













KEYS TO MAXIMIZE ONLINE CONSUMER CONFIDENCE DURING COVID-19

In these uncertain times, e-commerce businesses must actively communicate and provide transparency to boost consumer confidence, build brand awareness and drive sales. From product availability to safe-delivery measures, our 10 top tips show you how to give customers the answers they demand and help your business thrive in a crisis.

YOUR ESSENTIAL E-COMMERCE COVID-19 CHECKLIST

-  Clearly communicate any impact of COVID-19 on your website homepage so interested buyers know you're still operational
-  Leverage your Product Details Page to communicate shipping or delivery updates
-  Consider lowering your free-shipping threshold (even if just temporarily) to boost conversion
 - ▶ **Tip:** Convey this change on your homepage
-  Address COVID-19 delivery impact in your shipping options
-  Be certain your webpage Meta Descriptions match your website to help generate traffic
-  Establish a COVID-19 FAQ page to answer important customer questions
 - ▶ **Tip:** Link to this page from your homepage
-  Prepare for an increase in Customer Service inquiries
 - ▶ **Tip:** Use web chat and social media channels to provide support
-  Proactively and consistently communicate updates regarding the ongoing response from your business
-  Leverage Social Media to communicate to your customers to create brand trust
-  Let customers know you use a reliable and flexible logistics partner

At DHL, our mission is “Connecting People and Improving Lives” – which is more important than ever right now. That’s why you can rely on us for the solutions, service and support you need to serve your customers and keep your business rolling during these challenging times.

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For more information about our response to COVID-19 visit: coronavirus.dhl