

calicantus

# A CUSTOMER JOURNEY ABROAD



# Calicantus in a Nutshell

**40<sup>+</sup>**  
PEOPLE

**5M<sup>+</sup>**  
2019 INCOME

**+26%**  
LY GROWTH

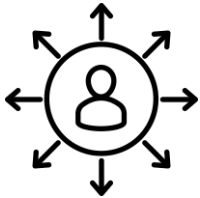
**50<sup>+</sup>**  
FULL OUTSOURCED  
ECOMMERCE

**400<sup>+</sup>**  
PROJECTS DEVELOPED

**12 YO**  
COMPANY ACTIVITY



# Our solutions



OMNICHANNEL



E-COMMERCE



INTEGRATIONS



MARKETPLACES



CUSTOMER CARE



OPERATIONS



LOGISTICS



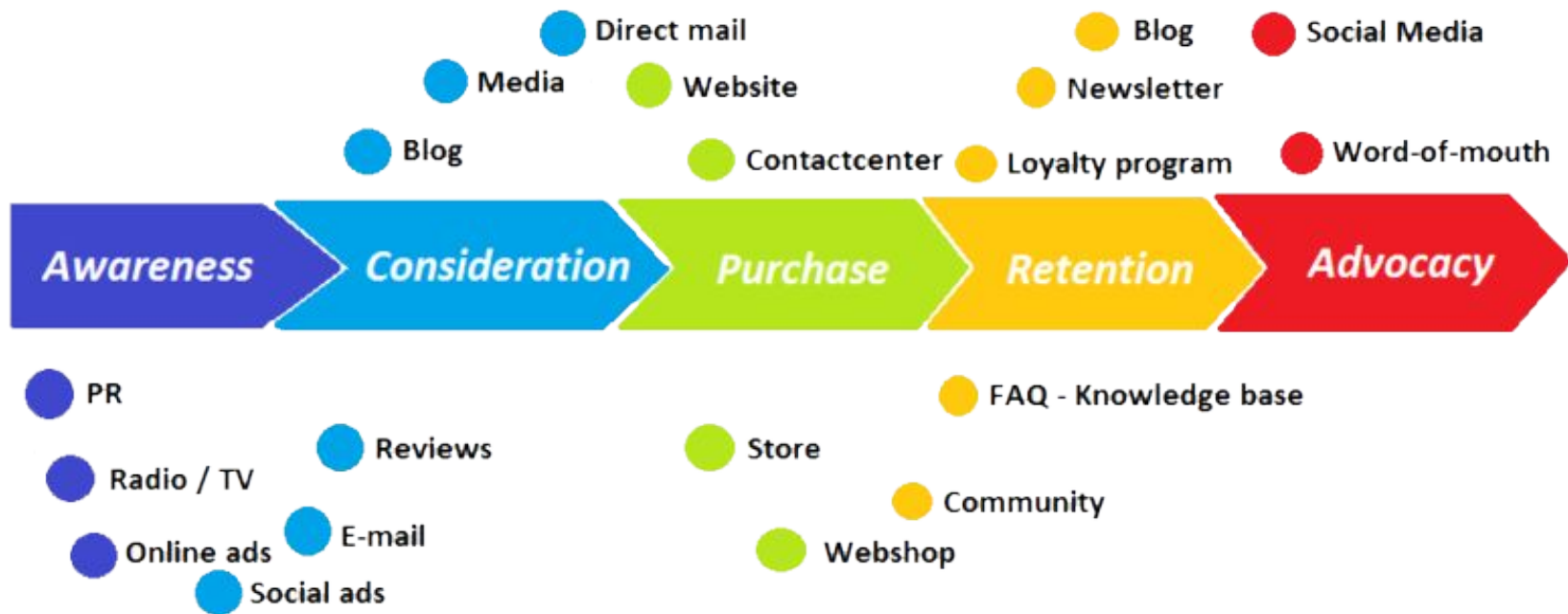
**What is the customer journey**



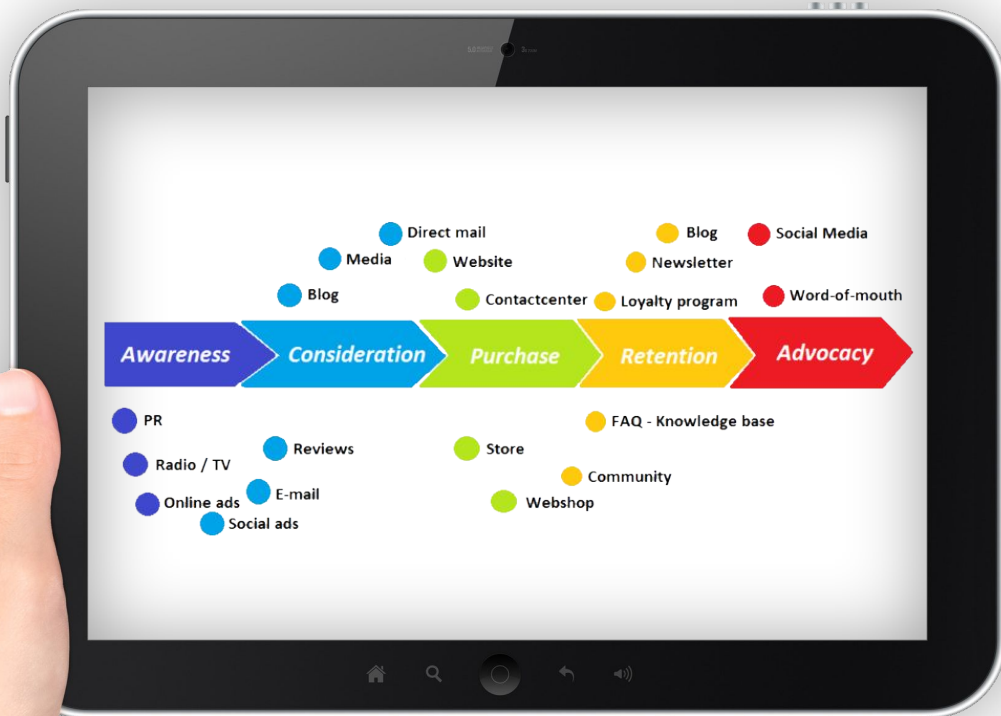
The customer journey is a **#path** that customers follow **via #touchpoints** during their decision to **#purchase**



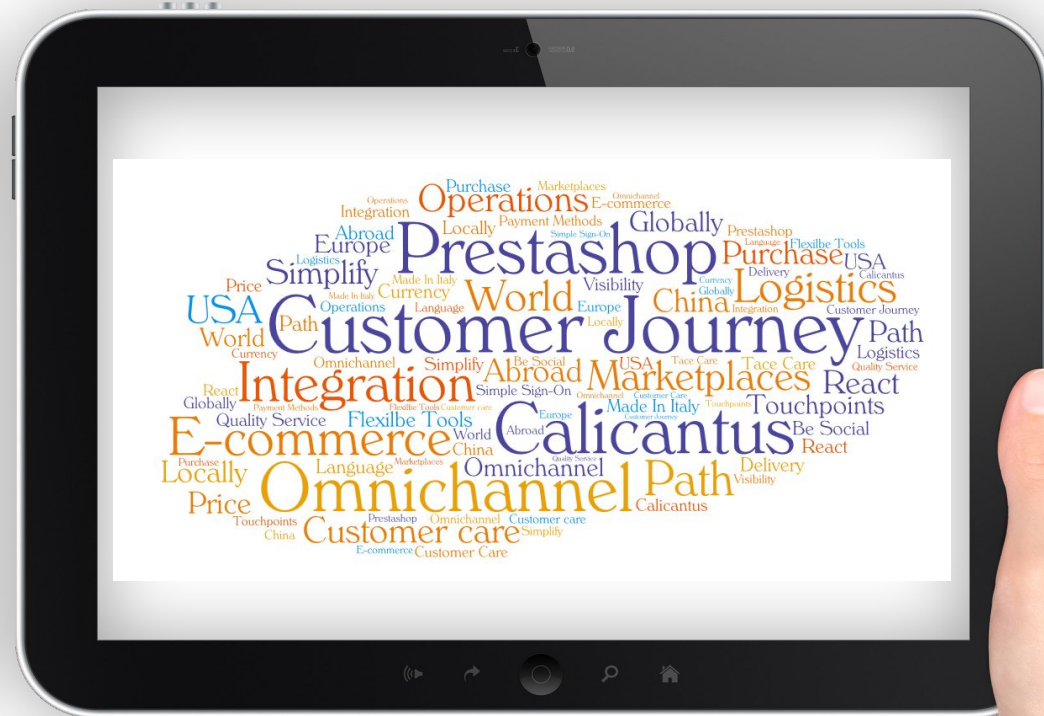
What does the **customer path** look like?  
**#Simplifying**



But what about when it comes to  
**#omnichannel touchpoints**



Instagram



REALITY

Consumer's behaviour is not as simple as it may seem...especially when you **go #abroad**.

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**?**

**Crossboarding consumer  
journey: how to**



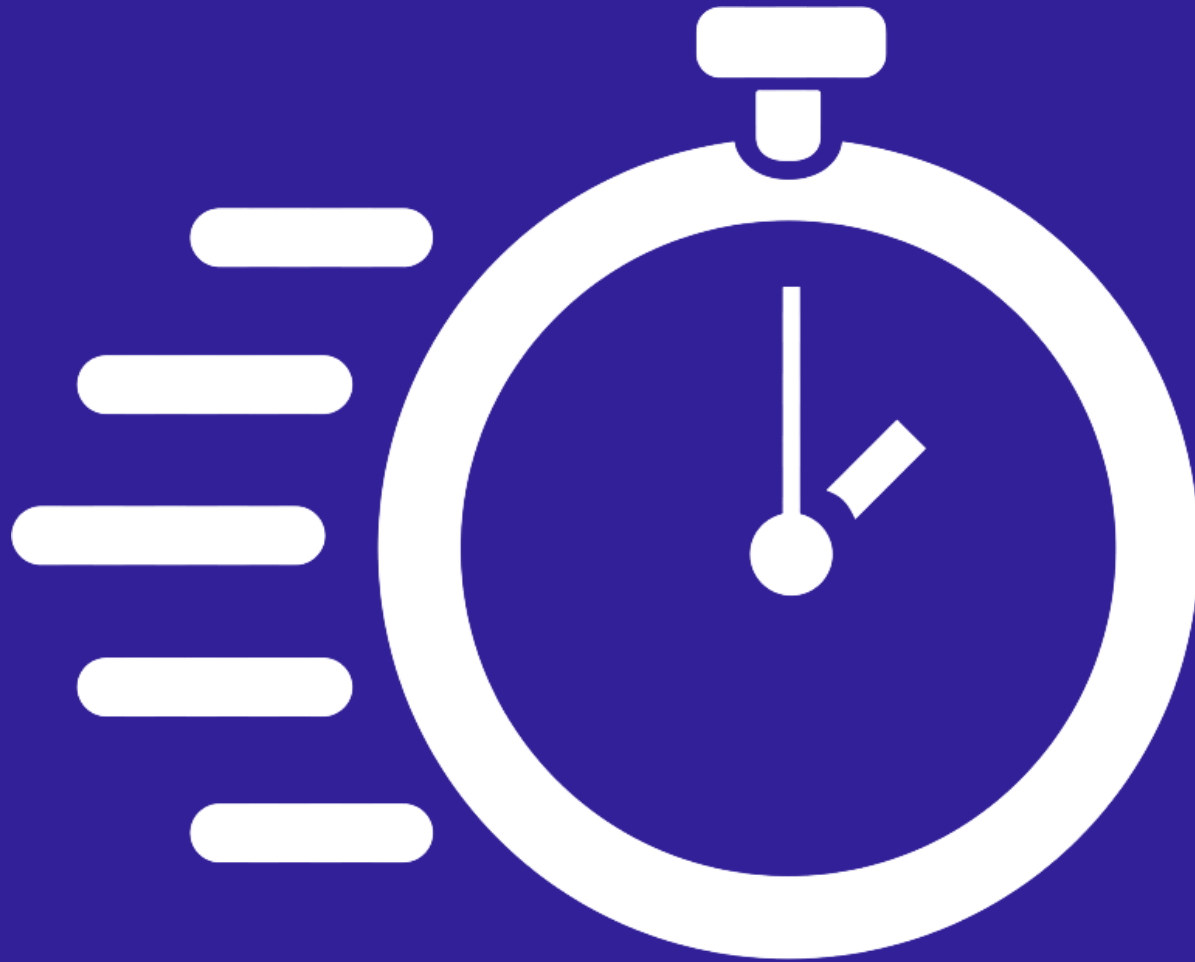
**Don't stop looking** for your consumer's most probable paths, both **#locally** and **#globally**



Choose **#flexible tools**, easy to adapt to different countries, cultures, consumers' habits



Reach your customers wherever they are  
Adapt your tone of voice to the media  
Always offer high #quality services



Don't lose time. **#React quickly** to every single market opportunity no matter how far it is.



# Calicantus goes abroad

| Some of our Case Histories |

Search... 

VENETIAN MASKS COSTUMES & HATS DOLLS MURANO GLASS ARTISTIC FOUNDRY FORGOLE CRAFTSMEN

Black Friday Week | **20% OFF Everything**

**S A L E**

# BLACK FRIDAY

# -20%

**OFF EVERYTHING UP TO 30TH NOVEMBER**

Valid only on online orders



**VENETIAN MASKS FOR WOMEN**

The line designed for her



**CRAFTSMAN OF THE MONTH**

Meet Maurizio and his papier-mâché masks



**LEATHER MASKS**

100% handmade, durable and easy to wear



**MURANO GLASS**

**NEW**

**OriginalVeniceShop.com**  
**#MadeInItaly**  
**From Europe to WorldWide**

#autumnalmood

Language

Sign in or Register



PAS DE ROUGE

Made in Italy

HOME

SHOP

THE MAISON

STORE LOCATOR

MAGAZINE & STYLE

CONTACTS



# AUTU MNAL MOOD

SHOP NOW!



**Pasderouge.com**  
**#MadeInItaly**  
**From Europe to USA**

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# WELCOME TO DIKE

Safety Shoes  
and Workwear



**Dike.Works.com**  
**#MadeInItaly**  
**From Italy to Worldwide**

30% OFF FW20

# BLACK FRIDAY | BLACK WEEKEND

SHOP WOMEN

SHOP MEN

PREV

NEXT



**Cromier.it**  
**#MadeInItaly**  
**From Italy to Europe**

PrestaShop 1.7.5.1 Accesso Veloce

Ricerca (es. riferimento prodotto, nome)

Ankle boot in leather

Prodotto standard en

Impostazioni di base Combinazioni Spedizione Prezzi **SEO** Opzioni Moduli

### Ottimizzazione (SEO)

Aumenta il tuo punteggio e come la pagina del tuo prodotto apparirà nei risultati dei motori di ricerca.

Ecco un'anteprima del risultato del tuo motore di ricerca, giocaci!

**Stivaletto in pelle liscia - Stivaletti Donna - Pas de Rouge**  
<https://www.pasderouge.com/it/stivaletti/118-stivaletto-in-pelle-liscia.html>  
 Scopri Stivaletto in pelle liscia. Stivaletto in morbida pelle liscia con cerniere laterale. Comodo tacco strutturato e rivestito in pelle, 5 cm. Sob ...

Meta titolo

Ankle boot in leather - Boots and Booties - Pas De Rouge

Utilizzati 56 caratteri su 70 (raccomandato)

Meta descrizione

Discover Ankle boot in leather . Ankle boot soft and smooth leather with side zip. Structured and comfortable 5 cm heel covered in leather. An evergreen bo...



Utilizzati 160 caratteri su 160 (raccomandato)

Friendly url

ankle-boot-in-leather

Reimposta URL

## BLOG - WHATS NEW?


Women booties: our matchings for fall 2020

October 15, 2020 0 comments 559 Views News

with clamps or  
end stylatic

Autumn cells and we respond with our booties! Comfortable, warm and amazingly trendy, especially in the mid version, the famous ankle boots!

[READ MORE](#)




September Mood: discover our new looks for the mid-season

August 27, 2020 0 comments 791 Views News

scoco to the gray-  
r models

We have combined women's summer shoes with mid-season garments, to create the perfect looks for September, without sacrificing style and comfort!

[READ MORE](#)



#Language  
 Not a simple Translation, front & backend wise

PrestaShop 1.7.5.2 Accesso Veloce

AdminGroupinc

## Gestisci configurazione Groupinc

Indietro Nuovo Ricaricare Traduci Gestisci i punti di collegamento Aiuto

GESTISCI CONFIGURAZIONE GROUPINC (12)

ID	Nome	Tipo	Modalità	Fissare	Percentuale	Fornitore (s)	Group (s)	I clienti (s)	Categoria (s)	Prodotti (s)	Paese (s)	Priorità	Backoffice	Valido	Abilitato	
<input type="checkbox"/>	Incremento 30€ (Resto del Mondo-USA-Canada-Russia)	Fissare	Incremento	30.000	0.000	Tutto	Tutto	Tutto	Tutto	[98] - ALPHA Boot Black Glitter [101] - ALPHA Boot Horsy Grain [102] - ALPHA Boot Horsy Black [110] - DOUBLE Boot Soft Black ... E molto altro ancora	Tutto	1	✖	🕒	✔	Modifica
<input type="checkbox"/>	Incremento 40€ (Resto del Mondo-USA-Canada-Russia)	Fissare	Incremento	40.000	0.000	Tutto	Tutto	Tutto	Tutto	[85] - GROOVE Spider Black [103] - ALPHA Mid Glossy Black [104] - DOUBLE White Tones	Tutto	1	✖	🕒	✔	Modifica
<input type="checkbox"/>	Incremento 46€ (Resto del Mondo-USA-Canada-Russia)	Fissare	Incremento	46.000	0.0											
<input type="checkbox"/>	Incremento 36€ (Resto del Mondo-USA-	Fissare	Incremento	36.000	0.0											

PrestaShop 1.7.5.1 Accesso Veloce

Localizzazione / Valute

## Valute

Localizzazione Lingue Valute Geolocalizzazione

VALUTE (2)

Valuta	Simbolo	Codice ISO	Tasso di cambio	Attivato	
--	--		--	-	Cerca
Euro	€	EUR / 978	1	✔	Modifica
Dollaro Statunitense	\$	USD / 840	1.16	✔	Modifica

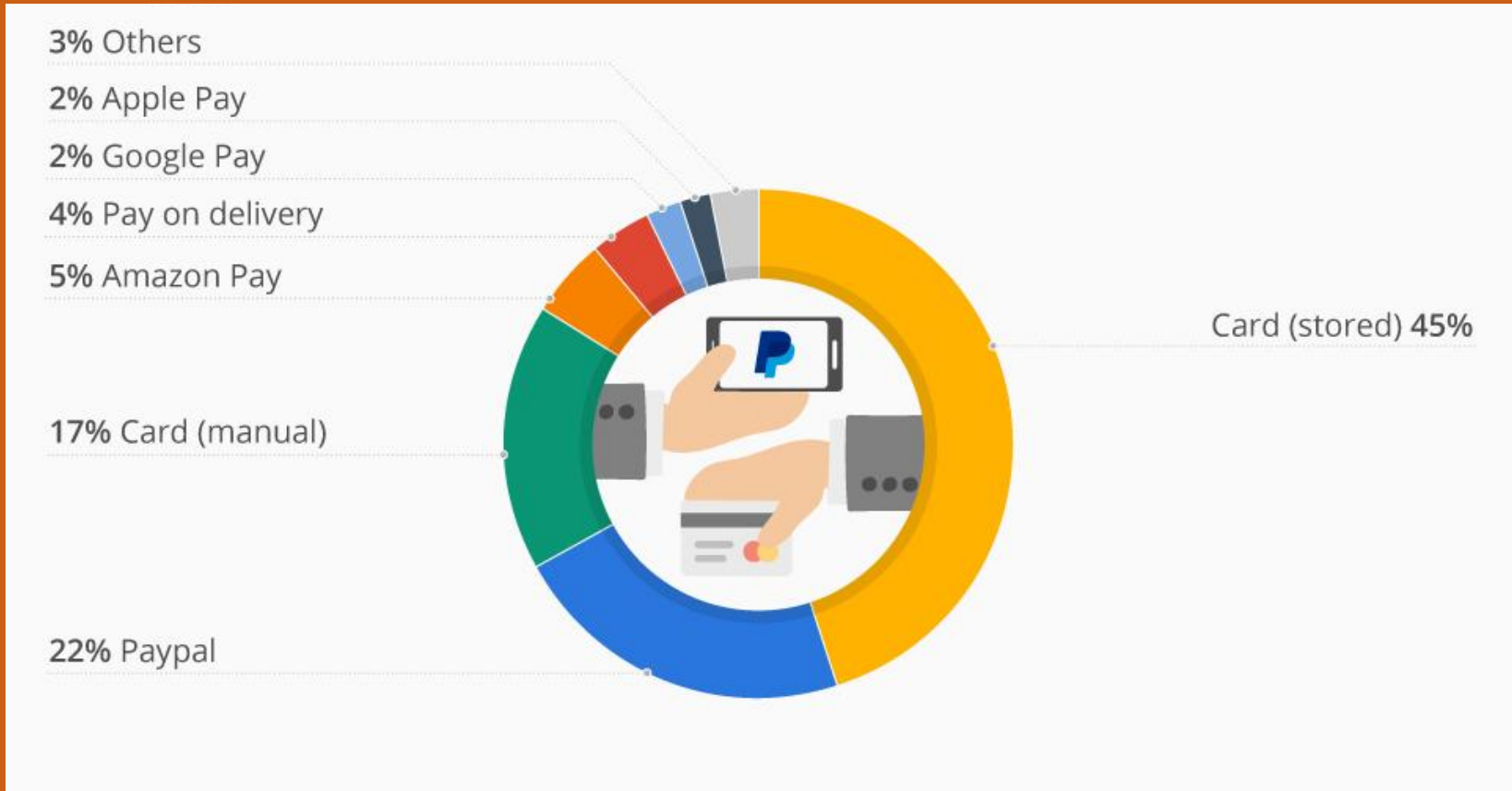
TASSI DI CAMBIO IN TEMPO REALE

I tassi di cambio non sono aggiornati automaticamente

AGGIORNA I TASSI DI CAMBIO

Aggiorna

#Currency & #Prices  
Adapt your prices to the market



Source: IPSOS / Statista US Market 2019

# #PaymentMethods Used on markets



## #Simple Sign-On

Easy access coming from different paths

PrestaShop 1.7.5.1 Accesso Veloce

Vai al negozio 1989

Spedizione / Mezzi di spedizione

## Mezzi di spedizione

MEZZI DI SPEDIZIONE 5

Id	Nome	Logo	Ritardo	Stato	È gratis	Posizione	
--		--		-	-		<input type="text" value="Cerca"/>
<input type="checkbox"/>	42 UPS Standard		Standard	✗	✗	+ 1	<a href="#">Modifica</a>
<input type="checkbox"/>	41 UPS Express Saver		Express	✗	✗	+ 2	<a href="#">Modifica</a>
<input type="checkbox"/>	30 GLS		Standard	✓	✓	+ 3	<a href="#">Modifica</a>
<input type="checkbox"/>	39 GLS		Standard	✓	✗	+ 4	<a href="#">Modifica</a>
<input type="checkbox"/>	40 GLS		Standard	✓	✗	+ 5	<a href="#">Modifica</a>

Azioni massive ▾

USA UNO DEI NOSTRI MODULI DI CORRIERI RACCOMANDATI

GLS Corriere Espresso - Gestisci le tue spedizioni v0.1.9 - by Blulab s.r.l. [Da aggiornare](#)

GLS: integrazione con WebLabeling e Sell&Send

[Maggiori informazioni](#)

[Update it!](#)

DHL Express Italy Integrazione Ufficiale v2.1.8 - by PrestaShop Partners

DHL eCommerce Shipping integrates DHL Express Italy services in your platform: orders fulfillment, tracking, returns

[Maggiori informazioni](#)

[Installa](#)

# #Delivery

Ship to your customer as quickly as possible

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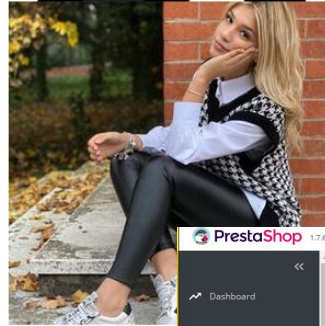
**#CustomerCare**

Never leave your customers alone

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# INSTAWALL



The screenshot shows the PrestaShop 1.7.6.0 Module Manager interface. The left sidebar contains navigation options under 'SELL' (Orders, Catalog, Customers, Customer Service, Stats, PayPal & Braintree Official) and 'IMPROVE' (Modules, Module Manager, Catalogo dei moduli, Design, Shipping, Payment, International). The main content area is titled 'Module manager' and features a search bar with 'social' entered. Below the search bar are filters for 'Category' (All Categories) and 'Status' (Show all modules). A table lists modules under the heading 'Facebook & Social Networks':

Module Name	Version	Developer	Description	Action
Social Login	v3.0.13	Business Tech	Let your customer easily log in via Facebook, Paypal, Amazon, Google or Twitter ...	Upgrade
Social media follow links	v2.0.0	PrestaShop	Allows you to add information about your brand's social networking accounts. ...	Upgrade
Social media share buttons	v2.0.1	PrestaShop	Displays social media sharing buttons (Twitter, Facebook, Google+ and Pinterest) on every product page.	Upgrade

#BeSociable

With all your customers around the world

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PrestaShop 1.7.6.1 Accesso Veloce  All shops 25

Module Manager / Moduli

## Gestione moduli

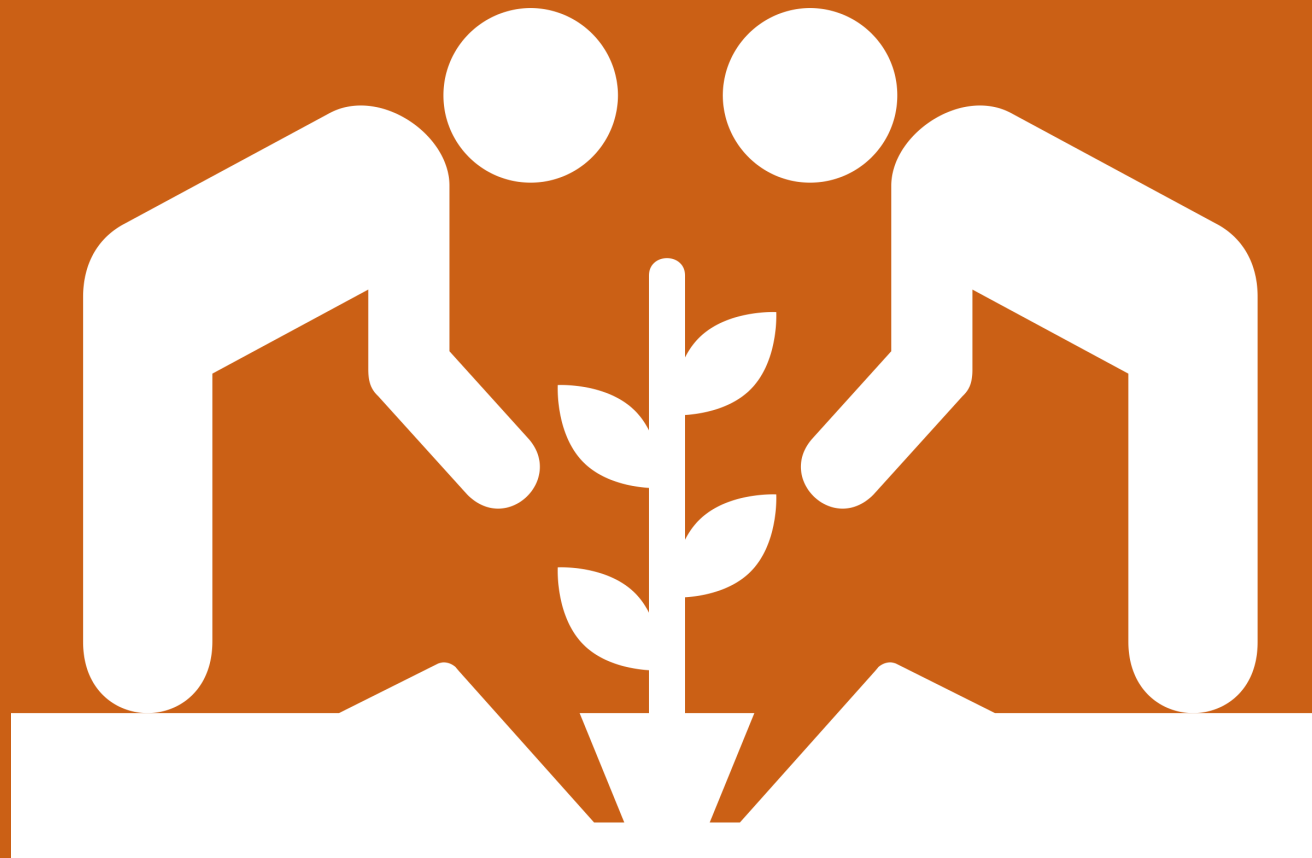
Carica un modulo Collegati al Marketplace degli Addon Aiuto

Moduli <sup>3</sup> Avvisi <sup>57</sup> Aggiornamenti

### Traffico e Marketplace

	<b>Amazon</b> v4.4.152 di <b>Common-Services</b>	Questa estensione permette di vendere dei prodotti e di recuperare gli ordini di Market Place Amazon ... <a href="#">Per saperne di più</a>	Upgrade <input type="checkbox"/>
	<b>Google sitemap</b> v4.1.0 di <b>PrestaShop</b>	Genera il tuo file sitemap di Google ... <a href="#">Per saperne di più</a>	Upgrade <input type="checkbox"/>
	<b>Google Merchant Center</b> v4.7.25 di <b>Business Tech</b>	Importate i vostri cataloghi prodotto in Google Merchant Center ... <a href="#">Per saperne di più</a>	Upgrade <input type="checkbox"/>
	<b>eBay</b> v2.1.6 di <b>202-ecommerce</b>	Esporta facilmente i tuoi prodotti da Prestshop a eBay, il più grande mercato online, per acquisire nuovi clienti e aumentare le tue vendite. ... <a href="#">Per saperne di più</a>	Upgrade <input type="checkbox"/>

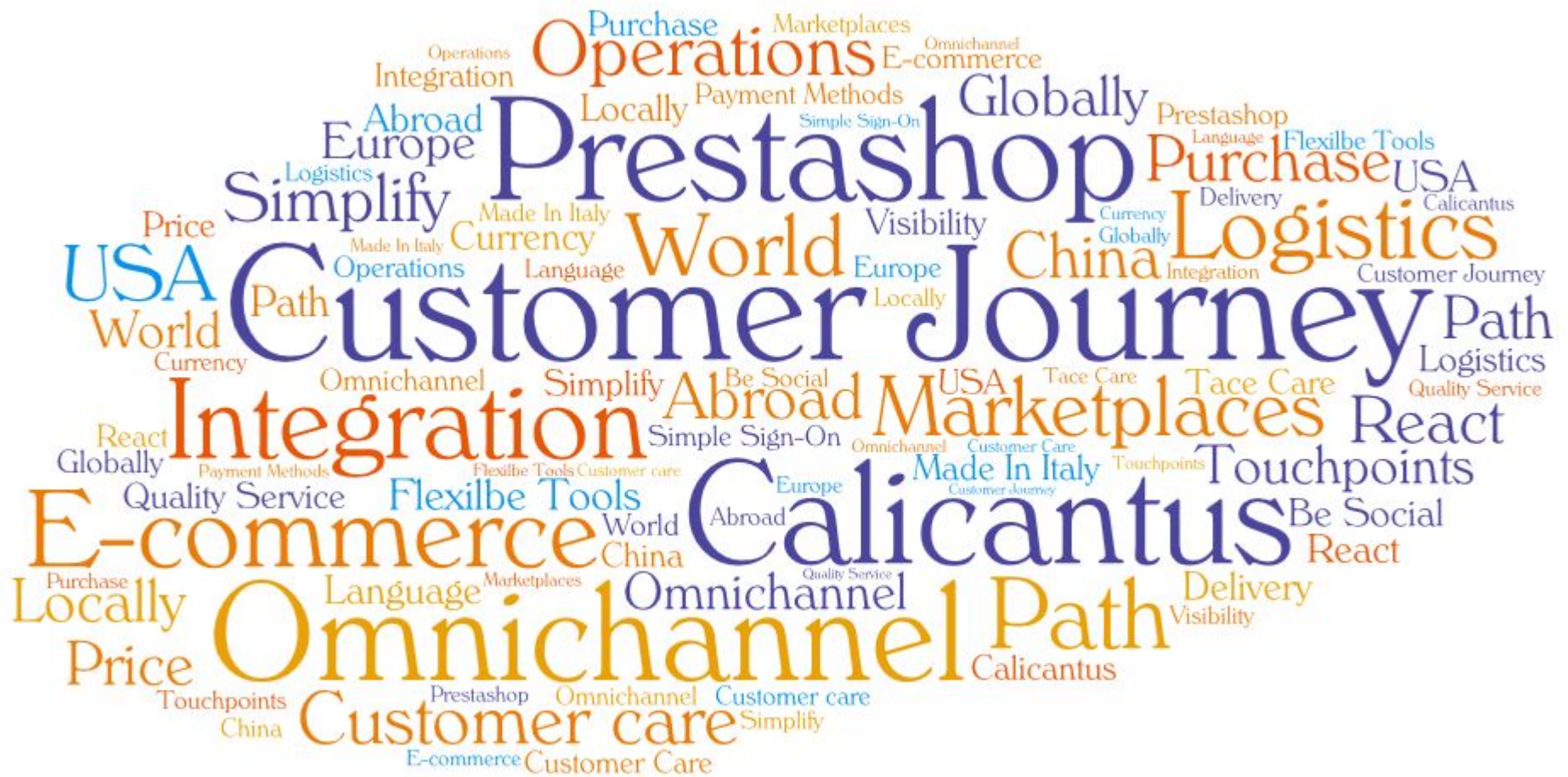
**#Visibility**  
Increase it through marketplaces



**#TakeCare**

Of your customers all along the journey

**calicantus**



## #Keywords

International Customer Journey

# Q&A

# Grazie per l'attenzione



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