incentivised partner!