

SERVICE IS THE NEW STORE- FRONT



 Future
Commerce

X

 StellaCONNECT
by Medallia

 Gladly

INTRODUCTION

- When we say “service is the new storefront” we mean it quite literally. In the same way that marketers purposely drive customers to in-store or digital eCommerce experiences, we believe that CX should be a destination for customers in the omnichannel journey.

The results of this study were quite clear: service isn’t a waypoint. It’s not a detour. It’s a destination for human connection. And if that is so, then there is an opportunity to create a new omnichannel customer journey that **purposefully drives customers** into that experience.

In partnership with Gladly & Stella Connect by Medallia, Future Commerce surveyed 750 online shoppers across the US to explore how consumers have adapted to the myriad of digital service modes, and what this shift means for “good” CX.



Takeaway #1

- **PEOPLE NEED HELP WITH A HUMAN TOUCH.**



CUSTOMER SERVICE AND SUPPORT IS PART OF PEOPLE'S REGULAR ROUTINE:

→ **1 in 3**

are interacting
with service weekly
or more often.

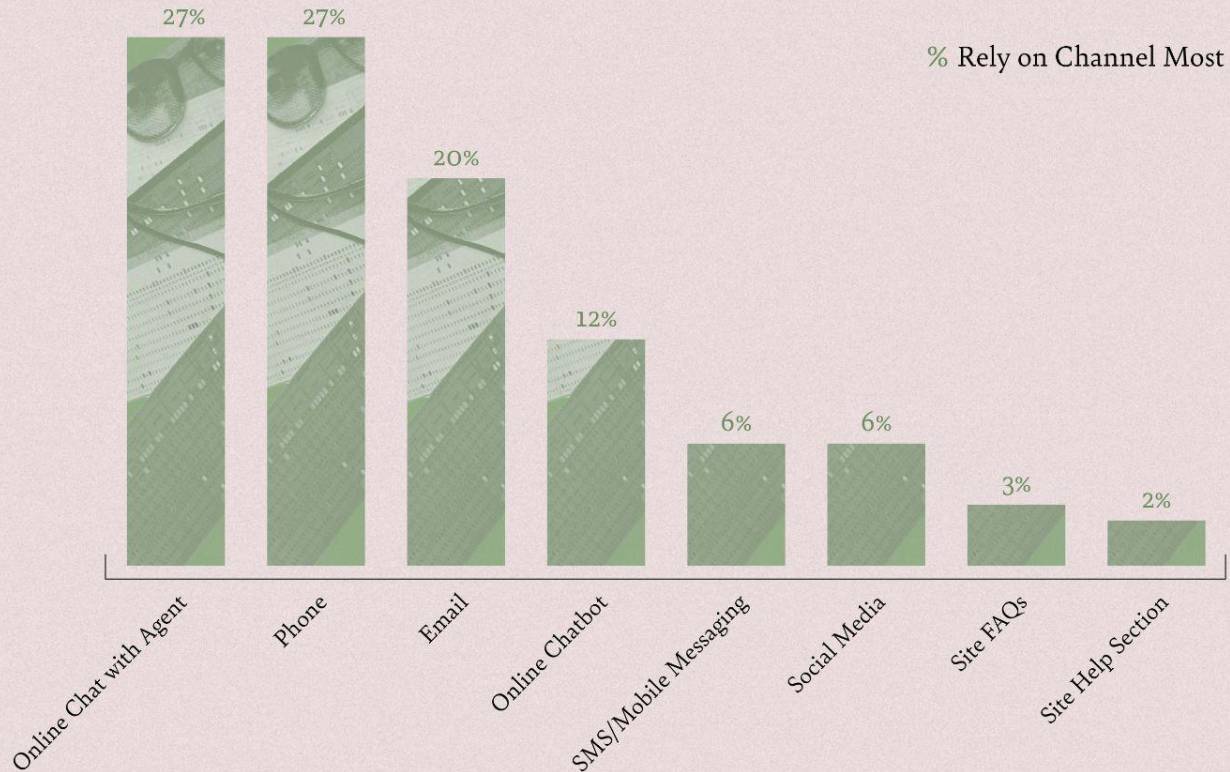
Top Three Reasons for Post-Sales Brand Outreach

48% fulfillment issues
(shipping/tracking)

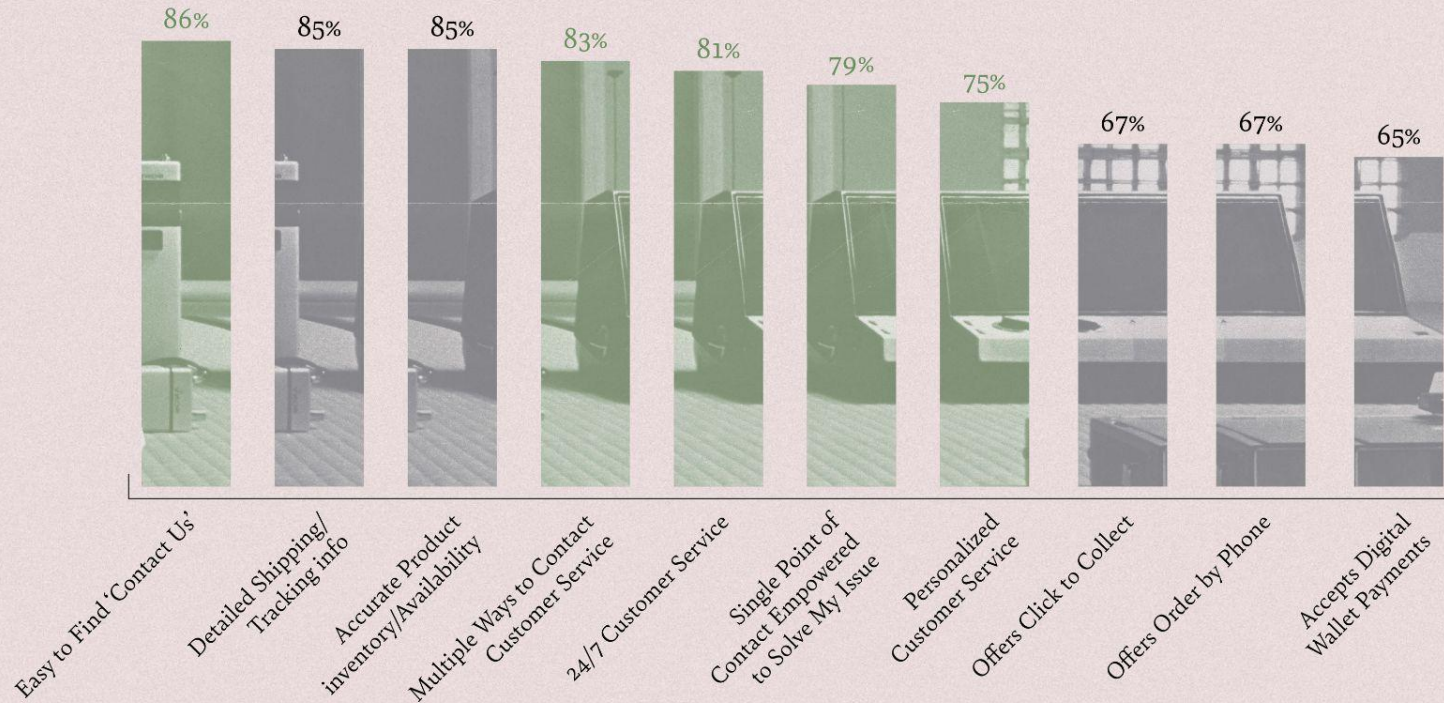
47% product mismatch
(returns/exchanges)

37% seeking product information

Connecting with a person is their #1 goal, with chat, phone, and email most preferred.



Five of the top 10 most important factors for “good CX” are related to customer service interactions.



% Rating Factor as Very Important/Important

Takeaway #2

- **Consumers recognize that brand experiences influence brand perceptions (and spending).**





POSITIVE CX LEADS TO INCREASED REVENUE AND BRAND AFFINITY.

87%

*feel more loyal to
a retailer/brand.*

85%

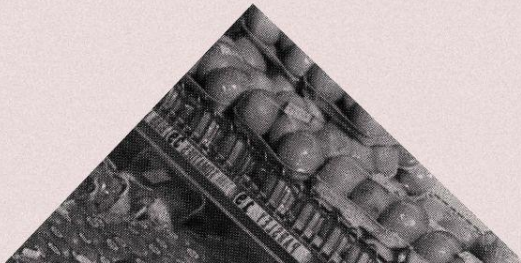
*say CX greatly influences how
they feel about a company.*

51%

shopped that site again.

37%

*spent more money
with that brand.*



GOOD CX IS EMOTIONAL



85%

of online shoppers say
positive CX leads to stronger
brand relationships.

Positive CX Makes People Feel

62% Happy

47% Appreciated

43% Relieved

43% Respected

41% Confident

Negative CX Makes People Feel

51% Frustrated

37% Stressed

36% Angry

34% Unappreciated

29% Turned off

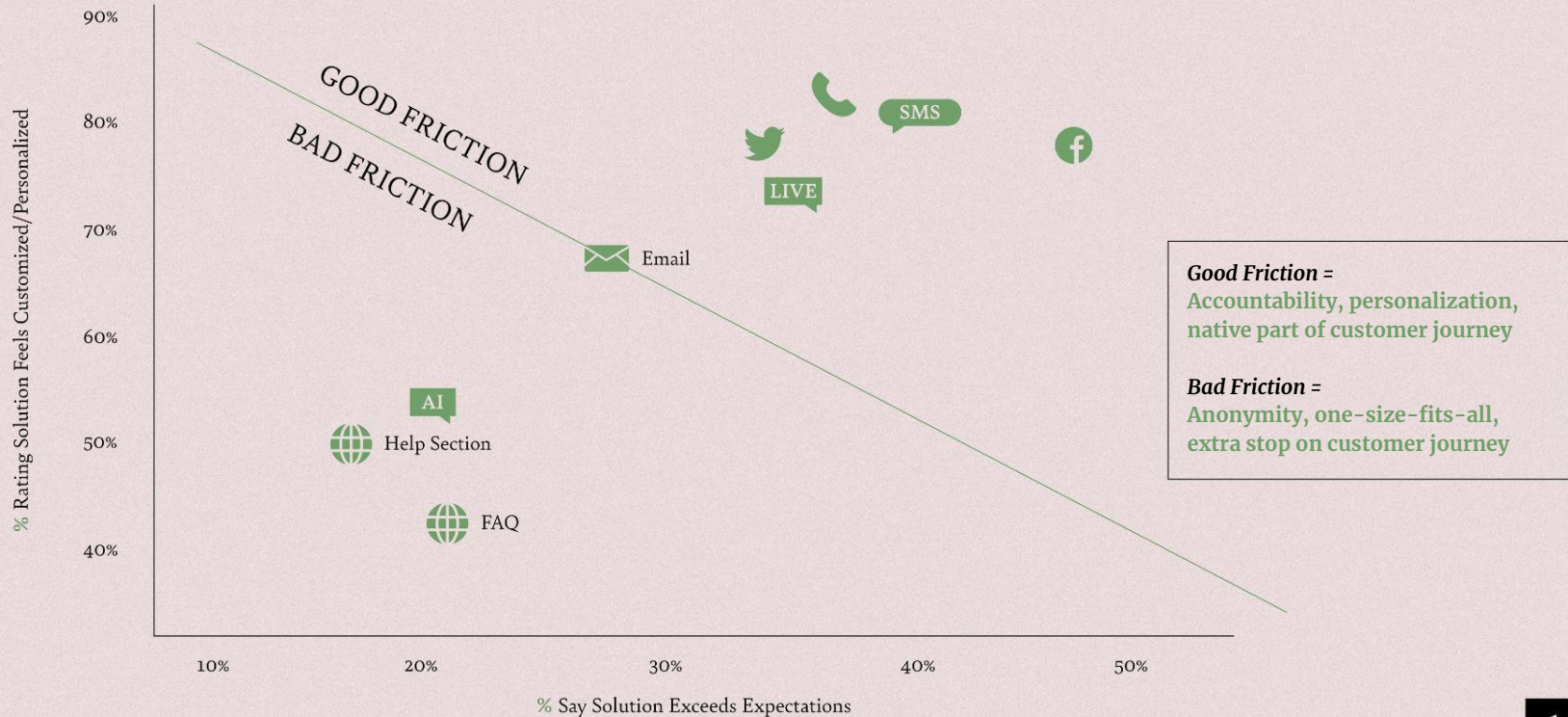
*So how do we maximize human connection
and solve tangible customer needs?*

Takeaway #3

- **EFFECTIVE DIGITAL SOLUTIONS RECLAIM “FRICTION” AS A MEANINGFUL FEATURE.**

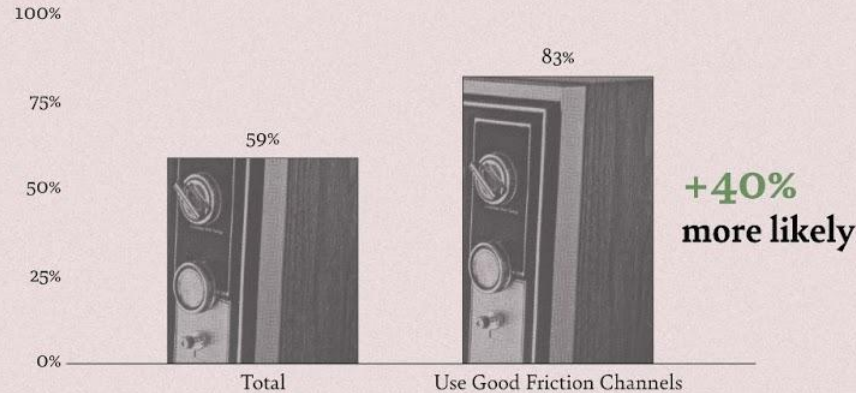


Expectations are exceeded when solutions are personalized, with mobile methods delivering “good friction”



People who've experienced the power of effective CX are more likely to engage pre-sale and crave CX innovation.

% Consumers Interacting with CX Pre-Sale



Compared to consumers overall, those who experience “Good Friction” are:

+29% more interested in AR/VR assisted “try on”

+18% more interested in ability to complete in-chat transaction

+15% more interested in agents empowered to add items to an order



THE “GOOD FRICTION” OPPORTUNITY

- *Recognize consumers are driven by needs, not channels:*
70% feel that interacting with CX agents is basically the same as interacting with in-store salespeople.
- *Driving pre-sales CX interaction represents huge untapped potential for affinity and revenue:*
90% of consumers have not engaged with CX before an online purchase.
- *Look to DTC brands and their digitally native consumers as bellwether for evolving consumer expectations:*
76% of consumers think DTC brands offer more relevant experiences than established brands.



PROACTIVE CX IS NOW PART OF THE MODERN OMNICHANNEL JOURNEY

Only ten percent of customers are having CX interactions prior to a sale, but 87% profess to feel more loyal post-CX encounter. This indicates there is a wealth of untapped opportunity to drive meaningful CX-led interactions pre-, and post-sale.

Service only becomes the storefront when customer journeys are intentionally designed to drive traffic into the channel.



Three Pillars of Service as Storefront

- 1 Digital is not shorthand for de-humanized.**
- 2 Personalization drives satisfaction across channels.**
- 3 “Good” CX leads to revenue growth and brand affinity.**