

NEW WORLD. NEW RULES. ARE YOU PREPARED TO WIN?

46% of consumers worldwide are online shopping more today than they were before COVID-19.

# A Customer Engagement Training Manual

## For A Winning CX in Retail & E-Commerce

It's no wonder heads are spinning after COVID-19 jolted the e-commerce industry forward this year. As consumers adapted to pandemic life, businesses responded. We saw an explosion in grocery mobile app ordering, home delivery, click-and-collect, curbside pickups, remote customer support, and video shopping as retailers transformed and e-commerce platforms scaled to reach customers staying at home. Many consumers who weren't online shoppers, certainly have changed their habits now. And it's hard to imagine things will ever turn back from here.

## The world has changed, but one thing hasn't

**Retailers and e-commerce businesses must listen to and connect with customers on their terms if they are to win them over and build lasting relationships.** This means not just getting the messages right, but being available on all the right channels, at all the right moments. As consumers make the switch to digital, it's never been more critical to stay ahead.

To help guide your customer engagement decisions now and into the future, Vonage surveyed 5,000 consumers across 14 countries in January, and again in August—in our Global Customer Engagement Report COVID-19—to find out how much has changed and to understand how consumers want to connect with businesses like yours.

**Here are 4 key customer engagement insights and challenges revealed in the findings—and a training plan to help you achieve a winning CX in retail and ecommerce.**

On your marks, get set...





## The Pandemic Intensifies the Omnichannel Marathon

If you weren't already convinced of the need for omnichannel communications, well, everything before the pandemic has been a warm-up and you're now in the main event. Channel preferences were already fragmented pre-Covid 19, and today it's even more difficult to know where your customers will look to reach you or which channels will please them most.



WhatsApp became the favorite messaging app to text businesses (chosen by 32%)



23% more consumers put messaging apps in their top three for calling businesses, while other calling channels—mobile phone, landline, click-to-call from a website or mobile in-app calling—all lost ground.



Consumers continue to warm up to AI, preferring chatbots 1.5x more today than they did before the pandemic.



Two-thirds of consumers worldwide are video chatting more now than they were 7 months ago

How can you accommodate these highly fragmented preferences? Unless you want to disappoint more than two-thirds of your customers, you need to meet them on all channels across every step of the shopping journey—from sign up and verification through to customer support and delivery updates.

### SOLUTION

**Vonage Communications APIs** let you easily add all your customers' favorite channels from Facebook Messenger to WhatsApp, SMS, Voice, Video and more using a single platform—so you can reach and engage shoppers wherever they are, for whatever reason.

Mobile phone calls are the favorite way to connect with businesses, but 70% of consumers prefer other channels.



## Build Stronger Relationships with Context

The fastest way to turn a customer off your brand is to make them repeat themselves to different people when they connect to ask a question or resolve an issue. But without a single view of the shopper—and the history of their conversations—how can you end the frustration loop?

### SOLUTION

The **Vonage Conversation API** gives you insight into your customers across every channel and touchpoint so you know the full history of your conversations with them and their channel preferences—helping you deliver the seamless, personalized journeys that keep them coming back.

59% of consumers worldwide are frustrated when they have to repeat themselves.





## Scale Support and Engagement with Social Messaging

Not only did Whatsapp overtake SMS as the world's favorite way to message businesses, social chat apps across the board have soared in popularity since COVID-19 hit—Instagram gained 75%, Facebook Messenger 20%, and Line 20%.

### SOLUTION

But how can retailers effectively meet the ever growing surge in customer inquiries across dozens of social channels? The **Vonage Messages API** integrates with the major social networks, so you can offer support on your customer's favorite social chat apps, quickly and cost effectively with easy access to endless AI partners. Use social messaging to engage shoppers along the buying journey—from cart abandonment reminders to product suggestions or returns.

Social Messaging Apps Take Flight, While Consumer Preference for SMS Falls 23%.





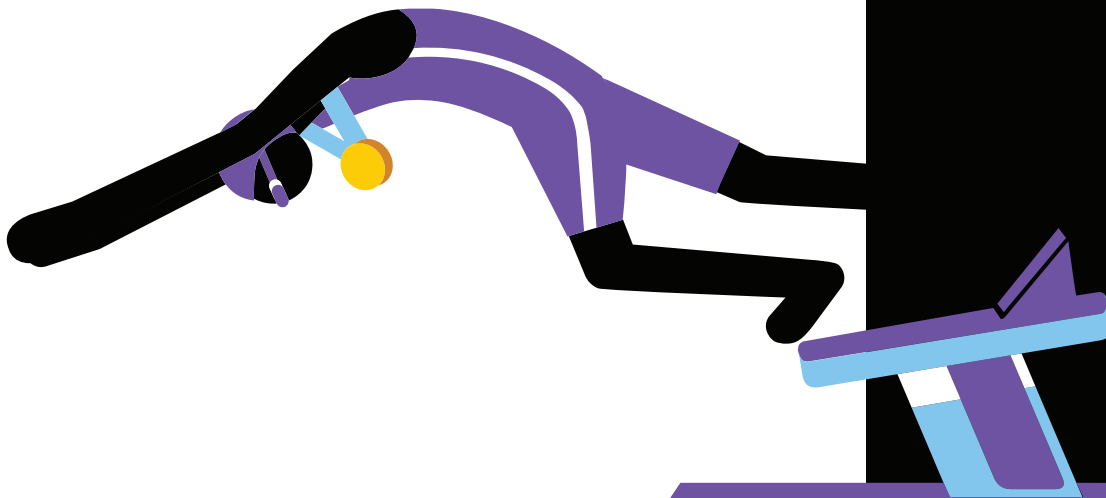
## Protect Your Platform and Make Validation Seamless

It's a fine balance between preventing fraud and reducing friction. As online shopping explodes, getting it right could separate the winners from those that get left behind. If you're not using SMS or Voice to validate shoppers' accounts, chances are you're frustrating a new user before their journey has even begun.

### SOLUTION

**Vonage Verify API** works to detect possible fraud and trigger step-up verification with 2FA in purchases and throughout the shopping journey—on channels including voice, SMS, and social messaging apps.

Almost Half of Consumers Prefer SMS or Voice When Verifying Their Online Shopping Accounts.



# The Communication Building Blocks for High Performing CX

Delivering outstanding customer engagement is like competing in the decathlon—a multidisciplinary challenge played out over time, across dozens of touchpoints and channels. It's the combined performance of all customer interactions that ultimately sets you apart and wins the adoration of your fans.

**Make every interaction count. Get equipped with Vonage APIs and go for CX gold.**



**Messages API** - Integrate multi-channel messaging, including SMS, MMS, and popular social chat apps like WhatsApp, Facebook Messenger, and Viber into your applications with Vonage Messages API (formerly Nexmo). Leverage our extensive AI partner network to easily add chatbots.



**Voice API** - Build powerful, AI-enriched voice products and engaging in-app voice experiences with the easy-to-use Vonage Voice API and In-App Voice (formerly Nexmo). Connect to virtually unlimited AI partners to add virtual assistants or enrich the calling experience with sentiment analysis, translation and transcription.



**Verify API** - Verify any phone, anywhere with the Vonage Verify API (formerly Nexmo). Let us do the heavy lifting, and pay only for the results. Ensure that numbers are reachable and update customer databases with the Number Insight API.



**Video API** - Integrate video directly into your website or mobile applications with the Vonage Video API (formally TokBok OpenTok).



**Conversation API** - Leverage the Vonage Conversation API to connect the disparate networks of IP and PSTN, retain context across channels, create unique workflows with custom events and enable a more customized communication experience.

## Vonage, for the Win

With **Vonage Communications APIs** it's now easier than ever to deliver outstanding customer engagement across a worldwide customer base. Global e-commerce businesses including **Vinted**, **Aramex**, and **Zalora** use Vonage APIs to add channels such as voice, SMS, messaging, and video chat directly in their web and mobile applications.

## Get Started

Vonage APIs

[Learn more](#) | [Contact us](#)



 **VONAGE**



## A GLOBAL SCOREBOARD FOR

# Retail & E-Commerce CX Gold

We asked consumers which communication channels they prefer for some of the most critical retail and e-commerce interactions, which Vonage customers power with our APIs.

As the results differ greatly across the world—and within regions—we've broken the data down by country, channel, and touchpoint to give any online retail business a unique panoramic view of consumer preferences around the world.

## CX Event

### Secure & Seamless Onboarding

Verifying your identity when signing up to an Ecommerce platform, marketplace or any online retail service or app

Phone Call	SMS	Messaging Apps	Video	Choice Of Every Channel
Mexico	China	Brazil	UAE	Japan
Germany	Indonesia	Indonesia	Brazil	Canada
U.S.	UAE	Malaysia	Mexico	UK

### Smooth & Secure Marketplace Connections

Chatting with a buyer or seller to look at an item or organize the sale

Russia	China	Indonesia	Mexico	Japan
UAE	France	Brazil	Brazil	UK
Germany	UK	Malaysia	China	Germany

### Personalized In-Store Experiences, Online

Shopping for an expensive or specialized item with the help of a retail sales advisors

Germany	China	Indonesia	China/Brazil	Japan
Mexico	U.S.	Malaysia	UAE	UK
UAE	France	Brazil	Indonesia	Canada

### Customer Support

Asking simple questions such as store locations, shipping information or returns policy, or completing basic actions like reordering or returning an item

UAE	U.S.	Indonesia	China	China
Russia	China	Brazil	Mexico	U.S.
Germany	UK	Malaysia	UAE	France

### Delivery Tracking & Notifications

Receiving and replying to order updates and tracking deliveries

Mexico	China	Indonesia	Brazil	Japan
Germany	Australia	Brazil	China	Canada
UAE	UK	Malaysia	UAE	UK