

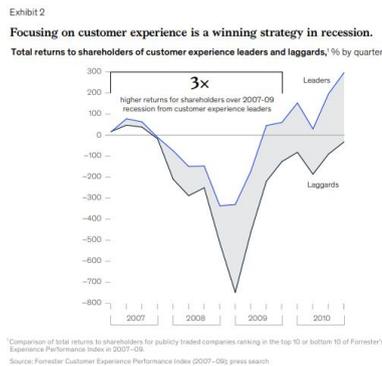


THRIVING **CUSTOMER EXPERIENCES:** RESILIENT STRATEGIES FOR TOUGH TIMES

5 KEY TIPS TO ENHANCE EFFICIENCY AND DRIVE REVENUE IN DEMANDING CONDITIONS

High inflation and high-interest rates are pushing many countries towards recession. In fact, we are currently in a recession. According to the Salesforce Shopping Index, global eCommerce has decreased by 2%, with online sales in the UK down by 10%, Germany down by 5%, Nordics down by 10%, and Canada down by 8%. However, in the US and France, online retail has seen a growth of 6% and 4% respectively in the first quarter of 2023.

But as always, the devil is in the details. eCommerce is not always decreasing, and in the US, not all online retailers are experiencing sales growth despite the overall market growth. The best performers are the ones who prioritize the customer experience. As we witnessed during the 2009 financial crisis, customer experience leaders recovered faster from the recession than their industry peers.



Being customer-centric is not a choice; it is the lifeblood of modern commerce. Consumers are demanding more and brands must offer experiences that keep them satisfied. Customer service and real-time marketing have become as important, if not more important, than payments and delivery. Modern consumers are more and more demanding and they expect personalized customer experiences across all touchpoints, including marketing, commerce, and customer care.

In this eBook, we provide a list of methods and best practices that brands can easily adapt to build a future-proof commerce system and enhance customer experiences across every touchpoint.

01

DRIVE REVENUE THROUGH PERSONALIZATION



Consumers have a strong preference for personalized shopping experiences across all consumer touchpoints. According to a 2021 McKinsey Report, 71 percent of consumers expect companies to deliver personalized interactions, and 72 percent become frustrated when this expectation is not met.

Brands and retailers can capitalize on this preference by leveraging first-party data, which encompasses purchase history, browsing history, behavioral history, engagement preferences, eCommerce activity, and loyalty status. McKinsey's research reveals that personalization not only enhances performance but also yields better outcomes. Brands that experience rapid growth derive 40 percent more of their revenue from personalization compared to their slower-growing counterparts. Furthermore, studies indicate that personalization typically drives revenue growth of 10 to 15 percent.

To deliver personalized shopping experiences effectively, businesses need solutions that facilitate easy navigation, provide relevant product recommendations, offer targeted promotions, and celebrate customer milestones. More than 60 percent of consumers consider these aspects of personalization to be highly important.

There are proven tools and partners available for implementing personalization strategies. Salesforce's AI-Powered Einstein, for instance, enables 1:1 personalized shopping experiences across all consumer touchpoints. Additionally, brands can leverage technologies like Bloomreach and Syte, which utilize Artificial Intelligence to personalize the shopping experience.

02

AR AND 3-D ENHANCE PERSONALIZED STYLING

Augmented reality (AR) and 3-D visualization tools have become essential for brands in creating immersive omnichannel experiences that enable deep and satisfying interactions with consumers. These technologies go beyond providing basic information and functionality by offering realistic views of product scale, fit, and movement.

One significant benefit of AR and 3-D technologies is the ability to provide product customization options. With robust 3-D configuration tools, brands can showcase every possible product customization in real-time. This empowers customers to personalize the final product according to their preferences, resulting in higher engagement and satisfaction.

Leading tools in the AR and 3-D sector include Treekit, which facilitates augmented reality and 3-D visualization/customization. Consumers can virtually try on sunglasses, visualize how a new sofa fits in their living room, or personalize sneakers. Similarly, WEARFITS and Zeekit allow customers to virtually try on apparel and footwear, providing a realistic view of how jeans or other clothing items look in "real life."

By enabling customers to discover, fit, and personalize products in a virtual environment, these tools significantly reduce dissatisfaction and product returns while driving revenue and profit for brands.

TaylorMade leveraged the Treekit 3-D configurator to deliver personalized golf products. After implementing the new personalization tool, TaylorMade experienced twice as many website visits as initially forecasted and achieved its three-month sales target in just 30 days.

Another success story involves Crate & Barrel, which utilizes Treekit's augmented reality technology. This enables customers to visualize how products will look in their space before making a purchase, even if the products are not physically present yet.

In summary, AR and 3-D visualization tools revolutionize the way brands engage with consumers, allowing them to customize products and visualize them realistically. This not only enhances the customer experience but also leads to increased website visits, accelerated sales, and reduced returns.

03

AMPLIFY REVENUE THROUGH OPTIMIZED SEARCH



Customers often rely on search functionality rather than navigation when browsing for products. By making product discovery easy through effective search capabilities, businesses can enhance the customer experience and drive more sales. According to the Baymard Institute, only 29% of on-site search engines can handle even a single misspelled character in a query, and a staggering 61% do not offer support for synonyms.

On-site search plays a significant role as 30% to 60% of visitors typically engage in product searches. Furthermore, those who utilize the search function are two to four times more likely to convert into customers compared to those who do not.

The rise of visual search has been notable, particularly in the realm of eCommerce. More than 36% of consumers have embraced visual search, with 55% stating that it has influenced their style and taste. eCommerce brands that incorporate visual search features, such as "shop the look," have witnessed a remarkable 20% increase in average order value.

Among the top search tools available in the market, Salesforce Einstein Search and Syte stand out. Einstein Search leverages AI to deliver personalized search results based on the customer's browsing history. It also automatically identifies synonyms for keywords and handles misspelled words. On the other hand, Syte provides Visual Search capabilities that enable consumers to search for products by using images to match their style.

Optimizing on-site search functionality is crucial for improving the customer experience and driving sales.

04

CUSTOMER CARE THAT MEETS YOUR CUSTOMERS' NEEDS

Allowing customers to choose their preferred engagement channels is crucial in meeting the demands of modern consumers. Simply offering email and phone support is no longer sufficient. Customers expect brands to be present on the channels where they spend their time and feel most comfortable.

Brands that prioritize customer-centricity often enjoy the most loyal customer base. By being available to customers when and where they need assistance, brands can significantly enhance customer experiences and foster loyalty.

According to Deloitte's Customer Service Survey, one in three customers expects a personalized approach. The Salesforce State of Service report further reveals that 69% of consumers believe personalized care directly influences their loyalty.

The influence of personal care on loyalty is substantial. A significant 52% of consumers express willingness to switch brands if a company fails to make an effort to personalize communications.

From the brand's perspective, efficiency is crucial. With an increasing number of touchpoints available for customer interactions, establishing quality connections at scale can be challenging. This is where automation and AI come into play. By connecting bots to business processes and facilitating guided interactions, brands can enhance the customer experience. Bots can gather qualifying information to seamlessly hand off customers to human agents when additional assistance is needed.

Automation with AI bots can efficiently handle common service interactions, swiftly address frequently asked questions, and resolve routine requests at scale. Brands can leverage tools such as Salesforce Sales Cloud or Gorgias to enhance customer experiences and improve service team efficiency. Salesforce Service Cloud, powered by Einstein AI, enables brands to engage with customers across all channels and enhance the efficiency of their service teams. Gorgias, on the other hand, provides a comprehensive solution that supports numerous channels, including WhatsApp and social media, empowering service teams to automate their work and operate more efficiently.

05

FOSTER RELEVANCE THROUGH **REAL-TIME** **MARKETING**

Email marketing has long been a popular and cost-effective method for brands to reach their target audience. However, the effectiveness of email marketing has evolved over the past decade, as consumers now expect more personalized communication in marketing efforts.

To be an efficient marketer, brands need to leverage first-party data strategically. By connecting various customer data sources such as loyalty, purchase and eCommerce history, service cases, and marketing engagement data, brands can create high-value segments and lookalike audiences. This first-party data can be utilized to deliver hyper-personalized ads on platforms like Google, Facebook, and Amazon, thereby increasing the return on ad spend (ROAS).

Utilizing the unified profile of a customer's first-party data, brands can automate actions throughout the customer journey. Triggers such as clicks, abandoned carts, or product restocks can initiate personalized journeys or trigger emails that anticipate customer needs and inspire actions.

By implementing personalized marketing strategies, brands can reduce customer acquisition costs by up to 26% and foster loyalty, particularly in highly competitive markets.

The most advanced marketing tools for commerce include Salesforce Marketing Cloud, Bloomreach, and Emarsys. These powerful marketing software solutions enable brands to leverage Artificial Intelligence (AI) to personalize marketing efforts across all channels, providing a seamless and tailored experience for customers.

In summary, while email marketing remains a valuable marketing method, it is essential to adapt to the changing expectations of consumers. By utilizing first-party data, automating actions, and leveraging advanced marketing tools with AI capabilities, brands can deliver highly personalized marketing experiences that drive customer engagement, increase loyalty, and optimize marketing performance.

ABOUT **DIGITAL COMMERCE ADVISOR**

At Digital Commerce Advisor, we specialize in helping brands and retailers create exceptional customer experiences across all channels. With a robust global presence, over 10 years of experience, and a team of more than 50 professionals in strategy, design, technology, and consulting, we have successfully assisted renowned brands such as Saks Fifth Avenue, L'Oréal, Stockmann, and Brooks Brothers in realizing their commercial potential. Our client base includes over 60 mid-market and enterprise businesses spanning B2C, B2B, and B2B2C industries.

We collaborate with industry-leading technology providers like Salesforce, Shopify, and Bigcommerce to optimize our clients' customer experiences and operational efficiency in today's challenging business landscape. Digital Commerce Advisor has extensive expertise in the Salesforce ecosystem, encompassing Commerce Cloud, Marketing Cloud, Service Cloud, and Mulesoft.

10+
Years' Experience

60+
Projects

50+
Professionals

Driven by **Strategy**,
Supported by
Technology