

CA E-commerce in the time of the Coronavirus

Download the research: casaleggio.it

ETHICAL RESPONSE

WAR ON SPECULATION

EBay blocks 20-thousand products at risk of speculation

Amazon blocks 1 million misleading products

CHARITY

Alibaba donates 1 million surgical masks to Italy

STAFF SHARING

Alibaba's Fresh Hema engages 1,800 employees to be shared with restaurants and ride-sharing services

BOND

AB InBev creates beer-bonds to support pubs and brewers shut down due to the lockdown

THE CONTEXT



People stuck at home

+60% increase in web traffic in March

+250% increase in large-scale retail website traffic

20x the number of customer requests

5x the players' ability to deliver

E-COMMERCE TRADERS

54% DROP IN TURNOVER



Events



Tourism



Fashion and luxury goods



Apple: 10% drop in the number of iPhones shipped due to lack of supplies

21% RISE IN TURNOVER



Foodstuffs



Insurance



Entertainment

NETFLIX

Netflix: +7 million customers in the first quarter of the year

TRANSFORMING THE BUSINESS

RECALIBRATION OF ADVERTISING

IKEA launches #RipartiamoDaCasa and aims at the creation of smart working spaces

Chicco assists parents who are stuck at home with the children via #Next2you

GetFit creates "Allenati con me" (Train with me), a live streaming training programme on Instagram

OPENING NEW ONLINE SALES CHANNELS

Granarolo does direct deliveries in BO, MI and MO provinces

Creation of physical stores in marketplaces such as Cosaporto.it and StoreDen

TRANSFORMATION OF STORES INTO STORAGE WAREHOUSES

Leroy Merlin accepts telephonic orders in its stores. Payment by means of ClickPay

BRAND PROMOTION

CosmoLady, the Chinese lingerie company offers its employees rewards for promoting online sales on the social networks

MEETING THE DEMAND

SECURE DELIVERY WITH DRIVERLESS VEHICLES AND DRONES Contactless Delivery: orders left at the door or locker drop-off, no signature required
JD.com delivers goods by means of driverless vehicles or drones
Neolix increases production of driverless vehicles

EMPLOYEE EMPOWERMENT AND RECOGNITION Amazon engages 100-thousand workers and increases stores employees' pay by €2 per hour

ADJUSTING PRODUCTS AND TARGETS Netflix and YouTube reduce picture quality to save 25% on data usage

Carrefour creates Essential Box for regular free deliveries
FrescoFrigo installs fresh food dispensers in apartment blocks

FREE COVER Duo-chain, the insurance branch of Alipay, offers free insurance cover against the Coronavirus