



The Rise and Rise of Online Shopping

By Vanessa Felipe, Marketing Director, Twoosk

There is little doubt that online shopping has become one of the biggest winners during the pandemic, along with manufacturers of vinyl signage, perspex screens and those ubiquitous containers of sanitising gel. It is clear Amazon and our high street supermarkets have experienced an unprecedented boom, but closer to home retailers in our own sector have also announced higher than expected profits in 2021.

According to Statista, a UK market research company, “in March 2020, about 40 percent of UK shoppers said they had been shopping more online, compared to before the coronavirus (COVID-19) pandemic. By February 2021, however, this percentage had grown to approximately 75 percent.”

At Twoosk we feel we are better placed than most to advise on the significant growth in online retailing. It is expected that 2.14bn people will shop online this year and the online retail trade is now being reflected by a major shift towards large corporate organisations doing the same to source their equipment. In the telecommunications marketplace we have more than 30 sellers in 14 countries and thought it helpful to release a list of 10 Top Reasons for telecoms companies to buy virtually.

The procurement process for large multinationals is complex and tedious, as anyone who has tried to order a replacement photocopier through SAP will tell you. The experience as a supplier to a multinational, hamstrung by laborious internal practices is no better; it is an endurance test often requiring epic levels of patience and goodwill.

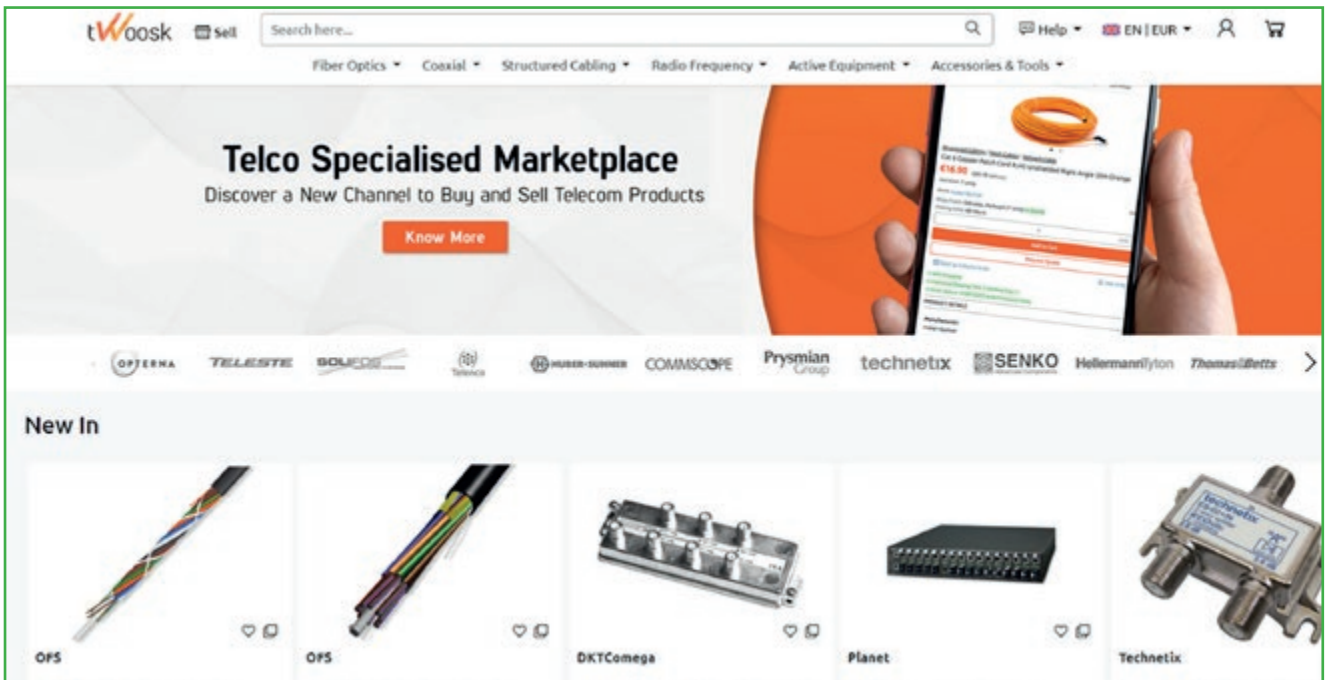
Our CEO, André Manteigas is ebullient. “The pandemic has brought even more awareness to the need to digitally transform the way we do business in telecommunications and datacom

markets. In terms of buyers, providing all the information, technical, pricing, availability from different suppliers in one single place makes the buying process needs to be simpler and more efficient. In terms of the sellers, they require an alternative channel to acquire and develop a base of new customers that wouldn't be found in any other way.”

Dejan Korent, owner of a small telecom company operating from Croatia, recognises the benefits of a one-stop-shop, telling us recently how he had struggled to source quality fibre cables. Fortunately we were able to provide what Dejan required and consequently he was able to expand its business. Dejan said, “The Twoosk team offered more than the product, they



André Manteigas, CEO of Twoosk



provided availability on our terms, through Whatsapp or chat, clarifying doubts or helping us in getting what we need.”

The top ten reasons to buy telecoms equipment from a

telecom & datacom marketplace include being able to buy anytime, anywhere, removing the need for time-consuming, manual purchasing systems and being able to negotiate with suppliers directly in the marketplace.



Top 10 Reasons to buy equipment in a Telecom & Datacom Marketplace

1. Get all the telecommunications equipment you need

An online marketplace helps you acquire all the telecommunications equipment you need by connecting all telecom product suppliers in one single platform. Think Amazon – for telecoms – except at Twoosk, we have no immediate plans for space travel.

2. Easier customer journey

As we are now very used to shopping online domestically, our working lives clearly benefit from fast deliveries and a simplified purchase process. Such slick operations online have given consumers high expectations and it is normal now to assume retailers are open 24h/day and 365 days/year and simply a click away. Our working lives can do without time-consuming, bureaucratic and never-ending calls and emails, especially when we know it doesn't need to be this way.

3. Find all suppliers in one single place

Imagine seeing all telecommunications equipment from a variety of suppliers, offering different prices for the same types of products. It's like that everywhere else these days isn't it. Such convenience helps you to compare them in a fast and reliable way and choose the best ones that fit your requirements and budget.

4. Negotiate with suppliers

Something Amazon can't do. If you have a big project, negotiating with suppliers is possible by contacting the sellers directly in our dedicated marketplace.

5. Safe shopping experience guaranteed

We have seen only recently how easily our personal data can be hacked in the case of Pegasus spyware, tapping into the apparently impenetrable iphones of politicians and journalists the world over, overnight. It pays to be vigilant online. In Twoosk's case, our marketplace is a certified platform by "Trust Ecommerce Europe", that guarantees a safe shopping experience by using most well-known payment methods and partnering with the most reliable logistic companies to ensure that delivery times are met.

6. Find products from all technologies

Fitting out a premises when products are being ordered and delivered by multiple suppliers is a headache; trying to keep track of delivery dates without incurring delays to production schedules and incurring further costs requires serious juggling and expectation management. Keeping the ordering process to a single supplier means you can find all the products you need, regardless of technology: fibre optic equipment, structured cabling, coaxial equipment, radio frequency products, accessories and active equipment. You can search by category or type of product, refining to the most specific description of what you're looking for, then evaluate prices and vendors to make a quick and informed decision.

7. Everyone wins

A decent retailer works closely with buyers to understand the types of telecommunications and datacom equipment they are looking for and with sellers to recommend and encourage their availability in the online store – matching interests in a win-win situation and improving efficiency all round.

8. Information resource

Online retailers specialising in telecoms equipment know their market and offer a specialised source of information made for the telecom industry, including valuable insights, trends, best practices, tips and how-tos.

9. Benefit of support from a customer care team

Don't know where to start? At Twoosk, our customer care team is committed to giving you support whenever you need and keeps you updated at every step of the purchasing process.

10. Save time and money

All of this is translated into two major benefits: it saves you a lot of time and money, but the trickle down effect means less stress, happier customers, better feedback for you and more efficiency all round.

