



The Trend Setters in Customer Experience

As Australia's largest online fashion retailer, THE ICONIC has consistently set the industry standard when it comes to the customer experience – from three-hour delivery, through to releasing 200 new fashion and sportswear products each day. Being at the forefront of e-commerce means THE ICONIC is always looking to put the customers' needs first. Here Adam Jacobs, Managing Director and Co-founder of THE ICONIC, explains some of the steps online retailers must take to delight customers in the digital marketplace.

A great customer experience is a bit like a wedding cake.

At the base level is your company culture, which needs to inspire and encourage employees to believe in and deliver a great customer experience. Working with people who want to change the industry ensures THE ICONIC is always moving forward and consistently exceeding customer expectations.

The tier above this is the core experience delivered time and time again. For THE ICONIC this is everything from providing an easy-to-navigate website through to keeping to our delivery promises, and ensuring product inventories are up to date.

Topping the cake are the bells and whistles. These are the unique and innovative services being delivered to customers, such as THE ICONIC's three-hour delivery. They're the jaw-dropping experiences which really set your business apart from competitors.

Regardless of how good the top tier is, businesses cannot deliver a great customer experience if they get the fundamentals wrong. And for online businesses there are three moments of truth in the service delivered – gut instinct when browsing products; making the purchase; and finally customers receiving the item.

When building THE ICONIC's customer experience we keep each of these moments in mind. We start with the customers' needs and build backwards from there, ensuring they are prioritised before any decisions are made. It's an investment in our customers' future with the brand and the positive referrals they'll likely send our way.

Surcharging is an important consideration when thinking through customer experience because no one likes being hit with unexpected costs when they get to the checkout. It erodes the relationship you've built with your customer up to this point, and this is why we haven't placed a surcharge on card payments at THE ICONIC.

Ensuring a superior and seamless experience at the point of sale is particularly important for online businesses. It's much easier to walk away from making a purchase in the digital world compared to a bricks and mortar store, and THE ICONIC does not want to have a stumbling block – like surcharging a card payment – at this stage in the customer journey which could see them easily go elsewhere.



By following these guidelines, businesses can work together to drive growth of the retail industry in Australia and across the globe. Technology is changing the face of our industry, and keeping customers on our shores will only help the sector go from strength to strength.

This brings me back to the wedding cake analogy. The base level of Australia's thriving retail industry needs to be great customer experiences, and we must be doing everything to ensure it is a consistent reality.