

A composite image of three people using mobile phones. On the left, a woman in a white top and black vest looks at her phone. In the center, a man with a beard in a blue and orange striped shirt looks at his phone. On the right, a woman in a light green top looks at her phone. The background is a solid green color.

SEIZE MICROMOMENTS WITH UNIFIED COMMERCE AND SERVICE

TEN TIPS FOR DRIVING SALES AND LOYALTY WITH
PROACTIVE ENGAGEMENT ACROSS THE BUYING CYCLE

WHY UNIFIED COMMERCE AND SERVICE IS THE KEY TO BUILDING LOYALTY

Shoppers have endless options—and less time than ever. Digital brings new possibilities to acquire and engage customers, but finding ways to build profitable growth and lasting loyalty is the new battle ground for retail.

Today's empowered customers no longer purchase products; they buy experiences¹ from brands they feel confident will deliver on their ongoing needs. Trust and confidence in purchasing make commerce and service go hand in hand. When asked what's most critical when shopping online, consumers named two things that tied as the most important: getting the best price, and the ability to ask questions.²

If a sales transaction is your goal, service is the assist. Create a proactive approach that goes beyond traditional customer service to deliver intelligence-driven conversations that drive to a need at every part of the cycle. That pattern will build shopper confidence, and lasting loyalty.

The whole picture matters. Service and Commerce don't live at set places in a sales cycle – they're

intertwined throughout the customer journey. Commerce has shifted from an IT project to the hub of digital sales and brand content. Service has evolved from being a siloed, reactionary organization to an AI-powered driver of sales and loyalty. It comes down to having the agility to stay ahead of evolving shopper preferences, and the Intelligence to invest in the right places.

Brands who nail delivery on consumer expectations build loyalty and trust. Retailers who dominate the market have viewed the website as a digital hub – connecting service, knowledge, personalization, account management, and sales in one experience that's accessible anywhere. 45% of product searches in the US start on Amazon³, not just because it's a reliable eCommerce site—it's a digital hub for all buying and service needs. It encompasses self-service, social feedback, a variety of support avenues and frictionless buying from all devices. Shoppers like that model – and they expect it.

Consumers are eager for relevant engagement and help with

purchasing— and there are more opportunities than ever to deliver to them. New technologies like chatbots, AI-driven personalization, video, and voice commands need to blend with tried-and-true customer experiences like call center, chat, and in-store support. Mobile has made shoppers more comfortable with intelligent “bot” services and now they ask Siri, Google Home and Alexa to answer their questions and buy things.

Brands: you can't just focus on service as one part of the commerce experience. Integrate your technologies and organize your teams to thinking about how you can constantly be driving confidence and sales from the earliest stages of discovery, all of the way through retention programs. The effort is worth it.

Gaining trust and a loyal customer base is critical to growing profitably in the ultra-competitive retail world, and excellent customer support is the number one loyalty-earning attribute across Baby Boomers, GenX and Millennials.⁴



HOW PEOPLE SHOP HAS FUNDAMENTALLY CHANGED: MOBILE, MICROMOMENTS, ORGANIC CHANNELS

Consumers now create their own customer experience. They piece together their preferred ways of interacting with a brand -- and there's an infinite number of ways they can choose their own adventure. With mobile emerging as the preferred way to interact with brands⁵ predicting how customers will interact is even more challenging.

Shoppers want to do business with companies that are reliable, flexible, and helpful. But it's become easier to lose customers than to keep them. 8 in 10 consumers are willing to switch companies due to poor service,⁶ and irrelevant content makes bounce rate increase 200% on mobile devices over desktop sites.⁷

Mobile shoppers know what they *don't* want more than what they do want.

When starting a mobile search for a product, 90% of shoppers don't know what brand they will end up buying from.⁸ Great service embedded in every element of the shopping journey can help them gain confidence in your brand, and close the loyalty loop for future purchases.

How your brand can cut through the competitive noise and boost shopper confidence in the moment is difficult to predict. Shoppers rarely sit down and shop in a linear, single-session anymore (search > filter > product details > checkout). The majority of shoppers spend their time on mobile⁹, checking their phones an average of 150 per day for 1 min 10 secs each time¹⁰. Across these sessions are micromoments: tiny, critical points within the consumer journey where you can win or lose a customer.

Shoppers string together these bursts of activity to create their own interpretation of what seller they should buy from. This behavior is creating organic channels: shoppers are simultaneously combining buying and service channels to create their own customer experience. Shoppers look on mobiles in store, may be browsing the website while a call center or chat agent deals with an issue, or researching something independently while messaging a friend on the same topic. Shoppers blend different channels on the fly and create unpredictable organic channels. They make purchasing decisions based on who will best deliver on their needs -- not only with the product they want, but how they will be supported and the ways that they can seek support.

WHAT DO SHOPPERS WANT?

While mobile-obsessed shoppers may not always know exactly where they're going to buy from, they know how they want to feel during their shopping experience: understood and valued.

Over half of shoppers miss the personal 1:1 experience buying from an associate in a store brings. Offering guidance and answers to questions cuts down on frustration and doubt that

leads to abandoned carts. And this type of service is directly related to sales: 53% of US online adults are likely to abandon their online purchase if they can't find a quick answer to their question.¹¹

Support in the research and buying phase not only reduces abandonment -- it really drives sales. 87% are more likely to buy an item recommended by an associate.¹² And you have a chance to provide it in more ways than ever with relevant, proactive service.

For brands providing commerce and service experiences during the 150+ shopper-driven micromoments happening everyday, speed is critical. 73% of shoppers say that valuing their time is the most important thing for online customer service.¹³ When shopping, if it takes longer than 3 seconds to load, over half of shoppers will bounce (not to mention, your SEO results are negatively impacted).¹⁴ So not only do you have to deliver relevant, confidence-boosting information and personal guidance -- you have to do it lightening fast.

The challenge is balancing how brands deliver -- and measure success. Shoppers want a mix of the intangible like confidence and feeling valued, with very pragmatic things like speed, relevancy and options. Brands are now forced to think holistically; in abstract concepts like customer satisfaction and social trust, in addition to measuring sales, order values, engagement, and retired service tickets.

EMBED SERVICE ACROSS BUYING PHASES TO REMOVE PURCHASE HESITATION

Forty-four percent of consumers said that having a real person answering their questions is one of the *most important*

features a website can offer.¹⁵ Making service an integral part of even the *earliest* shopping phases combats competing on low prices and margin-gouging promotions. If shoppers know they have help standing by, the biggest hurdles to buying online, lack of confidence and trust, are removed.

Again, shopping (especially on mobile) doesn't happen in a predictable, linear fashion. But you can think of the shopping journey in three core pieces, and map service elements to them:

- 1. **DISCOVERY** "I think I want ____"
- 2. **PURCHASE** "I want to buy ____"
- 3. **POST-PURCHASE** "I need help with ____" and "deliver value to me"

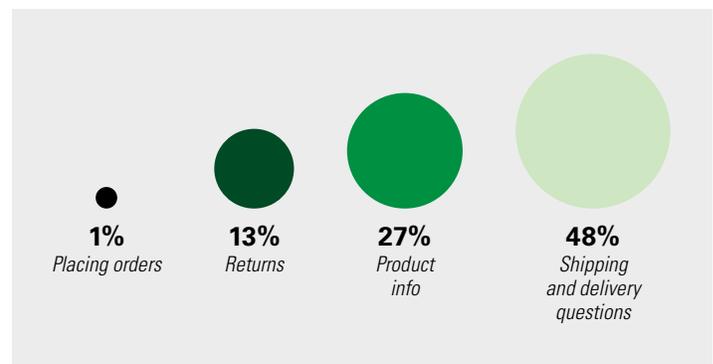
During **DISCOVERY**, a shopper may want to know about product specs, or warranties, or what your return policy may be.

Parallel to **PURCHASING**, they may need help processing a payment, solving a problem with checkout or code redemption – or they may have questions about shipping.

POST PURCHASE – they may want a delivery status, help with a return or product problem, assistance setting something up, or have general questions or complaints.

The reality? For retail eCommerce as an industry, the most common reasons people call the call center are: 1% place order, 13% returns, 27% Product Info, 48% shipping and delivery questions. Unfortunately, the call center is expensive, and poorly rated in terms of customer satisfaction.¹⁶

How service is delivered needs to change to remain competitive and build a loyal customer base in the commerce experience.



SERVICE SELLS: BRINGING IT ALL TOGETHER

Let's look at how to architect the core areas of your shopping-service experience for greater scalability, cost efficiency and customer satisfaction. And - we'll share some examples of how you can implement scalable modern commerce + service experiences that drive sales and loyalty.

	PHASE	HOW	WHERE	WHAT
Pre Purchase	Discovery	Self service, social, proactive chat / chatbots, Knowledgebase, Co-Browse	Web site, mobile, forums, social	Researching, validating and deciding
Purchasing	Execution	Proactive chat / chatbots, video, Co-Browse	Website, mobile	Buying
Post Purchase	Solving	Call, chat, video chat	Call center, web site, mobile, social, forums	Solving an issue, escalating,
<i>What Comes Next?</i>	Engaging	Loyalty program, targeted marketing, personalized interactions	Email, social, web site, SMS, mobile	Getting value

Let's start at the most scalable, common needs and give examples of when you can start experimenting with innovative unified commerce and service capabilities. Here are ten tips:

EMPOWER YOUR SHOPPERS (AND EMPLOYEES) WITH SELF SERVICE

There are more ways than ever to arm shoppers with information to answer their questions quickly and accurately. Self-service is a great way to scale flexible options that drive faster sales and greater satisfaction, and chances are you've already invested here in some way.

Online shoppers are hungry for content, and know how to consume it. From product details and videos to user reviews, digital shoppers are savvy and like to have information at their fingertips to help them make decisions, with most shoppers saying they prefer to find answers themselves through online support.¹⁷ Customers expect complete, contextual answers to their and want to access it anywhere, with 69% of smartphone users are more likely to buy from companies whose mobile sites or apps help them easily find answers to their questions.¹⁸

A Knowledgebase of common questions and answers not only empowers shoppers and your employees to quickly find answers to common questions, it creates a sense of community. Knowledgebases leverage the

wisdom of the crowd to unlock and share product and brand information that resides within customer bases. Start with a rich base of information, and allow customers and employees to constantly be adding and curating content it to keep it fresh. The more it's used and cultivated, the smarter and faster it should get at automating and predicting decisions for users.

>> Build a mobile-accessible Knowledgebase that can be easily modified

>> Use services that grow and change with customer input: make sure the Knowledgebase is capable of constantly improving on automating and predicting intent

>> Allow users to rate if content is helpful or not.

>> Gamify participation to build engagement and loyalty. Allow active customers to contribute content, and reward them for participating.

>> Start experimenting with how to personalize responses based on shopper history, what's in their cart, their segment, preferences, and loyalty status.

>> Allow administrators to "merchandise" content and answers to boost specific content to align with campaigns, or promote cross sells and upsells.



CHAT PROACTIVELY TO REDUCE CART ABANDONMENT

SIMPLY PUT, CHAT = CONVERSIONS.

Shoppers often want to try to answer questions on their own with self-service, but **77% of online shoppers want to get in touch with a real person before they make a purchase.**¹⁹ Chat is a scalable, effective way to deliver that personal touch digital shoppers crave. **31% of online shoppers say they are more likely to purchase something after using live chat.** This, combined with real-time visitor monitoring and customized triggers, means that chat can become a powerful measure against shopping cart abandonment.²⁰

If you're don't have chat across the site experience yet – do it. Customers reported the highest satisfaction rates when it comes to live chat, 73%, when compared to traditional platforms like phone (44%), and email (61%).²¹ Live chat is a win-win. Shoppers like chat because it's efficient and effective when done right. And brands like it because it's more cost effective and scalable than call-based assistance.

>> Help make your shoppers lives easier. Offer help comparing products, serving as a personal concierge, or trigger an offer for assistance with product comparisons or checkout if they're idle or dwelling too long.

>> Be sure associates can access the shopper's account history to see previous purchases for personalized product recommendations or upsells / cross sells.

>> Provide agents with shopper membership status to offer a coupon code or VIP treatment during a chat.

CUSTOMERS REPORTED THE HIGHEST SATISFACTION RATES WHEN IT COMES TO LIVE CHAT



LIVE CHAT
73%



PHONE
44%



EMAIL
61%

INTRODUCE CHATBOTS + VIRTUAL ASSISTANTS WITH A CONVERSATIONAL INTERFACE

While human-powered Live Chat offers a personal touch, it gets tricky to scale as more shoppers shop digitally. Artificial or Adaptive Intelligence (AI) powered service is a great way to deliver fast and effectively for the most common needs, and shoppers are getting more comfortable with chatbots. By 2020, it's predicted that 85% of customer experiences with brands will take place without any human interaction.²² Younger people are more open to bots, and even the majority of Boomers end up satisfied with bots – even if there are dead giveaways it's not a real person.²³

Natural Language Processing (NLP) and semantics technologies are rapidly getting better at recognizing intent, and virtual is a great way to scale effective, almost-human service. Look at your call center and chat inquiries to determine the most common shopper needs – and start using AI and Machine Learning to handle those. For retail eCommerce as an industry, the most common reasons people call the (expensive) call center is for shipping and delivery questions.²⁴ There is no reason

half of the incoming call center calls should be about something easily accessible via self-service or chatbots. Divide common tasks with no limited value-add between AI-driven chatbots and self-service Knowledgebase, and reserve high-touch customer service channels for the exceptions: high-value VIP customers, and escalations.

>> Offload common (and expensive) phone and human-chat related queries, and reserve 1x1 service for high value VIPs and high-touch escalations.

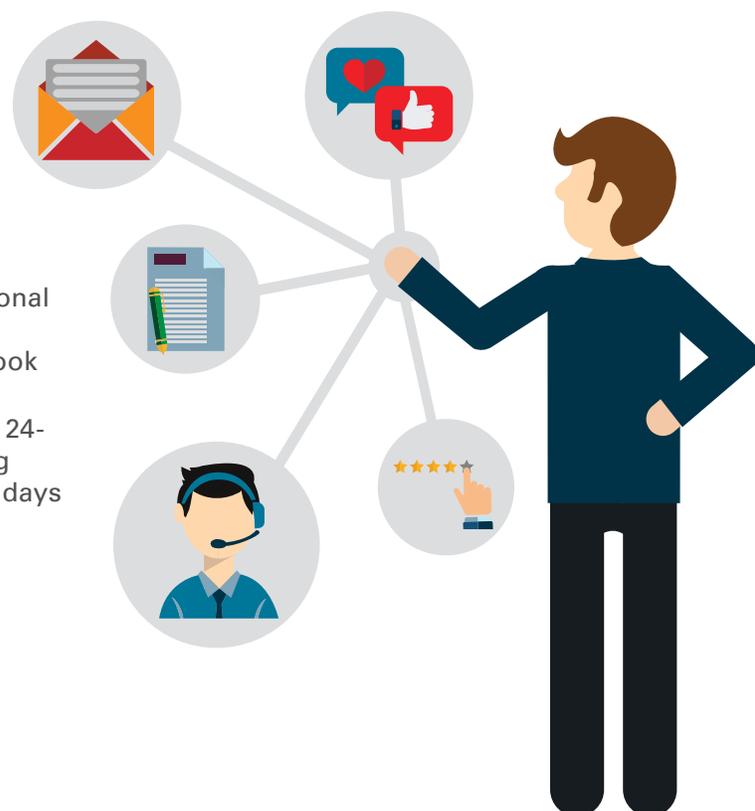
>> Use AI to more effectively route escalations to the call center.

>> Leverage chatbot integrations to allow shoppers to enroll via non-traditional channels, like virtual assistants via Facebook

>> Use Chatbots for 24-hour coverage during times of day and holidays when live humans are not available.

>> Tie AI-based chat to Knowledgebase and FAQ: if a common question is asked, link back to self-service to get them comfortable using the tools, and void escalating to a live person

>> Prompt common page-specific questions to alleviate concerns and accelerate sales. On product details pages, ask if the shopper needs help comparing products. During checkout, ask if they have any delivery-related preferences or questions.



4

OFFER VIDEO CHAT

If chatbots are for the most common inquiries, then video chat is for high-value interactions. Video chat is a great way to offer high-touch service to high-value or loyalty VIP customers, or those customers with very specific needs around escalations.

It will quickly become normal for customers to call businesses using video chat as opposed to the telephone. Video chat is simple and effective on a mobile device and gives the human touch in a virtual shopping and service realm. Mobile-video is increasingly used by all generations, but particularly Millennials, using FaceTime and Skype, who represent 30% of retail sales today but will come to own

majority of retail spend in just a few short years.²⁵

There's also an opportunity to blend AI, Virtual Reality (VR) and video chat. Emotionally intelligent avatars are also starting to become more common. Digital simulations of humans as virtual agents speaking over video may also serve as a way to scale a lifelike, face-to-face service experience.

>> With human or VR agents, serve as a concierge to help assist customers with product selection, product setup, or provide a face for a customer service challenge or escalation.

>> Start with a specific shopper need or customer segment and experiment before you scale human support to with video chat in real time. Where to start? Issues that are too complex and challenging to answer via chat, and segments like VIP loyalty members.

>> A "real person" via video chat during an escalation can put frustrated customers at ease. Be sure these agents are equipped with technologies like Knowledgebase, co-browse, and video tools so they can field more challenging requests and still deliver personalized experience with quick issue resolution.



RETHINK CALL CENTER ISLAND

Customers are least satisfied when speaking on the phone with a customer service representative, which even falls behind automated phone self-service.²⁶

Here, the main sources of frustration for users are long waiting times and having to repeat their issue multiple times (remember – “value my time” is the shopper’s #1 concern when dealing with customer service).

The call center should be thought of as the last line of service, typically reserved for human-necessary needs like escalations. Don’t make the group of customers most likely to be frustrated wait and re-tell their story.

The phone is not enough. Allow agents to co-browse with the shopper to literally put them on the same page, and see what the shopper is seeing to offer immediate resolution. Co-browse is a great way to offer white glove service, make the customer feel valued, and introduces an opportunity to give personalized cross sell or upsell suggestions. It also shaves minutes off of chat interactions and phone calls by getting to the root of the issue immediately, and it improves first contact resolution by ensuring that both parties leave the interaction

satisfied that they were understood and the problem was solved.

For call center success, make sure that call center agents have a 360° view of the customer’s omnichannel history, segment, past purchases, current cart, loyalty status, and service history. Give call center agents access to place orders on behalf of the customer to alleviate more steps in their process or barriers to purchase. Arm agents with a rich Knowledgebase to access quick answers to questions to value the shopper’s time and resolve issues fast.

Also, make sure you’re preparing for the call center of the future – where rows of cubicles waiting for calls to be routed to them may no longer exist. Ensure the tools you provide associates are web-based and responsive. Make sure you’re set up for the gig economy where you may soon have specialized product experts and agents who freelance and can help customers using the same tools, from anywhere.

>> Stay away from making frustrated customers pull up long complicated order numbers. Retailers who make call center service seamless use a simple unique identifier, like a phone

number or an email address, to link all activity across buying and service channels

>> Enable Co-browse to more quickly resolve challenges.

>> Provide agents with a 360° view of the customer’s omnichannel history, segment, past purchases, current cart, loyalty status, and service history.

>> Give call center agents access to place orders on behalf of the customer to alleviate more steps in their process or barriers to purchase.

>> Arm agents with a rich Knowledgebase to access quick answers to questions to value the shopper’s time and resolve issues fast.

>> Think of Co-browse outside of an issue resolution tool. Use it to provide a natural, consultative way to sell, to increase average order sizes, improve conversion rates, and create better opportunities for cross selling and up-selling.

>> Set up your tools and access for the future: remote agents and freelance associates who will use web-based tools from anywhere.

EXPERIMENT WITH VOICE COMMAND SHOPPING AND ASSISTANCE

Mobile and IoT assistants like Siri, Alexa, and Google Home have made consumers comfortable with voice commands to ask questions and to shop. On Prime Day 2017, Amazon cited one “v-commerce” order per second – using their voice-based Echo system.²⁷ With the readily-available advancements being made in natural language processing (NLP), semantics, and intent recognition, there’s a lot of exciting ways to experiment here.

Think of the most common requests shoppers make, especially mobile shoppers who may be on the go. Offer speech support to navigate your Knowledgebase, look up a customer’s order or delivery status, offer inventory status in local store locations, or answer the most common product questions.

>> Experiment with voice-based order placement for users using your mobile site or app.

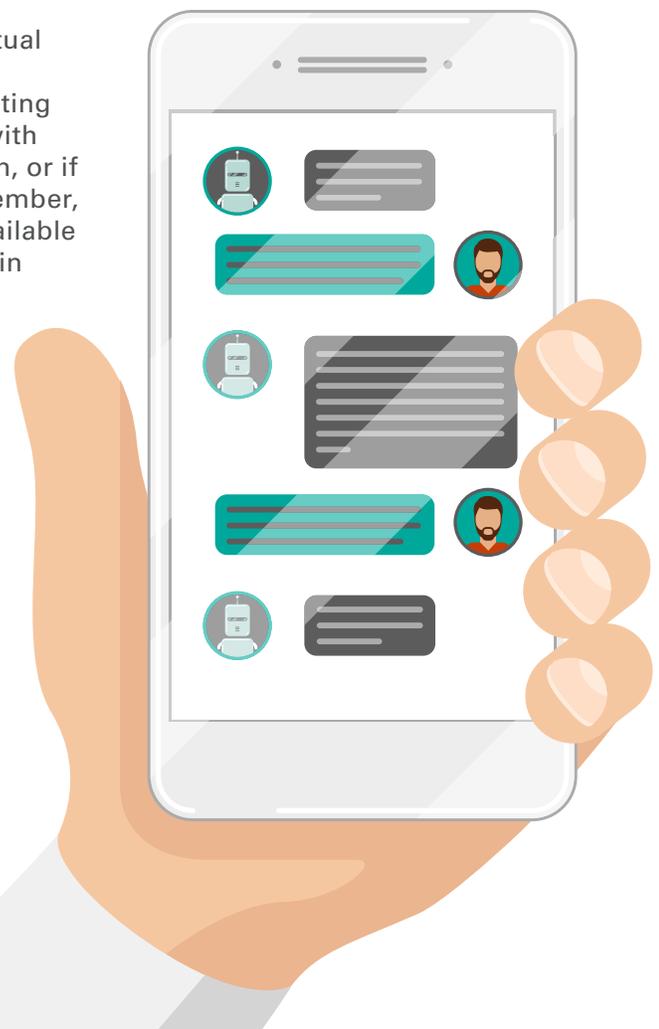
>> Research what your most common questions are for service engagements and start with simpler inquiries, like inquiries on order status, return policy, local store inventory, and the ability to re-order items and check out via voice for known customers.

>> Blend voice-based virtual assistant with proactive merchandising and marketing as well. Talk about what with sales/promotions going on, or if a customer is a loyalty member, what special perks are available to them. If a product isn’t in stock, suggesting a similar item.

>> Graduate to more complex use cases like searching and

comparing products, asking for personalized recommendations based on preferences and history, and placing products on hold in local stores.

>> Check out services like Google Cloud Natural Language API²⁸ or Alexa Skills Kit²⁹ to get started with voice-based commerce and service.



HARNESS SOCIAL AND MESSAGING APPS

Company-created branding has been replaced with access to information and objective information. Read: social media. Consumers are curating the definition of brands on places like Facebook, Twitter and Yelp – without companies in the conversation. Shoppers often wait until very late in the buying process before engaging directly with a company. Having social trust is critical to succeeding in retail today.

A social presence is vital for customer service today. Social care is critical because you are where customers and prospects are already spending the majority of their online time, and it's where they talk and share. While many people won't go to the effort to write a letter of complaint, social media platforms have made the process of interacting with businesses more accessible. Social is not just about handling complaints—social presence also means you're always available to help your customers. Not only do brands have a public forum to show proactive customer care, it's also a place to collect and quickly route needs that need to be handled in other channels.

Shoppers who see a broader social

presence by offering service in addition to social-based sales and marketing may be more willing to trust the brand. Alongside great social service, blend relevant promotions and personalized, retargeted recommendations on social media platforms to stay part of the shopper's journey. Social retargeting is incredibly successful – making shoppers 70% more likely to convert after seeing an ad.³⁰

Another organic service channel evolving quickly is social messaging platforms like Facebook Messenger, WhatsApp and WeChat. While most people use these platforms to interact with friends and family, they will increasingly become more comfortable messaging with businesses. Offering such channels as interaction channels isn't very difficult, but should be thought of as good for quick-hit replies and simpler inquiries. Messaging apps are not typically part of a multi-channel service platform and agents lack the context of who the customer is, what products they have and especially what other interactions you have had in the past with the customer in other channels. Think of how to engage chatbots and Knowledgebase for messaging

apps, and routing more complex needs to human-based chat or video chat, and the call center.

>> On social media, promote your brand alongside social customer care, so your brand is seen as responsive and trusted.

>> Experiment with personalized recommendations, retargeting, and promoting new products and promotions on social media.

>> Have social care on Twitter and Facebook fielded and handled by chatbots and AI assistance – and route complex needs to other channels.

>> Ask customers to leave public reviews for good service experience.

>> Use social media to humanize the brand and show you care. A virtual personality, or messages from your founder may help customers feel cared for and listened to -- and that they're doing business with a company that understands them.

>> Tie social and loyalty status together with a chatbot integration or special VIP service channels.

DIGITIZE IN-STORE SERVICE

If you have stores, don't forget the critical fact that most shoppers are omnichannel shoppers - with 73% of them engaging with digital and physical touchpoints to make a purchase.³¹ Make sure your associates are armed with a robust Knowledgebase, have visibility to omnichannel customer activity, and have high-tech tools that wow shoppers and make their lives easier.

Modernize the in-store associate. 84% of shoppers say they seek advice or recommendations from sales associates – and doing so makes them 87% more likely to buy.³² Empower sales associates with tablets connected to the customer's omnichannel behavior and profile to offer personalized recommendations. Invest in tools that can automate recommendations, which can be pared with in-the-moment human-based recommendations.

Whether shoppers prefer virtual or in-person assistance at the store, value their time by making their purchasing experience modern and easy. Allow associates to bypass lines

and check them out via tablet anywhere in the store. Allow them to have items shipped directly to their homes, and enable endless aisle – where associates can place an order on the shopper's behalf for out of stock or pre-order items. Signing up new accounts when placing in-store orders is a great way to introduce loyalty membership and start collecting data that makes for better shopping experiences.

Younger generations prefer to shop without assistance in stores, but rely heavily on their mobile device. Think of mobile as an arm of service when shoppers are in store. Make sure Knowledgebase content is easily accessible on mobile to support these experiences. Think of ways your mobile site or app can link to the in-store shopping experience to serve as a personal concierge. Target and The Home Depot have in-store guides that direct shoppers to the exact store location (aisle and bay number) where the products they are looking at are stocked. Other retailers use beacons and QR codes to prompt video tutorials

of products. As always, make sure chat and/or video chat is available along with self-service, product videos, and personalized AI-driven recommendations are available to help give shoppers confidence to buy in-store.

>> Arm in-store associates with tablets that allow them to see omnichannel history, personalized recommendations, and process orders on behalf of shoppers.

>> Make the mobile site or app an in-store concierge for solo shoppers. Provide guidance for efficient shopping, recommendations and the usual means of pre-sales assistance (Knowledgebase, chat, video chat).

>> Provide perks for those engaging with mobile service in the store. Surface what promotions are available, allow them to scanning an item to add to their wishlist or check the price. Use this information to help build out their profile and send tailored messages.

IOT AND AUGMENTED REALITY FOR PRODUCT HELP AND FIELD SERVICE

The future is here. The Internet of Things (IoT) will continue to transform companies from being product-based to service-based. If you are a CPG or manufacturing brand, IoT can revolutionize how you track product use, and send preemptive alerts when a customer has a product issue. Clothing manufacturers are just starting to experiment with wearables and conductive yarn, which will bring forth many new ways consumers can immediately get and give information to the brands they buy from.³³

Preemptive service wins on all fronts: faster resolution at lower cost, better planning, and anticipation of future customer needs. But managing IoT

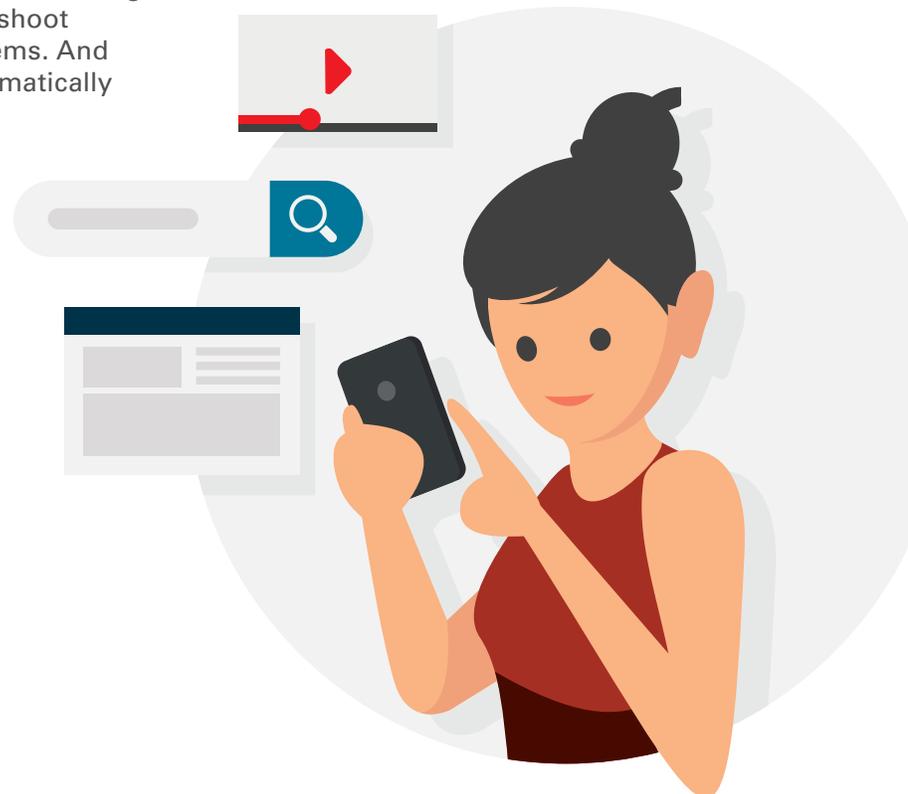
relies on a vast ecosystem of technologies to monitor, measure and trigger service.³⁴ Acting on the triggered service is what companies already know.

Augmented Reality (AR) can blend with IoT, Knowledge, and applications to offer more intuitive automated experiences. Think of a field service technician or a consumer taking a mobile picture of a product that is not working. By simply pointing the app the user will be able to retrieve in real time all the information about the device: case history, customer information, error codes, and knowledge to troubleshoot the problems. And even automatically

place an order for a new part or new product.

>> Start with the manageable and useful. Remind customers to re-order products and allow them to do so via voice, mobile, or automatically.

>> Experiment with image search. If you are having problems with a part or product, leverage advances in image search for identifying problems, seeking resolution with Knowledgebase or chat, and for re-ordering parts and products.



10

HIGHLIGHT LOYALTY IN EVERY INTERACTION

The ultimate goal for retailers today is to gain customer loyalty. It's six times more expensive to acquire new customers than to retain them,³⁵ and being part of a loyalty program increases a customer lifetime value (CLTV) by 30% or more by increasing visit frequency, increasing spend per visit, and winning back lost customers.³⁶ Digital advances in commerce and service provide many opportunities to introduce a loyalty program, and keep providing value to brand loyalists.

Joining a loyalty program can't just be a brand's shameless attempt to get an email address and push out batch and blast campaigns. With the advances in digital and Customer Experience platforms, loyalty should be a part of every customer interaction, and every customer interaction should be tailored to their loyalty status. Every interaction should provide value to the customer.

Pre-sale, think of ways to entice shoppers. Yes, promotions and seasonal sales are good, but with all of the information that can be gathered today, personalized recommendations and access are what provides real value. A loyalty program should be tied to marketing efforts to proactively send messages for personalized products, VIP access to new products, and additional "thank you" perks like invitations to

special store events. If point accrual and redemption is your model, consistently remind them of how close they are to savings, or what can be purchased or unlocked with their loyalty point balance.

Parallel to sale, there are opportunities to tie loyalty in to service and commerce. If a customer is a member of a specific loyalty tier, they may be entitled to a more personal concierge service like video chat. Chat bots could also be engaged if a shopper is identified as a VIP to make AI-driven, personalized product recommendations, or to fill the shopper in on sales for their favorite brands. In-store, loyalty members may get to bypass lines, get invited to in-store events, get free gifts to test out new products, or redeem special coupons rewarding them for their loyalty.

Post-sale, think about specialized customer service for your most loyal tier of customers. Perhaps they get access to always free or expedited shipping, or a "private" access to an exclusive call or chat line to resolve issues and answer questions. If you reward customers for being loyal with

valuable, relevant engagement, they will reward you with their ongoing business.

- >> Make loyalty status an important characteristic on the customer profile. Tailor promotions, marketing, recommendations, and customer service based on their status.
- >> If you have stores, push lucrative omnichannel shopping habits by inviting loyal online shoppers in to the store for special events.
- >> Tier a loyalty program to unlock access to special products, savings, and service perks.
- >> Experiment with an exclusive channel for VIP video chat, SMS or phone support to your most valuable customers.



BRINGING IT ALL TOGETHER

Unified commerce and service is greater than the sum of its parts. It's a clear winning strategy for retailers who want to seize micromoments – and wallet share. Tying service to commerce strengthens sales, and tying commerce to service increases customer loyalty – every retailer's goal.

You can't predict how and when people will engage to shop or get support. An integrated platform with shared omnichannel data and AI-driven intelligence sets your business up for success to experiment and change quickly to meet the needs of ever-changing customers.

By partnering with Oracle, you can become a modern commerce and service organization. With a unified platform that delivers stellar experiences and cloud-based services that reduce complexity and costs, Oracle helps our customers:

- >> Acquire new target customers
- >> Generate more revenue and profitable growth
- >> Retain your existing customers and strengthening those relationships
- >> Become more efficient and agile

Oracle has the portfolio of applications, intelligence, and infrastructure to scale customer experiences across companies of all sizes. We take the burden of managing technology and infrastructure and let brands focus exclusively on their revenue-

driving customer experience.

LEARN MORE ABOUT OUR PRODUCTS AND SOLUTIONS:

>> **Oracle Customer Experience Platform: The only Leader in Forrester Wave™: Digital Experience Platforms, 2017**

Oracle Customer Experience (CX) allows retailers to deliver customer experiences that increase revenue, loyalty and agility, while decreasing complexity and costs. Brands can deliver connected, relevant experiences that adapt to every shopper's unique journey. Informed by shared data and driven by the latest in AI, Oracle Customer Experience delivers a suite of cloud-based products and services that grow with our customers' changing needs.

THE ORACLE CX SUITE IS COMPRISED OF THE FOLLOWING:

>> **Oracle Commerce Cloud: Leader in Gartner Magic Quadrant for Digital Commerce, 2017.**

Oracle Commerce Cloud is the most modern, scalable SaaS commerce platform on the market. With the latest tools and mobile-optimized storefront, business users can take control of their shopping experiences with drag and drop design, catalog and search management, content capabilities, integrated AI and AB testing, plug ins with external technologies, and proven commerce features, out of the box.

>> **Oracle Service Cloud: Leader in Forrester Wave™: Customer Service for Enterprise Organizations, 2017.** Oracle

Service Cloud empowers employees, engages customers, and adapts quickly to the changing needs of your business. With capabilities like case management, knowledge management, omnichannel management, and business intelligence, Oracle Service Cloud has led the customer service space for a decade, with hundreds of successful customers across multiple verticals.

>> **Oracle Loyalty Cloud: Engage, reward and recognize loyalty members with personalized interactions throughout their lifecycle.**

As part of a comprehensive CX Suite, retailers can move faster, reduce costs, know their customers on a deeper level, and deliver experiences that keep shoppers coming back. Manage loyalty tiers, allow customers to accrue and redeem points, and use loyalty status to inform all interactions across the customer journey.

>> **Oracle Marketing Cloud: Leader in The Forrester Wave™: Enterprise Marketing Software Suites, 2016**

Oracle Marketing Cloud leverages data to target communications and—marketing programs across the customer journey. Personalized marketing orchestration connects digital and physical behaviors to optimize messages across email, mobile, social, and on eCommerce sites via merchandising and recommendations. Oracle Marketing Cloud powers marketing orchestration at leading global brands.

ORACLE CLOUD SERVICES

THE SUITE LEVERAGES A NUMBER OF ORACLE CLOUD SERVICES FOR IT PROFESSIONALS, THAT INCREASE BUSINESS AGILITY, LOWER COSTS, AND REDUCE IT COMPLEXITY.

>> Oracle Integration Cloud Services (ICS): Maximize the value of your investments in SaaS and on-premises applications through a streamlined and powerful integration platform in the cloud that enables simplified data passing.

>> Oracle Data as a Service (DaaS): Leverage a myriad of data sources to connect you to the right customers, making every interaction personal, and effective.

>> Oracle Infrastructure as a Service (IaaS): offers a set of core capabilities, such as elastic compute, storage, networking, bare metal, migration tools, and container to help you quickly increase business value and performance.

>> Oracle Platform as a Service (PaaS): develop, test, and deploy the next generation of applications in the cloud in a secure, cost-effective manner that speeds time to market and increases competitive advantage.

>> Oracle Developer Cloud Service: Allows developers, IT professionals, and business leaders to quickly develop, test, and deploy the next generation of extensions and custom applications in any language in a secure, cost-effective manner. Development can be done in popular IDEs using Oracle Cloud environments provisioned in seconds.

>> Oracle Mobile Cloud Service: Makes mobile app development and integration quick, secure, and easy to deploy.

To learn more visit cloud.oracle.com

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