WHITEPAPER :
HOW TO IMPROVE YOUR E-COMMERCE CUSTOMER EXPERIENCE IN 2021?

botmind

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INTRODUCTION

Since 2014, the sector of e-commerce has seen a three times increase in the revenues and it is also estimated that by 2040, 95% of the purchases will be made online. What a promising future!

In the first semester 2020, 56% of Generation X (people born between 1965 and 1980) and 67% of millennials (people born between 1980 and 2000) prefer to make their purchases online.

Generations as a whole are shifting their interests to the usage of the internet not only to gain information or have some fun but also to buy products. Thus, the e-commerce market which is already getting saturated and is ultra-competitive is gaining more popularity among internet users. So if you are an e-commerce website owner you, like all the other E-merchants, is making strides to be well-positioned on the various search engines to attract qualified traffic and offer a good customer experience, from purchase to delivery.

Given this state of affairs, it is totally clear that a consumer who lands on your website should feel comfortable and the path that he chooses is of fundamental importance to you. The user experience that you have are going to offer that is the speed, the fluidity, transparency, and the transmission of information will be a determining factor in increasing the chances of converting the traffic into actual customers.

Differentiating yourself from other e-commerce sites depends on a few key criteria related to the user experience (also referred to by insiders as UX).

The good news is that these little things that make the difference are easy to implement and require a lot less work than what was required in the past. We are living in an age where attention is bought at a premium and the consumers need to have an exceptional customer experience to be reassured and shop more.

To reach the end of their shopping journey, and click on that buy now button (hallelujah!), users must find all the necessary information or the answers to their questions on the site itself without any hassle. The solution: create a hybrid chatbot to give the answers to the customers in real-time. Botmind specializes in the creation of custom intelligent chatbots, which aids in creating conversations that in turn guide the customer journey to finally reach the purchase stage more easily.

This white paper details the solutions useful to e-merchants to offer an irreproachable customer experience through pre-sales and after-sales sales support.

AUTOMATING YOUR CUSTOMER SUPPORT WITH BOTMIND TO PROVIDE AN IMPECCABLE CUSTOMER EXPERIENCE

1) The rise of e-commerce in an increasingly digitalized world

2) Speed and personalization, the two pivots of top-quality customer experience

3) Customer support: a guarantee of quality that can constantly evolve

4) What is a hybrid chatbot?

1) THE RISE OF E-COMMERCE IN AN INCREASINGLY DIGITALIZED WORLD

Introduction of internet and the digitalization have had a huge impact on our consumption behavior thanks to e-commerce and online shopping. Today, more than ever, online shopping is experiencing exponential consumer interest even during the period of confinement.

With 180,000 e-commerce sites in 2019, the product offerings of many online stores have become synonymous with diverse and varied choices for the consumer. Consumers can be sure that they will always find the product they are looking for and can often compare offers instantly.

Faced with such competition between sellers, it is important to stand out, both in terms of customer acquisition and customer support, which is an essential factor in re-purchasing and creating loyal customers.

Customer support act as a lever for satisfaction and re-purchasing as the consumers wish to be reassured and listened.

2) SPEED AND PERSONALIZATION, THE TWO PIVOTS OF TOP-QUALITY CUSTOMER EXPERIENCE

The rise of «messaging» with WhatsApp and Facebook Messenger, has accustomed Internet users to the immediacy and instant connection with companies. What they want is the assurance that they are being listened to and that they are being communicated sincerely and proactively.

64% of customers are looking for real-time answers, and 80% say it would build customer loyalty that will last long. Buyers want to be reassured and satisfied at the right time and sometimes even instantly, especially in this period of the health crisis, and they certainly don't want to wait for an answer by e-mail which might even take hours or days. Now more than even they need help to make their purchase and this is where customer service plays a crucial role.

If there is no reaction from the company, the buyer can easily lose interest and turn their attention to the competitors; which is precisely what any company doesn't wish to happen!Thus, it is the speed in response time and the quality of the response or the message communicated that will constitute the axes of improvement and optimization of customer service.

3) CUSTOMER SUPPORT: A GUARANTEE OF QUALITY THAT CAN CONSTANTLY EVOLVE

If you wish to improve the efficiency of your customer service, it is important to be present on the channels that are being used mostly by your customers (e-mail, live chat, telephone, etc.) and at the same time putting more effort into the channel which has been identified as 'the satisfaction channel' for your e-commerce website.This is an opportunity to save time for customer service agents who have a lot of workloads, especially during the confinement period. Thus, the live chat channel allows reducing the stress often felt in the management of customer service of the company.

To be more efficient in chat management we saw a shift towards the usage of chatbots. Yes, you are right. Chatbots are those controversial inhumane robots that are supposed to answer your questions.

Usually, they seem to be an asset for customer service, help to avoid making customers wait too long by giving an instant response. But as you would have all experienced, most chatbots are not able to fully understand incoming customer requests and therefore cannot respond properly. It is estimated that almost half of all customer requests are not recognized by the chatbots, which is scary and non-efficient for the e-merchants using a chatbot on their e-commerce website. As a result, the customer receives an inadequate response and is inevitably disappointed. Yes, the traditional chatbots are fast but they are not precise and efficient which are two important factors of good customer service. This is the paradox of centralizing requests within a customer service department.

The customers always wish for a human touch whether it is in the products offered or in customer service. Customers expect a real human will solve their problems when they are faced with a complex problem. Imagine asking a chatbot a question, and receiving a lame answer, or worse, «I didn't understand your request. Please rephrase the question.» Needless to say, we'll discontinue the purchase immediately. This is the case for half of the customers who give up their purchase for a lack of an efficient and quick answer service. Ideally, of course, you should have a large team available on an instant messenger to answer all requests live, but this is a very expensive operation that is difficult to maintain over time.

The good news is that there are alternatives: hybrid chatbots that combine the automation of traditional chatbots with complexity management and support from the customer service employee behind the screen.

4) WHAT IS A HYBRID CHATBOT?

The hybrid chatbot is a new generation chatbot, truly different from other solutions. It combines the advantages of the classic chatbot: speed, low processing costs and time savings for customer service teams, with those of real human contact: understanding, subjective analysis, and handling of complex requests.

Concretely, the hybrid chatbot will treat the data as a classic chatbot, however, if it is not certain to have the right answer to provide the customers, it re-categorizes the request, and transfers it to the agent concerned by that problem. In this way, each member of the customer service team can specialize in a particular area for specific problems that customer faces, to be even more efficient. When the customer case is received, the team member who takes over the hand then accesses the conversation between the chatbot and the customer, so as not to waste time and to fully grasp what is at stake.

«Botmind is integrated into the heart of our customer service. Online chat is a key contact channel, especially during our peak periods. Botmind cautiously automates many of our chat conversations to allow our agents time to focus on higher priority contact types for My Jolie candle.»

- Nadim Tabbah, Head of Customer Care -

Hybrid chatbot takes a smarter approach: it identifies overly complex and sensitive issues, such as claims, for example, and lets support teams help the customers concerned when they are not satisfied with automation. Hybrid chatbots that offer automation takes a position in the chat channel, of an e-commerce website, for providing maximized customer satisfaction and experience, ultimately proves it is the most advanced customer service system to date. Hybrid chatbots address the most critical issues in Internet commerce: combining efficiency with time savings and cost reduction. They are the most economical tool to date to ensure qualitative and even infallible customer support. The customer is thus necessarily satisfied since he always gets the answers to his questions.

THE PLUS:

This system gives teams time to do high value-added work while it does its job as an intelligent chatbot.

While saving time, we are sure that customers do not abandon their current purchases thanks to the assistance of the chatbot who acts as a real sales advisor. Finally, it is a simple and inexpensive service to set up.

« Thanks to Botmind, my team saves time and money. The integration was very simple and the result is incredible: hours and hours saved per agent every month! »

- Julie Bedouch, Customer Relationship Manager at Artsper -

The hybrid chatbot, therefore, provides concrete help to e-merchants at a lower cost and makes it possible to respond to all the frequent and time-consuming requests received by the customer support teams. The chatbot is then like a full-fledged agent, «the sales/ customer service agent of the month every month», which requires minimal training and is present 24 hours a day, 7 days a week. It allows simpler general management of customer support intending to improve the customer experience and increase sales, which is essential daily.
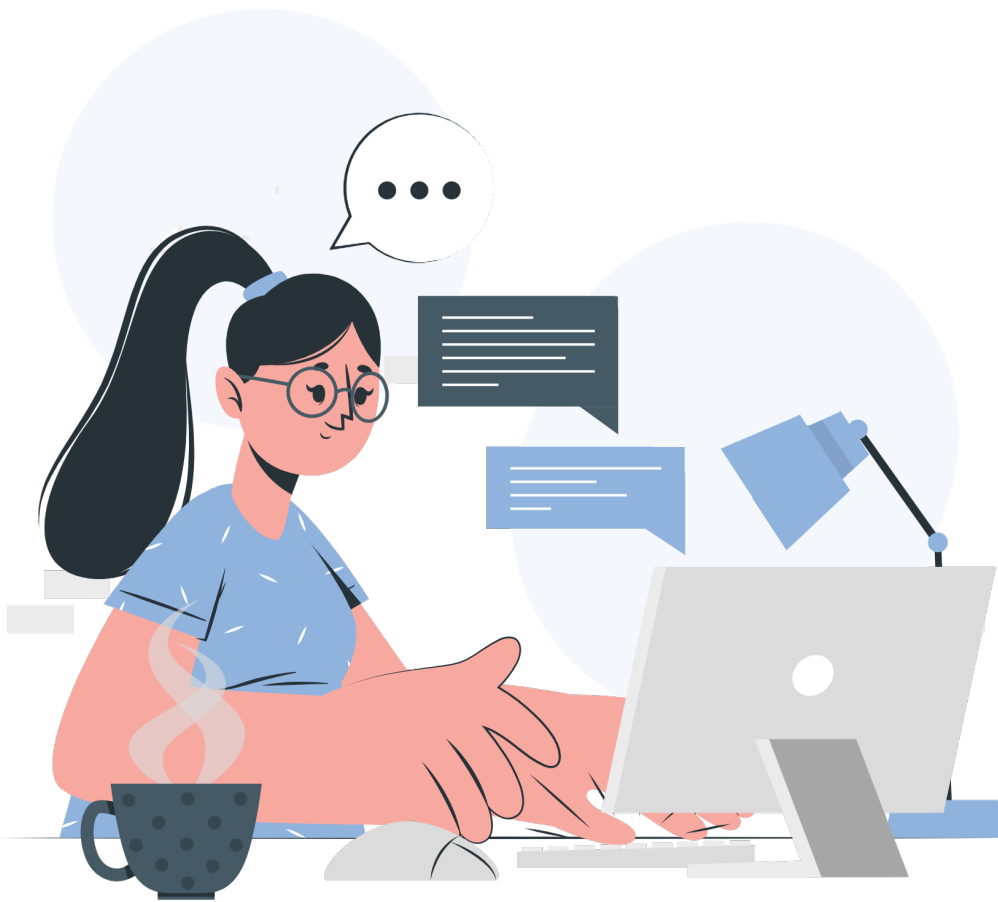
CONCLUSION

With the change in consumption habits, we can already see the improvements needed by the e-commerce sector. With the Covid-19 crisis, e-merchants no longer have physical stores open, so they have to take even more care of their site and make customers want to enter, stay, buy, and come back.

Our advice to you is that don't leave your site without a customer adviser, rely on instant communication between the customer and your brand, that's what will make your customer want to go further. While traditional chatbots have many well-identified limitations, the hybrid chatbot provides a very interesting mix of automation and human intervention. It also allows you to save time for high-value (and more interesting) tasks, and allow your teams to provide a personalized response when needed.

Botmind is specialized in these practices for e-commerce optimization and can bring tailor-made expertise to each of the problems encountered. In the current context in which the 180,000 French e-commerces are evolving, we bring you a solution to maintain your activity at a maximum and increase your sales.

FIND OUT MORE ABOUT US

Botmind is a French startup offering e-merchants a conversational channel sales and support solution: automation of answers to frequently asked and time-consuming questions, and guided shopping tours with product recommendations. Thanks to an effortless integration on most CMSs, Botmind allows you to automate up to 45% of frequent and time-consuming answers and thus convert more visitors into buyers without dehumanizing your customer support.

Seen on :

zendesk   INTERCOM   freshchat   shopify

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