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# Seamless Service and Commerce

## Drives online conversions

### WHAT CONSUMERS EXPECT

Online shoppers expect personalized service to be available when they need it. However, most companies fail to deliver because they focus on after-sales support. That's a costly mistake because consumers rank better service during the shopping process as the #1 reason they buy more online.



**78%** of consumers shop online<sup>1</sup>



**\$31 billion** a year is lost on abandoned shopping carts<sup>2</sup>



**#1 driver** of online conversions is better service<sup>3</sup>



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**INFERIOR SERVICE CAUSES ABANDONMENT**

If immediate, personalized service is not available, **68%** of consumers will abandon your site without making a purchase. That number climbs to **99%** for first-time visitors.<sup>4</sup>



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**SUPERIOR SERVICE BOOSTS CONVERSIONS**

When service is available, you profit from a **5.5 times** higher conversion rate, with consumers spending **55%** more per purchase.<sup>5</sup>



Proactive chat achieves conversion rates of **25%**

## BEST PRACTICES FOR DELIVERING SEAMLESS SERVICE AND COMMERCE

You can drive higher online conversions by taking advantage of five best practices:

- 1. Know how to find your abandonment points—** pinpoint places where shoppers abandon your site. For example, browsers often do not become buyers on their first visit. But 75% of them have the intent to purchase and 72% will buy within the first 12 to 24 hours of their visit.<sup>6</sup> Determine who they are and use these best practices to keep them in the sales funnel.
- 2. Know how to identify service gaps—** identify and prioritize service gaps related to abandonment points. Website, survey and social analytics will help you understand how many consumers leave, or escalate to assisted channels, and why. Pay close attention to abandonment points early in the funnel so you can maximize the number of potential opportunities.
- 3. Know how to prevent abandonment—** decide what support is needed to help consumers continue down the funnel. In the above example, 53% of browsers cited a lack of human interaction as the reason for abandonment.<sup>7</sup> Proactive Chat or Click-to-Call could address the issue. If the problem were a lack of information, a knowledgebase article might solve it.

- 4. Know how to integrate service and shopping—** embed FAQs and support options like virtual assistant, chat, and click-to-call on shopping pages so consumers stay with their purchase. Any reason they have to leave will increase abandonment. That's why having pop-up answers or chat windows are so important. Equally important is the ability to display custom answers based on the shopper's context. Personalized support creates trust and boosts conversions.
- 5. Know how to keep it simple—** provide support based on consumers' real-time browsing behavior. Tools like engagement engine rules for proactively offering chat, click-to-call or virtual assistant—and dynamically ranking FAQs based on popularity—can help. They ensure relevant support is given when and where it's needed without cluttering your site.



**Photobox – 200%** growth with **45%** increase in new customer orders



**Ancestry.com – 99.5%** customer satisfaction



**iRobot – 97%** web self-service rate

## ONLY ORACLE PROVIDES SEAMLESS SERVICE AND COMMERCE

Only Oracle provides seamless service and commerce by embedding support within shopping pages that dynamically displays knowledge and help when and where it's needed. Analytics give you complete visibility into the conversion funnel so you can continuously improve sales and the customer experience.



## BEST PRACTICES SELF-ASSESSMENT

Take this quick assessment to see how you can enhance service within your commerce site.

	Is customer service <b>fully integrated</b> with your <b>commerce site</b> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Have you <b>increased conversions</b> by offering <b>relevant support</b> when, where and how it's needed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Are you using <b>real-time, cross-channel analytics</b> to continuously <b>improve service</b> for shoppers?	<input type="checkbox"/> Yes <input type="checkbox"/> No

If you answered no to any of these questions, you can benefit from a complimentary Web Conversion Assessment.



Find out more **here** or call us on **(800) ORACLE1**

## ENDNOTES

<sup>1</sup> <http://www.go-gulf.com/blog/online-time>

<sup>2</sup> <http://conversionxl.com/shopping-cart-abandonment-how-to-recover-baskets-of-money>

<sup>3</sup> <http://www.bizreport.com/2010/07/better-customer-service-will-increase-online-sales.html>

<sup>4</sup> <http://conversionxl.com/shopping-cart-abandonment-how-to-recover-baskets-of-money>

<sup>5</sup> <http://www.boldchat.com/docs/w/BenchmarkingReport3.pdf>

<sup>6</sup> <http://conversionxl.com/shopping-cart-abandonment-how-to-recover-baskets-of-money>

<sup>7</sup> <http://conversionxl.com/shopping-cart-abandonment-how-to-recover-baskets-of-money>

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