

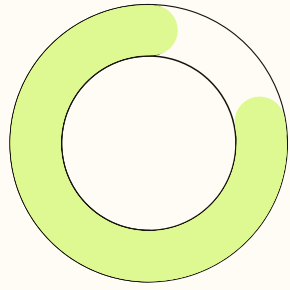
ZENDESK INSIGHTS

How conversational commerce turns everyday interactions into revenue- generating opportunities

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CX Trends 2024



As Zendesk's 2024 CX Trends report revealed, business leaders must prepare to offer next-gen and immersive experiences to their customers. From emerging tools such as advanced voice technology to livestreaming and predictive agent management capabilities, companies have great flexibility in creating engaging interactive customer experiences – the kind of memorable moments that build loyalty and drive customer satisfaction.



80%

of customers expect agents to assist them with everything they need from service to sales to support

And that's just what customers want: speed combined with the rich, easy experiences that see their issues resolved in a single interaction.

As technology becomes more capable of addressing those demands, customers now expect more during the shopping experience, with conversational messaging taking centre stage.

CX leaders have taken notice. They recognise the untapped opportunity of moving beyond reactive service and are investing in the technology and partnerships needed to make conversational commerce a reality (more than two-thirds of CX leaders have already begun working with external suppliers and experts). And as more live and instant experiences drive retail growth, CX teams are eager to deploy these capabilities and avoid falling behind the competition.

Conversational commerce will have a substantial impact on revenue; that much is clear. But it has other benefits that extend beyond the immediate bottom line: customers that receive the attention and immediate care of a professional agent have increased satisfaction and brand loyalty.

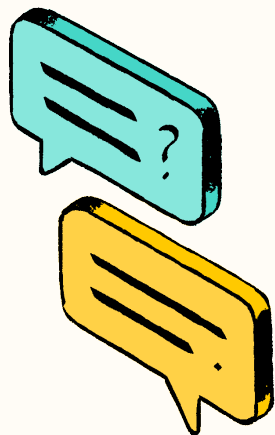
However, making conversational commerce work requires more than just having the technology on hand. To create the seamless experiences customers and agents need for successful interactions, CX leaders must train for hybrid support/sales agents and streamline operations. By addressing these challenges early, CX leaders will pave the way for experiences that agents, customers and businesses will love.

BEST PRACTICE

- 1 Make commerce feel seamless by integrating checkout and payment capabilities within the conversation.
- 2 Put everything an agent needs to close the sale at their fingertips.
- 3 Leverage AI to identify the right product recommendations and put them in front of customers immediately.
- 4 Keep the lead warm by ensuring the customer can continue the conversation across any channel.

Conversational commerce refers to how e-commerce brands and retailers use messaging and conversational technology to improve the shopping experience

Make commerce feel seamless by integrating checkout and payment capabilities within the conversation



Customers want instant experiences that can solve their problems without having to navigate multiple web pages. If they can complete purchases all within a single conversation, they'll reward your company with more sales. The first step to giving customers that ability is to make payment transactions easy.

Integrate your commerce and payment platforms within messaging

By enabling customers to check out right within the conversation where they're receiving product recommendations, you'll reduce the time to purchase as well as remove the need for them to navigate to different pages to complete the transaction.

Make it easy for customers by enabling agents to complete the purchase for them

For customers who are on the go or not tech-savvy, an agent completing a purchase on their behalf can be a great way to guarantee that what's in the shopping basket doesn't stay there. Give your agents the ability to build a shopping basket and complete the order on the buyer's behalf to enhance your customer support experience.

Put everything an agent needs to close the sale at their fingertips



Without the right tools in place, interactions will be slow, clunky and, ultimately, unsatisfying. But with the right software on hand, agents will be more confident engaging with customers in commerce. Here are some tips for making recommendations easy for agents.

Put advanced filtering and search tools in the agent interface to make product catalogues easy to access

Agents can deliver better outcomes in their conversations if they can browse the catalogue to find the perfect recommendation and present those product recommendations in a rich, attractive, user-friendly way to the shopper. With advanced features like search and filtering, helping customers find what they need can be a breeze. Consider integrating with your third-party business applications such as Shopify, which will enable agents to directly access product catalogues within their interface, enhancing efficiency and the quality of recommendations.

Make sales engagements intelligent by providing agents with relevant contextual customer data

Having the technology is one thing, but having the data to improve interactions is even better. By pulling critical data into their view, agents can see important drivers of the interaction, including purchase history, key interests, subscriptions, loyalty points, vouchers and even ongoing complaints. That's a powerful way for agents to begin an interaction. Tools like Zendesk make this even easier, with capabilities baked in to provide agents with context.

CUSTOMER STORY

Spoonflower, a leading marketplace for print-on-demand wallpaper, home decor and premium fabrics, has embraced conversational commerce, transforming its CX operation into a revenue generator.

“Our revenue per user is higher when a customer is chatting with us versus browsing the site on their own. And our conversion rate in chat is nine times higher than the standard conversion rate for customers using the site. As a customer service department, we definitely strive to bring added value to the brand, as well as drive revenue. We were able to do that successfully, and now Spoonflower’s leadership has come to expect that from our team.”

Michelle Swart, Zendesk Administrator and Data Analyst at Spoonflower

Spoonflower

Enable sales motions straight from the messaging interface

Promotions, credit card offers, marketing opt-ins, rewards programmes – your agents should be able to make these readily available to customers right from their interface. That will boost sales whilst building loyalty.

Leverage AI to identify the right product recommendations and put them in front of customers immediately



Finding the right product based on a customer request can take time. Here's where AI can shine. It can quickly scan your company's offerings and then surface the best fit for what a customer needs. That saves valuable time and improves accuracy. Here are a couple of tips for putting this into practice.

Use tools that recommend products based on customer history, context and enquiries

Recommending the right product can be made easier with AI, which can use data points beyond the customer's enquiry. These data points can range from the customer's context – such as which page they are on – to the customer's purchase history and merchandise preferences.

Build reporting infrastructure to support revenue attribution

It's not enough to implement AI so it serves product recommendations to customers – you need to know if doing so is having a positive effect on the bottom line. That means creating a robust reporting structure so you can directly

link it to revenue. Make sure you can report on the conversions, average order value, cost of transaction and other critical KPIs that are AI-assisted. That information will help you understand the ROI of your AI tooling, and you'll be able to make informed decisions when it comes time to tweak models to better support your customers.

Keep the lead warm by ensuring the customer can continue the conversation across any channel



Customers are increasingly looking for conversational commerce opportunities in their social messaging channels. By enabling these conversations in the customer's preferred messaging channel, as well as on the web or mobile apps, brands can move beyond transactional and reactive service and provide value for customers across the customer journey.

Enable multichannel conversations using omnichannel messaging

When conversational commerce can cross over from the web to the customer's preferred messaging channel – email, phone, WhatsApp and so on – the conversation happens in a coveted space that expands the possibilities of the customer experience. It also expands the customer and brand relationship beyond that singular browsing moment.

Leverage the rich, immersive experiences of conversational messaging channels

There are a range of conversational messaging tools available such as Apple Messages for Business, Google Business Messages and WhatsApp by Meta, all of which enable your company to connect and interact with customers in powerful ways. Be sure to evaluate these solutions to see if they make sense for your business.

Stay on top of the trends

Every interaction presents an opportunity to generate revenue and conversational commerce is the key. With a deep-rooted expertise in the CX space, Zendesk can help you unlock the power of conversational commerce to drive revenue and boost customer satisfaction.

Zendesk's conversational commerce solution seamlessly integrates real-time engagement tools, allowing brands to support, market and sell within ongoing conversations. For example, it enables agents to address abandoned carts and active transactions whilst providing timely product availability updates.

Having a solution such as Zendesk will help you keep pace as customers increasingly demand conversational commerce. The good news is that by taking advantage of conversational commerce's power, your business will be able to foster deeper customer relationships, build loyalty and drive repeat purchases.

Methodology

CX Trends findings highlighted in this report come from two sources: a global survey of 2,500 consumers across 20 countries and a second global survey of nearly 4,500 business respondents (including 1,300 business respondents and 800 consumers in the APAC region).



To find out more about how to put the power of conversational commerce to work at your business, contact Zendesk today.

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