

Digital winning, selling & convincing customers & clients in the online shop, pricing marketing & psychology for the right virtual strategy

Simone Janson (ed.)

**eCommerce**

**Opportunity for Companies**



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Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher of the Year Best of HR - Berufebilder.de®

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# Imprint

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# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

## **Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback**

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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# **Online Shopping: Safely Shopping and Paying**

## ***// By Simone Janson***

On the Internet, you can find not only information, but also all sorts of shopping: CDs, books, electronic accessories, software, clothing, travel - or even medicines in the many online pharmacies. Here are some tips for online shopping.

### **How do you find what you are looking for?**

Good online shops guide the customer step by step through the ordering process and clearly draw attention to the terms and conditions. The goods are placed in a shopping cart, finally it goes to the cash register.

The answer to this question is given by special price search engines like [idealo.de](#), [guenstiger.de](#), [billiger.de](#) or [preistrend.de](#). These work quite simply: you enter a search term and the price search engine will list all offers in different ones.

### **Sort search results**

Among other things, you can now display the search results sorted by price. Some search engines specialize in special product segments, others cover the full range of products.

About suppliers such as you as a customer can also provide product samples. But beware: not all price search engines have the same shops and thus identical offers listed. So always compare the search results of different providers.

### **Pay attention to the shipping costs**

It is also important to compare the price of the goods with the selection, as well as the shipping costs, as they can vary considerably and make up for a price advantage easily.

### **Attention: You should pay attention!**

As it is now so easy, it is no wonder that online shopping is becoming increasingly popular: it is fast, practical, convenient and usually also problem-free. But there are, of course, black sheep among the shop vendors and the topic of data protection also plays an important role.

And even if you can easily buy with a mouse click: With every online order, a legal purchase contract is concluded - always remember it. Therefore, buy best only at well-known mail-order houses or suppliers, which have long been established in

the international trade, or ask friends and acquaintances according to their experiences with certain shops.

## **How to find a high quality online store**

Tests by the consumer centers or the Stiftung Warentest help to estimate an online shop correctly. For sales portals, price search engines or opinion forums, there are also so-called rating systems that allow you to quickly read how satisfied previous customers have been with the provider.

In many special forums, you can discuss specific topics and articles with other users about a product or ask for specific experiences. However, you can never be quite sure how credible positive statements are, because for many companies, it is now part of the marketing process to make positive comments in opinion forums.

## **Seal of approval**

Certifications and quality marks also provide some security: they ensure that online shops comply with consumer rights and technical safety standards. Unfortunately, so far there is no single seal of quality, which is because the different providers have different ideas about the importance of the different testing areas of technical security, consumer rights, dispute resolution and financial security.

The initiative D21 recommends, however, among four providers, among others [trustedshops.de](http://trustedshops.de) and [safer-shopping.de](http://safer-shopping.de). If the shop has one of these four seals, you can shop relatively calmly.

## **What information is provided by the shop owner**

But look in any case again more precisely: What information does the provider make in the imprint? Are the address, telephone number and the name of the company's CEO fully listed?

Caution is advised for companies that only name a PO box or are based overseas. And what about the general terms and conditions? Are the delivery period, amount of shipping costs, payment modalities and cancellation conditions listed?

## **Attention recall**

If no binding delivery time is specified, the dealer has time according to law 30 days to send the goods. After receiving the goods, the buyer has one month to return them without giving any reason. But what happens if the delivered goods have defects?

And who bears the costs when returning the goods, because the dealer can pass them on to the customer? However, many companies offer this service free of

charge. And: If the delivered goods do not correspond to the order, the dealer has to pay the costs.

## **If you want to sell something yourself**

There are numerous platforms on the Internet, on which you can also sell something as a private seller. Two of the most famous are Ebay and Amazon.de. In doing so, however, you must also consider some legal points.

How do you pay for the Internet? The baker around the corner is no problem: you get the goods and pay in cash. On the Internet, whether it's an information platform or an online shop, it's not that easy.

## **Payment methods on the net**

Current payment methods are payment in advance, direct debit, payment by invoice or credit card. In addition, there are special Internet payment services such as PayPal, Click and Buy, Webcent, Giropay, moneybookers or the new mobile mobile phone payment services. Each payment method has its own advantages and disadvantages.

The safest way is to pay by invoice, because then the customer can check the received goods in peace and transfer the money if everything is in order. This type of payment also eliminates annoying refunds, which are necessary, for example, when the customer returns a part of the goods.

## **Delivery by surname?**

The delivery by cash on delivery seems to many customers already much more secure, however this is connected with not insignificant fees for the handling by the Paketusteller. In addition, there is still the risk for the customer to recognize a faulty or incorrectly delivered goods only after the payment to the delivery service. In the case of prepayment, however, you bear the entire risk.

The special systems for electronic payment work a bit differently: Click and Buy, for example, an online payment system from the Cologne company Firstgate, which can now be used in 7000 shops in 26 countries throughout Europe (including Skype or Stiftung Warentest), You must first open a customer account with Firstgate. There you deposit your bank or credit card data. If the user wants to shop in an online shop that offers payment via Click and Buy, he only has to type in user name and password.

## **Paypal**

At Paypal, now also widely used by Ebay, you pay with yours eMailAddress, but you have to log in to the homepage of the provider. The advantage of all payment services: During the subsequent Internet shopping at dealers who use the system,