

Salesforce Commerce Cloud in Japan

Localised features your web
store needs for success in the
Japanese market



SALESFORCE COMMERCE CLOUD IN JAPAN

This article outlines a list of specific features that we recommend adapting to the local Japanese market on the default Salesforce Commerce Cloud platform.



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1. Global configuration

1.1 LANGUAGES

- ▶ Japanese language
- ▶ English or Chinese (optional for expatriates and tourists)
- ▶ UTF-8 encoding for both front-end and database

1.2 FONTS

- ▶ Preferred sans-serif fonts for Windows are Meiryo and MS Gothic, while the serif font is MS Mincho
- ▶ Preferred sans-serif font for Macs are Hiragino Kaku Gothic Pro, while the serif font is Hiragino Mincho Pro

1.3 CURRENCY

Japanese Yen (JPY) is the official currency in Japan and should be displayed as “3,000 円” or “¥ 3,000” with no decimals.

1.4 TAX CONFIGURATION

Display prices must include 8% consumption tax (10% from April 2017), shown as, “¥ 3,000 税込”.

1.5 DATE DISPLAY

Dates are arranged as YYYY年MM月DD日 or YYYY/MM/DD.



色は匂へど

散りぬるを我が世誰ぞ常ならむ
有為の奥山今日越えて浅き夢見じ酔ひもせず

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散りぬるを我が世誰ぞ常ならむ
有為の奥山今日越えて浅き夢見じ酔ひもせず

Hiragino Kaku Gothic Pro W3 aka. ヒラギノ角ゴ Pro W3
Hiragino Kaku Gothic Pro W6 aka. ヒラギノ角ゴ Pro W6
Hiragino Kaku Gothic Std W8 aka. ヒラギノ角ゴ Std W8
Hiragino Maru Gothic Pro W4 aka. ヒラギノ丸ゴ Pro W4
Hiragino Mincho Pro W3 aka. ヒラギノ明朝 Pro W3
Hiragino Mincho Pro W6 aka. ヒラギノ明朝 Pro W6

12,000円

¥ 3,456

¥ 3,000 税込

2. Customer information

2.1 NAME

- ▶ No need for titles such as Mr./Ms.
- ▶ Names should be shown as last name + first name + politeness suffix “様”, example: 田中太郎様
- ▶ Additional pronunciation fields in Katakana are required

お名前（姓）*:

全角で入力してください

お名前（名）*:

全角で入力してください

フリガナ（セイ）*:

全角カタカナで入力してください

フリガナ（メイ）*:

全角カタカナで入力してください

2.2 ADDRESS

Addresses have three key elements, and an optional element:

- ▶ A postal code written as three digits – four digits, for example 107-0062
- ▶ Prefectures should be shown in a drop-down list, arranged from north to south
- ▶ Address 1 field includes ward, city, and block number
- ▶ (Optional) Address 2 field contains building name, floor number and room number

2.3 ADDRESS AUTO-FILL FROM POSTAL CODE

Japanese addresses can be partially auto-filled (prefecture and city) on input of postal code

Advantages:

- ▶ Fast and easy for the end user
- ▶ Greatly reduces the risk of address error (no need to double check wrong addresses through call center)

郵便番号 *:

半角数字、ハイフンなしで入力してください 例) 1060032

* 都道府県:

都道府県を選んでください

住所1 *:

2 1 文字以内で入力してください 例) 港区六本木6-8-10

住所2:

もし住所1に入りきらない場合があれば、こちらに続きを入力してください

郵便番号 *:

[1070051] 東京都, 港区元赤坂 1060032

* 都道府県: [1070052] 東京都, 港区赤坂

[1070061] 東京都, 港区北青山

[1070062] 東京都, 港区南青山

住所1 *:

2 1 文字以内で入力してください 例) 港区六本木6-8-10

住所2:

もし住所1に入りきらない場合があれば、こちらに続きを入力してください

3. Delivery options

3.1 DATE AND TIME SELECTOR

Local delivery companies allow customers to choose their delivery date and time. Not specifying any day and time is also an option. National and fulfillment centre holidays must be taken into account. The standard delivery times are:

- ▶ Morning
- ▶ 12pm - 2pm
- ▶ 2pm - 4pm
- ▶ 4pm - 6pm
- ▶ 6pm - 8pm
- ▶ 8pm - 9pm
- ▶ 7pm - 9pm
- ▶ Not specifying any day and time is also an option
- ▶ National holidays and fulfillment center holidays must be taken into account

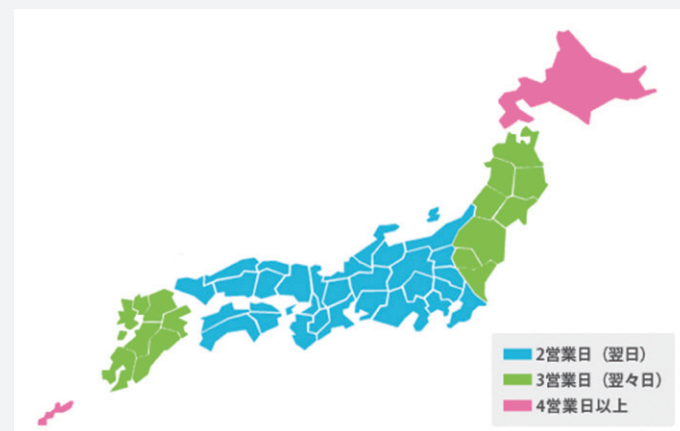
3.2 SHIPPING PRICE AND LEAD TIMES

Japanese delivery companies' shipping fees and lead times change according to distance. Fees may be replaced by a flat fee or free shipping. Same-day and next-day deliveries are becoming more popular in the Tokyo area.

3.3 MAIN DELIVERY COMPANIES

There are two major delivery companies in Japan that account for over 70% of the local market share, namely Yamato and Sagawa.

| お届け日 | お届け時間帯 |
|--|---|
| 2016-04-27  | 12:00 - 14:00  |



4. Payment methods

4.1 POPULAR PAYMENT METHODS

- ▶ Credit card and cash on delivery (70-80% of transactions)
- ▶ Convenience store payment, bank transfer, mobile carrier payment, and e-money and e-money are becoming popular

4.2 NEW PAYMENT METHODS

New online payment methods include:

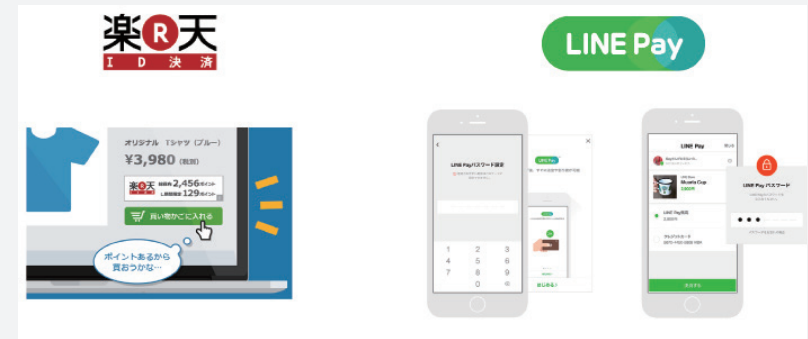
- ▶ Rakuten ID – users pay through their Rakuten account and earn points
- ▶ LINE Pay – users pay using the chat app in stores or for peer-to-peer payment

4.3 SECURITY

3D-Secure adoption is low in Japan (~50% of cards). Credit card fraud is rare but still exists.

4.4 PAYMENT GATEWAYS

There are several companies that offer payment systems in Japan, which include international, APAC-oriented and Japan-focused payment gateways. Consider the following payment methods for Japan. GMO, Sony, and Veritrans are good options because they allow users to pay at convenience stores, e-money, etc.



GMO PAYMENT GATEWAY

 veritrans

CyberSource®

 Sony Payment Services

 SoftBank
Payment Service

 worldpay



Must-have



Nice-to-have

5. Single sign-on

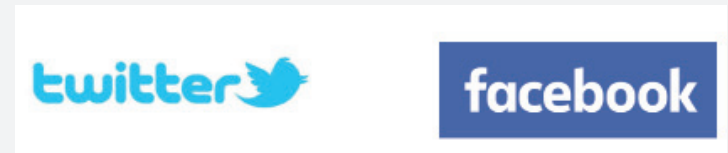
5.1 LOCAL SSO

There are two main platforms for Japan-centric social media.



5.2 INTERNATIONAL SSO

The world's most popular social media platforms also have a large presence in Japan.



6. Loyalty

6.1 POINTS AND COUPONS

Points and coupons are very popular loyalty methods in Japan, designed to drive up sales and increase cross-selling prospects.

This product is eligible for a 1,000¥-off coupon.

Purchasing this product will give you 111 points (222 points if you have a Zozo Card).

In this example, points can be exchanged for gifts or used as virtual money.

6.2 MEMBERSHIP PROGRAMS 

Companies have different ranks and benefits depending on the amount of purchases by an end user within one year.

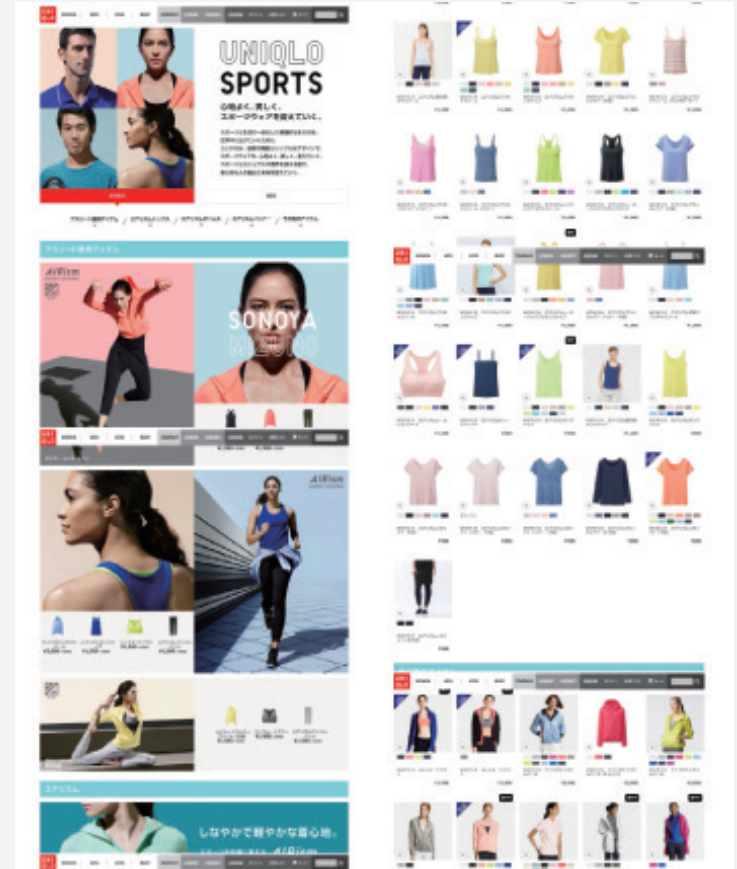
| メンバータイプ | メンバーの条件 | 特典 |
|--|--|--|
| <p>GOLDメンバー</p>  <p>画像はイメージです</p> | <p>1年間(1月~12月)のお買い上げ総額が15万円(税別)以上の方をGOLDメンバーとしてお迎えいたします。</p> | <ul style="list-style-type: none"> ◆ GOLDメンバーズカード進呈 ◆ ポイントプログラム ◆ バースデー特典 100ローズポイント ◆ トリートメントサービス優先ご案内 ◆ メンバーニュースレターなど |
| <p>ROSEメンバー</p>  <p>画像はイメージです</p> | <p>初回ご購入日を含む1年以内に合計30,000円(税別)以上お買い上げいただいた方をROSEメンバーとしてお迎えいたします。 30,000円(税別)を超えたお買い上げ金額よりポイントがたまります。</p> | <ul style="list-style-type: none"> ◆ ROSEメンバーズカード進呈 ◆ ポイントプログラム ◆ バースデー特典 50ローズポイント ◆ メンバーニュースレターなど |

7. Design best practices

7.2 CATEGORY AND LANDING PAGES

Category pages display:

- ▶ Ongoing promotions
- ▶ How the products are used
- ▶ Different filters for categories
- ▶ A lot of products with matching descriptions



7.3 PRODUCT PAGES

Product pages display:

- ▶ Material information
- ▶ Care instructions
- ▶ Product description
- ▶ Cross-selling sections
- ▶ Picture gallery
- ▶ Social media quick share buttons

リネンのシャリ感を生かしたゆったりニット。



流れるようなドレープがリラックスした雰囲気。

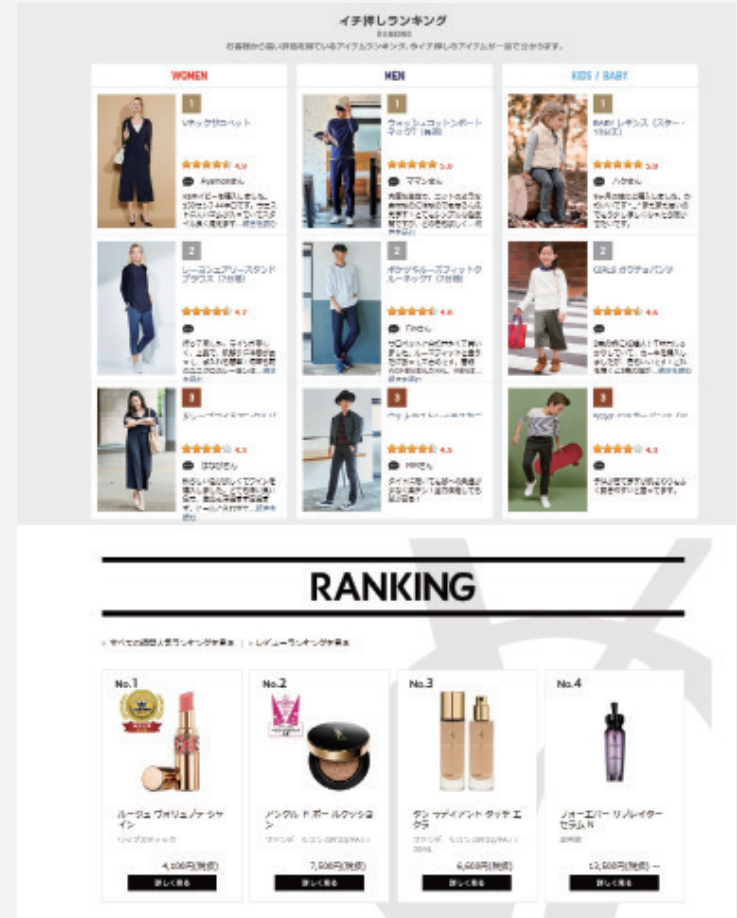
腰まわりをほどよくカバーしてくれる長め丈のカーディガン。



ヨーロピアンリネン

7.4 RANKING

Rankings help local users quickly find best-selling or popular products.



7.5 AWARDS

Awards are trusted, particularly in the cosmetics industry. Show these with your products to promote the high quality of your products.



7.6 HELP & FAQ

Help and FAQ sections allow first-time users to easily navigate the site.

2 欲しい製品の詳細をチェックし、カートに入れる

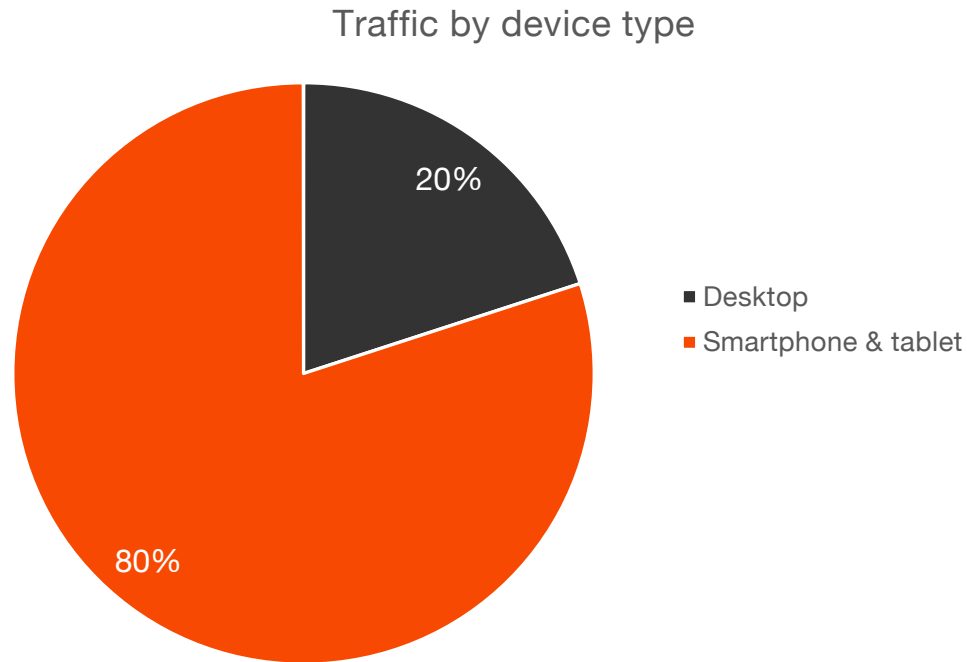
A 欲しい製品の色・個数を決定後、「カートに入れる」ボタンをクリックしてください。

B 画面上部の「ショッピングバック」または「カートの確認/購入手続き」をクリックすると、いつでもショッピングバックの内容一覧を確認できます。ここで、数量変更、製品削除が可能です。

8. Mobile vs. desktop

8.1 MOBILE'S PROMINENCE

Mobile devices can represent up to 80% of an eCommerce website's traffic. As such, having a mobile presence is mandatory for online success in Japan, and having a "mobile first" approach is strongly recommended.



ABOUT ISOBAR COMMERCE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged, lorem sed Ipsum is simply dummy text of the printing and typesetting industry.

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