

reach over 100 million  
potential customers  
with a German location



**budeso<sup>®</sup>**

**e-commerce solutions**

**for successful**

**EU cross-border selling**

local customer service ■ help desk ■ back office support ■ local business infrastructure

*We go the extra mile for you!*

**budeso<sup>®</sup>**  
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# budeso e-commerce solutions

## for successful EU cross-border selling

While e-commerce is taking off at a national level in the EU, the recent trade statistics show that it is still relatively uncommon for consumers to use the Internet to purchase products or services in another EU Member State. Even professional buyers prefer to do business within their home market.



The main reasons are language barriers, general uncertainty, lack of trust and cultural differences.

Overcoming these obstacles can be a significant trade opportunity for your e-commerce business. Leave your competition behind and reach out to new markets in other EU member countries.

After your website has been translated into the language of your target market, it is essential to put the right local business infrastructure into place in order to overcome the invisible trade barriers. Done correctly, cross-border trade enables you to realize significant opportunities to rapidly ramp up new markets and generate higher-margin revenue.



budeso e-commerce solutions consist of a mixture of inbound services which include customer service, help desk and back office support (we take care of all incoming orders by phone, fax and email; we provide FAQ service and offer complaint management). Before a new project goes live, each assigned budeso team member receives intensive special training in order to truly understand your type of business with its products and services.

Furthermore, budeso provides the necessary local business infrastructure. We provide your company with a local phone number, fax number and mailing address in order to create a true feeling of a local presence. Additionally, budeso offers different marketing solutions to strongly promote your products and services on a local and regional level.

All of these measurements help to assure that customers overcome uncertainty and gain the needed local trust in your e-commerce business in order to develop and grow market share in a foreign country. Each budeso e-commerce solution is customized for your requirements and your type of business.

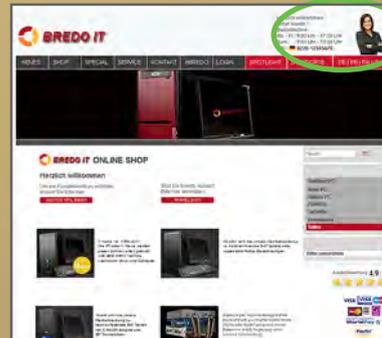
*We go the extra mile for you!*



business development solutions

## Demonstrate local presence and increase sales

Show your prospects and customer alike your local presence. A great way to do that is on the right top corner of your homepage. Foreign website visitors gain immediate trust and get the feeling of shopping within their home market. Now your foreign customers can call a domestic phone number and know that someone answers in their native tongue.



- your local phone number
- your local address
- your local customer service

Increase your foreign conversion rate dramatically. No more delays by answering FAQs and general questions from foreign customers and prospects via email. Minimize the chance of losing hot leads to the local competition through miscommunication and late feedback. The right combination of budeso services will lead the way to success in cross-border online sales.



- customer service
- help desk service
- back office support
- business infrastructure
- marketing campaigns
- e-commerce order fulfillment (pick, pack and send)



Did you know that you can reach over 100 million potential customers by having a German speaking location?

*We go the extra mile for you!*

**budeso**<sup>®</sup>  
■ ■ ■ business development solutions

# budeso e-commerce solutions

## for successful EU cross-border selling



Please visit us online for more information on our services or give us a call to discuss your company's possibilities for successful EU cross-border online trade.

*We go the extra mile for you!*



business development solutions