

A collage of various images is arranged in a circular pattern around the central text. The images include: a close-up of a person's face with a white beard; a modern building at night; a row of makeup brushes; a hand holding a smartphone; a hand holding a watch; a hand holding a small drone; a field of wind turbines at sunset; and a hand holding a stack of coins.

# Customer experience trends for 2018

## Conversation is the new marketing

### THE END OF COMPLEX INTERFACES

Online trade was born more than 20 years ago. And for the past 20 years, we have been conducting research, we have been visiting various websites in order to compare product pages, we have been completing complex contact forms with several steps... However there's a change under way, in 2018 we will see the rise of intuitive and natural conversational experiences online, which will ensure the consumer will not have to do any of the 'heavy lifting'.

Messaging has become universal and in 2018, no company will be able to bypass this trend. Messaging apps account for more than 5 billion monthly users. Millennials as well as baby-boomers use them because they surf the primary form of communication, conversations.

### MESSAGING TO HELP ADVERTISING

At the end of 2017, major advertisers such as Mars and Lidl announced their intention to boycott YouTube after a Times Investigation claimed ads were being served against "inappropriate" and "exploitative" content. In late October, Procter &

Gamble, the world's largest advertiser, cut 40% of its online advertisement.

Marketers are increasingly questioning the display's return on investment. Other critical parameters such as the user experience and brand image are now taken into account.

At the same time, web users actively fight intrusive ads by massively installing adblockers (32% of US internet users use adblockers with a 34% increase each year). If we are not about to see the end of digital advertising in 2018, we should witness the rise of messaging, which encourages interactions that are more authentic and less intrusive. 2018 will see the rise of Conversational formats!

### RICH CONTENT

Emojis, gifs, images, documents... They are a sign that conversations between a brand and customers can be as warm as a personal exchange. These tools, available for brands to use, are intended to create an authentic and highly personalised exchange with customers. They are not simple promotional tools or tools only aimed at sharing information. 2018 will be the year of hyper personalisation.

## Artificial intelligence: advances and limits

We will undoubtedly hear more about artificial intelligence (AI) in 2018. In 2017, artificial intelligence was everywhere, in every industry: economy, transportation, medical industry, etc. And the customer experience has not been left behind. Artificial intelligence is so promising that it is sometimes difficult to tell the difference between fantasy and reality.

Technical advances in terms of voice recognition are numerous and, in 2017, they enabled us to continue to improve personal assistants on connected objects such as Siri, Cortana, Echo, Home or Clova. Thousands of hours of conversations have trained the neuron networks of the largest university and company laboratories. In February 2017, a team from Microsoft announced that they had surpassed the human intelligence for the comprehension of phone conversations with only a 5% error.

But the very large majority of both written and spoken virtual assistants do not use artificial intelligence. They give the impression to their interlocutor that they understand them. How? Thanks to the talent of scenarists who pre-write their responses. In 2018, AI will be, first and foremost, a tool destined to enhance the performance of human agents thanks to these suggested responses for example.

## Chatbots: what can we expect in 2018?

In 2017, many companies have tested conversational robots - more than 200,000 have been created on Messenger. Implemented with precaution, they have dedicated bots for specific objectives and utilise them for one single and unique channel: application or website, pre-qualification or the resolution of commonly asked questions, etc. This trial phase will enable to expand uses in 2018 and create multi-channel chatbots.

But companies must keep one thing in mind: if the dialog you can have with a robot is, indeed, conversational, it's far from being able to offer conversations as rich in emotions and intelligence as conversations held between two human beings.

Thus, you will need to think bots as elements of a global strategy and connect them to platforms that enable you to manage online interactions. Bots can replace human agents for low added value tasks, collecting information that will enrich your database. Above all, the technology must be able to seamlessly transfer a conversation to a human agent as soon as the chatbot is no longer able to provide a satisfactory response. This transfer must be smooth and preserve both the user and agent experience (same discussion thread or window, access to information shared within the conversation, etc.).

## Authenticity, trust, conviviality: key values for brands in 2018

Because we, consumers, are increasingly more informed and knowledgeable about the goods and services we wish to consume, we expect brands to be authentic and transparent.

In 2018, communities and independent ambassadors will continue to embody these values and will become the face of brands which will win their customers' trust. Internet users don't want to be sold products, they want to be advised on buying a product or service that will be personal and relevant to them. Also, they feel more confident when they talk to their peers.

Thus, brands will rely on independent and savvy sales forces, which embody this authenticity, but which are also flexible to face the ubiquity challenge: to answer everywhere online, at any time while controlling costs.

### CUSTOMER LIFETIME VALUE: THE INDICATOR YOU SHOULD FOLLOW IN 2018

Being authentic and collaborating with ambassadors means betting on a long term customer relationship. And that's a good thing: the probability of selling a product would be between 60 and 70% for an existing customer against 5 to 20% for a prospect. This data speaks volumes on the importance of investing in customer loyalty. To monitor this data and determine your actions' return on investment, the Customer Lifetime Value should be the indicator guiding businesses in 2018. The calculation of this indicator relies on your customer segmentation and analysis of their behaviour.

The Customer Lifetime Value is not a static concept. Businesses will need to constantly remain attentive, be available where their customers need them and personalise the interactions they have with them.

# 2. Business results by sector

## Conversational Marketing: good performers by indicators

In terms of conversion rate, the cultural goods industry takes the lead with 27.9% of visitors supported via messaging who finalize their order, this industry is right before general retailers (22.3%). Websites selling cultural goods are also the ones obtaining the best satisfaction rate (93.9%).

When it comes to gross return on investment, the transportation sector reaches the highest average turnover percontact: 354.10 euros. Is this linked with the responsiveness of their teams? Their agents are, indeed, the most responsive ones with an average 1st response given within 26 seconds.

It's also in the transportation sector that we better optimize the volume of contacts by reaching the lowest closing time. After the last message of a visitor, agents end a conversation within 2 minutes and 55 seconds which allows them to help other new customers who need their advice. In comparison, the average closing time across all sectors is 5 minutes and 23 seconds.

Finally, it's the food industry which is most successful in terms of handling time (AHT) with an average handling time of 7 minutes and 46 seconds.

### Retail



## 22.3%

Conversion rate

22.3% of visitors supported by messaging place an order after a conversation.

## 11 min 31

Average handling time

On average, it takes agents 11 minutes and 31 seconds to handle a chat conversation.

## €52,70

Turnover / contact

A messaging contact generates an average turnover of 52.70 euros.

## Business results by sector

## Transportation

**17.9%****Conversion rate**

17,9% of visitors supported by messaging place an order after a conversation.

**7 min 55****Average handling time**

On average, it takes agents 7 minutes and 55 seconds to handle a chat conversation.

**€354.10****Turnover / contact**

A messaging contact generates an average turnover of 354.10 euros.

## Travel

**93.1 %****Satisfaction rate**

Market players from the travel industry satisfy 93.1% of visitors supported via messaging.

**11 min 33****Average handling time**

On average, it takes agents 11 minutes and 33 seconds to handle a chat conversation.

**€98.50****Turnover / contact**

A messaging contact generates an average turnover of 354.10 euros.

## Luxury

**91.8 %****Satisfaction rate**

Market players from the luxury industry satisfy 91.8% of visitors assisted via messaging.

**12 min 52****Average handling time**

On average, it takes agents 12 minutes and 52 seconds to handle a chat conversation.

**€2,665****AOV after a contact**

On average, the order value after a contact reaches 2,665 euros.

## Business results by sector

## Finance



### 91.52%

#### Satisfaction rate

Market players from the finance industry satisfy 91.52% of visitors supported via messaging.

### 9 min 11

#### Average handling time

On average, it takes agents 9 minutes and 11 seconds to handle a chat conversation.

### 32 secs

#### 1st response time

On average, visitors who start a chat receive the first response from an agent within 32 seconds.

## Energy



### 91.5%

#### Satisfaction rate

Market players from the energy sector satisfy 91.5% of visitors supported via messaging.

### 13 min 08

#### Average handling time

On average, it takes agents 13 minutes and 08 seconds to handle a chat conversation.

### 55 secs

#### 1st response time

On average, visitors who start a chat receive the first response from an agent within 55 seconds.

## High Tech



### 16.3 %

#### Conversion rate

16.3% of visitors supported by messaging place an order after a conversation.

### 37 secs

#### 1st response time

On average, visitors who start a chat receive the first response from an agent within 37 seconds.

### €69

#### Turnover / contact

A messaging contact generates an average turnover of 69 euros.

## Automotive



### 92%

Satisfaction rate

Market players from the automotive industry satisfy 92% of the visitors supported via messaging.

### 7 min 15

Average handling time

On average, it takes agents 7 minutes and 15 seconds to handle a chat conversation.

### 27 secs

1st response time

On average, visitors who start a chat receive the first response from an agent within 27 seconds.

## B2B



### 14.8%

Conversion rate

BtoB market players convert 14.8% of visitors supported by an agent into leads.

### 14 min 24

Average handling time

On average, it takes agents 14 minutes and 24 seconds to handle a chat conversation.

### 57 secs

1st response time

On average, visitors who start a chat receive the first response from an agent within 57 seconds.

## Fashion & Jewelry



### 17.6%

Conversion rate

Fashion market players convert 17.6% of visitors supported by an agent.

### €22.70

Turnover / contact

Each messaging contact generates an average turnover of 22.70 euros.

### 34 secs

1st response time

On average, visitors who start a chat receive the first response from an agent within 34 seconds.



## Business results by sector

## DIY



## 91.1%

Satisfaction rate

DIY market players satisfy 91.1% of the visitors supported via messaging.

## 14 min 16

Average handling time

On average, it takes agents 14 minutes and 16 seconds to handle a chat conversation.

## €37,70

Turnover / contact

Each messaging contact generates an average turnover of 37.70 euros.

## Beauty



## 17.4%

Conversion rate

Beauty & Health market players convert 17.4% of visitors supported via messaging.

## 12 min 52

Average handling time

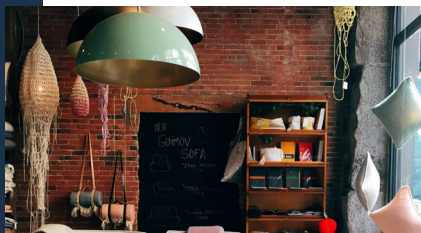
On average, it takes agents 12 minutes and 52 seconds to handle a chat conversation.

## €59

AOV after a contact

On average, the order value after a contact reaches 59 euros.

## Decoration & home



## €48.80

Turnover / contact

A messaging contact generates an average turnover of 48.80 euros.

## 9 min 12

Average handling time

On average, it takes agents 9 minutes and 12 seconds to handle a chat conversation.

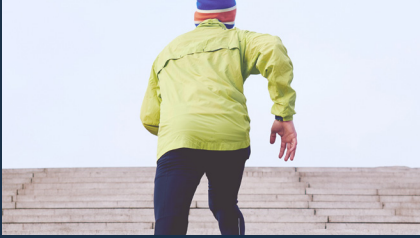
## 92.8%

Satisfaction rate

Decoration market players satisfy 92.8% of the visitors supported via messaging.

## Business results by sector

## Sports



### 18.1%

#### Conversion rate

Market players from the sports industry convert 17.4% of visitors supported via messaging.

### 93.2%

#### Satisfaction rate

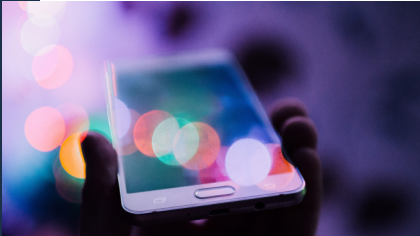
Sports market players satisfy 93.2% of visitors supported via messaging.

### €137

#### AOV after a contact

On average, the order value after a contact reaches 137 euros.

## Telecom



### 4%

#### Click-through rate

4% of visitors who are offered assistance, click on it to start a conversation.

### 13 min 12

#### Average handling time

On average, it takes agents 13 minutes and 12 seconds to handle a chat conversation.

### 33 secs

#### 1st response time

On average, visitors who start a chat receive the first response from an agent within 33 seconds.

## Services & Institutions



### 91.2%

#### Satisfaction rate

Institutional market players satisfy 91.2% of visitors supported via messaging.

### 8 min 39

#### Average handling time

On average, it takes agents 8 minutes and 39 seconds to handle a chat conversation.

### 27 secs

#### 1st response time

On average, visitors who start a chat receive the first response from an agent within 27 seconds.

# 3. *Success stories*

Messaging      Call Video      Social Messenger      Community      ibbü      Sales      Satisfaction      Care





## Challenge

Feelunique experience a large volume of traffic through their website and are committed to creating a truly digital, joined up user experience. To achieve this, Feelunique want to ensure that they are not only communicating with their customers at the right time but also directing each query to the right agent. A chat solution was launched to enable agents to communicate with customers in real time.

## The solution

At any one time there are at least 10 agents logged in to the platform and Feelunique found that “overall customers who engage through the conversational platform are more satisfied than customers who use more traditional channels such as email and phone.”

Having seen the value of the conversational commerce platform, Feelunique have also rolled out the iAdvize solution on mobile to provide a touchpoint to cater for the evolving needs of their customers.

## Results

X4

Increased Conversion Rate

30%

Increase in Average Order Value

81.5%

customer satisfaction rate



## Challenge

For its online store, PETIT BATEAU has assembled a team of 3 agents who handle all its customer contacts: messages coming from the online contact form, phone calls or chat conversations.

The brand's objective is to become increasingly more responsive to answer its customers and support them in real-time to finalise their orders on the website.

## Strategy

Petit Bateau's agents and experts complement one another to advise customers and visitors on the petit-bateau.fr website. Thanks to the routing engine, the agents are utilised on questions from the check-out funnel and act directly on basket abandonment or more sensitive topics like problems on the FAQ page "we support customers and, with the mirroring or cobrowsing features, we identify the problem straight away: a customer that isn't logged in, an error in coding, a problem on the profile, an information that is missing on the shipping method, etc." explains Line. The community, composed of 10 active experts, guides customers on the website, provides them information on the products but can also answer to order intake problems. Very active, they are logged in to the tool whenever they want! It enables Petit Bateau to handle twice as much chat conversations. More than one visitor in five (22,4%) finalizes their order after a conversation with an agent of an expert from Petit Bateau.

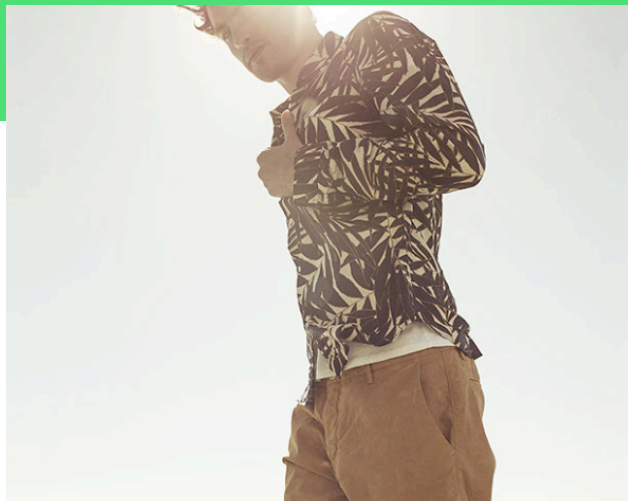
## Results

**22.4%**  
conversion rate

**93.6%**  
satisfaction rate

**7 min 38**  
average duration of a  
conversation

# IKKS



## Challenge

The customers of the brand who visit the IKKS website look at the items and need help or instantaneous tips by messaging before making a choice and order: tips about sizes, fitting cuts, materials, etc. but also tips about logistical information. IKKS used to offer tips in real-time to its customers on its website with its internal customer service team logged in to the iAdvize platform. “We wanted to reinforce our customer service while providing the same quality of tips and increasing our turnover”, explains Marie Voiton from the IKKS E-SHOP customer service.

## Strategy

ibbü pre-selected profiles of fashion enthusiasts for their expertise and interpersonal skills. IKKS had specified two vital criteria: the quality of their speech and fashion sensibility. 6 experts have been validated. They get paid for each tip they give.

## Results

22%

conversion rate

5 min 45

average duration of a conversation

20/24

hours of availability for instantaneous tips on the IKKS website



## Challenge

When they browse Cdiscount's website, online shoppers can now ask their questions in real-time to independent experts via a chat window and be guided in their purchase decisions. Thanks to this initiative, visitors benefit from a unique and personalised experience with authentic, instantaneous and 24/7 support. *"On average, a conversation between an online shopper and an ibbü expert lasts longer than a conversation with a 'classical' customer service agent. This helps create a privileged relationship between our brand and our customers. We want to spread the ibbü service over other product categories on our website in the coming months."* , Isabelle Eloir, Responsable Développement Commercial.

## Strategy

Since ibbü's integration with Cdiscount's website, on average, 17,000 conversations have been handled each month by ibbü experts. The first results observed by Cdiscount show that online shoppers really like this new authentic service. Chat conversations with an ibbü experts reach an average 85% customer satisfaction rate and a 6 point increase in the quality of responses perceived. "The ibbü service is now fully integrated with Cdiscount's website and provides our customer service team with real support. It helps us ensure there are always customer service agents available when our customers need help. These agents are here to advise online shoppers at all times and, above all, give them authentic advice." explains Isabelle Eloir.

## Results

**17,000**  
conversations handled by ibbü  
experts each month

**60**  
active ibbü experts

**7**  
product families





## The dispositive

For Banque Casino, offering real-time contact to their customers is an essential aspect of the customer experience. Customer service has a strong retention objective and works in project mode with a transversal vision. The chat solution has been available on the website since February 2017 and contacts via Messenger have been activated on Banque Casino's Facebook page.

- This way, real-time support is proposed throughout the different steps of filling out the subscription forms. The chat solution allows customer service agents to respond to visitors' issues in order to reduce their abandonment rate.
- Also to smoothen the procedure, during the final step, visitors can upload supporting documents directly in the chatbox to transfer them to customer service agents.
- The chat is available on the website's contact page. 3 visitors out of 10 use it, which shows their strong enthusiasm for this touchpoint.

The chat solution enables Banque Casino to decrease the volume of incoming emails by 20%. As for Messenger, it allows you to offer an instantaneous touchpoint for all after-sales queries, a personalised touchpoint that customers use in their daily lives.

## Résultats

**-20%**

decrease in the number of emails received

**30%**

of visitors on the contact page ask for a contact via chat

**37 secs.**

1st answer given within 37 secs



## Challenge

Responsible for the French market, Joao Ferreira was looking for qualified human resources to answer questions on Prozis.com at all times in France. "I wanted to find people who could answer simple questions thanks to their experience: personal trainers know the products sold by Prozis and are able to find a solution quickly", he explains. The Community Messaging solution, tested in other countries, didn't meet his expectations as there was not enough control.

## Strategy

Since January 2017, 5 ibbü experts have been advising visitors on Prozis' website via chat. They log in to the ibbü platform in the afternoon and in the evening. This availability coincides with the increase in Prozis.com's website traffic and business during the day. On average, conversations with the ibbü experts last 23 minutes. The questions asked by online shoppers require customised advice and cutting-edge expertise: their knowledge about the products and dosage, the adaptation of supplements according to workout objectives, etc. After a conversation with an ibbü expert, 97% of visitors say they are satisfied.

## Results

**31%**  
conversion rate

**97%**  
satisfaction rate

**22/24**  
ibbü experts are available 22  
hours a day, every day



## Challenge

Le Petit Ballon experiences a strong peak in activity during the Christmas holiday season. To face this seasonality, the brand decided to reinforce their customer service team while remaining flexible, especially during the evening and at weekends. To do so, Le Petit Ballon wanted to collaborate with brand ambassadors who know the website and the offers. An ibbü campaign was launched and shared with their user base. 60 people subscribed and 8 of them were selected for their knowledge of the brand's concept and their understanding of Le Petit Ballon's spirit.

## Strategy

ibbü experts and professional agents chat on the same website pages. If they don't have the answer to a question, ibbü experts can redirect visitors to the customer service team. "Our peak transactions happen during week nights and on Saturdays. Our professional agents are available until 7 pm. It's great to have ibbü ambassadors take over after opening hours", explains Maxime. During peak traffic, he noted a 33% conversion rate.

## Results

**33%**  
conversion rate

**93%**  
satisfaction rate

**18/24**  
available login time of agents,  
24/7 from 6pm to midnight

# 4. About



## THE CONVERSATIONAL MARKETING PLATFORM

iAdvize is a conversational marketing platform that enables businesses to engage their customers and prospects whether they're on the website or social media from one messaging solution. Visitors can get real-time advice from customer service but also from advocates, members of the brand community.

In 2016, iAdvize launched *ibbü*, an on-demand pool of experts. *ibbü* experts are made available to brands and are paid to support their customer service teams. 60% of online purchases take place during the evening or at weekends, when customer service teams are often reduced in size and less available. With *ibbü*, brands enable their customers to get authentic advice 24/7 in real-time.



**More than 600 businesses use iAdvize across 60 countries.**

Clients include House of Fraser, Air France, BMW, Europcar, Lacoste and Interflora.

**Contact an experto who will help you implement  
your conversational marketing strategy**

**contact-uk@iadvize.com - +44 (0) 203 445 0904**