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BIGCOMMERCE Ecommerce Automation



Product Information

Specifications

- Product Name: E-commerce Automation Tool
- Functionality: Automating workflow steps – Trigger, Condition, Action
- Contact for Trial: 1-[866-581-4549](tel:8665814549)

Product Usage Instructions

Acquiring new customers and gaining new orders is the top priority for e-commerce businesses. If you have a small business, however, as you start to scale, systems and business processes will often become more complex and inefficient. It is easy to become overwhelmed with hundreds of small and repetitive tasks, from managing customer support and fulfilling orders on time to product and inventory management. By automating your ecommerce processes, your online store can convert most or all of the manual, repetitive tasks into self-fulfilling, automated tasks. The best part? With ecommerce automation, you can free up your team's time for customer interactions, creativity and big-picture thinking that will prove more valuable when it comes to scaling your business.

How Does E-Commerce Automation Work?

Most e-commerce automation happens through the automated workflow steps:

1. Trigger.
2. Condition.
3. Action.

For example, imagine owning a men's clothing store and having an upcoming sales program. You want to offer discount rates based on customer spending in the store:

- **Platinum customers:** Spend over \$5000 and gain a 70% discount.
- **Gold customers:** Spend over \$3000 and gain a 50% discount.
- **Silver customers:** Spend over \$1000 and gain a 30% discount.

Here's how the logic of the automated workflow works with a platinum customer

1. Trigger: When an order is placed by the customer.

2. Condition: If the customer's lifetime spending exceeds \$5,000.
3. Action: Then segment the customer into the Platinum group.

With an automated workflow, you can say goodbye to pressing additional buttons regarding that process. Instead, you'll watch it get done flawlessly all by itself.

What Should You Automate?

Identifying what to automate is the first step to ecommerce automation. When establishing your plan, consider the following:

Takes three or more people to do.

If three or more people are currently working on a single process, it is more likely that the process isn't running as efficiently as it could. The risk of human error is portent, and communication is often lax.

Involves multiple platforms

- It is not uncommon for organisations to manually move data and information across multiple
- platforms, especially if the platforms lack integration capabilities.
- This process is ripe for error and mistranslation, and the loss of data involved can be crippling.

Triggered by particular actions

Processes that occur or are completed in reaction to a previous action taken are obvious choices for automation. As shown above, through the use of a trigger, the processes can be completed quickly and on time, without any manual effort.

Benefits of Automation in E-commerce

E-commerce automation can increase the quality of the customer experience while simultaneously allowing businesses to prioritise more important tasks, which require strategising and social skills. Here are a few ways your business could benefit from e-commerce automation:

Saves time. E-commerce automation is critical to getting more done in less time. It allows e-commerce store owners to put time-consuming tasks on autopilot, such as:

- Auto-publish/unpublish website and social media content.
- Auto-hide/unhide products and catalogues.
- Auto-change product merchandising.
- Auto-segment and engage with customers.
- Auto-notify team members.

Increase sales and marketing effectiveness.

Automation can help e-commerce sales and marketing teams immensely through several different methods, including:

- Providing a personalised customer experience with real-time customer segmentation and engagement.
- Assuring timely response with instant automated emails/messages sequences following customer activities.
- Enabling proactive and dynamic email marketing automation campaigns with scheduled marketing campaigns on a time trigger.

The best part? It works.

According to recent statistics, adopting automation in sales and marketing can increase lead quantity by 80% and improve efficiency and marketing ROI by 45%.

Reduces errors

- Poor data management and consistent errors can harm your business immensely, causing customers to leave and damaging your bottom line.
- Accurate data and information management are critical to your success as an e-commerce business.
- With so much data ever-present on your site, an automated workflow can save your time and prevent human error from causing significant issues.
- With data backed by hard numbers and computer programming, you and your customers can rest assured that you're receiving the correct information.

Improves customer experience.

Customers value expedience and responsiveness in a website, with 90% stating that an immediate response is important when they have a customer service question. By automating customer service processes and workflows, from chat programs to self-service. Options you can help to ensure high customer satisfaction and retention.

Examples of E-commerce Automation

Automating your ecommerce processes can help eliminate tedious and repetitive tasks and simplify processes that could bog you down. Some examples of e-commerce automation include:

Workflows

Workflow automation tools are built specifically to manage your business's administrative and operational responsibilities. They can help to streamline routine, day-to-day tasks while allowing you to coordinate multiple systems at once.

Notification emails

- Email notifications concerning things such as abandoned carts, order tracking, fulfilment, and customer loyalty promotions can do wonders by keeping your customers up-to-date on the status of their orders or the state of your business.
- By automating this process, through a simple messaging program or a complex workflow, you can save yourself time and effort while consolidating and assuring customers that their needs, wants, and desires are the top priority.

Fraud filtering

- Fraud is a significant issue for e-commerce organisations, with losses estimated at \$20 billion worldwide in 2021.
- With automatic fraud detection and filtering, much of the human error centred on fraud is removed from the equation. Automated fraud workflows can track and verify each order value through tools such as physical and IP address certifications.
- For businesses that deal with high-risk orders, fraud filtering is even more critical,

considering the potential legal ramifications.

Marketing automation integrations

For e-commerce companies, marketing is critical to growing and maintaining the success of their online business. Manual marketing processes are time-intensive, whether it's managing email marketing or decoding digital platforms. By integrating automated processes into your marketing systems, you can save a significant amount of time and manpower, opening your doors to new opportunities and ideas.

Who Benefits from E-commerce Integration?

E-commerce automation integration can ease the life of many people at your organisation, including the following:

Operations manager

Business automation can help operations managers by improving the day-to-day efficiencies of processes such as inventory and order management, shipping and fulfilment, as well as sales. This can be accomplished through automated workflows that help streamline manual tasks ranging from automatic tagging of products, inventory filters and grouping. If your inventory stock starts to get low, an automated notification system can alert you while simultaneously ordering new supplies and updating waiting customers.

Customer service

By integrating customer service systems with automated workflows, businesses and retailers can leverage specific customer data and characteristics they already have to help their customers. With this knowledge, the automation processes can uncover the best times to reach out to customers, what kind of events or promotions are relevant to specific demographics and build tailored scripts for follow-ups.

Marketing

- Understanding customer activity and product information is critical to crafting successful marketing strategies.
- With manual systems, this process will inevitably become more cumbersome and lead to lower efficiency.

- On the other hand, marketing automation can help companies segment customers based on specific criteria to tailor product and promotional options.
- By improving customer data gathering, you will have more information at your fingertips to better market your new products and create high-converting marketing campaigns.

Design

How your website appears to customers is critical to the success and credibility of your e-commerce brand, from design and graphics to navigational capabilities. For those that use automation, design maintenance and upgrades will be considerably streamlined. Instead of manually reworking design specifications or running consistent reports, an automated system can take care of those, all without a lot of work.

Web development

When developing and maintaining a website customisation is critical to long-term success. Automation can help cure many historically labour-intensive issues for developers, from theme and template changes to stock updates to available and customizable shopping and payment options.

The Final Word

- E-commerce organisations should apply automation as much as possible for one straightforward yet important reason: the more you automate, the fewer manual processes needed, and the more your business can thrive.
- Businesses have begun to catch on, with improving or adding marketing automation becoming a significant focus for the majority of e-commerce companies.
- Automation saves businesses time and resources while making workflow processes faster and more efficient. It helps increase the effectiveness of marketing and sales activities.
- Most importantly, e-commerce automation software can bring you the freedom to focus on the things that matter most to your business.

FAQs

How do I start using e-commerce automation?

There are two ways to go about automating your e-commerce business. The first is to create your in-house system. However, this is a time-consuming process that requires a significant investment, and you must ensure that your developers know exactly what they are doing. The second – and easiest – option is to build out an online store with e-commerce automation tools right out of the box or with dedicated integrations. Instead of dealing with the hassle of recreating our own, you can leave it to an e-commerce platform like BigCommerce to take care of the details so your business can get back to doing what it does best.


How do you automate e-commerce customer service?

There are several options available for automating your customer service processes, including: Adding an auto-engage with customers to respond to refund requests, reorders, purchases, shopping cart issues, subscriptions, order fulfilment, etc. Setting auto-trigger email campaigns for customers. Building out a self-service option to allow customers to find answers themselves. Creating auto-assign tickets for service staff to respond to customer issues. Crafting an auto-response chatbot popup to help customers with frequently asked questions. Write follow-up reminders for staff after checkout. These are just a few of the potential options available.

Does BigCommerce include e-commerce automation features?

By integrating the Atom8 Automation by GritGlobal, BigCommerce users can optimise their store by reorganising tasks, streamlining processes and feeding data to other customer-facing and CRM applications such as Mailchimp, Klavyo, Sendgrid, Hubspot, etc. Atom8 also permits users to move information and data between apps within the BigCommerce store, allowing merchants to innovate and create more effective workflows for their businesses.

Documents / Resources

	<p>BIGCOMMERCE Ecommerce Automation [pdf] Owner's Manual</p> <p>Ecommerce Automation, Ecommerce, Automation</p>
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