Transforming one-time purchasers

into lifetime customers

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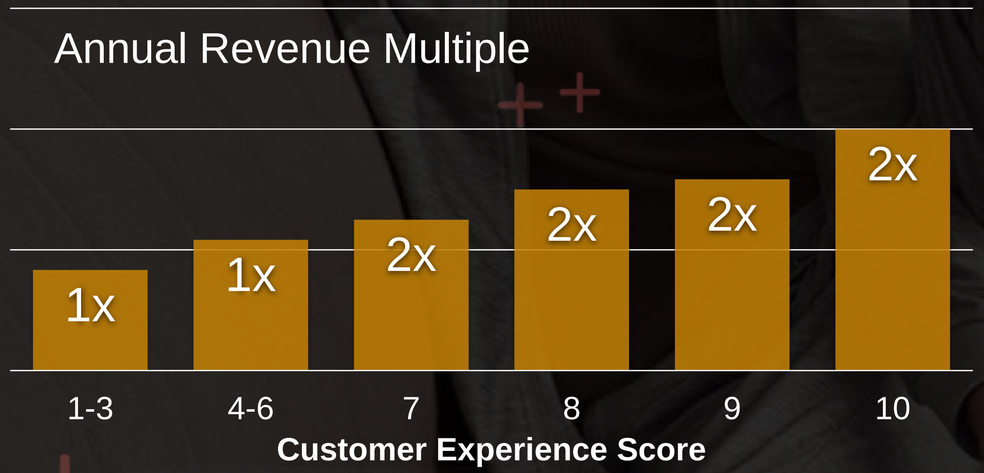
Purchaser;
someone who buys your product once and never comes back. *A cost to your business.*

Customer;
someone who comes back to you and buys again. *The lifeblood of your business and your key to growth.*

Brands need more customers to thrive.

Customer Experience impacts revenues



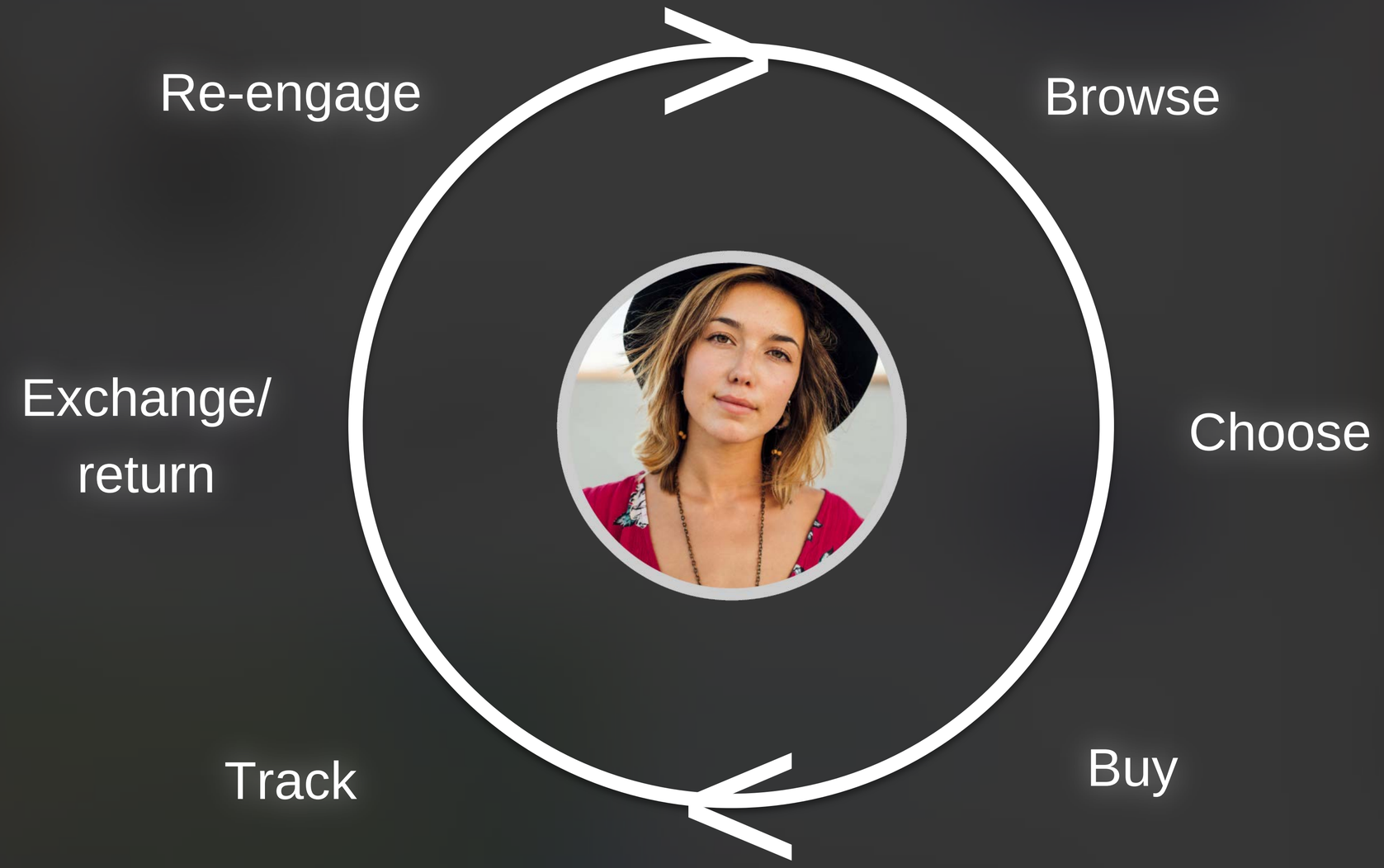
Source: HBR.com

82%

of customers stopped doing business with a company after experiencing poor customer service in 2016 (vs 76% in 2014).

– Mary Meeker, Internet Trends 2017

Ecommerce offers customers an opportunity to shop no matter where they are



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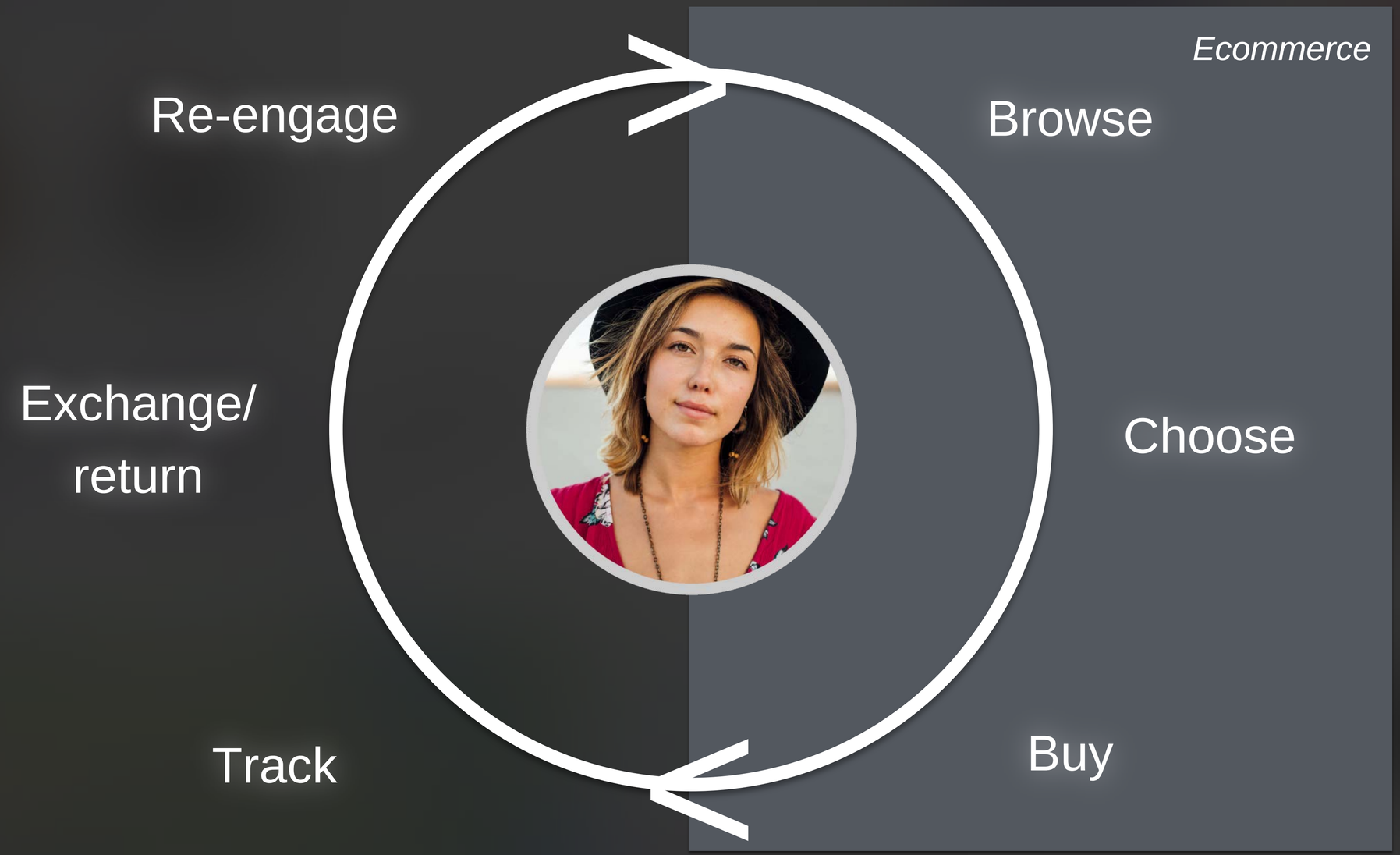

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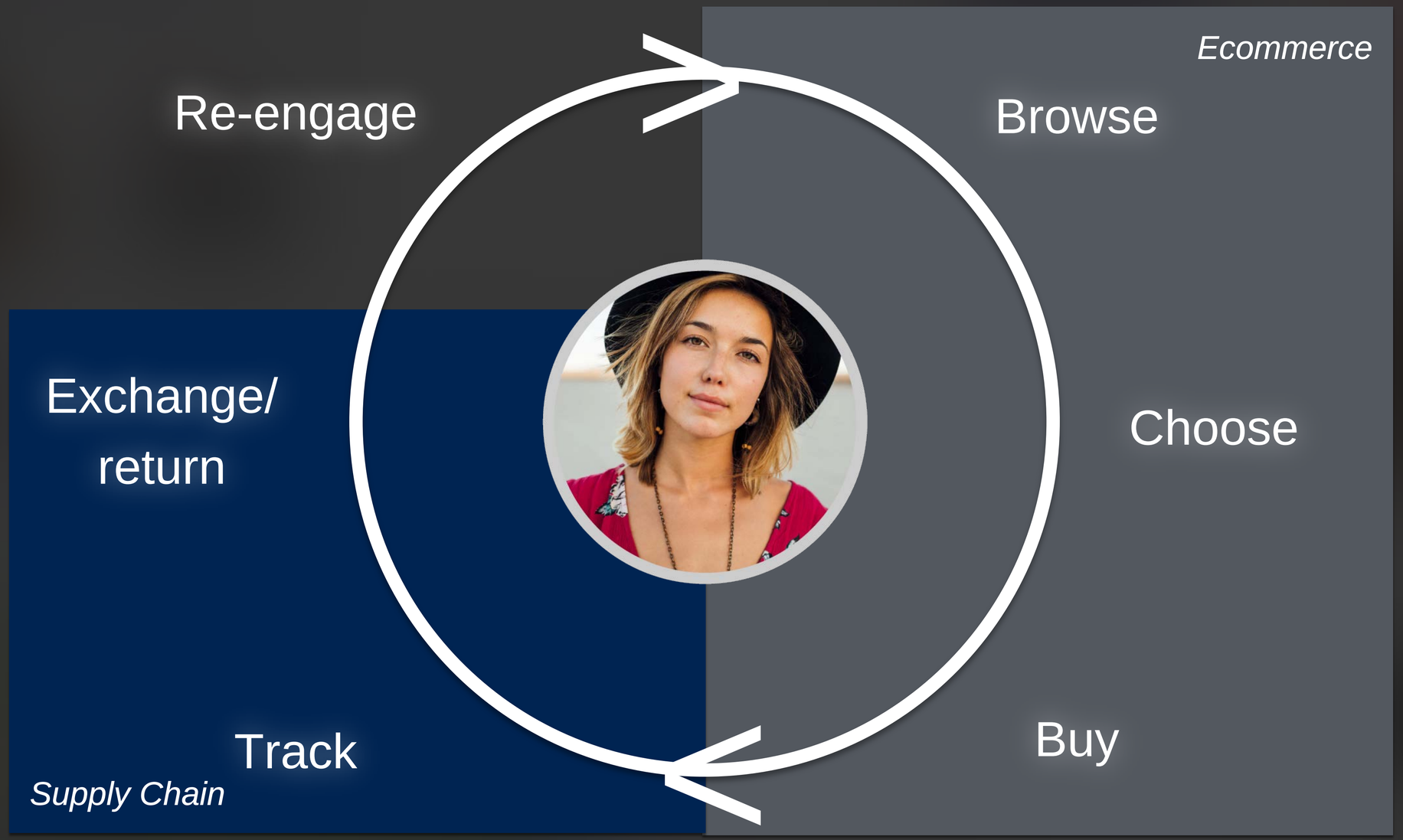

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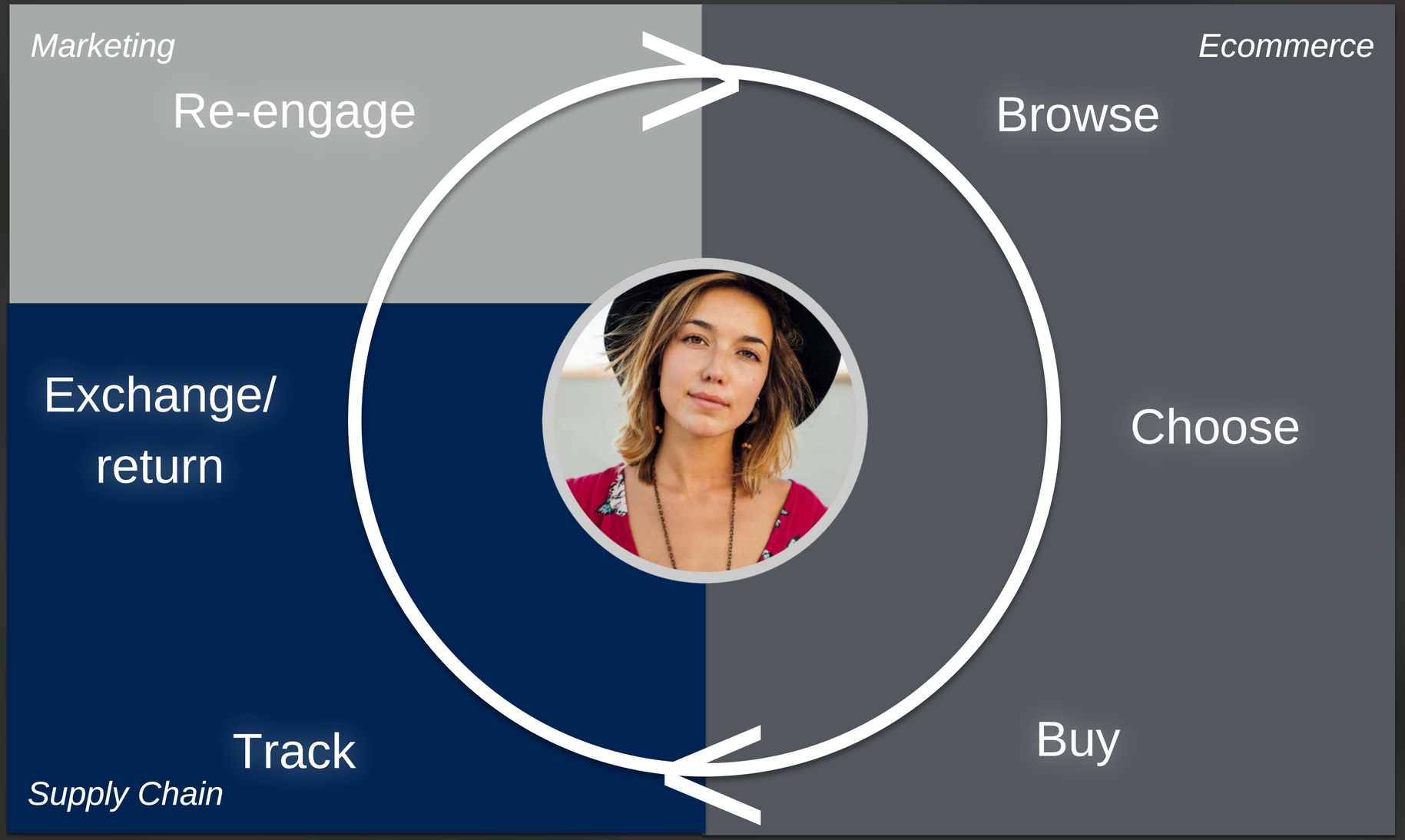

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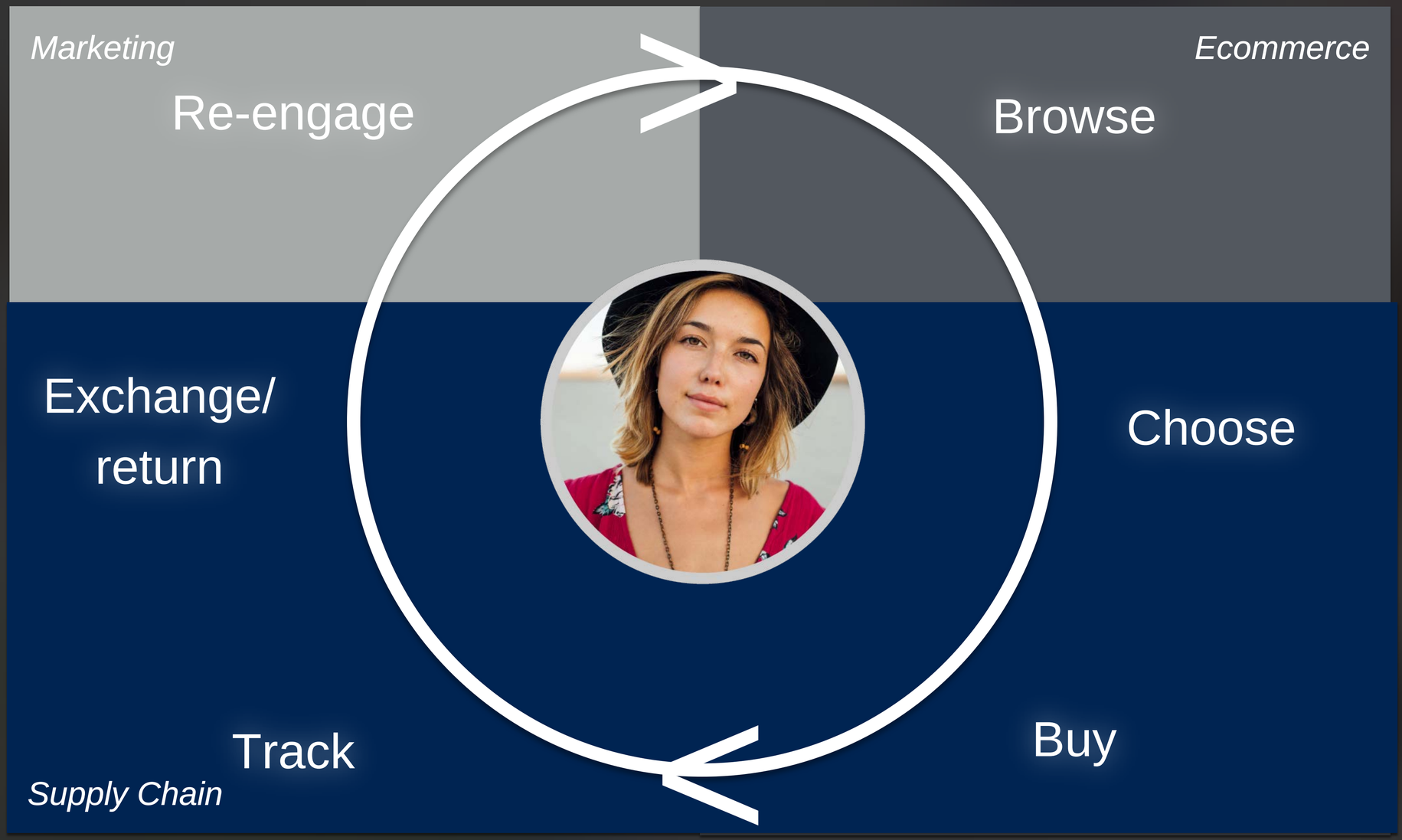

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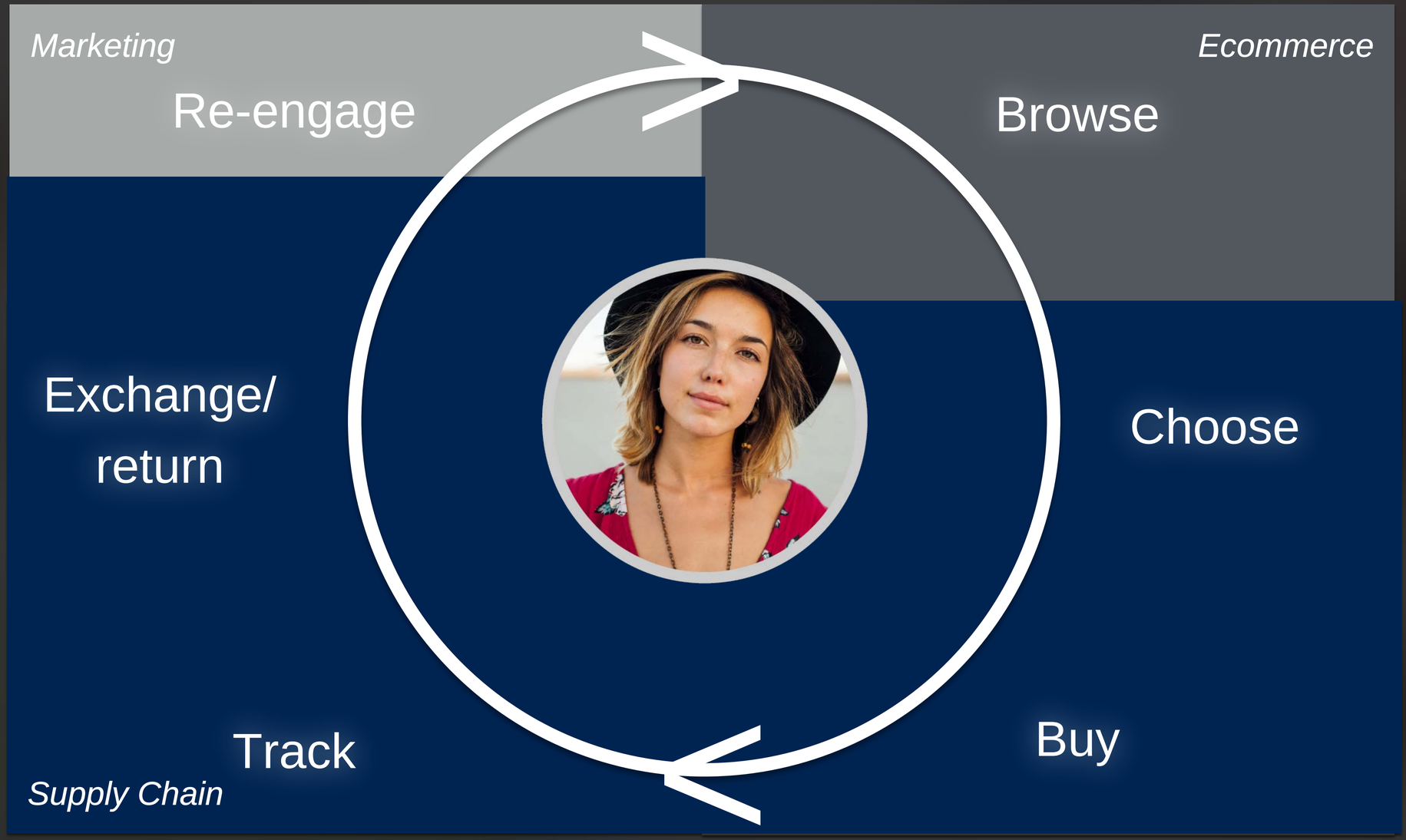

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New challenges

Last mile LTL and parcel

Same day or next day delivery

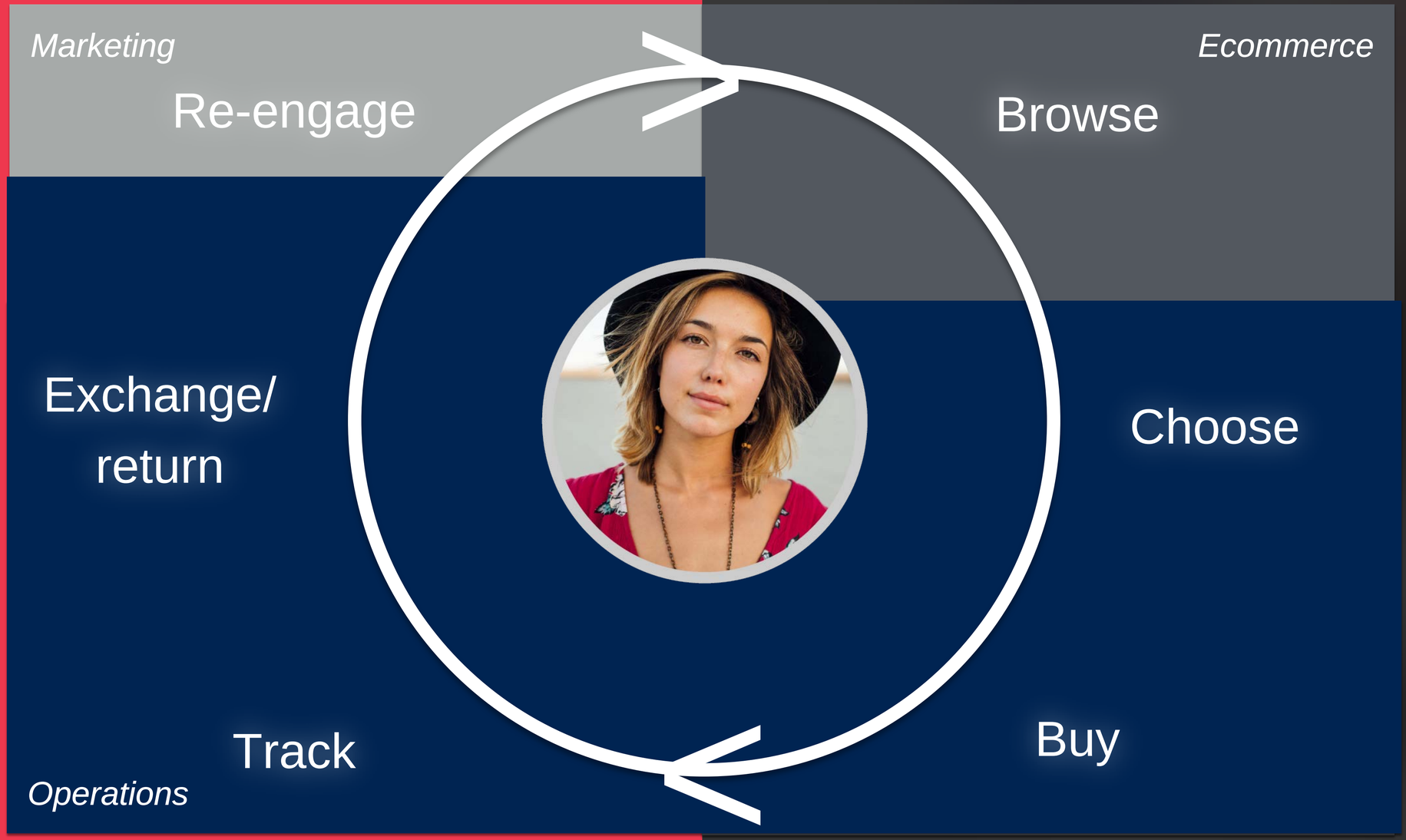
Customer updates during fulfil & deliver

Lack of visibility into what’s being returned

Reducing return rate

Inventory accuracy for omnichannel

Customer Care Automation



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Customer Care Automation

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Customer Care Automation - Tracking

- Give customers tracking updates on text, Messenger, Voice (Google Home, etc)
- Reduce WISMO calls 25-50%
- Survey customers immediately after delivery

Customer Care Automation - Returns & Exchanges

- Provide self-serve returns and exchanges
- Guide the customer with exchange options
- Recovery of lost Returns revenue through re-sell
- Capture return details immediately

carter's®

I loved the text **notifications** while I was waiting for my package!

the delivery was very quick and I was **notified every step of the way**…and received the day it was promised.

love how they **notify** you on how your order is going **if it was shipped or not**

600K

SMS order status alerts

60%

Higher engagement with opt-in shoppers

4 out of **9**

provide detailed feedback on experience

Linc

KIKO
MILANO

14%
Returns **converted** to purchases

25% reduction in ‘where is my order’ calls
33% engagement via SMS channel

Lime Crime.

43%

SMS opt in rate

42%

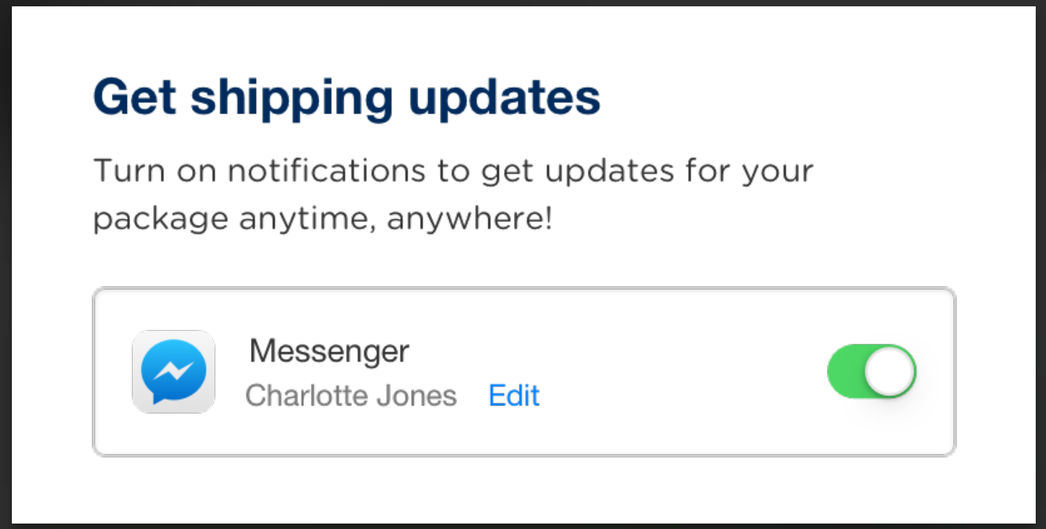
SMS click rate to landing page

50% Open rate for order/ship confirmation emails

43.5% Click rate for order confirmation/shipping emails

JUSTFAB™

Facebook Messenger



10.2%

of shoppers opt-in organically

<1% opt out after switching Messenger on

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