

TRUST

Why is it important (in ecommerce) and how to achieve it?

Igor Martinović, Sales manager Croatia and Serbia

To whom should I trust and why should I?



AliExpress™



Gopro Accessories



3 Cart



Wish List

Hi, Igor
My AliExpress (1)Related Searches: [gopro accessories set](#) [gopro 5 accessories](#) [gopro session accessories](#) [gopro camera accessories](#) [gopro 4 accessori](#)

Home > All Categories > "Gopro Accessories" 26,829 Results >

Search within results.



▼ Related Categories

Consumer Electronics

Camera Bags

Sports & Action Video
Cameras AccessoriesAction Video Cameras
AccessoriesSports Camcorder
Accessories

Sports Camcorder Cases

See all 13 Categories ▼

Price: - ☐ Free Shipping ☐ ★★★★★ & Up ☐ App Only deals ☐ Domestic ReturnsSort by: **Best Match** Orders ▼ Newest ▼ Seller rating ▼ Price ▼

View:

**Gopro Accessories** set for go pro hero 5 4 3 kit
mount for SJCAM SJ4000 / xiaomi yi camera / eken
h9 tripod VS84

Vamson Store

Top-rated Seller

Chat now!

**US \$29.72** / piece

Shipping: US \$4.21 / piece via AliExpress Standard Shipping

★★★★★ Feedback(136) | Orders (787)

♥ Add to Wish List

**Gopro Accessories** mounts **gopro accessories** set
gopro hero 5 hero 4 hero3 kit for Xiaomi yi Camera
sjcam sj4000 accessories GS38

Sexy Goproo Store

Offline

US \$36.66 / piece

Shipping: US \$4.63 / piece via AliExpress Standard Shipping

★★★★★ Feedback(425) | Orders (838)

♥ Add to Wish List

**Gopro accessories** set **Gopro** hero 5 waterproof
protective case chest mount Monopod for **gopro**
hero 5 tripod for go pro HERO 5 GS41

Sexy Goproo Store

Offline

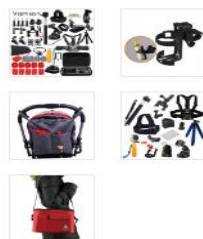
US \$47.21 / piece

Shipping: US \$6.15 / piece via AliExpress Standard Shipping

★★★★★ Feedback(39) | Orders (166)

♥ Add to Wish List

Recently Viewed Items



Aliexpress mobile app

Search
Anywhere,Anytime!

Message History

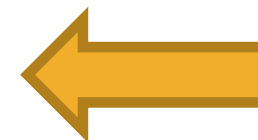
Messages Translation: ☒ Disable ☐ English

About this order
Order number: 82627899936241

[Reply](#)

Shan Wan
2017-03-16 23:44

Hello, my dear friend, thank you very much for your patronage. Your order has been sent.
If you have any questions, please feel free to contact me.
If you are satisfied with the receipt of the goods, please give us 5 stars praise and evaluation with photos,
in return, we will give you coupons, your support is very important to us,
thanks!
Open the following picture, a gift :)





Početna / Dom & Vrt / Pranje i čišćenje / Perilice rublja / GORENJE perilica rublja W7203

GORENJE perilica rublja W7203



TRGOVINE (9)

PODACI

OPIS

MIŠLJENJA (1)

TESTOVI (0)



2.229,00 kn

Više o ponudi >

HR



Dostupan



2.519,00 kn

Više o ponudi >

HR



2.649,00 kn

Više o ponudi >

HR



Na zalihama



What's our day like in Shopper's Mind offices?



Is my
purchase safe?



Is this shop safe? Do they cheat their customers? How could I be sure?

From: Plibe Car [<mailto:redacted2vk@gmail.com>]

Sent: Wednesday, March 22, 2017 10:43 PM

To: info@jeftinije.hr

Subject: **Plibe**

Poštovani,


Izjavljujem se povodom upita o trgovini **Plibe**, zanima me gdje mogu nabaviti informacije o toj trgovini točnije iskustva pojedinih ljudi koji su naručivali s toga web shopa, pošto nemaju plaćanje pouzećem nije mi svejedno naručiti proizvod. Pa me zanima gdje mogu nabaviti informacije točnije provjeriti web shop da nije lažan i da ne varaju ljude..

S poštovanjem

Marko



Leon kaže:

Vidim vi niste webshop već samo redirektate na stranicu partnera. Naime, želim kupiti autoradio OneConcept od  ali facebook stranica im ne postoji, svi mejlovi su im automatizirani te im je ocjena 1,8. Imate li kakvih iskustava s njima koje bi mogli podijeliti? Ne čine se kao pouzdana stranica a opet, vi ih oglašavate. [http://www.electronic-star.hr/ONECONCEPT-MD-410-AUTO-RADIO-MP3-USB-SD_i184781.htm?](http://www.electronic-star.hr/ONECONCEPT-MD-410-AUTO-RADIO-MP3-USB-SD_i184781.htm?utm_source=jeftinije&utm_medium=products&utm_campaign=jeftinije_products&utm_content=dd_1)

[utm_source=jeftinije&utm_medium=products&utm_campaign=jeftinije_products&utm_content=dd_1](http://www.electronic-star.hr/ONECONCEPT-MD-410-AUTO-RADIO-MP3-USB-SD_i184781.htm?utm_source=jeftinije&utm_medium=products&utm_campaign=jeftinije_products&utm_content=dd_1)

Podaci

Ime: Leon

Email: ek@gmail.com

Ip: 77.68.


Poruka je poslana automatski, na nju nemoj odgovarati.

Ne želiš više primati ovakve poruke? Javi nam na info@jeftinije.hr



ceneje.si 

Mojca pravi:

Pozdravljeni! Na vaši spletni strani sem videla ponudbo , ki me zanima. Ali imate kaj izkušenj z poslovanjem s to spletno trgovino. Ali so zanesljivi in od kod prihajajo? Hvala za informacijo

Podatki

Ime: Mojca

Email: mojca.vrsek@gmail.com

Ip: 84.39. 

To sporočilo je avtomatsko generirano, zato nanj ne odgovarjaj.

Ne želiš več prejemati e-sporočil, ki jih izrecno ne zahtevaš? Sporoči nam na info@ceneje.si



Marko pravi:

Lepo pozdravljeni Vaso stran redno obiskujem , ampa prvic sem med iskalnimi zadetki opazil tujo spletno trgovino ~~AlzaShop~~. Ker kupujem TV, kar je malo večji nakup, zanima me če je to preverjena trgovina, oziroma varen nakup. Ker se nahaja na vaših straneh, predpostavljam da je varna! Lep pozdravMarko

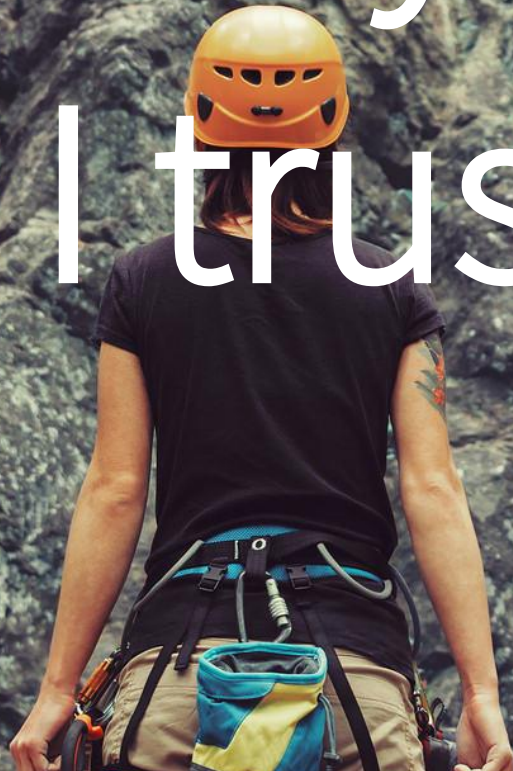
Podatki

Ime: Marko

Email: marko.bilcar@gmail.com

Ip: 188.200.105.250

Why
would I trust you?





CERTIFIED SHOP
answers those questions
and helps you shop
at **trustworthy** online shops



SHOPPER'S MIND
is the only institution
in Slovenia and Croatia,
authorized for awarding
CERTIFIED SHOP and EMOTA



Benefits

How to join

Merchants Charter

How to display the
European EMOTA
Trustmark

National Trustmarks

Participating national trustmarks

EMOTA has partnerships in 12 European countries.



Croatia

Shopper's Mind - sMind.hr
EMOTA Member

CERTIFIED SHOP is the national trustmark in Croatia which confirms the webstore's compliance with national and EU guidelines for reliable online shopping. Its main goal is to raise the webstore's recognition and trustworthiness among buyers, and consequently increase overall quality of the market.

The CERTIFIED SHOP trustmark is based on three pillars which are monitored continuously: customer experience, compliance to technical standards, and mystery shopping. Customer experience score is one of the two major factors that determine if seller is awarded the trustmark. Buyers are invited to rate their experience immediately after purchase, which makes the quality of the feedback more reliable. The second important certification factor is compliance to technical standards, where experts check various elements of the webstore. Mystery shopping, however, is only an informative feedback for the sellers, which helps them improve their overall shopping experience.

Three trustmark pillars



CUSTOMER EXPERIENCE

Are you satisfied with us?
Would you recommend us?
Your experience with our offers?
Your experience with our UX?
How was your overall experience?

+ general user demographics

+ genuine customers!

TECHNICAL ANALYSIS

Is the store secure (SSL)?
Is the store in compliance with law?
Do we know who owns it?
Can we contact the seller?
Do they offer dispute resolution?
Does UX meet our standards?
What type of payment do they have?
What type of delivery do they offer?

+ compliance with **national and EU standards** for e-commerce

MYSTERY SHOPPING

Is information about stock true?
Did I receive order confirmation email?
Do they answer my cancellation email?
Do they answer my call?

+ what is the “**real**” and “**uncontrolled**” shopping experience?

+ **informative** – does not affect the trustmark grade



How do
customers benefit?

Active participation

- Customers are invited to rate their experience **right after purchase**
- Customers are able to write **reviews** or issue **a complaint** against fraudulent sellers through smind.hr website
- They are invited to join **Shopper's Mind community**, to play an important part of raising e-commerce in their country by posting reviews and **participating in active e-commerce practices evaluation**



The Website

- <https://smind.hr/oznaka-certified-shop/>
- Separate subpages for customers
- List of all certified webstores
- List of seller pages

CERTIFIKAT SIGURNE WEB TRGOVINE

NAZIV: Conrad – web trgovina za elektroniku, računala i multimediju
URL: conrad.hr



CERTIFIKAT TRGOVINE conrad.hr

OCJENA SIGURNOSTI WEB TRGOVINE	★★★
ZADOVOLJSTVO KUPACA U OCJENJIVANOM RAZDOBLJU	89 %
SUKLADNOST TEHNIČKIM STANDARDIMA SIGURNE KUPOVINE	88 %
DATUM ZADNJE OCJENE	22.02.2017.
CERTIFIKAT VRIJEDI DO	02.12.2017.

PODACI TRGOVCA

Ime pravne osobe: Conrad Electronic d.o.o.
Sjedište: Ljubljanska cesta 66, 1290 Grosuplje, Slovenija
OIB ili VIES broj: 81152396





How do
sellers benefit?

Benefits

- Recognisable national / EU trustmark
- Real customer reviews
- Independent authority certifies the store
- Customer Experience aggregate score is public information and visible at all times



Recognition

- National recognition through “all certified sellers” list
- International recognition through EMOTA website <http://europeantrustmark.eu/eu/consumers/certified-shops/>
- Case studies & news coverage by Shopper’s Mind and other media

The screenshot shows the sMind website's 'Certified Shop' section. At the top, there's a navigation bar with links like 'Najbolje Web trgovac godine', 'Oznaka CERTIFIED SHOP', and 'Kontakt'. Below this is a banner for 'Z oznako CERTIFIED SHOP pridobite zaupanje kupcev' (Get the trust of buyers with the CERTIFIED SHOP label). The main content area is titled 'Popis web trgovaca s važećom oznakom CERTIFIED SHOP' (List of web retailers with the valid CERTIFIED SHOP label). It features a grid of letters for navigation, with 'A' selected. Below the letters, a list of retailers is shown, each with their logo, name, website URL, and certification badges (CERTIFIED SHOP and EMOTA). The retailers listed are adrialece.hr, ALLES, Allianz, and Alternativa Webshop. At the bottom right, there are four circular logos: three 'CERTIFIED SHOP' logos with different star ratings and one 'EUROPEAN TRUST MARK EMOTA' logo.

Trustworthiness

- The webstore is certified by an independent authority
- By clicking the trustmark, users come to our website to **verify** the trustmark validity
- [UPGRADE] Users will be able to access **seller's pages** with details about reviews and certification scores



Additional benefits

CENEJE.SI and JEFTINIJE.HR

- All certified shops are eligible to become premium sellers (premium position bidding)
- CERTIFIED SHOP trustmark is added to raise recognition and trustworthiness (raises comparison shopping conversion rates)
- Access to sMind INTELLIGENCE DASHBOARD

jeftinije.hr

KATEGORIJE

Unesi traženi proizvod

Početna / Dom & Vrt / Pranje i čišćenje / Perilice rublja / GORENJE perilica rublja W7203

GORENJE perilica rublja W7203

TRGOVINE (9) PODACI OPIS MIŠLJENJA (1) TESTOVI (0)

centar tehnike 100% bolja ponuda. **CERTIFIED SHOP** by Shopper's Mind **2.229,00 kn** [Više o ponudi >](#)

HR Dostupan

abrakadabra **2.519,00 kn** [Više o ponudi >](#)

HR

Links **2.649,00 kn** [Više o ponudi >](#)

HR Na zalihama





Customer Experience score
is one of the two major factors
that determine if seller
is awarded our trustmarks

Real customer feedback

- Customers are invited to rate their experience **right AFTER** purchase (by adding the script)
- Continuous measurement of customer satisfaction
- [UPGRADE] Full report that helps them **improve** where needed
- [UPGRADE] Measurement of customer satisfaction upon **delivery**

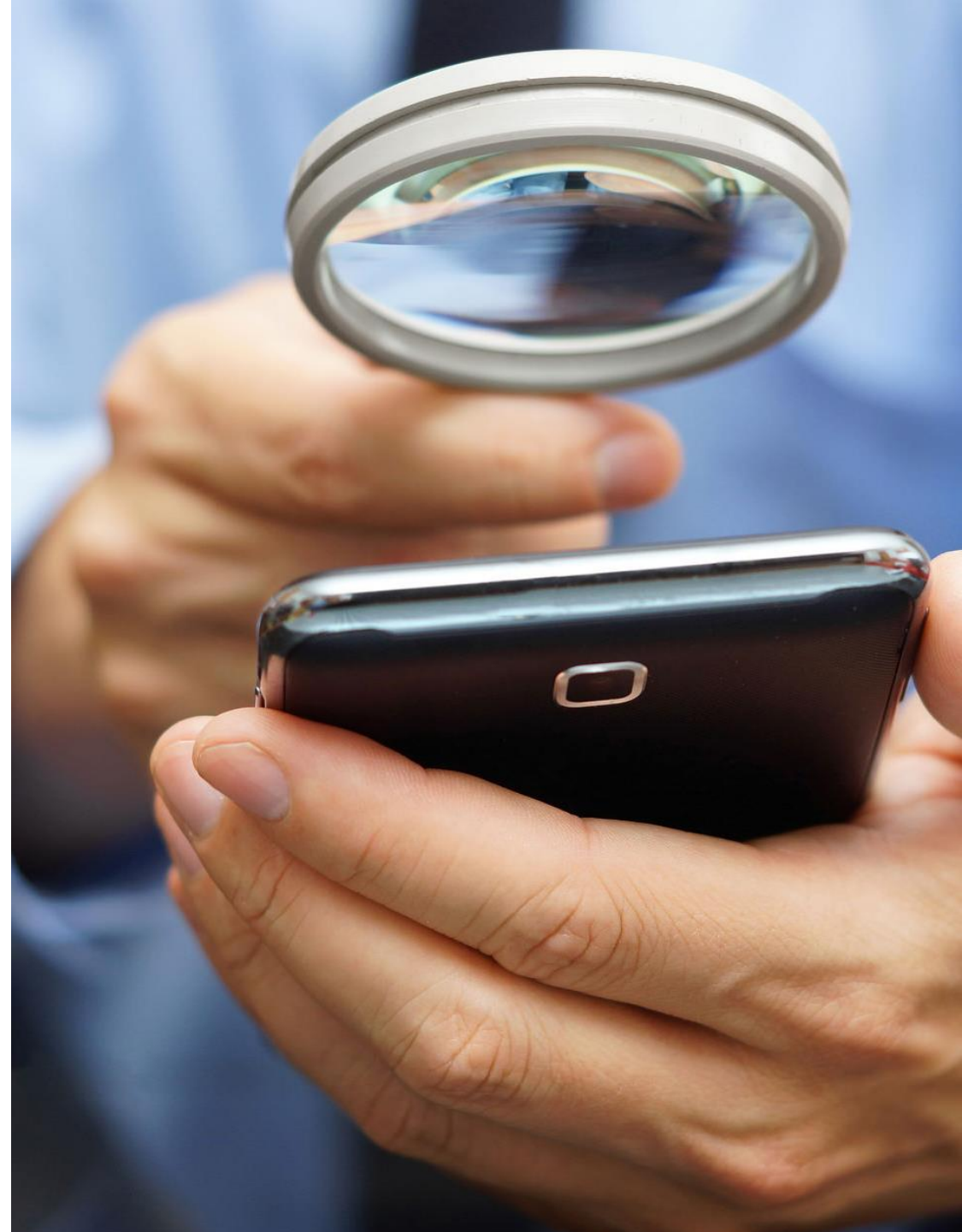




Technical Standards Compliance score is second of the two major factors that determine if seller is awarded our trustmarks

Technical standards compliance

- **External experts** check the webstore for compliance with technical standards for online shops
- Quarterly check of progress
- **Technical Compliance** aggregate score is **public information** and visible at all times
- [UPGRADE] Full report that helps them **improve** where needed



Mystery shopping

- Mystery shopper puts together a report about real-time shopping experience and communication with the seller, especially regarding order cancellation
- Quarterly check of progress
- [UPGRADE] Seller gets full report that helps them improve where needed





The licensing process

PROMO KOD: **WTG17IGOR**

Prijavite trgovinu ako već niste i imate **besplatnu** certifikaciju CERTIFIED SHOP®
za sve prijave do **15.4.2017**

<https://smind.hr/oznaka-certified-shop/> > PRIJAVA



NEMOJTE UGROZITI TVRTKU ZBOG NEPOZNAVANJA ZAKONODAVSTVA!

Nemojte potonut kao Titanik – izbjegnite santu leda!

Postoji 5 ključnih zakonodavnih aktova koji uređuju područje web kupovine.

Jeste li sigurni da poslujete u skladu s njima?

ŠTO UKLJUČUJE PRAVNI PREGLED?

NARUČITE PREGLED VAŠE WEB TRGOVINE »

Poznajete li 8 zakonodavnih aktova koji uređuju područje web kupovine?

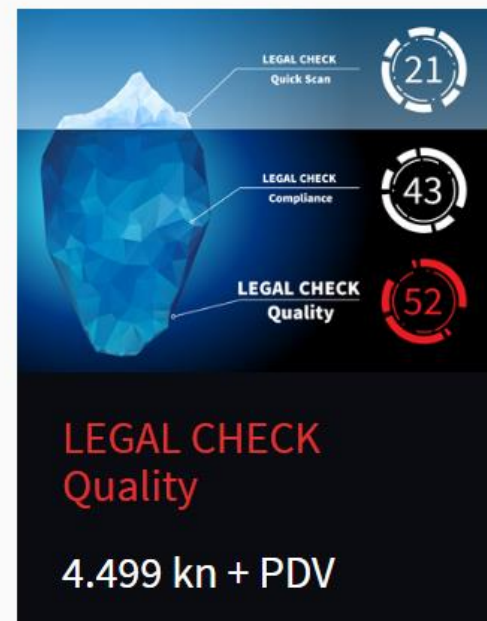
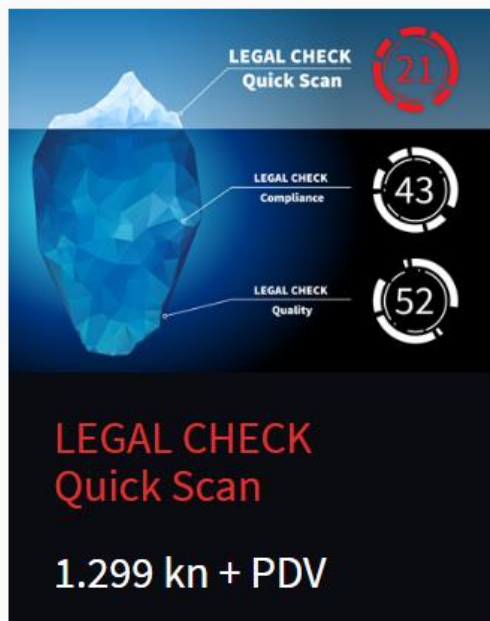
Postoji **gotovo 50 odrednica** koje web trgovci moraju slijediti ukoliko žele izbjeći visoke kazne i narušen ugled tvrtke.

JESTE LI SIGURNI DA POSLUJETE U SKLADU SA ZAKONOM?

Neka vam naši pravni stručnjaci pregledaju web trgovinu. Saznat ćete ispunjavate li **sve potrebne zakonodavne standarde** te koja područja **morate unaprijediti!**

PRIMJERI U KOJIMA VAM PRIJETI NOVČANA KAZNA:

- do **230.000 kn** može biti kažnjen web trgovac koji ne navede podatke poduzeća na koje potrošač može poslati pritužbu
- do **120.000 kn** može biti kažnjen web trgovac koji ne promijeni primjernu nepoštenih ugovornih odredbi
- do **130.000 kn** može biti kažnjen web trgovac koji na svojim stranicama ne opisuje tehnički postupak za otkazivanje ugovora



**NARUČITE PRAVNI PREGLED PO VAŠOJ MJERI
I IZBJEGNITE KAZNE!**

smind.hr/legal-check