

YOUR DIGITAL HOLIDAY GUIDE

4 Steps to Unwrapping an Online Experience that Rivals In-Store



The holiday season is upon us and most of us know this year will be unlike any other. With stores closing, the fear of shopping in crowds increasing, and consumers choosing to shop online, our retail experiences are bound to change.

While providing your customers with an easy, effortless experience can feel like a challenge even in the best of times, not all is lost! If you're prepared and informed, you can still create that excellent customer experience online.



So, how do you make this online shopping experience feel like a warm hug this holiday season?

Here are 4 steps to create a memorable online experience for your customers.

1 Recreate the Friendly Greeting

When a customer walks into a store it's easy for a customer service representative to know when to greet them. It's also easy to notice the subtle human cues when they are looking at a product and might need your help. This interaction may seem like it can't transfer to online retail, but it can!

For example, if someone has been on your shopping cart page longer than 1-minute, try using

a pop-up chat to offer them assistance. Or, when someone comes to your home page, try welcoming them like you would when they enter your store. Pop open your chat box with a customer greeting like, "Happy Holidays, can I help you find something?". These subtle prompts can be extremely effective in letting customers know you're there to guide them through the process and answer any questions they might have.

2 Consult Customers Like You Would In-Person

While offering customer support in-store, it's easy to ask questions like, "Have you ever shopped here before?", "What style do you prefer?", or "How much are you looking to spend?". These questions can be important in order to understand your customer and better help them with their purchase.

Just because your interactions aren't taking place face-to-face doesn't mean you should lose the warm, personal touch you provide in your stores. In fact, with the right tools and customer context, it's possible to make your contact center experience feel just as warm, if not more, than an in-person one.

By using your customer service platform to figure out who your customers are, what they've bought from you in the past, how much they

typically spend, and what styles they like, you can go straight into consultation mode. That way when someone reaches out—and you know who they are and what their preferences are—you can make them feel at ease knowing they'll be guided through the process.

GET PERSONAL

84%

of consumers go out of their way to spend more money with a brand that provides great experiences

[Gladly 2020 Customer Expectations Report](#)

3 Don't Be Shy Closing the Sale

When you're in-store, it's easy to tell if someone likes a product and wants to buy it. Simple questions like, "Can I check you out over here?" are welcomed by a customer who is happy to complete a purchase. This can make finalizing the shopping experience easier and may even deter customers from getting distracted with other items that may harm the sale.

While online, don't be shy doing the same! If you're having a conversation and it's going well—and at

the end they are clearly looking to buy—don't force them to leave the conversation and go through the normal online checkout process. Instead, simply ask, "Would you like to finalize the purchase right now?" and issue them a payment request within the conversation. Odds are it will save the customer time and help them out, especially those new to online shopping who are nervous about finalizing the purchase through your normal shopping cart experience.

4 Seek and Get Feedback

Feedback is the only way to improve! In store it's easy to ask the natural next question, "Is there anything else I can help you with?" and pick up on subtle cues if someone looks frustrated, happy, or upset. These face-to-face cues can let you know how to jump in to make the situation right and make a customer loyal for life.

Online you can do this as well! Delivering surveys right after a conversation means your team can get immediate feedback if someone enjoyed or didn't enjoy the experience. Better yet, deliver that survey on the channel you just used with the customer. Not only does this help individual agents better serve and understand the customer, but it also gives management a collective view of quality and customer happiness.

According to our recent [2020 Customer Expectations Report](#), a whopping eight out of ten people said they will go out of their way to spend more money with the brands they love.

This means that continuing to make customers fall in love with you despite the current retail climate is more important than ever before. Brands who can act swiftly to make themselves e-commerce ready will come out of this holiday season stronger than ever.
