Dancing Jack
Men's sneakers
$59.99

ADD TO CART

Reshaping the Retail Customer Experience

Touchless Retail Technology
The world is opening and we’re finally getting a taste of the new normal. The high streets and malls are seeing a buzz of activity. However, there is a difference between the pre- and post-pandemic shopping experience.

Customers of all age groups have been introduced to the convenience of online shopping, and with social distancing norms still in place – the brick-and-mortar experience has also witnessed a digital makeover.

From virtual shopping to curbside pickups, appointment-based shopping to a digitized in-store experience – the goal for retailers is no longer to survive but to thrive in the new normal. Where customer experience is touchless.

Welcome to the future - touchless retail.
What is touchless retail

The last couple of years have been challenging for retailers, who were forced into rapid digital customer experience transformation. The pandemic took many businesses by surprise as they tried to respond to the explosion of incoming inquiries and calls – the only contact methods many companies were offering.

In truth and even before the pandemic, customers, especially younger ones, have been pushing retailers to embrace a myriad of emerging messaging channels, including in-app, WhatsApp, Viber, Messenger, alongside more established channels like SMS, Voice, and Email. But those same tech-savvy customers have been just as quick to abandon emerging channels, creating new obstacles for retailers who rely on engagement for driving both sales and loyalty.

But the silver lining is that those same investments can now be leveraged for growing new shopping channels, which further gives local businesses new advantages in a highly competitive environment.

By adapting to changing shopping behavior, touchless retail has emerged as a means of minimizing or eliminating human touchpoints across the entire customer journey, from browsing of products to demos/virtual try-outs, promotions, payment, shipping, delivery, and even loyalty programs.

As retailers reopen there’s an opportunity to create new experiences using data, shopper profiles and artificial intelligence to elevate the shopping experience, and bridge the gap between online and offline.

They now have the chance to rethink their entire digital-first consumer experience and come up with new and exciting ways to engage with shoppers; from department stores and supermarkets to discount chains and big-box retailers.

Source: Infobip Customer Survey
Instant gratification aside, this omnichannel touchless customer experience establishes the foundation of meeting customers wherever they are, which builds confidence and loyalty. Moreover, it allows retailers to diversify their businesses and become more resilient thanks to technology.

Share of Digital In-store Technology Retailers are Using

<table>
<thead>
<tr>
<th>Technology</th>
<th>Already Rolled Out</th>
<th>Likely to Roll Out in the Next Year</th>
<th>Currently Trialling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive digital signage</td>
<td>78%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Mobile app customer offers</td>
<td>75%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Location-based marketing</td>
<td>66%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>In-store analytics</td>
<td>52%</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>Invisible payments (such as at the Amazon Go store)</td>
<td>45%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Digital tools to assist store associate services</td>
<td>44%</td>
<td>34%</td>
<td>17%</td>
</tr>
<tr>
<td>In-store navigation on mobile app</td>
<td>39%</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td>Smart-fitting rooms/mirrors</td>
<td>34%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Self-service checkout</td>
<td>33%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>Augmented reality</td>
<td>19%</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>Virtual reality</td>
<td>11%</td>
<td>11%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: WBR Insights 2020

These evolving requirements have forced retailers of all sizes to adapt business models and better embrace touchless services. It has become essential for retailers to adopt touchless engagement strategies for improving everything from digital channels to using chatbots and AI to improve business productivity.

Today’s consumers want three things:

- Effortless experiences, including the ability to shop remotely
- Contactless payment and delivery options
- Personalized content and offers on their preferred channels
Another aspect of this is that technology has profoundly changed the rules of customer engagement, with consumers gaining more control while being continually hard to reach. The impact of this is extensive, with retailers struggling to operationalize data while leveraging real-time communications to enhance consumer experience, including taking on Amazon-like here-and-now offerings.

Retailers have turned to omnichannel communication solutions to improve the shopping experience and increase lifetime value of customers, whether it be to convert window shoppers to buyers, maximize the impact of timely promotions, or drive retention using loyalty programs. All are key to building meaningful, long-term customer relationships.

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Examples where touchless matters:

- Inventory Management
- Point of Sale
- Offers & Alerts
- Mobile Integrations
- Reporting & Insights
- Delivery Channels / Systems
- Customer Management
- Promotional Engagement
- Staff Training / Collaboration
- Cashierless Stores

Touchless customer experience is essential

To meet the accelerated need for touchless interactions while continuing to create lifetime customer value, it has become critical for retailers to find new and exciting ways to connect with customers and ultimately reinvent the shopping experience - from enabling virtual shopping experiences to providing omnichannel support chat, live inventory and price alerts, notifications for curbside pickup, and even real-time shipment and order tracking. Example shopping journeys include:

- Win back cart abandoners
- Launch new products, announce promotional campaigns
- Complementary category campaign
- Retarget based on customer interest
- Celebrate special occasions

Win back cart abandoners

Improve conversion rates with automated “added to cart” reminder messages and loyalty bonuses.
Launch new products, announce promotional campaigns
Send promotional offers, personalized targeted messages, and product launch information across the customer journey to different segments.

Complementary category campaign
If a customer shows interest in one category send a promotional message from a complementary category.

Retarget based on customer interest
Use customer activity data and past interest expressed to automatically fuel engagement and generate further purchase.

Celebrate special occasions
Send time sensitive messages triggered by specific dates or occasions such as birthdays or anniversaries to make your customer feel special.
Touchless provides a seamless customer journey that leverages new and existing technologies to improve the overall shopping experience. It further helps to surface a wealth of customer data that can be used to influence how vendors engage, market, upsell, and incentivize customers to remain loyal.

As customers of all ages go mobile, a solid digital experience is paramount. Touchless communications over traditional and digital channels helps to speed customer service, engagement, delivery and returns, loyalty, and payment. It allows you to communicate with customers using their preferred channel of communication - not just with account updates but with marketing offers, but loyalty and upsell. The engaged connected consumer is your best customer, and retailers need to embrace new technology to be successful.

Why does touchless matter?

- 49% increase in online spending in 2020 from 2019 by over 65s.
- 42% of baby boomers like being able to shop anywhere, at any time.
- 59% of Gen X shoppers are more likely to buy from a retailer that offers data-driven, personalized experiences.
- 68% of millennials expect omnichannel accessibility as standard.
- 64% of Gen Z consumers expect brands to provide a personalized experience as standard.
Benefits of touchless engagement

BUILD CUSTOMER LOYALTY

• Attract new customers by using loyalty program as first point of contact
• Enable digital showrooms for contactless try-ons and new product releases
• Better embrace in-home shopping channel; including mobile-first
• Retain existing customers by making shopping easy
• Show your guests you understand their needs and want them to return through offering personalized offers and rewards (with option for remote-first reward redemption)
• Increase rewards for socially active users

INCREASE PROFITABILITY

• Use chatbots and AI to increase business productivity
• Build better customer lifetime value (CLTV)
• Boost frequency of purchases by making shopping convenient
• Increase basket size for shoppers looking to minimize trips
• Enable recurring purchases
• Optimize longevity of consumer spending
When thinking about a touchless customer experience, key points to keep in mind are:

- Omnichannel Engagement
- Virtual Shopping
- Chatbots & AI
- Loyalty & Rewards

Omnichannel Engagement
Ensure a consistent brand experience everywhere you sell. Omnichannel touchless retailing refers to transacting across multiple channels, which may include marketplaces, social channels, physical stores, apps, e-commerce websites. A true omnichannel approach means optimizing your business through channel diversification and comprehensive integration of your data and systems - eliminating silos. An eMarketer report found that streamlined digital experiences, curbside pickup and touchless checkout contributed to increased shopping frequency and incremental sales.

Virtual Shopping
Match shoppers to the best available product expert or nearest store from anywhere. E-commerce is now table stakes. Social and digital channels leverage a captive audience to highlight products and encourage shopping.

Virtual shopping marries shoppers with:
- the experts in the best product;
- channels to share photos, videos and product information;
- promotions that highlight exclusive offers and products; and provide personalized recommendations for customers.

AI & Chatbots
AI powered chatbots enable automated engagement, providing retailers with a cheaper, smarter, and more effective way to engage with customers, including 24x7 customer support and personalized product recommendations. Examples include:
- a virtual assistant in-store to locate product or provide assistance
- connecting with customers as they wait curbside
- increase NPS and first contact resolution
- upsell or cross-sell
- prompt for loyalty or surveys

Loyalty & Rewards
Loyalty programs accomplish customer retention by rewarding customers for their repeat purchase behaviors. Loyalty members spend 5-20% more on average than non-loyalty members. If customers are retained, retailers get huge ROI through incremental increases.

Thank you for shopping with us!

Where is your nearest store location?

You have 1,000 loyalty points!
To increase loyalty the message is clear:
1. Scale your digital channels to capture increasingly online shoppers.
2. Develop innovative touchless customer experiences that are data-driven and personalized.
3. Start seeing improvements to your bottom line and forge meaningful, loyal customer connections.

But how does this look in the real world.

**UNILEVER: Promoting new products via chatbots over WhatsApp**

Unilever was looking for a new and unique approach in their promotional efforts, one that was equally disruptive as the product itself, and that would guarantee an impact.

In August 2019, Unilever decided to run a WhatsApp Business campaign where they put up 1,000 posters around Sao Paulo that displayed teaser messages followed by a WhatsApp number. Once interested consumers contacted the number, a chatbot called MadameBot would give advice on how to take care of clothes, and introduce the new products using rich media, such as audio and memes. At the end of the chat, customers received 50% off the new products, along with free shipping. In the first 12 hours, 6,335 unique users interacted with Comfort’s chatbots, exchanging 145,000 messages – far exceeding the expected goal of 600 interactions. Because of this, the three-day campaign was extended for another week. In seven days, 12,000 unique customers engaged with the brand, with over 290,000 exchanged messages. The conversational campaign resulted in 14 times higher sales than on ordinary days, forcing the company to add external partners to meet the demands. Additionally, Unilever’s call center received many calls praising the campaign.
Flamingo’s key goal to adapt to a now digital world was to move from serving customers over Voice calls only to providing support over chat channels as well. The Colombian retailer needed a solution that would help them provide faster real-time customer service and automate processes.

With Infobip’s cloud contact center, Conversations, Flamingo agents received a single view solution that gave them access to ongoing conversations and complete chat history, along with customer details—such as purchase history.

A few weeks after moving its contact center to the cloud, introducing new chat channels, and giving agents a single interface to access all relevant data, Flamingo saw significant results:

- Conversion rate grew from 2 to 13%
- NPS score grew 21% in April and an additional 39% in June
- Ratings from their customer surveys are now 4 or 5 stars

When the global pandemic hit, Flamingo’s call center experienced an increase in customer queries and found it difficult to maintain the same level of customer satisfaction and service quality as before.

The shopping experience is changed forever as retailers respond to the pandemic with touchless technology. A touchless retail strategy offers shoppers trust, comfort and more immersive experiences. This is a trend that’s going to outlast the pandemic and make in-store shopping smarter, safer, and online shopping immersive, and more enjoyable than ever.

The long-term impact of touchless engagement in customer experience means putting in place technologies and processes that allow customers to choose their preferred communication channels and whether or not they want to opt-in or opt-out of human interaction.

By incorporating Infobip and PubNub into your application, you can give your customers the choice over how they can want to engage—be it through chat, voice, or other virtual experiences. Ultimately, empowering customers with choice over how they want to connect, collaborate, and engage helps to build trust and is key to establishing long-term customer relationships.
Together, Infobip and PubNub have the expertise and platforms needed to transform touchless customer engagement.

Discover how Infobip and PubNub can elevate your customer experience.

SCHEDULE A DEMO

About Infobip
Infobip is a global leader in omnichannel communication. We make it our business to simplify how brands connect with, engage, and delight their customers at global scale. Our programmable communications platform delivers a suite of tools for advanced customer engagement and support, plus security and authentication. We make this available to you across the widest range of communication channels possible.

About PubNub
PubNub is a developer platform that powers the infrastructure in your app to build engaging Virtual Spaces for your community to connect. They make it easy to create custom in-app features, like chat, notifications, real-time updates, geolocation, and IoT device control, with built-in reliability and scalability. Their platform handles your backend so you don’t need to worry about outages, latency, or concurrency limitations and can free up your roadmap to focus on your core product and users.

Discover how Infobip and PubNub can elevate your customer experience.

SCHEDULE A DEMO
Global reach and local presence

- 650+ direct-to-carrier connections
- Connect with over 7 billion people and things
- Strong enterprise client base
- 70+ 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
- 38 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.
The PubNub Advantage

Powerful APIs and infrastructure

- High-speed pub/sub messaging
- Instant device and user detection
- Push notifications
- In-flight business logic and integrations with best-in-class 3rd party services

Through powerful APIs on top of the world's leading messaging infrastructure, PubNub makes it easy for software teams to add robust chat, data streaming, notifications, alerts, and more to their applications.

Flexible, scalable, and reliable

- Flexible APIs
- Global scale
- 99.999% SLA
- Allows you to focus on innovation not infrastructure

PubNub serves as the foundation for real-time functionality across thousands of organizations in countless industries. Notable companies like Avis, Gett, Kustomer, and Peloton rely on PubNub APIs and infrastructure to power their platforms and applications at scale.

Trusted developer experience

- Over 75 SDKs
- Full documentation
- Solution kits and guides
- Sample apps
- Expert support

In addition to providing extensive SDK support, we provide technical docs, quickstart guides, solution kits, and more. We also provide expert solution architect support to help shorten development time.

Easy to use and secure

- Easy-to-use SDKs
- Enterprise-grade data security
- SOC 2, GDPR, and HIPAA compliance
- Real-time dashboards for performance visibility

While PubNub is easy to use for developers, it is also secure, with compliance certifications for SOC 2, GDPR, and HIPAA. There’s also real-time performance visibility into usage so you can easily monitor and adapt to changing needs.

www.pubnub.com