

2023



ACTION POINTS FOR SLOVAKIA

This handbook serves as an outline of action points that need to be taken in order to turn Slovakia into a profitable country, thus transforming it into a Focus country. Each action point will be described in more detail, as well as assigned to a department that will be responsible for carrying out the action point.

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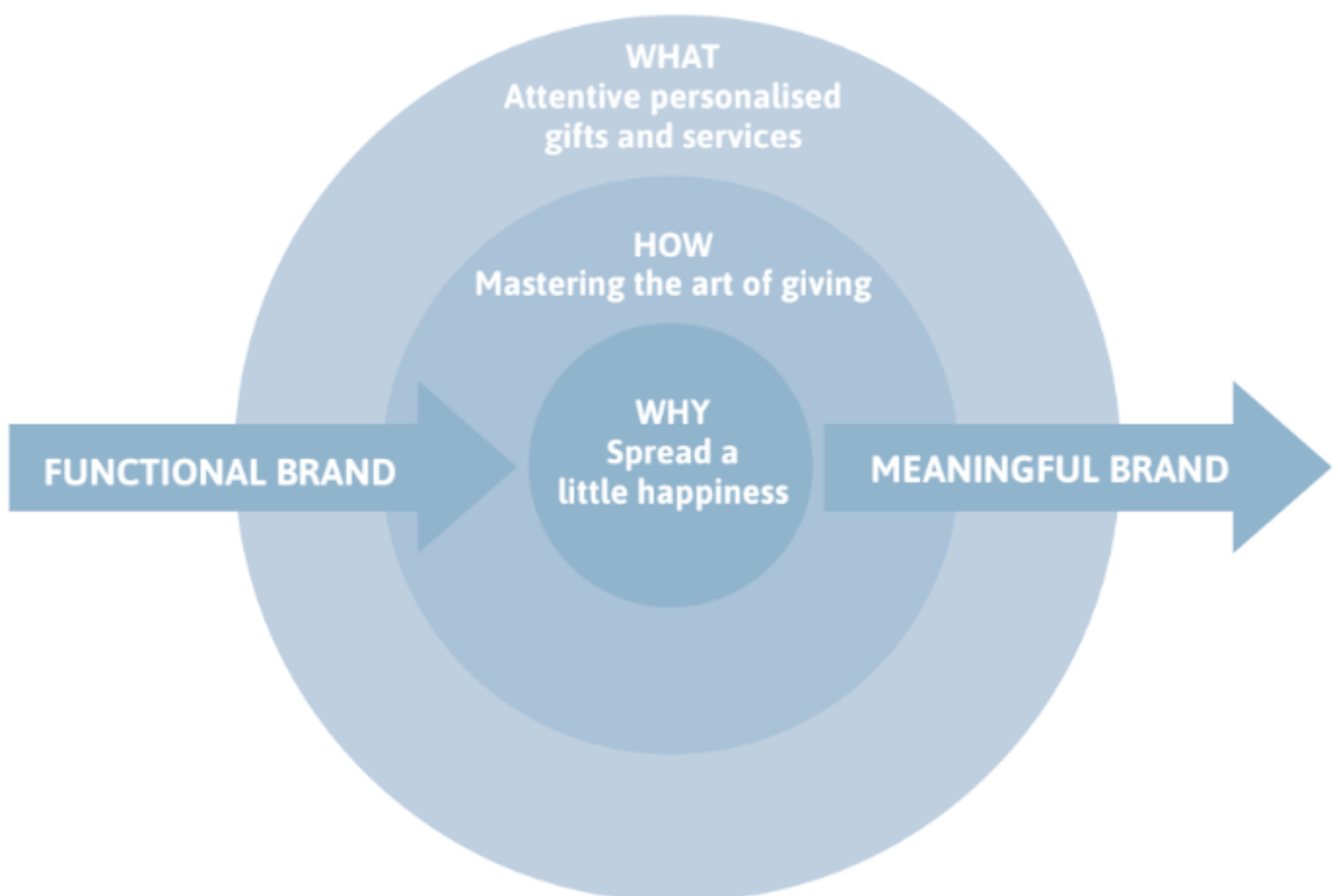
ABOUT YOURSURPRISE

YourSurprise is an international company that operates (currently) in 28 countries, with 29 independent YourSurprise websites. The company specializes in personalized presents for every occasion and every age group or gender.

YourSurprise is located in Zierikzee in The Netherlands. This is the only location of the company and all the company operations happen here.

"Spread a little happiness" is a logo of YourSurprise and the company tries to achieve this by personalizing different products with name, picture or text.

YourSurprise is not only creating beautiful and personal presents, but they also share ideas through various channels in order to inspire customers. The company tries to remind the importance of being attentive towards those around and create unforgettable moments and emotions by giving a personalized present with deeper meaning behind it.



SWOT ANALYSIS

A SWOT analysis have been used in order to analyze the performance of the company and setting achievable goals. From the SWOT analysis a confrontation matrix has been made, that depicts which parts are related and influence each other.

S

Strengths

1. Big assortment, offering more at one place
2. Not a big competition for personalized products
3. The website is easy to navigate and the editor is user-friendly
4. Fast and innovative production

W

Weaknesses

1. Long and expensive delivery
2. Weak customer service in Slovak
3. Weak SEO and grammar mistakes
4. Dependency on one assortment

O

Opportunities

1. Work with influencers
2. Add extra payment options
3. Focus on big moments for Slovakia
4. Be present on more marketplaces

T

Threats

1. Competitors have better knowledge of the country
2. More shipping options + cheaper shipping at competition
3. Bad reviews on social media
4. Economic situation

CONFRONTATION MATRIX

		Strengths					Weaknesses				
		1	2	3	4	5	1	2	3	4	5
		Big assortment	not a big competition for personalized products	easy to navigate website and user friendly editor	fast and innovative production		long and expensive delivery	Weak CS in Slovak	Weak SEO and lot of grammar mistakes	High dependency on one assortment (chocolate)	
Opportunities	1	+	++	+	+		0	0	0	+-	
	2	0	0	+	0		0	+-	0	0	
	3	+	++	+	0		0	0	+-	+-	
	4	+	++	0	+		0	0	+-	+-	
	5										
Threats	1	+-	+-	0	0		0	-	--	0	
	2	+-	+-	0	0		--	0	0	0	
	3	+-	+-	+-	0		--	--	--	0	
	4	+-	+-	0	0		--	0	0	0	
	5										

0 those two things do not influence each other

+

 can occur only in opp+str., means that two things influence each other but are not completely dependant on each other

-

 can only occur in thr.+weak., means that things are influenced by each other but are not completely dependant

++

 only on opp+str., means that those two things are heavily influenced by each other

+-

 in opp+weak or thr+str., sorting one of those would have influence on the other

--

 only in thr+weak, those things are heavily influenced by each other, solving one would have a direct influence on solving the other

ACTION POINT 1 – NEW PRICING STRATEGY

Priority: high

Responsible department: Finance

The action point for new strategy is based on the research of competitors pricing. Even though competitors in Slovakia are priced very similarly, YSP highly loses in the shipping prices. The new strategy should take into account that the shipping price is 2, sometimes 3 times higher than competition and adjust prices of the products reasonably to compensate for this.



ACTION POINT 2 – FIND ALTERNATIVE SHIPPING AGENT

Priority: high

Responsible department: E-commerce (Shipping & Delivery)

As mentioned in the previous step, shipping prices are where YSP loses against its competitors. It is highly recommended to research and find alternative shipping agents, which would lead to decrease in shipping prices. Additionally, thanks to the literature research it was found out that approximately 50% of customers who abandon their shopping cart, do so because of the high shipping prices.



ACTION POINT 3 – IMPROVE SIZING DESCRIPTIONS ON WEBSITE

Priority: medium

Responsible department: E-commerce

After researching competitors it was noticed that they usually provide much better description of sizing than YourSurprise. This is mostly true for textile gifts, such as shirts, underwear or bathrobes. The main product, where YourSurprise could improve is children bathrobe, providing better description using centimeters, as well as approximate years. The second product which needs improvement is men underwear, after noticing a high return rate due to incorrect size ordered. By providing better description of sizing the return rate could decrease.



ACTION POINT 4 – IMPROVE SEARCH IN ALGOLIA

Priority: high

Responsible department: E-commerce

Algolia is a system that YourSurprise uses to regulate website content, set rules for the different pages and contains an analysis of performance. At the website of YourSurprise is provided a search bar, where customers can search for products they are interested in. After an analysis of the most searched results, it was noticed that people search for products that are offered at YSP, however are not shown when customer tries to search for them; e.g. boxers, gender reveal, beer glass, etc.

By improving the search it will be easier for customers to find what are they looking for and this can generate extra sales for the company, as well as be easier to navigate through the website.



ACTION POINT 5 – REACH OUT TO INFLUENCERS

Priority: high

Responsible department: E-commerce

Influencers are the new marketers of 21. century. Whether people are active on Instagram or just like to watch videos on YouTube, it is practically impossible to not "bump" into an influencer.

YSP currently collaborates with influencers in France and Italy, but the company should consider expanding the influencer marketing into more countries, especially non-focus countries. This way the company could benefit from the influencer's connections, knowledge of the country and language skills.

The current collaborations of YourSurprise are based on banter collaboration, which is an exchange of the product for a promotion but YSP should consider to pay influencers if they wish to reach bigger audience and profit more (banter collaboration is not as popular and many influencers prefer payment for their services and time).



ACTION POINT 6 – RESEARCH & CONTACT WITH MARKETPLACES

Priority: high

Responsible department: E-commerce

During the research it was noticed , that YourSurprise is not yet present on any Slovak marketplaces. It would be a good step for the company to research and establish contact with various marketplaces. At this moment, YourSurprise creates doubts in the customers from Slovakia, because of the grammar mistakes on the website or negative reviews on social media (delayed shipping, arriving damaged, etc.). Both of these points could be eliminated by establishing contact and presence on marketplaces.

Furthermore, presence on marketplaces could help build brand awareness and make the company look more trustworthy.



ACTION POINT 7 – CONCLUDE A TEST WITH FREE SHIPPING OVER SPECIFIC AMOUNT

Priority: high

Responsible department: E-commerce & IT

This is a very popular step taken by the competitors. Free shipping can be offered from 40, 60 or 100 euros, depending on the products that companies offer. This could be a beneficial test for not only the Slovak market but for all the countries, where YourSurprise operates. The assumed outcome of this test would be higher AOV (average order value), since customers would order more in order to save on shipping.



ACTION POINT 8 – CONCLUDE A TEST WITH SHOWING HOW MUCH CUSTOMER SAVES IF THEY ORDER MORE PRODUCTS

Priority: high

Responsible department: E-commerce & IT

Also seen at competitors, this test would consist of showing how much customers would save if they order more products. It is usual on YourSurprise product page to see decreased price if ordering two or more products. However, it does not show how much customers actually save. If this amount would be visible and provided for the customers it might stimulate them into ordering more to get the best deal.



ACTION POINT 9 – RESEARCH & ADD EXTRA PAYMENT OPTIONS

Priority: high

Responsible department: Finance, E-commerce & IT

At this moment the following payments are possible on Slovak website: credit card, paypal, google pay and bank transfer. It was noticed that customers are being untrustworthy towards the payment options provided, such as bank transfer (this is mostly because of the foreign account number) and would ask about more and different payment options. This is why at least 2 new payment options should be introduced, such as GoPay and ApplePay. This will give customers more options and could bring more profit for the company.



ACTION POINT 10 – RESEARCH BIG MOMENTS FOR SLOVAKIA

Priority: high

Responsible department: Finance

Every country is different and has different traditions. Since YourSurprise is a company specializing in personalized gifts, it would be great if they could also personalize their website to the special needs of every country. A very popular celebration in Slovakia is a name day, unfortunately it is not very promoted on the website. This could create better brand awareness and shows that YourSurprise has enough knowledge about the countries it operates in. Moreover, the big moments could later be presented in the terms of blogs or special offers.



ACTION POINT 11 – REPLY TO REVIEWS ON SOCIAL MEDIA

Priority: high

Responsible department: Customer service & E-commerce

It was noticed that the social media of specific countries are not taken proper care of. This is mostly the case of Facebook platform. YourSurprise has separate facebook account for every country. The main issue is that there is no allocated person to properly take care of Facebook. For multiple countries (Focus and Non-focus) there are bad reviews, too little rating and bad comments. Most of the reviews talk about the company as a scam company – taking money and never sending a gift. It is not true and the reason for not receiving their gift is delay in delivery. By replying to reviews and demanding an update, the company would seem more trustworthy and personal.



ACTION POINT 12 – ADD AUTOMATIC REPLIES IN SLOVAK TO ROBIN

Priority: medium

Responsible department: Customer Service & IT

Robin is a system that Customer Service uses as a communication platform with customers. There are available automatic replies in English, such as Thank You e-mail or answers to most asked questions. This can save a lot of time for the customer service team, as they do not have to type out the answers.

It would be beneficial if there were also automatic replies in Slovak for the most asked questions, thank you e-mail, no personalisation e-mail, etc.

As a lot of people in Slovakia do not speak English, it would help answer their e-mails using automatic replies in the cases where it is possible. This would save time and help customers better understand the answer to their question.



ACTION POINT 13 – OPTIMIZE HOMEPAGE AND PRODUCT PAGES

Priority: high

Responsible department: E-commerce

Thanks to the funnel analysis it was noticed that most of the Slovak customers are lost in the steps Homepage > Product category, Homepage > Product and Theme > Product. This means that the homepage and product page should be optimized in order to appeal more attractive to customers. This can be done via including more big moments from Slovakia, including more bestsellers on the homepage, as well as correcting the grammar and spelling mistakes.



CONCLUSION

In total, 13 recommendations were provided for the company. The recommendations are of medium and high priority and multiple of the recommendations can be used for other non-focus countries in the future.

Furthermore, many of the steps that are provided in this handbook are not requiring additional costs to the company, only time; which should not be problem in case that the company would like to improve its operations and revenue.

The steps marked with high priority should be focused on in the period of 3 months, the recommendations of medium priority can be focused in the period of six months. The most important part is to allocate a time-frame within which results can be noticed.

Additionally, some steps are already being worked on, however in order to see the change and evaluate the impact of it, more time is needed.