Australian Digital Commerce

The four dimensions of Digital Commerce

- INFORMATIONAL
- TRANSACTIONAL
- RELATIONAL
- SOCIAL

Building lasting customer relationships is the weakest aspect among Australian retailers. A further relational gap exists between Australian retailers and their counterpart international market leaders. The longer the relational gap remains, the more consumers may switch to international retailers and the greater the cost to persuade them back. While some Australian retailers are catching up with their international competitors, the majority have work to do in all aspects of digital commerce. Closing the gap will require improvements in omni-channel integration in order to foster execution and effective utilization of customer data to drive engagement.

62 Australian and international companies from 10 retail subsectors were analyzed in a study. Each company was evaluated against 63 criteria to measure its level of digital commerce maturity.

Australian retailers face a double relational gap; In light of increasing competition from overseas retailers, Australian retailers face a high risk of losing their customers if they do not begin to build stronger relationships and harness loyalty soon. A further relational gap exists between Australian retailers and their counterpart international market leaders.

36% of Australian retailers are classified as 'Laggards', who show poor implementation of digital commerce functionalities in both the execution and engagement dimensions.

30% of retailers fall into the category 'No Falls Executive', having achieved results in the digital commerce basics, but lag behind in digital engagement.

Only 26% of Australian retailers share the 'High Achievers' category with international market leaders.

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