infobip

A Retailers Guide to Digital Customer Experience

# What Customers Want

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# Intro

## We commissioned a massive survey on a sample of 10 000 consumers across Europe in order to understand what customer service means in a world changed by Covid-19.

eCommerce has played an essential role in setting the stage for a return to a new normal. Digital resilient boomers adopted new shopping habits, while younger digital savvy shoppers became spoiled for choice as click replaced brick and mortar.

Consumer habits have changed faster than at any point during the digital evolution. And this includes the demands consumers have when it comes to security, engagement, and customer service. The research shows that businesses who succeed in satisfying those demands are rewarded with – retention.

Approaching the shopping season armed with our research findings will put your business in a position to succeed. We'll show you what steps to take, the tools you need to take them, and what to be careful about. Retaining customers and earning their lasting loyalty can be hard work. With the right insights and tools, however, you can work smarter instead of working harder.

Everything you need to succeed is in this **eBook**.

# Security

**Nearly 20% of shoppers *will not* complete purchases if they don't feel secure.**

**So, how can you help customers feel secure enough to convert, without adding friction to the checkout process?**

One surefire way is to add an unobtrusive authentication step that can be sent over channels customers prefer using.

Two-factor authentication (2FA) is a fast and easy way to keep customers secure without interrupting the shopping experience.

What goes into making 2FA work? Fast and reliable delivery. A single poor two-factor authentication experience in a thousand doesn't sound bad, but consider scaling to a million. There will be a thousand people with poor experiences – and reviews to match. The remaining 999 000 will enjoy a smooth experience and won't think twice about it – the way the process is meant to work for everyone.

Interruption-free, frictionless shopping is the holy grail for online and mobile shopping. But with shopping habits shifting towards digital in 2020 and beyond – new solutions will be necessary.

Like Mobile Identity. Identity technologies rely on data from mobile networks provided by consenting mobile subscribers. This data can be used to instantly identify and authenticate users in the background, resulting in smooth and unobtrusive experiences.

Instant authentication also means a more streamlined customer experience for users – from automated form filling to one-click payments, for faster and more secure conversions.

Once your customers feel secure using your service, and the checkout process is made simple – you get to start getting personal with them.

Mobile identity benefits are multiple, with two of them making it a promising technology among the new breed of authentication solutions.

- End of the friction nightmare - everything is done in the background.
- Ironclad security - the data owned by mobile network operators can easily turn your mobile phone into a true identification device.

**bukalapak**

Read the full customer story

After using **Infobip's 2FA SMS**, this eCommerce company saw a sharp decline in account takeover, followed by improved conversion rates and a **4-5% growth in delivery rates.**

# Personalization & Engagement

Meeting every one of your many customers to provide them a uniquely personalized shopping experience this Black Friday is – surprisingly doable. And it's what customers expect. In fact, **74%** of customers find business messaging lacks a personalized, human connection. Missing that human touch can alienate more than half of your customer base, with **54%** of surveyed customers saying impersonal, generic messaging annoys them.

**54%**

of consumers say receiving **impersonal messages annoys them**

**47%**

**ignore impersonalized** messages

**74%**

aren't receiving **personalized comms** from brands

## Here’s how you can get up close and personal with customers to deliver the experiences they’re craving.

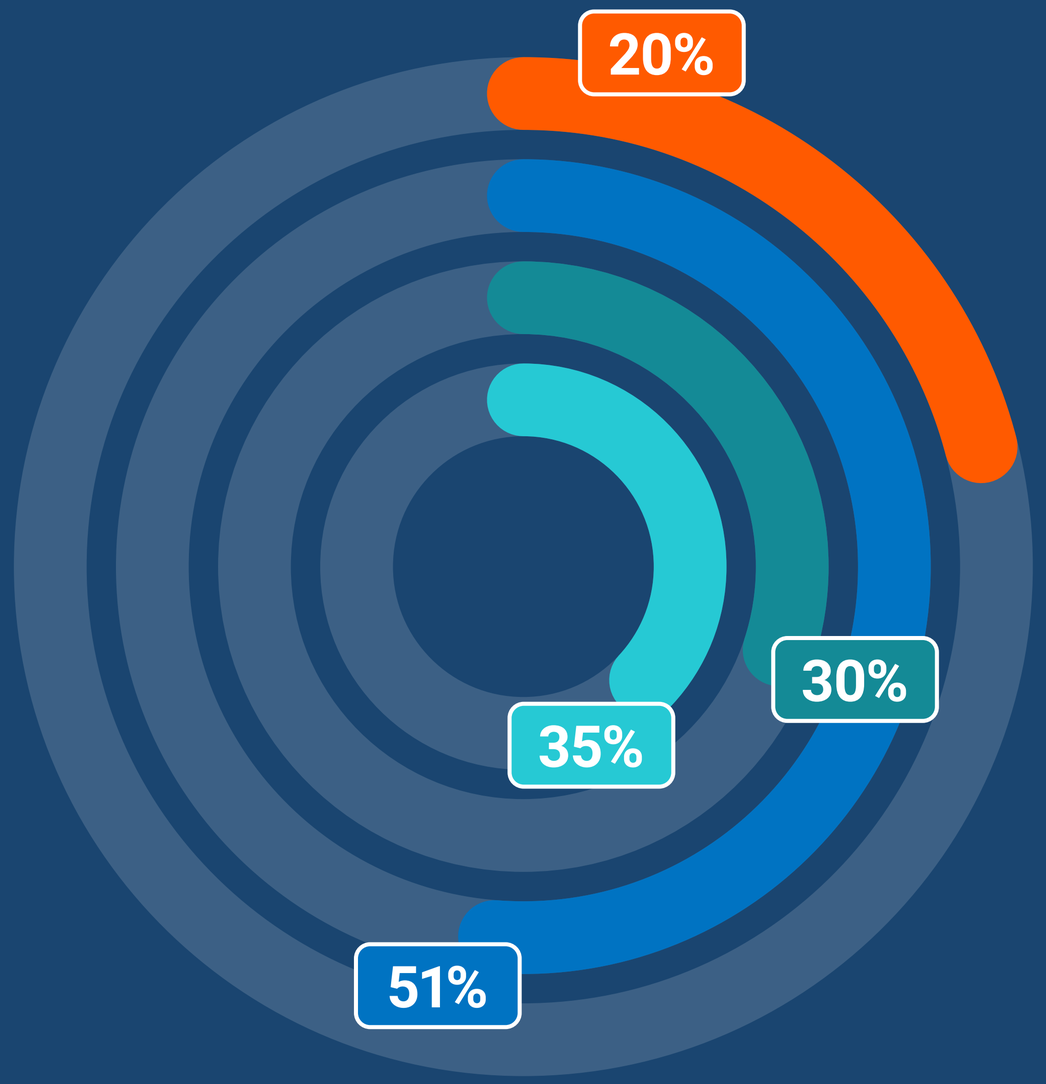
# Personalize Content

You can’t build a relationship by constantly re-starting conversations from scratch. But this seems to be what retailers keep on doing. By focusing more on mass campaigns with broad customer appeal, retailers can miss out on building loyalty through personalized, data-driven contextual communication.

The sweet spot is striking a balance between both approaches. The first tactic brings significant short-term boosts, while the second ensures long-term success.

Research we commissioned across Europe proves that personalized messaging wins in the long run.

- **Switched brands due to the quality of communications.**
- **People that believe communication has become more important than ever since the pandemic.**
- **Have become more loyal to a brand during lockdown.**
- **Are happier to engage with brands on digital channels since the pandemic hit.**



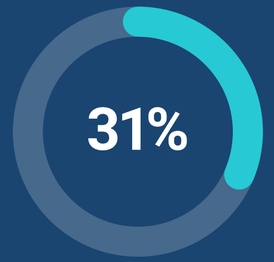
# Be relevant

**Part of getting the messaging right is having access to the channels your customers are using. The other part is having relevant messaging.**

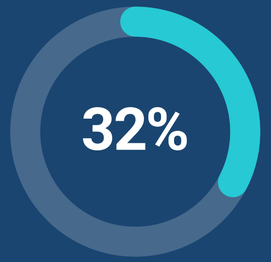
Unilever

Read the full customer story

Unilever Brazil ran a unique conversational campaign with Infobip's help that revolved around a WhatsApp Business API chatbot that resulted in **14 times higher sales.**



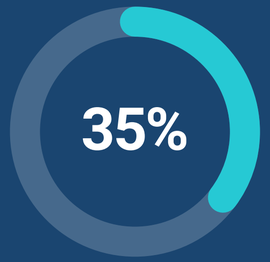

**31%** of customers said that they were more likely to engage with businesses who understand their wants in terms of goods and services.



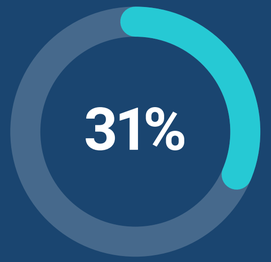

A slightly higher **32%** said the same about personal interests and preferences.

Using the right channels demonstrates your understanding of personal preference – but what do customers want to see from brands?

**51%** of all customers agree that discounts and sales alerts are important.




**35%** said they wanted to receive notifications about new products or services,



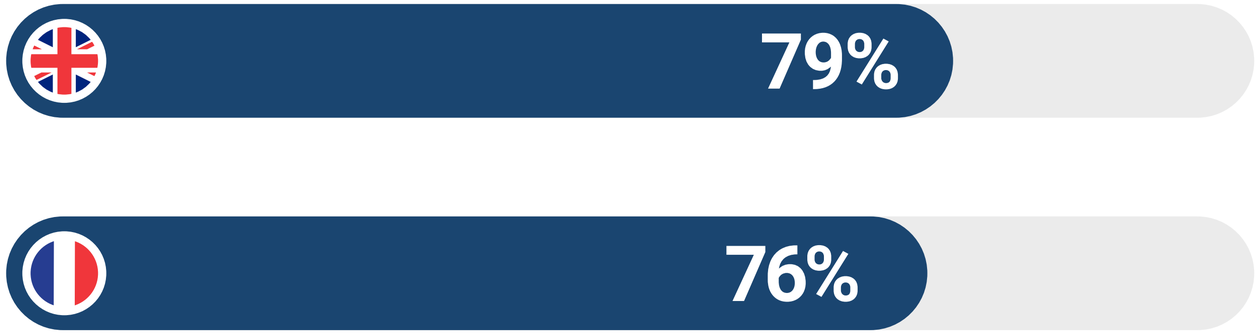

as well as **31%** wanted to receive notifications about transactions and payments.

**Businesses who want to be relevant to what customers want will build their messaging around:**

- Channel preference
- Discounts and sales
- New product notifications
- Prompt payment notifications

# Customer Service

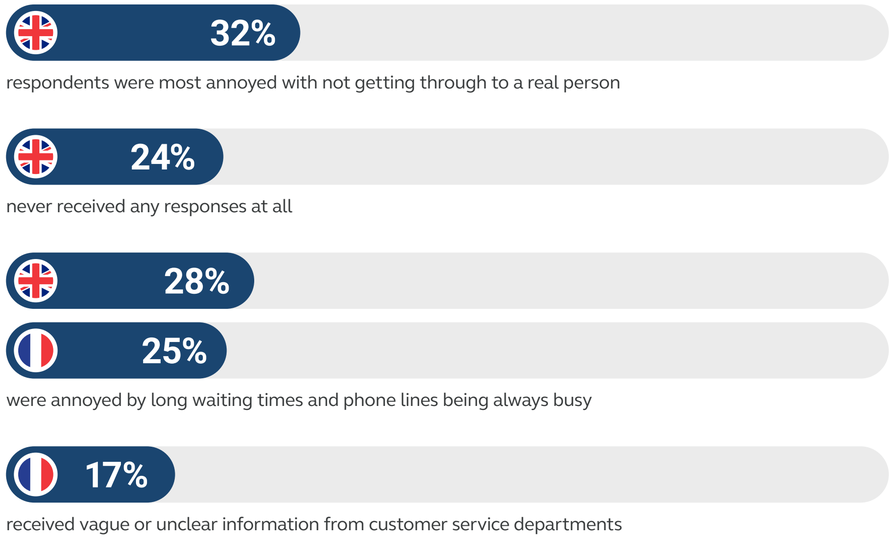
**In our customer service survey conducted on a sample of 4000 customers in the UK and France, we found that 79% of respondents in the UK and a close 76% in France had a negative experience while contacting a customer service department during lockdown.**




# What bothers customers the most?

In the UK, 32% of respondents were most annoyed with not getting through to a real person. A close 28% were irked by long waiting times for a response, and it seems 24% never received any responses at all.

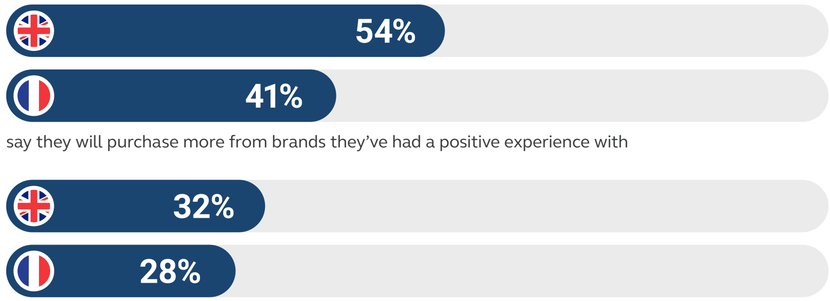
Similarly, a 25% of respondents in France were annoyed by long waiting times and phone lines being always busy. A further 17% received vague or unclear information from customer service departments.

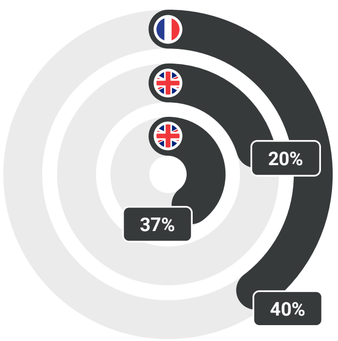


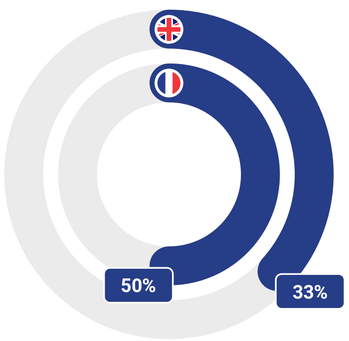
# How to improve customer service?

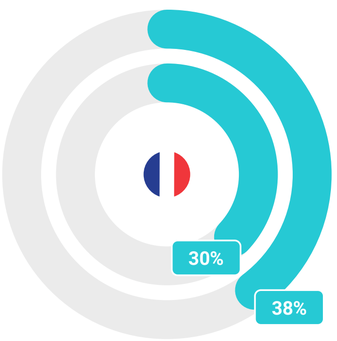
**Brands who address these grievances are positioned to win in the long run. More than 54% in the UK and 41% of French consumers say they will purchase more from brands they've had a positive experience with.**

**That's the carrot, but here's the stick: 32% of respondents in the UK and more than 28% in France said they would no longer purchase from brands they had negative experiences with during lockdown.**




## Avoid making customers repeat themselves

Just under **40%** of customers in France, and **20%** of surveyed Brits, were most annoyed by having to repeat details to customer service agents.

**Conversations** helps customer service agents see complete conversation history, letting them help customers faster and with reduced repetition.

The cloud contact center solution also allows for quick transfers to agents from chatbots while preserving conversation context. This capability solves the most common negative customer experience for **37%** of Britons, who are annoyed when they cannot get through to a real person.

## Address annoying waiting times

Over **33%** of surveyed Brits, and nearly **50%** of their French counterparts, said waiting to speak to customer service teams was most annoying for them.

This can be fixed by building chatbots to handle customer queries quickly and efficiently. Another way is to use Interactive Voice Response (IVR) menus, which can route calls to chats for quick solutions.

## Wrong orders made right

In France, **38%** of customers said that they were annoyed by receiving the wrong orders, while **30%** said waiting for their orders to arrive was the worst.

Using real-time delivery updates or conversational chatbots can help in both cases by sending proactive updates to customers waiting on delivers, as well as by letting customers seek out information – in these cases, either about the status of their delivery, how to return wrong orders, or any general customer service information.

flamingo

The Colombian retailer experienced an **increase in their NPS score and overall customer rating** after revamping their customer service with Infobip's Conversations.

Read the full customer story

# Retain

## Regardless of the quality you put into your marketing, people are more loyal to their needs at the moment than they are to any particular brand.

One in five (20%) customers said that they had switched brands during lockdown over the quality of communications, after all – and more than half (51%) agree communication became more important than ever since the pandemic.

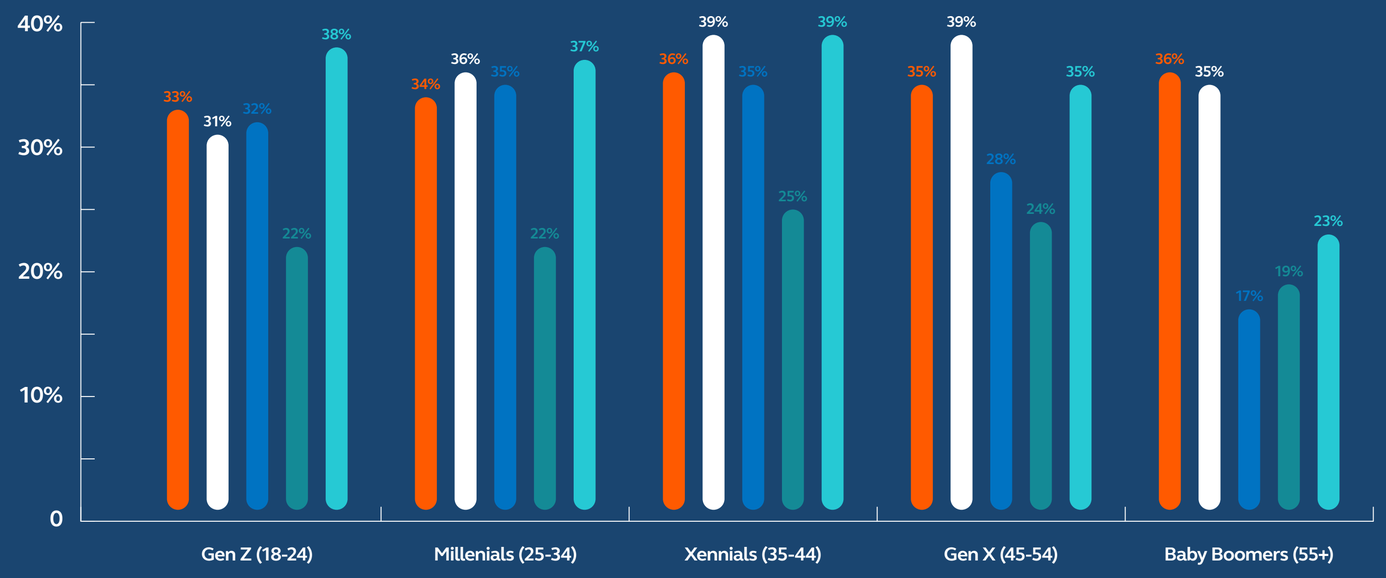
It's crucial to keep this in mind when mapping your customer journey. Equally important is ensuring you have everything in place to provide customer service over the channels your customers prefer.

**Customer channel preferences** are as varied as your customers – so it counts to be present on the channels they want, whichever those may be.

This personalized digital customer experience breeds loyalty with your customers. By providing your customers the sort of digital experiences they crave, you're inviting them back for more.

The key to retention is providing exceptional digital customer experiences that delight.

**Customer channel preferences**




## Club Comex

Read the full customer story

Club Comex is a loyalty program behind a retail network of over 5,000 stores. After introducing RCS to their campaign efforts, they saw a **115% increase in revenue and a ten-fold increase in click-through rate.**

# The Tools You Need to Succeed

**Providing your customers personalized experiences that engage them is easy – with the right tools.**

**By starting the right conversation at the right moment, you can help guide your customer through their journey towards a purchase.**

## The right Moments

To identify the right moment to engage your customers with helpful messaging, it helps to have all your customer data in one place.

This helps you anticipate your customers' needs and communicate with them how and where they prefer.

It helps if you think of this as the digital equivalent of an in-store employee asking a shopper if they require any assistance – albeit with the comfort of digital conversations.

These insights help you build personalized messaging campaigns with smart event-triggered and behavior-based automation over the channels your data knows your customers use.

**Moments** from Infobip is the omnichannel customer engagement hub that helps retailers better understand customers and react to their behavior – **over any channel.**

Engaging customers at the right moments is important – but your engagement is only as good as your conversations.

## The right Conversations

Digital transformation can be challenging – but as we found in our survey, the benefits of moving contact centers into the cloud far outweigh the pains of a digital metamorphosis.

**Conversations** from Infobip is an omnichannel cloud contact center that lets businesses stay in touch and build relationships with their customers over their preferred channels – from anywhere in the world.

Contact center agents can have meaningful conversations with customers and provide them with fast, detailed support. This is thanks to having 360° customer profiles and full conversation history all in one place – which helps maximize upsell and cross-sell opportunities, as well.

While moving an entire contact center into the cloud can seem difficult and time consuming, in reality, **it can be done in under 24 hours.**

Most importantly, agents can work from wherever they have an internet connection. This means your contact center can support customers anywhere in the world, from anywhere in the world, no matter what's happening in the world.

## The right Answers

Sometimes, all a customer wants is a **simple answer to a simple question.** And a lot of customers may have similar or even the exact same question.

These simple, repetitive questions need to be answered by agents. But having agents reply to a lot of simpler questions many times over will cause bottlenecks, which cause long waiting times that annoy customers. Just as bad, having to say the same thing over and over again can cause agent fatigue.

Answers to simple, more repetitive queries can come from chatbots over the most popular channels customers use.

Chatbots provide the right answers in an instant, either through simpler keyword menus or by giving customers a conversational experience.

Simplicity of use over convenient channels help customers get the answers they're looking for, while agents get to focus on more complex customer service tasks.

**Answers** from Infobip is the chatbot building platform that gives users higher customer satisfaction, increased agent output, and the ability to **support customers with the right answers around the clock.**

# Conclusion

**Black Friday and the shopping season are just around the corner. We commissioned this research to create a guide that will help retailers survive and thrive during the year's busiest season and beyond.**

Our research shows that businesses that accelerated digital transformation delivered digital customer experiences that delight.

Click will be replacing brick and mortars this season, so fast digital transformation is a must-have for retailers wanting to deliver DCX over the right channels.

What is the right channel? The survey says – it depends. While email came out ahead overall, there was no clear winner. In fact, the results suggest that there isn't a single preferred digital channel, with 52% of people not selecting a clear choice.

There were some differences between generations – one third of baby boomers preferred email, falling to one fifth of Gen Z. Eight per cent of younger people preferred social media, versus just two per cent of Generation X. With **no single channel coming out on top as the definitive winner**, it's clear that there's an increased affinity towards a variety of ways of communicating.

**This means that there is no single right channel. To have the "right" channel, you'll need to have them all.**

# The Infobip Advantage

infobip

## Global reach and local presence

- 600+ direct-to-carrier connections
- Connect with over 7 billion people and things
- Strong enterprise client base
- 60+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

## Scalable, fast and flexible solutions

- Best-in-class delivery rates
- High speed and reliability
- Low latency
- In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

## Remarkable customer experience

- Technical expertise
- Solutions consultancy
- Customer success management
- 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best .

## Own infrastructure

- Locally available services
- Compliance to local regulations
- 28 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.

To find out more about how you can improve communications in retail please visit our web or talk to our experts.

VISIT OUR WEB

TALK TO US

ROCCO

Best A2P SMS vendor as rated by MNO's 2017, 2018, 2019 & 2020

Best A2P SMS vendor as rated by enterprises 2019 & 2020

Tier 1 SMS firewall vendor 2017, 2018, 2020

Top 10 inovator of 2020

Future Digital Awards

Recognising Challengers and Disruptors

JUNIPER RESEARCH

Platinum award as the Global CPaaS provider in 2020

Platinum award as the EMEA CPaaS provider in the 2020

Platinum award as the Best RCS provider in 2020

Gold award as the best Digital Identity Solution in 2020

MESSAGING & SMS

GLOBAL AWARDS 2019

Best OTT Partnership 2019

Best messaging innovation - best RCS implementation 2019

4X AWARD WINNER

Best messaging API

Best messaging innovation-carrier solution

Best anti - fraud innovation

Best SMS / A2P provider for the EMEA region

mobile connect

PCI DSS COMPLIANT

LEVEL 1 SERVICE PROVIDER

ISO 9001 ISO 27001

BUREAU VERITAS Certificatio