



Fulfilling The Promise Customer Centric E-Commerce

— Presentation #242 —

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Essential truths

- The internet reinvents business
 - Advertising opportunities abound
 - Building brand loyalty
- 

Pets.Com : Product Category Home - Netscape

File Edit View Go Communicator Help

pets.com
because pets can't drive

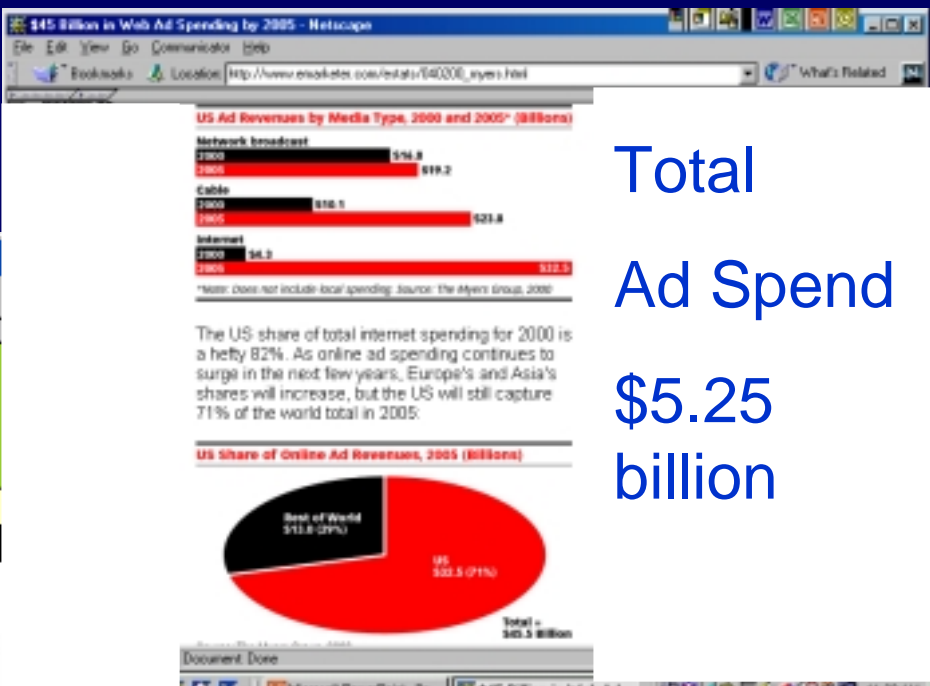
home dogs cats fish bi

Puppet stuff

find

in Puppet Stuff only

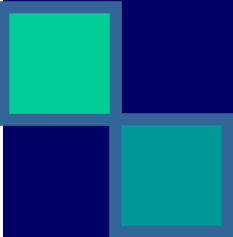

sock puppet gear • choose



Total
Ad Spend
\$5.25
billion



Essential truths

- The internet gives customers unprecedented power
 - Competition is global and multi-directional
- 
- 

- Home
 - Collectible
 - China & Pottery
 - Handicrafts
 - Health & Beauty
 - Jewelry
 - Chinese
 - Visual Arts
 - Silk & Textiles
 - Chinese
- Testimony
- Gift Voucher**
- Check Order
 - Information
 - Search
 - Email
- Start



China-Shops.com

FREE COMMERCE Offer our FREE-COMMERCE **Go** Welcome Shopper...

FREE eCommerce Shopping Home Mail ? Search Cart Checkout

Terfezia.com

- Introduction
- White Truffles
- Wholesale



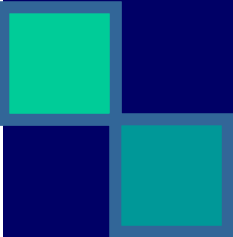

Worldwide supplier of North Africa white truffles. We take orders during (Jan -March). We ship white truffles via DHL to Europe, North America, Japan, and Australia. We supply white truffles, (Terfezia), freshly harvested from the North African desert. White truffles season in North Africa ranges from late December to early April.

Visit our home page at <http://www.terfezia.econgo.com>

[FAQ](#) | [Warranty & Return Policy](#) | [Contact us](#) | [Help](#)



Essential truths

- 
- Quality, price and convenience are mere entry level requirements
 - Quality across the shop experience
 - Over 80% comparison shop
 - Open for business 24/7
- 



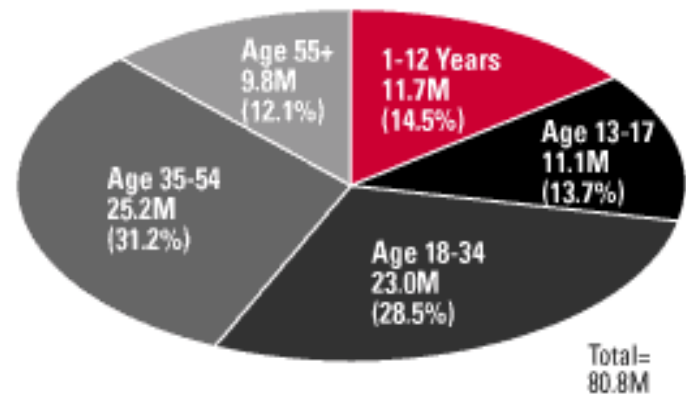
Identify your target market

- 
- Demographics & Technographics
 - Are your shoppers online?

What proportion of your target is online?

The Definitive Guide to Who's Online in the U.S. -- and What They Do.

US Internet User Population, by Age Group, for 1999



Source: eMarketer, 1999



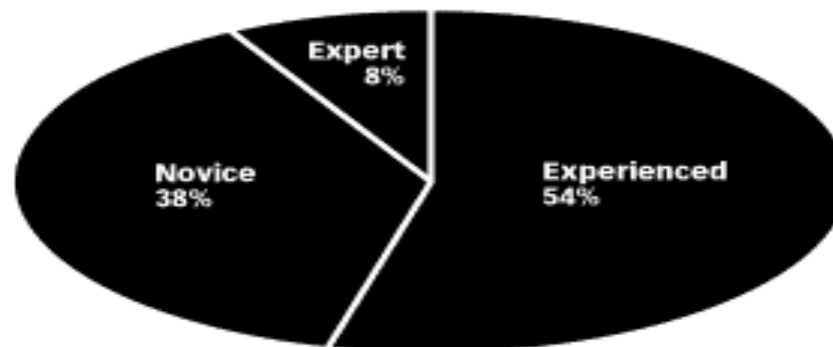
Identify your target market

- Demographics & Technographics
 - Are your shoppers online?
 - Media elites Vs Digital wanabe's
- 

Users Age 45 +

These demographic factors also affect judgments of their own computer abilities. Almost one in four (38%) consider themselves novices on computers, a group which tends to be older and less affluent. The majority consider themselves "experienced" and only a small number are "experts:"

How Computer Users Aged 45+ Rate Themselves



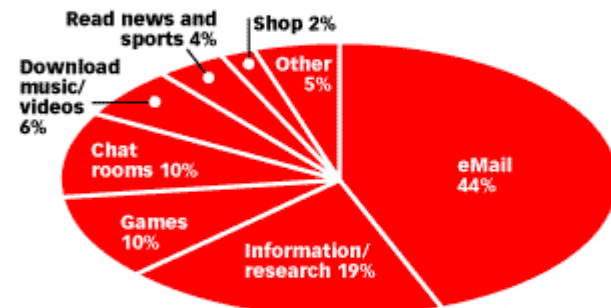
Source: Market Facts/ AARP, 2000

About half (51%) of the internet users in the group comparison shop online, although only 39% end up purchasing through the internet. A larger share make their purchases in traditional offline venues after shopping online:

Teens Online

Their limited access to credit cards does a lot to limit their purchasing power. And, as the survey reveals, e-mailing, not shopping, is the primary reason teens go online:

Primary Reason Teens Go Online

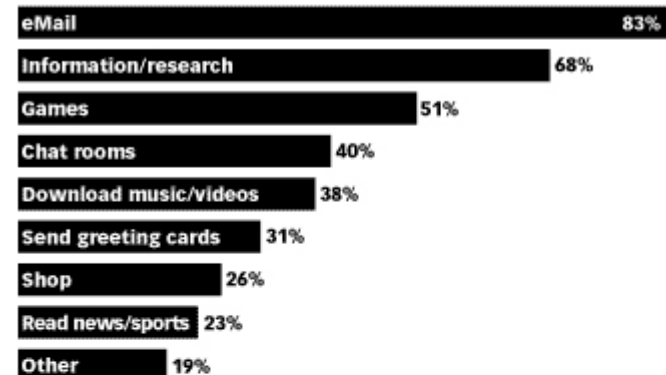


Source: PricewaterhouseCoopers, 2000

eMARKETER CHART

Only 2% primarily go online to shop, although shopping is still cited by 26% as one reason they want to go online. In addition to the primary ones, teens also cite many other reasons why they go online.

Teen Online Activity



Source: PricewaterhouseCoopers, 2000

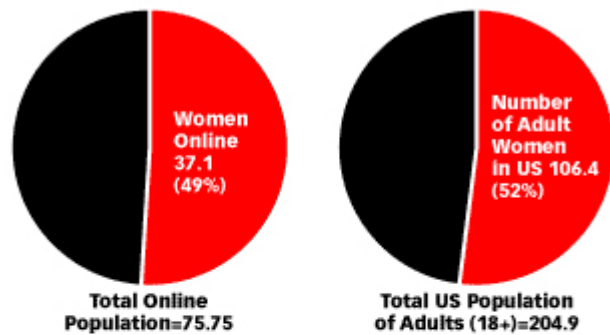
eMARKETER CHART

The survey found also that 31% of teen internet users purchase online compared to 76% of adult users. Another 25% of teens have shopped online but not bought.

The survey also points out that teens and adults share the same shopping interests: books, CDs, software, toys and clothes. Teens put a higher premium on buying clothes, which they rank second after CDs and cassettes. Adults rank books first and clothes last.

Women Online

US Adult Women Online, 2000 (Millions)



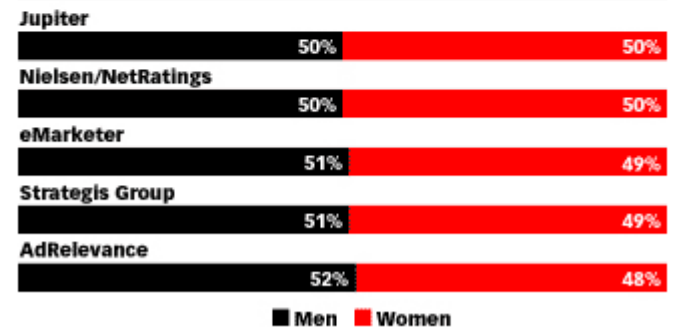
Source: eMarketer, 2000

eMARKETER CHART

By next year, eMarketer expects the number of women online will grow 21.3% to 45 million, and reach parity with men. Moreover, women will outpace men both offline and online by the year 2002. By this time, male representation both online and offline will shrink to 49%. There will be 2.1 million more women online than men by 2002 and 8 million more women in the general US population.

This year's estimates of the percentage of women online (as a percentage of all internet users) don't differ very much. eMarketer estimates that 49% of the US online population is female. Jupiter and Nielsen/NetRatings estimate that women account for 50% of net users and Strategis Group and AdRelevance estimate that women account for 48% of the US online population.

Comparative Estimates: Men and Women as a Percent of Total Adult Users, 2000

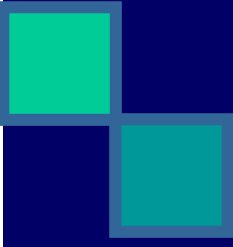



Source: eMarketer, 2000; various as noted.

eMARKETER CHART



Identify your target market

- Internet customers
 - Convenience-focused
 - Value-focused
- 
- 

20% OFF
Your Favorite Brands!

dELiAs*c0m
sHiPPiNG is fREe!
ON ORDERS OVER \$40
*Regular Shipping Only. Some Restrictions Apply

Spotlight
All the hottest new products and great special offers.

WHY SHOP HERE?

20% Off
Everything
in the store!!


FEATURED PAPER
OF THE MONTH

\$3 shipping on all orders!




Identify your target market

- Loyalty/Incentive programs
 - Memberships
 - Discounts
 - Specials
 - Shipping Upgrades
 - Points programs
 - Clubs
 - Standing Orders for Consumables
 - Coupons and Gift Certificates
- 



Identify your target market

- Consider connectivity issues
 - 21 million AOL users
 - Speak the customer's language
 - Design considerations
 - Enslaved or empowered
 - 8 second rule
 - 3 click rule
 - Open door policy
- 

Browsers Not Welcome!

reflect.com - Netscape

Welcome - Netscape

learn about reflect.com
returning members
new visitors

At reflect.com your **beauty products** don't exist until you help **create** them.

Enter your name and email for a customized introduction, and see how beauty looks when it starts with you.

Your Name (optional)

Your e-mail (optional)

reflect.com

reflect.com

Copyright © 1999, reflect.com LLC.

cont

In exclusive partnership with THE CULINARY INSTITUTE



SHOP

- SPECIALTY FOOD
- KITCHENWARE
- TABLEWARE
- COOKBOOKS
- INTERNATIONAL
- GIFTS

COOK

- RECIPES / MENUS
- COOKING TIPS
- CHEFS
- GLOSSARY

SEARCH PRODUCTS

[MORE DETAILED SEARCH](#)

HELP



SANTA FE STYLE

To capture the essence of summer entertaining, we've created a [Santa Fe Style](#). You'll find the latest looks for getting the table set for a sophisticated Southwestern


THIS WEEK AT TAVOLO

- ▣ [Dad's Day is June 18](#): How to give a gift that will make you the favorite child.
- ▣ [What's New](#): Tavolo's newest and most exciting






Building knowledge through technology

- For retailers, online shopping presents an opportunity to gather more information about your customers than was ever available through retail channels.
- 




Building relationships through knowledge

- A robust database is the engine that drives effective relationship marketing
 - Customer information is a key asset to future success
- 



Building relationships through knowledge

- Identify customer expectations
 - Measure customer's ongoing value
 - Align strategies with customer value and expectations
 - Increase loyalty
 - Increase retention & decrease acquisition costs
 - Increase average order & lifetime value
- 




Personalizing relationships through knowledge


- “Treat different customers differently”

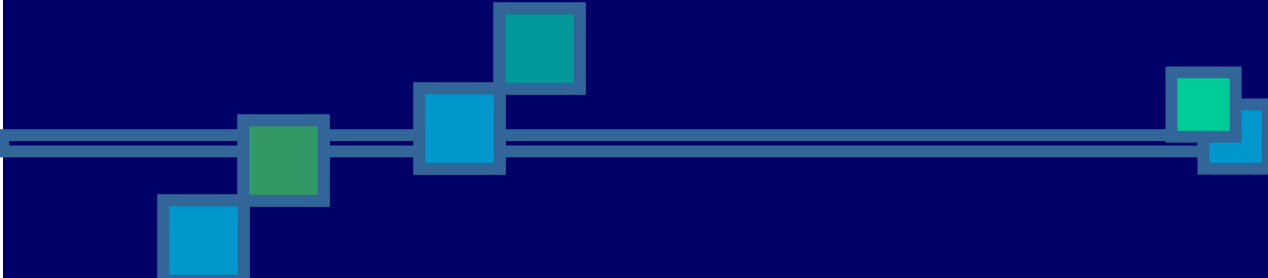
-Peppers and Rogers





Personalizing relationships through knowledge

- Customization
 - Customer metrics/demographics determine campaign
 - First time buyer special
 - Frequent buyers receive free shipping and handling
 - Revitalizing lapsed customers through special promotions
 - Tailoring site to customer preferences -
 - Dog vs. Cat
 - Country vs. Classical
- 



Personalizing relationships through knowledge

- Value the customer

- ✓ Personalized customer service



The WOW Factor
They know me




7/7/00


Personalized Recommendations

ClubMac®

SEARCH:



[1.800.217.9153](#) | [Home](#) | [View Cart](#) | [Checkout](#) | [Order Status](#) | [Cust. Service](#) | [Catalog Request](#)



SHOPPING CART

Currently your shopping cart contains **2** item(s).

Qty	SKU	Description	Unit Price	Ext. Price
<input type="text" value="1"/>	L090+1037	<u>LANDWARE GOTYPE! PRO KEYBOARD FOR PALM V 1140</u>	\$89.95	\$89.95
<input type="text" value="1"/>	A102+1775	<u>APPLE POWERMAC G4 400 W/FREE 128MB</u>	\$1624.00	\$1624.00
<input type="button" value="Update Qty"/>			SUBTOTAL	\$1713.95

[Continue Shopping](#) | [Checkout](#) | [Remove Item](#) | [Empty Cart](#)

Customers who bought this/these item(s) also purchased the following:

[FORMAC PROFORMANCE 3 16MB GRAPHICS CARD PNGA93-3](#)
\$ 49.00 [Add To Cart](#)

[ORANGE MICRO GRAPPLER SCSI 906F 10MB/SEC MAC ONLY](#)
\$ 49.00 [Add To Cart](#)


[APPLE G4 INTERNAL ZIP W/GRAPHITE BEZEL M7757LL/A](#)
\$ 99.00 [Add To Cart](#)

[ADAPTEC 2906 SCSI CARD](#)

IMPORTANT Updates for Y2K
 Users of **Netscape 4.05 and earlier** and **MSIE 4.01 and 4.5 users**, your browser's CA certificate expired on December 31, 1999. The security is still effective, but its



Personalizing relationships through knowledge

- Value the customer
 - ✓ Personalized customer service
 - ✓ Anticipate the customer's needs
- 

Subject: Lynn, Don't Forget...!

Date: Wed, 05 Apr 2000 14:41:04 "GMT"

From: LifeMinders Personal Events <LifeMinders.com@mailgate.lifeminders.com>

To: Lynn <olynno@aol.com>

LYNN, YOU ASKED US FOR THE FOLLOWING REMINDER

PERSONAL EVENTS

* Anniversary

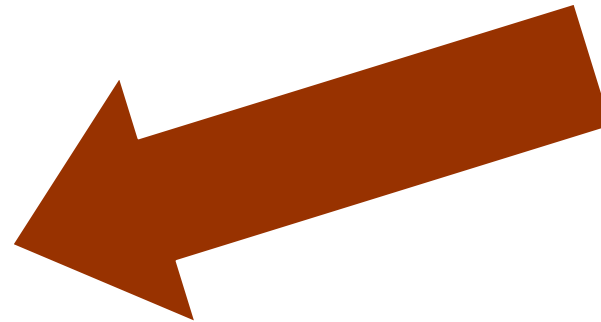
INTERACTIVE LIFEMINDERS

* Who Else?

=====


PERSONAL EVENTS

Anticipating
the
customer's
needs

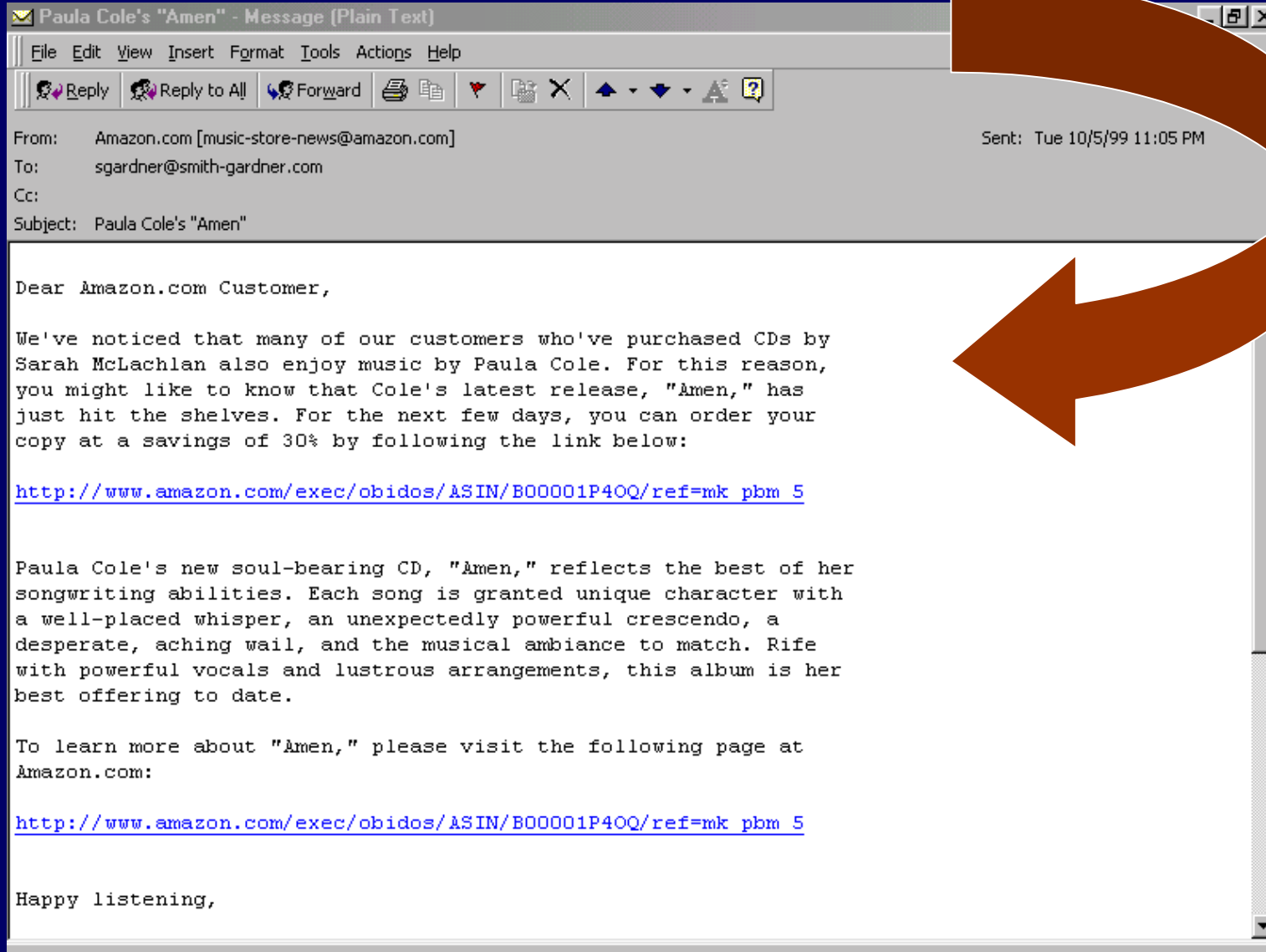




Personalizing relationships through knowledge

- Value the customer
 - ✓ Personalized customer service
 - ✓ Anticipate the customer's needs
 - ✓ Recognize preferences
- 

Recognizing Preferences





Enhancing relationships through e-services

- Offer an array of services
 - Gift certificates
 - Gift finder
 - Wish lists
 - Gift Registry
 - Personal shopper

TigerDirect.com - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: <http://www.tigerdirect.com/Alternate/index.htm> What's Related

WebMail Contact People Yellow Pages Download Channels

TigerDirect.com Products | Search | Subscribe | Site Tools | TigerDirect.com

Intellisearch Go! 800-879-1597 Call Us We're Open 24 Hours a Day!

Systems | Memory | Hardware | Networking | Software | [View all Subcategories](#) | [View Manufacturers](#) | [View Cart](#)

Gift Certificates



TigerDirect.com
GIFT CERTIFICATE

TO: *Your Favorite PC Users!*
FROM: *You!*
AMOUNT: *Up to \$100!*

CF 54-1765-08021

The perfect gift for professional colleagues, students, and technology buffs. A TigerDirect.com Gift Certificate says that you care about the interests of the person you give it to. Those receiving TigerDirect.com Gift Certificates will know they can get the latest computer software, hardware, and peripherals. They will be extremely happy knowing they have such a wide variety of items to choose from. Plus, nothing is easier to give than a TigerDirect.com Gift Certificate. Order yours today!

\$25 Gift Certificate 

Document: Done

Start | My Tasks.SPD - ... | TigerDirect.c... | Microsoft PowerP... | 11:11 PM

Welcome to our main Shopping Section. Please note that when you fill up your shopping cart you are shopping for one person at a time. After you place your order your shopping cart will automatically be emptied and you can begin shopping for a second recipient. Questions? Please refer to our online ordering [FAQ](#). Thank you for shopping at Hickory Farms!



[Beef & Cheese Gifts](#)



[Fresh Fruit Gifts](#)



[Specialty Meats & Seafood](#)



[Candies & Nuts](#)



[Foods For Entertaining](#)

Gift Finder

Enter a value in each of the three categories. Our gift finder will search our list of products with your description in mind and try to find a list of matches. If you would like to talk to one of our customer service representatives instead don't hesitate to call us at: 1-800-222-GIFT.

Price

- less than \$25
- \$25-\$50
- greater than \$50

Occasion

- Seasonal Holiday
- Business
- Birthdays & Anniversaries
- For that special Person

Category

- Beef Stick & Cheese
- Foods for Entertaining
- Fresh Fruit Gifts
- Specialty Meats & Seafood
- Candies & Nuts
- All Categories



Barbie Jewelry Designer

Mattel Media

→ [Read Expert View](#)

→ [Submit Your View](#)

Sale Price: \$15.96

Regular Price: \$19.95

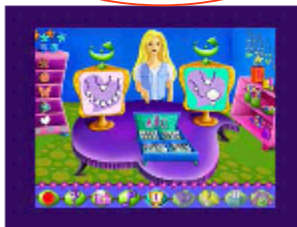
Win95/WinNT
CD-ROM

ADD WIN TO CART

Age: 8-12



[Wish for This Gift!](#)



Choose from one of the many templates in Barbie's shop to design your own personalized

Description:

Play on your computer to design all kinds of jewelry you can wear! Mix and match colors, patterns and pretty designs to make it your way! Using an ink jet printer, print favorite designs on the "Print 'n Shrink" material, cut them out and bake in the oven. They shrink into colorful plastic jewelry that's fun to put together and wear. Plus you can make bead jewelry by designing letters and pictures!

KBkids.com Item Number: 500658-W

Expert View Summary:

shop registry

[view order](#)[checkout](#)

Gift Registry for: Mesa Weinstein and Brady Farrell
Gift Registry #: 239734

Click here to sort by [price](#)

Barware	SKU	Wants	Has	Price		
Donegal Beer Mug 18oz.	165824	5	5	\$8.95	Fulfilled	View
Glass Accessories	SKU	Wants	Has	Price		
Sunflower Vase 8.5"	325783	1	1	\$29.95	Fulfilled	View
Joz.y Vase 6"	202835	1	1	\$12.95	Fulfilled	View
Chip & Dip 2 Pc	374946	1	1	\$29.95	Fulfilled	View
Kitchenware	SKU	Wants	Has	Price		
Bistro Cheese Tool Set 4 Pc	353434	1	1	\$23.95	Fulfilled	
Home Accessories	SKU	Wants	Has	Price		
Cocktail Shaker 24 oz.	159069	1	1	\$23.95	Fulfilled	View
Cocktails Etched Ice/Winecoolr	429112	1	0	\$27.95	Purchase	
Basics	SKU	Wants	Has	Price		
Gala Martini 6 oz.	215058	4	4	\$3.50	Fulfilled	View
Griffin Cooler 16.5 oz.	379271	8	8	\$2.50	Fulfilled	View
Griffin Double Old Fashion 8 oz.	379298	8	8	\$2.50	Fulfilled	View

Coldwater Creek: - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Location: rofiles/navframeset.asp?PG=PersonalShopper&UID=C423FD32-9635-11D3-86AE-0090275401B4

Instant Message Members WebMail Connections BizJournal SmartUpdate Mktplace RealPlayer

Coldwater Creek HOME PAGE VIEW CART CHECKOUT INSTANT HELP

WOMEN'S APPAREL WOMEN'S ACCESSORIES HOME & GIFTS THE SEASON'S BEST OUTLET @ THE CREEK

SHOPPING DIRECTORY PERSONAL SHOPPER CATALOG QUICK ORDER CUSTOMER SERVICE NEW @ THE CREEK ABOUT US

Personal Shopper

Step 1

What's the Event or Occasion?
Starting here will help you find the right thing for the right occasion and help you discover even more ideas.

Welcome to Personal Shopper, where we can help you find just the item you're looking for! We'll guide you in the right direction by helping to narrow your search. Just choose by selecting from one or more of the pull-down menus below.

The following selection (1) will help you search for items associated with an Event or Occasion. If you're just looking for ideas, this is also the perfect place to start! If you're feeling overwhelmed with your choices, simply answer one or more of the following questions (2-12). If any of the following questions do not pertain to the item you are looking for, leave the pull-down menu defaulted at All.

Something for a Special Event or Occasion?

1. Hoping for something special for the right event or Occasion? Simply select from the pull-down menu below.

Document: Done



Enhancing relationships

- Build community and give shoppers a reason to return
- 
- 



As part of our continuing support for educators, parents, and everyone concerned about education we have developed this classroom community. Its purpose is to enable people to exchange ideas and develop relationships through a common gateway. Please feel free to submit your own ideas, lesson plans, whatever you feel will add value to the education experience.



Celita Carmichael, Elementary School Teacher and Divisional President of ClassroomDirect.com

- **Hall Duty** Select from six talk lists to communicate via e-mail to fellow subscribers.
- **Resource Room** Free lesson plans submitted by fellow educators.
- **Workroom** Free craft ideas submitted by fellow educators.
- **New York City Board Bid Page**

claire's

claire's room

fashion sense

eye on style

product prowler

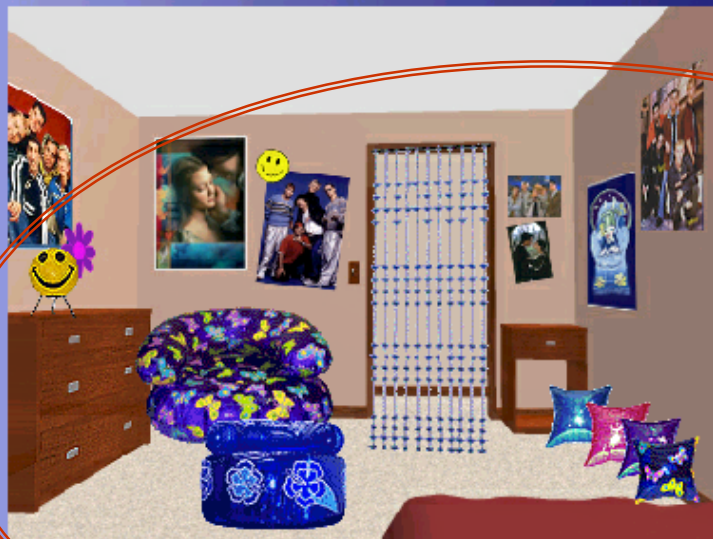
how to

claire's room

shopping

contact us

calendar



Click the room above to select your look.

Double Click on the products to view a larger image.

[Furniture](#)

[Decorative](#)

[Misc](#)

Please click

Content

Cooking.com - Menu of the Day - Netscape

File Edit View Go Communicator Help



KITCHEN & TABLEWARE

SPECIALTY FOODS

GIFT CENTER

RECIPES & MORE

▶ FREE NEWSLETTER

▶ CHECKOUT/CART

▶ GUEST ASSISTANCE

▶ MY COOKING

SEARCH FOR 

Products Recipes

or Try our [Advanced Search](#)

FEATURES

RECIPES

[Courses](#)

[Cuisine](#)

[Advanced Search](#)

MENUS

[Menu of the Day](#)

[Menu Planner](#)

[Menus-at-a-Glance](#)

CHEF'S ROUNDTABLE

[Featured Chef](#)

Menu: Easter Dinner For Eight



Easter is the one holiday that fully embraces religion, family and food. Steeped in ancient customs and

RECIPES

[Marinated Olives](#)

[Frisée Salad with Goat Cheese and Balsamic Syrup](#)

[Roasted Rack of Lamb with Rosemary and Garlic](#)

[Oven-Roasted Asparagus with Browned Sage-Butter](#)

[Potato Gratin with Fontina Cheese](#)

[Spring Peas with Pancetta](#)

Document: Done

Start

Microsoft PowerPoint - [In ...

Cooking.com - Menu ...

11:49 AM



Empowering relationships

- Provide self-help information
 - Product availability
 - Shipping levels
 - Shipping confirmation
 - Order history
 - Company policies
- 

Self Help

Availability

The screenshot shows a Netscape browser window displaying the Coldwater Creek website. The browser's address bar shows the URL: `www.coldwater-creek.com/profiles/index11/womens0.asp?UID=1999090807471950&CODIV=0150`. The website header features the Coldwater Creek logo and navigation links for 'Women's Apparel & Accessories', 'Products for the Home & Unique Gifts', 'The Outlet @ the Creek', and 'Order Direct from the Catalog'. A left sidebar contains links for 'SHOP NOW', 'VIEW CART', 'CHECKOUT', 'Customer Service', 'Catalog Request', 'Order History', 'E-Mail Us', 'Home', 'Privacy & Security', and 'International Customers'. The main content area displays a product titled 'Buttery moleskin pants' with a photograph of a woman wearing the pants. The product description reads: 'Smooth pleated-front moleskin pants with elastic back, side-seam pockets and fly front. USA-made of imported polyester and spandex. Machine wash. [H22272] Regular and Petite sizes \$48.00'. To the right of the description are input fields for 'Qty' (set to 1), 'Size', and 'Color' (set to Tan). A large red arrow points from the top of the product details down to the 'ADD TO CART' button. Below the arrow, a message states: 'Your Selection is On Backorder Until 09/17/99'. The browser's status bar at the bottom shows 'Document: Done' and the taskbar includes icons for Microsoft PowerPoint and the Coldwater Creek website.

Self Help Shop ship

Shipping Address Information Form - Netscape

File Edit View Go Communicator Help

Choose Your Shipping Option

Please note that we have to include a **48 hour processing time** upgrading to Next Day Air does not mean you will receive your order. Keep this in mind when making your selection.

<u>Shipping Method</u>	<u>Shipping Time</u>	
<input type="radio"/> Standard Shipping	3.9 Business Days (includes 48 hour processing time)	
<input type="radio"/> Second Day Air	2.4 Business Days (includes 48 hour processing time)	\$6.00 plus \$5.95 per item
<input type="radio"/> Next Day Air	1.3 Business Days (includes 48 hour processing time)	\$8.00 plus \$5.95 per item

*Required Fields


[Continue to Billing](#)

[Privacy & Secure Shopping](#) | [How To Order](#) | [Shipping Info](#) | [Returns Policy](#) | [Pricing Policy](#)

Need help? Visit our [Customer Care](#) section

Document: Done

Start | Internet Explorer | PalmPilot Desktop | Shipping Ad... | Microsoft Power... | 2:45 PM



Self Help

Order Confirmation - Inbox - Netscape Folder

File Edit View Go Message Communicator Help

Total messages: 7 Unread messages: 0

Date	Priority
9/3/99 10:52 AM	
Tue 2:12 PM	
Wed 1:33 PM	
Wed 3:44 PM	
Thu 2:01 PM	
Thu 10:42 PM	
Order Confirmation	CustService@thatpetplace.com
	5:01 AM

Subject: Order Confirmation
Date: Fri, 10 Sep 1999 05:01:36
From: CustService@thatpetplace.com
To: lshaver@smith-gardner.com

Dear LYNN

This e-mail has been automatically generated as a result of your recent order placed online at <http://www.thatpetplace.com>.

You ordered:

D35 0778 0002	PET HAIR PICK UP	HELMAC
C21 0039 0363	8.5 DOUBLE PAW PRINT CAT DISH	ETHICAL

For a total of \$ 17.92
Your order number is W00026230000

Document: Done

Self Help

Netscape

Real-Time Order Status

Location: <http://www.thatpetplace.com/cgi-bin/sgorddtl.exe>

Shipment: W00026230001

Shipped to: LYNN PASTOR-SHAVER
1118 GINGER CIRCLE
WESTON, FL 33326

Shipment Status: **Shipped**
Ship Method: UPS GROUND
Date Shipped: **09/10/99**


Tracking #: 1Z2550410314361524

If your order has a shipping date and it was shipped by UPS you can click the "Track" button to track your package.

There are 2 items included in this shipment.

Line #	Item #	Description	Quantity	Extended Price	Status
1	D35 0778 0002	PET HAIR PICK UP HELMAC	1	2.99	Shipped
2	C21 0039 0363	8.5 DOUBLE PAW PRINT CAT DISH ETHICAL	2	8.98	Shipped

Document: Done



Self Help

Coldwater Creek: Women's Apparel & Accessories - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: www.coldwater-creek.com/profiles/index11checkout.asp?UID=1999091

WebMail Contact People Yellow Pages Download Channels

Coldwater Creek Women's Apparel & Accessories Products for the Home & Unique Gifts The Outlet @ the Creek

SHOP NOW
VIEW CART
CHECKOUT

Customer Service
Catalog Request
Order History
E-Mail Us
Home

Privacy & Security
International Customers

Check on your order

LYNN PASTOR-SHAVER , to check on the shipping status or track your shipment, click on the Order Number button.

Order Number	Order Date	Order Status
W0032639	09/13/99	Ready to process
P8340276	07/19/99	Shipped Complete
P8287306	07/08/99	Shipped>Returns

Document Done

Order History

Self Help



The screenshot shows the Nordstrom website in a Netscape browser window. The browser title is "Nordstrom - Netscape". The address bar is empty. The website header includes the "NORDSTROM" logo, a "checkout" link, a "search" field, and navigation tabs for "women", "men", "shoes", "gifts", "jewelry", "sale", and "feature". The main content area features an "ABOUT US" section with a photograph of a shoe last and a paragraph of text. Below the text is a navigation menu with links for "COMPANY HISTORY", "INVESTOR RELATIONS", "DIVERSITY AFFAIRS", "CREDIT CARD", "PRESS RELEASES", "FREQUENTLY ASKED QUESTIONS", "EMPLOYMENT", and "CONTACT NORDSTROM". A large brown arrow points from the right side of the browser window to the "FREQUENTLY ASKED QUESTIONS" link.

NORDSTROM checkout | search | women | men | shoes | gifts | jewelry | sale | feature

ABOUT US

In 1901, John W. Nordstrom used his stake from the Alaska gold rush to open a small shoe store in Seattle, Washington. Today, Nordstrom is one of the nation's leading fashion retailers, offering a wide variety of fine quality apparel, shoes and accessories for men, women and children. Now in our 99th year, we operate 196 stores across the country and remain committed to our founding principles of quality, value, selection and service.

[COMPANY HISTORY](#) | [INVESTOR RELATIONS](#)
[DIVERSITY AFFAIRS](#) | [CREDIT CARD](#)
[PRESS RELEASES](#) | [FREQUENTLY ASKED QUESTIONS](#)
[EMPLOYMENT](#) | [CONTACT NORDSTROM](#)

FAQ's



Empowering relationships

- Give customers multiple channels to tell you what they need
- 
- 

Order Comments

harolds.com | Online Shopping - Netscape


File Edit View Go Communicator Help


Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: http://216.60.154.31/index.asp

WebMail Contact People Yellow Pages Download Channels

amex symbol **HAROLD'S** Harold's Stores, Inc.
HLD harolds.com ladies' men's outlet today's sale rack dressing room

 To have your package wrapped, please type "**giftwrap**" in the field below along with any gift card message.

 To redeem a **Harolds promotional offer**, please type the **voucher code** in the field below.
**Total shown on this form will not reflect final total.*

Giftwrap
Have a happy birthday

Important! Due to confirmation purposes, your online total will not reflect any promotional discounts. Your order will be reviewed upon receipt. A confirmation of your new total will be sent via email.
For questions please send an email to jburroughs@harolds.com.
Or call 1-800-676-5373 between 9:00 a.m. and 5:00 p.m. CST (Mon-Fri).

Order - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Location: https://www.thatpetplace.com/cgi-sec/sgor0101.exe

WebMail Contact People Yellow Pages Download Channels

Card number 373014867332009


Expiration date 0102 this must be entered as MMYY (with no / or - between the two-digit month and year)

How Do You Want Your Order Shipped?

UPS Ground Delivery

Enter any comments about the order:

Leave at front door

Next 


after you click this button you will still have one more chance to change your order...

Document: Done

Instructions
can print
on label
or
packing slip



Empowering relationships

- E-mail
 - Automated responses
 - Personally managed
 - Chat
 - Instant calling on the web
 - 800 inbound
- 




Fulfilling relationships

- Deliver the goods
 - Timely
 - Upgrades
 - Backorder alerts
 - Cancellations
 - Replacements/Exchanges
 - Hassle-free process
- 



Enriching relationships

- E-mails
 - Promote products driven from recommendation engine
 - Provide incentives to become repeat purchasers
 - Reminder services for consumables
 - Personal reminders
- 

Strong incentive for providing information

RedEnvelope Gifts On-Line - Netscape

File Edit View Go Communicator Help

City: State: Zip:

Birthday:

Holidays

Please select the holidays you would like us to remind you about:

<input type="checkbox"/> Valentine's Day	<input type="checkbox"/> Mother's Day	<input type="checkbox"/> Bosses Day
<input type="checkbox"/> Passover	<input type="checkbox"/> Father's Day	<input type="checkbox"/> Thanksgiving
<input type="checkbox"/> Easter	<input type="checkbox"/> 4th Of July	<input type="checkbox"/> Channukah
<input type="checkbox"/> Secretaries' Day	<input type="checkbox"/> Grandparent's Day	<input type="checkbox"/> Christmas

Personal Reminders

Use the forms below to add personal reminders of your own:

Reminder 1:

Recipient's Name:

Relationship:

Occasion Date:

Occasion:

(if other)

Reminder 2:

Fwd: Gift Reminder: Bob Shaver's Birthday Apr 19, 2000 - Inbox - Netscape Folder

File Edit View Go Message Communicator Help

Inbox Total messages: 20 Unread messages: 0

Local Mail
Inbox
Uns...ages
Drafts
Templates
Sent
Trash
Sav...emos
news

Subject: Gift Reminder: Bob Shaver's Birthday Apr 19, 2000
Date: Wed, 5 Apr 2000 02:14:42 -0700 (PDT)
From: "RedEnvelope" <GiftReminder@RedEnvelope.com>
To: olynno@aol.com

Lynn:

Just 14 days until Bob Shaver's Birthday (Apr 19, 2000).
Below are some gift suggestions. Visit <A HREF="<http://www.redenvelope.com/>>

I ADORE CUFFLINKS
 \$220.00
"I adore you" in the language of love.
-More info: <A HREF="<http://www.redenvelope.com/cgi-bin/sgdynamo.exe?HTNAME:>>

DO NOT DISTURB KIT \$45.00
Our innocuous little kit's doorknob sign says it in five languages, and come
-More info: <A HREF="<http://www.redenvelope.com/cgi-bin/sgdynamo.exe?HTNAME:>>

GOURMET BODY PAINT \$24.00
If you're seeking something sinful, this is it.
-More info: <A HREF="<http://www.redenvelope.com/cgi-bin/sgdynamo.exe?HTNAME:>>

CALIFORNIA WINE WITH TOTE \$95.00

<http://www.redenvelope.com/cgi-bin/sgdynamo.exe?HTNAME=item.htm&UID=!+U>

Document: Done


Start Microsoft Power... Smith-Gardner | Fwd: Gift Re... 11:41 AM

Hot Links to suggested gifts





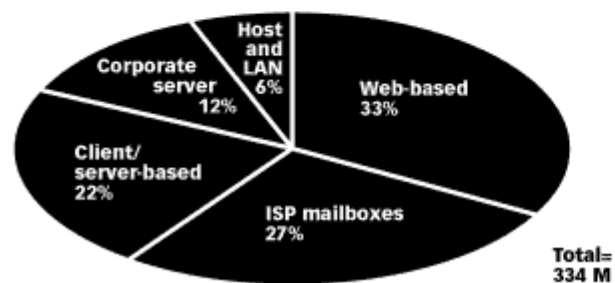
Respecting parameters of the relationship

- Provide an Opt-in/Opt-out
 - Levels
 - Avoid avalanche e-mail
 - Relevant (purchase history, interests, etc.)
 - Value laden
 - Privacy concerns
- 

The study estimates that 89 million Americans use e-mail at work and around 50 million households use e-mail. Eliminating the overlap between work and home, the report further estimates that altogether 110 million Americans use e-mail. This is about 40% of the population.

Approximately, 33% of US e-mailboxes are web-based, another 27% are through ISPs; client/server-based mailboxes account for another 22%. Corporate internet servers make up 12% and the remaining 6% are in host and LAN arrangements.

US Mailboxes, Year-end 1999



Source: Messaging Online, 2000

One Billion
e-Mailboxes
By 2001

Subject: Thank you

Date: Fri, 19 May 2000 20:49:52 -0400 (EDT)

From: specials@outpost.com

To: LSHAVER@SMITH-GARDNER.COM

Dear LYNN PASTOR-SHAVER,

Thank you for choosing Outpost.com for your recent purchase.
We hope you enjoyed the experience and will be visiting us again in the future.

At Outpost.com, we pride ourselves on our ability to provide our customers with a level of service they can't find anywhere else.
Service that is professional, personal, and fast.

As part of that service, we may send you timely email notifications of products and promotions we feel will complement your purchases. If you would not like to receive such emails, please follow the remove instructions located at the bottom of this email.

With a selection of over 170,000 products (from computers & electronics to

Subject: Especially for Lynn--sizzling savings on name brands!
Date: Fri, 9 Jun 2000 11:01:36 -0400
From: <jill@overstock.com>
Reply-To: <info@overstock.com>
To: <lshaver@smith-gardner.com>



Jill has more **RED HOT DEALS** just for you in our Home Decor department!!

You'll find **SIZZLING SAVINGS** on over 1,000 name-brand products at Overstock.com!!
But hurry...at these cool prices, quantities won't last long!!

**Decorative
Accessories**

Timeless Beauty



Bulova

Bulova 'Berlin' Mantle
Clock

\$40.87


55% Discount

Enjoy the hourly Westminster melody of this fine-precision, quartz-movement Bulova 'Berlin' Mantle Clock. The classic Roman numerals stand out on the metal face with gilt detailing, and a mahogany finish adds Old World charm to this quality timepiece. Don't miss this

E-mail
based on
clickstream



Measuring the relationship

- Thorough analysis of click stream
 - Consistency in fall outs or abandonment provide clues
 - Survey product information
 - Question process
 - Remap, Rewrite, Retest
- 




Measuring the relationship

- Transactional data
 - What are customers buying?
 - Price points
 - Brands
 - Product categories
 - When are they buying?
 - Seasonality
- 




Measuring the relationship

- Evaluate and segment customers based on recency, frequency and monetary value
 - Examine trends and develop customized campaigns
- 




Summary

- Only the context has changed
 - Know your target market
 - Customers are individuals
 - Needs and values differ
 - Customers still want
 - Good value
 - Good service
- 




Summary

- Good technology supports rather than thwarts the customer
 - Make it easy to do business with you
 - 30% leave because they can't find what they want
- 




Summary

- Share information across business units
 - One view of the customer
 - Consistency across touchpoints
 - Avoids mishandling opportunities
 - Builds trust
 - Increases loyalty
- 

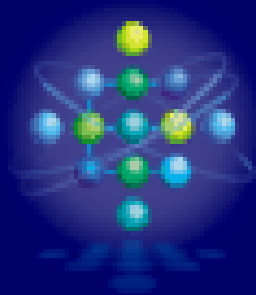


Summary

- Customer care is crucial to success
 - Acquisition is important—retention is critical
 - It costs 6 times more to find a new customer
 - Leverage = Customer-centric practices
 - The number 1 factor in repurchase is customer support
- 



Thank You!



Ecometry



Contact

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Lshaver@smith-gardner.com

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7/7/00