



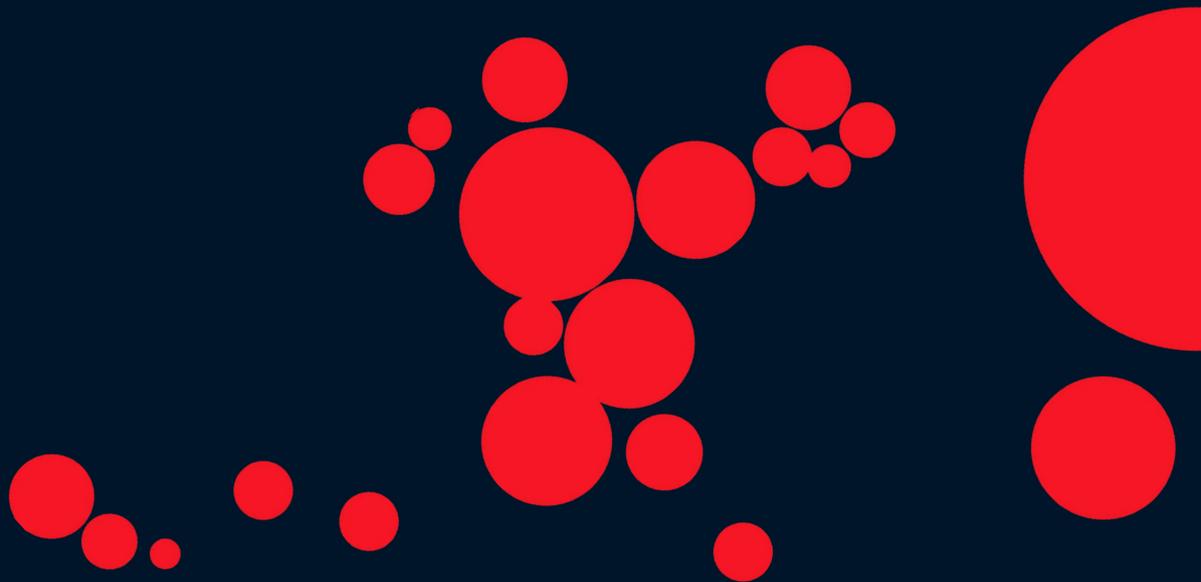
Guide to post-purchase customer moments

Fostering brand loyalty with
service assistants & bots



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Introduction

They converted. You sent an order and shipping confirmation email. They are placed into the relevant **nurture stream to receive regular email cadences** with the aim to convert them again. Rinse. Repeat. Their **customer journey is complete**, right? Wrong.

If you're concerned about **retaining customer lifetime value**, this vision of the customer journey defies the **basic principle of customer experience**: having an **understanding of the moments help will be needed** even after they have converted and become a customer.

Post-purchase experiences differ for industries, but the need remains the same: **over 74% of customers want a self-service option to resolve product issues, troubleshoot, or simply be guided through product set-up and best practices** with video content (think: using a beard trimmer for the first time), and it's time **brands step up their game and meet the needs of today's DIY-inclined customer**.

Today's consumers expect - and deserve- more following their purchases. According to Zendesk, **69% of consumers first try to resolve their issue on their own, but less than one third of companies offer self-service options to provide guided support**.

Whether you refer to it as post-conversion, conversation marketing, or post-purchase, the default tactic and strategy following a completed sale is re-marketing to get an additional sale as soon as possible. This **vision of fostering brand loyalty to secure a higher customer lifetime value is fundamentally wrong**.

What if instead of immediately inundating customers with flash coupons in emails and retargeting ads focused on the next conversion, retailers use the **"ownership experience" phase** of the consumer lifecycle post-purchase part of the customer journey to **nurture brand trust and help customers maximize the value of your products**? In this guide, we provide a **framework building strong brand loyalty from the start** of the customer lifecycle.

PART 1

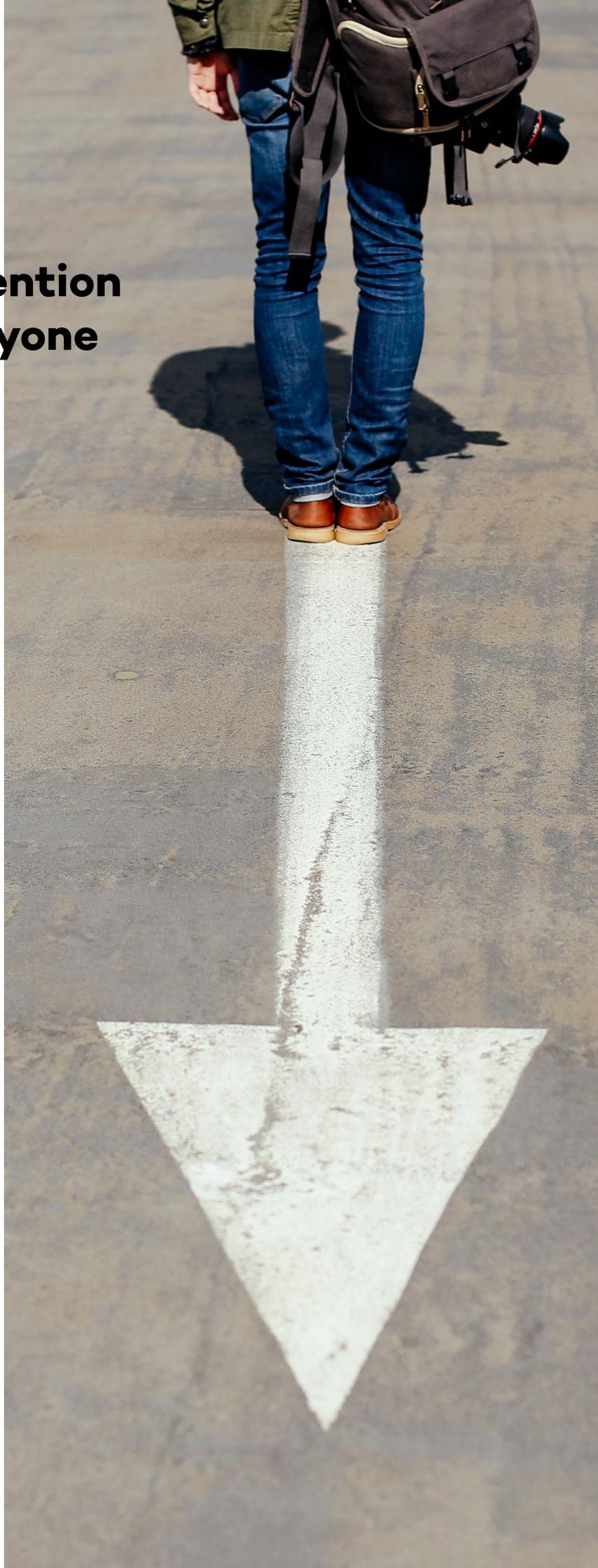
How Customer Retention Strategy Fails Everyone

It costs **5 to 25x more to acquire a new customer than to retain an existing one.** There's two sides to this ubiquitous data point seen in nearly all customer retention sources:

Moments of consideration and moments of purchase vary across industries. **Educating and convincing a potential customer on the value of a product or service often requires a multi-channel approach that drives the cost per acquisition.** Most retailers and brands invest heavily in technology, content, and marketing campaigns to move customers from browsers to converts.

Once a customer has converted, it is easier to create segmentation and promote **more personalized campaigns with data insights from their purchase.** If they are satisfied with their purchase experience and the product itself, they'll return.

The focus on **pre-purchase experiences and education fails to recognize consumers need post-purchase content** to help with product usage and want access to mechanisms for self-service when a product issue arises.



The rise of bloggers and influencers with step-by-step tutorials and DIY repairs can be directly related to **brands and retailers failure to provide exceptional customer support and guidance across the customer lifecycle.** They recognized a gap in the customer experience, monetized it, and grew their authority in the marketplace.

No wonder 65% of people use YouTube to help them with a problem: brands and retailers have yet to invest in creating post-purchase experiences for their customers that:

Educate on how to best use a product

Empower them to troubleshoot

Enable them to be self-service

Engage them with non-sales driven campaigns

They turn to other channels because they can't rely on brands, but **80% of consumers want post-purchase support and guidance from brands which extends to tips, DIY troubleshooting, and self-service diagnostics.**



PART 2

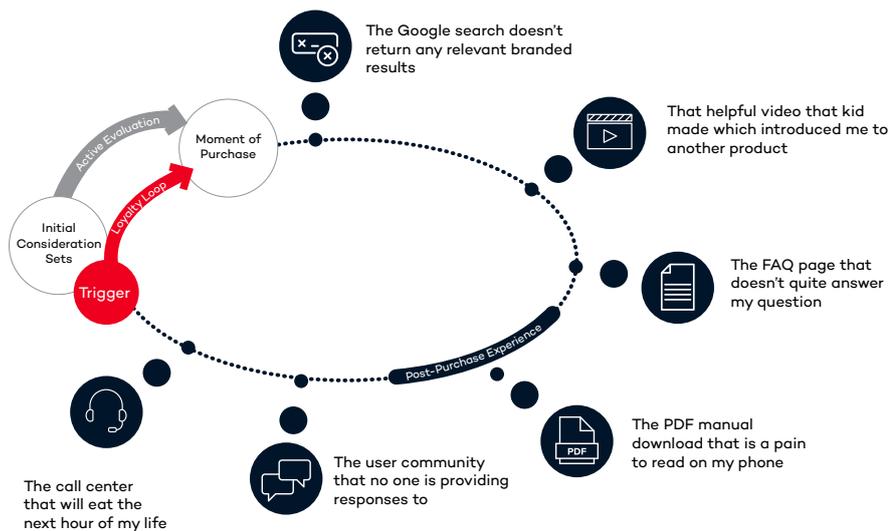
Customer Experience Gaps: Barriers to Brand Loyalty

Consumers view products as a long-term investment, and want to maximize the ROI they spent on your product; it's the brand's responsibility to prove their products are worth reinvesting in.



When a problem arises with a product or service, **the first instinct for a consumer is to Google “how to fix XYZ product by ABC brand”** or some variation of such a query. It may take numerous variations and quick scans of search results to find a solution.

Customer Experience Gaps in Self-Service



As illustrated the types of support provided are rarely owned by the brand: which explains why **56% of customers find their post-purchase experiences with e-retailers disappointing**. Why should they reinvest in your brand if you haven't invested in post-purchase content and experiences? **By neglecting the importance of post-purchase experiences, the barriers to brand loyalty and customer advocacy become significantly harder to surmount.**

There is immense opportunity in owning the post-purchase experience: it is a **unique intersection where brand loyalty and trust fosters and providing customer service teams with solutions that resolve problems faster.**



of consumers gained loyalty for a brand over time, due to experiences with excellent products and cross-channel content and engagement like service, reviews, and advice.

of customers are likely to make repeat purchases with companies who offer excellent customer service.

PART 3

How to Deliver Excellent Post-Purchase Customer Moments

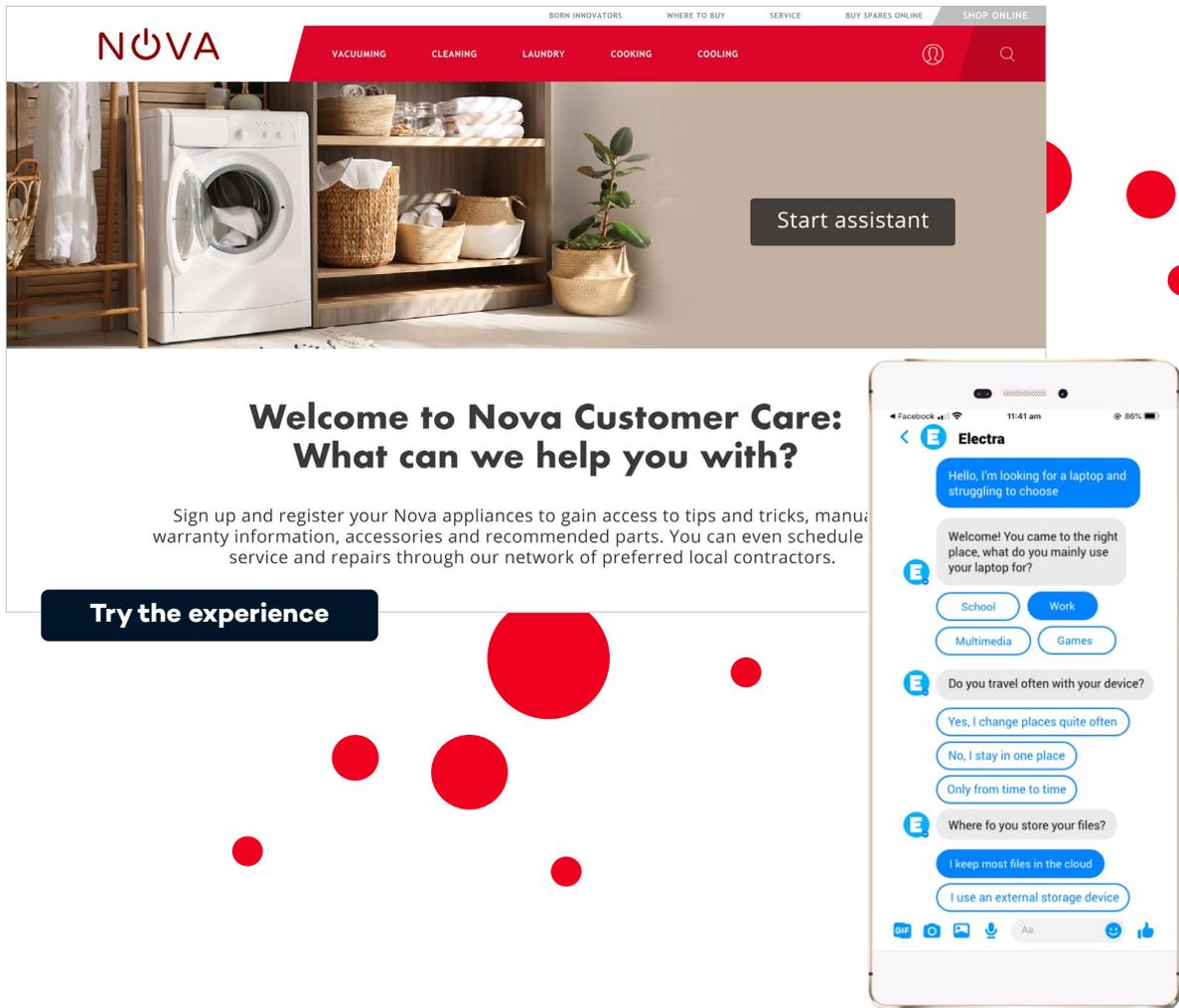
Customers that are “totally satisfied” deliver more than twice as much revenue than someone who is “somewhat satisfied.” What steps can duplicate a seamless and satisfactory post-purchase experience? **It’s time to reinvent, reinvest, and re-engage with omnichannel service bots and assistants to deliver 24/7 post-purchase support.**



What are service bots & assistants?

If you've ever counted a digital assistant, where you are guided through a series of questions and answers to allow you to find what you're looking for, you know how beneficial they are to driving purchase confidence, and thus conversion. **Service bots and assistants leverage** the same AI technology and semantic knowledge utilized in **digital assistants and chatbots to guide customers through a personalized and self-service conversational experience to resolve common post-purchase customer challenges.**

These types of bots and assistants can be deployed across channels to meet customers where they are searching for support.



The image displays a composite of two digital interfaces. The top portion is a screenshot of the NOVA website's header and main content area. The header features the NOVA logo on the left and navigation links for VACUUMING, CLEANING, LAUNDRY, COOKING, and COOLING. A red navigation bar contains links for BORN INNOVATORS, WHERE TO BUY, SERVICE, BUY SPARES ONLINE, and SHOP ONLINE. The main content area shows a photograph of a laundry room with a washing machine and a 'Start assistant' button. The bottom portion is a screenshot of a mobile chatbot interface titled 'Electra'. The chatbot is engaged in a conversation about laptop usage, with the user asking for help choosing a laptop and the chatbot asking about the user's primary use (School, Work, Multimedia, Games) and storage preferences (cloud vs. external storage). A 'Try the experience' button is positioned between the two screenshots.

NOVA

VACUUMING CLEANING LAUNDRY COOKING COOLING

BORN INNOVATORS WHERE TO BUY SERVICE BUY SPARES ONLINE SHOP ONLINE

Start assistant

Welcome to Nova Customer Care: What can we help you with?

Sign up and register your Nova appliances to gain access to tips and tricks, manual warranty information, accessories and recommended parts. You can even schedule service and repairs through our network of preferred local contractors.

Try the experience

Electra

Hello, I'm looking for a laptop and struggling to choose

Welcome! You came to the right place, what do you mainly use your laptop for?

School Work

Multimedia Games

Do you travel often with your device?

Yes, I change places quite often

No, I stay in one place

Only from time to time

Where do you store your files?

I keep most files in the cloud

I use an external storage device

What value do service bots & assistants provide?

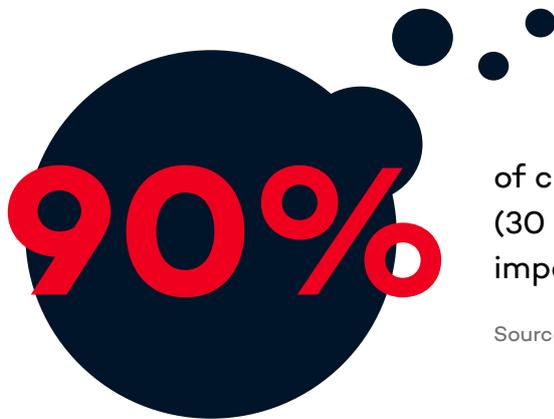
- 1 Education**

Guide customers through **best practices** with easy to follow step-by-step instructions that they can move through at their own pace.
- 2 Always available, omnichannel customer support**

Address common questions and inquiries at any time, freeing up live chat or call center personnel to focus on more complex support needs.
- 3 Provide customer support personnel with additional resources**

service bots can handle routine easy-fix issues, in order to give more time to the human customer service agents to handle more complex issues and increase their first call resolution. Additionally, they provide service technicians with detailed information to streamline in-person support.
- 4 Identify common pain points with products**

data insights from engagement with bots and assistants can be leveraged across departments to improve products, services and the overall customer experience.



90% of customers rate an immediate response (30 minutes or less) as important and very important with support questions

Source: [Hubspot](#)

Wait times traditional customer support

Phone: 5-10 minutes
Email: 17 hours
Social Media: 10 hours
Live Chat: 2 minutes (21% will be ignored)

VS

Service bots & assistants

How fast can you click?

Where to integrate service bots & assistants in the customer journey

4 types of post-purchase customer needs & how service bots and assistants help.

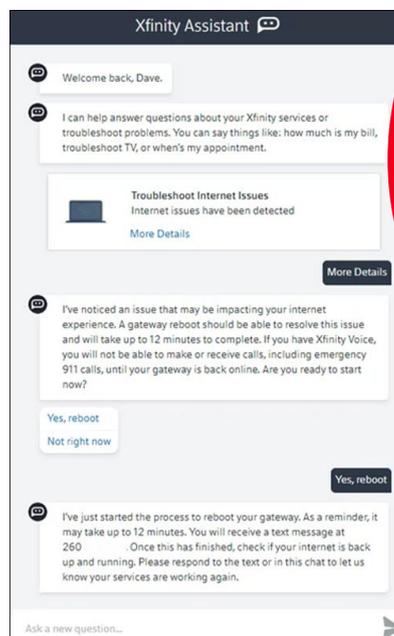
1 How to Guidance

Supercharge delivery confirmation emails by including warranty extension availability, best practices, interactive set-up experiences, and product care tips **powered by service assistants**.



2 Self-Diagnostics & Troubleshooting

Empower customers to identify why a product is not working and how to fix it with a series of questions and answers to find an immediate resolution, and **receive brand-backed expertise on next steps** like purchasing a replacement part.



Benefits

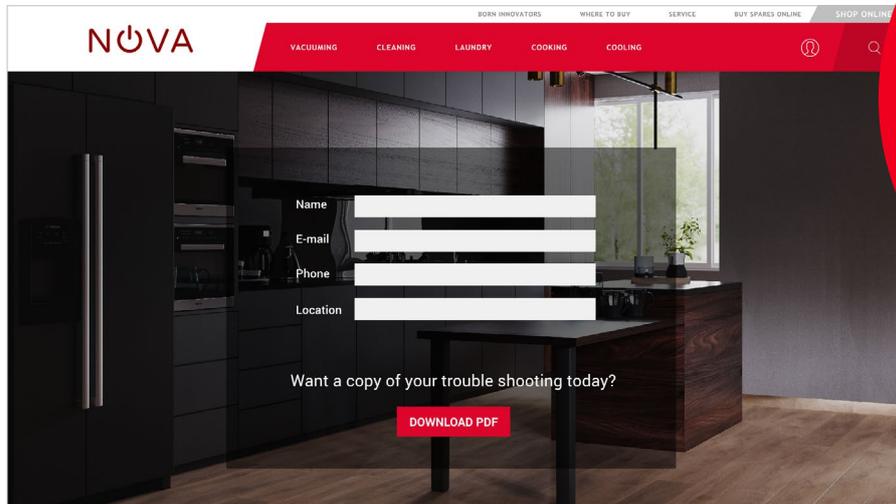
Encouraging immediate **use of a product drives confidence and satisfaction**, and reduces probability of returns.

Benefits

Enables the customer to be **self-service oriented to solve common issues and drives them to purchase replacement parts through owned channels**, which in turn helps build trust in your brand.

3 Pre-Technician Support

Direct customers to service providers to schedule in-person help following self-diagnostics and troubleshooting.

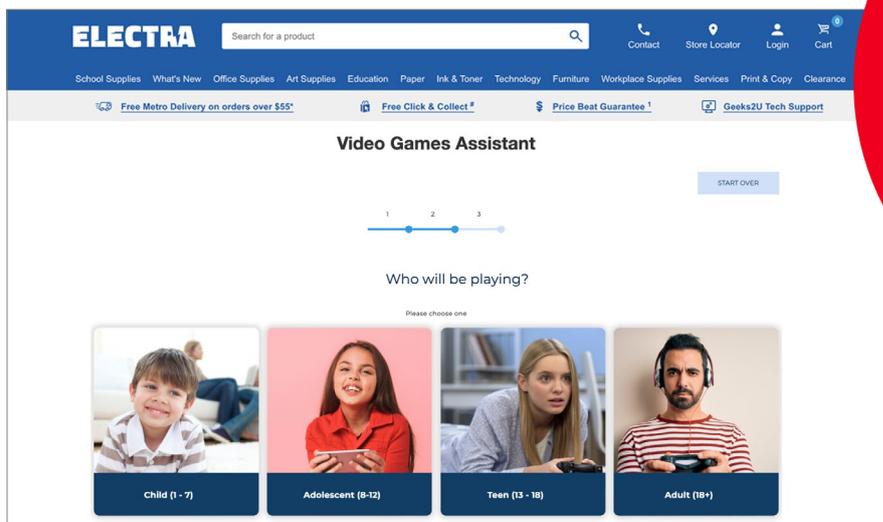


Benefits

Streamline in-person help by providing technicians with detailed information on what steps the customer took to self-identified and resolve an issue.

4 Step-by-Step Assistance for DIY Repairs

Deliver personalized, self-guided support online that allows them to take their team with each step (rather than through a hasty automated phone support system).



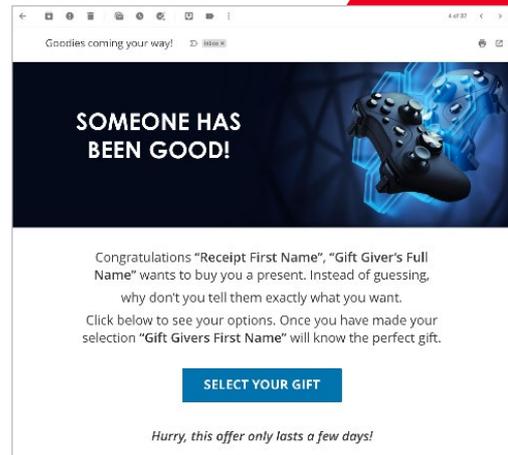
Benefits

Showcase brand expertise and reduce need for non-brand backed external sources giving expert advice whilst instilling an increased sense of ownership in their product.

Entry Points: Where to Integrate

Email

Use **delivery and post-purchase follow ups to inform customers** about service support, registering products for warranties, and guidance. If the customer ordered a replacement part, add a clear call to action to encourage usage of the step-by-step guidance.



Website

Embed banners and links that **clearly indicate always available customer support** and what types of problems can be resolved through digital guidance.



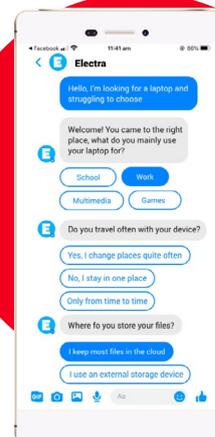
Channel Partner Support Portals

Promote post-purchase support and experiences with relevant channel partners.



Chat Messengers

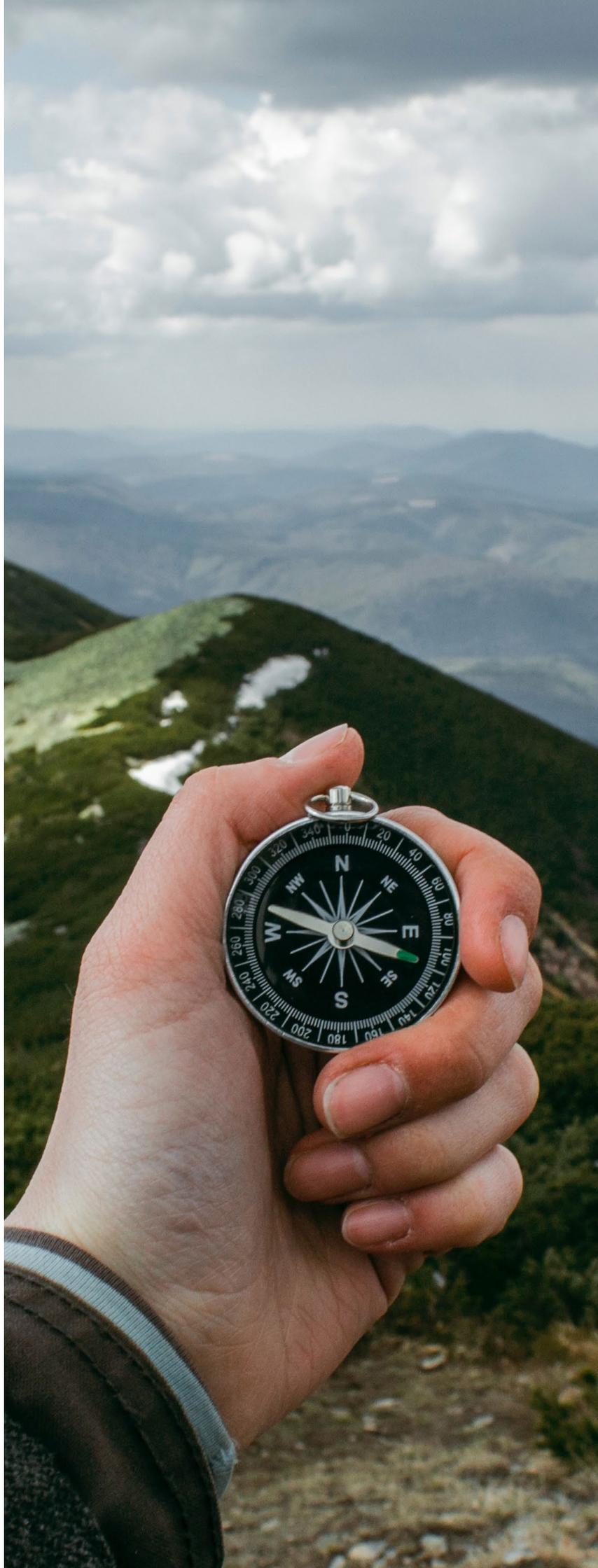
Integrate service bots across social channels and websites.



PART 4

5 Steps to Getting Started

If you're ready to **conquer the post-purchase customer experience with service bots and assistants**, it's easier to get started than you may think. Product support content already exists, it simply needs to be **re-imagined, re-packaged, and delivered in a digestible and interactive way**.



Here's our 5 step framework to help you build a use-case and prepare for launch.



Involve cross-functional teams

Establish which stakeholders can be included to build and strengthen the use case:

- a. Which teams will benefit from tackling this challenge?
- b. Who will be involved in the set-up and deployment?



Learn

Identify the most common inquiries from across support channels

- a. Leverage data from call centers, help desk tickets, and website analytics.
- b. Navigate your company's support experience as if you were a customer. Where were you frustrated? What was helpful?



Audit

Determine what context already exists that can be leveraged to create this new channel:

- a. Analyze customer inquiries and support pages (look into time on page, exit rate,)
- b. Find out if there are external promotions or influencers who created content that can be utilized



Plan

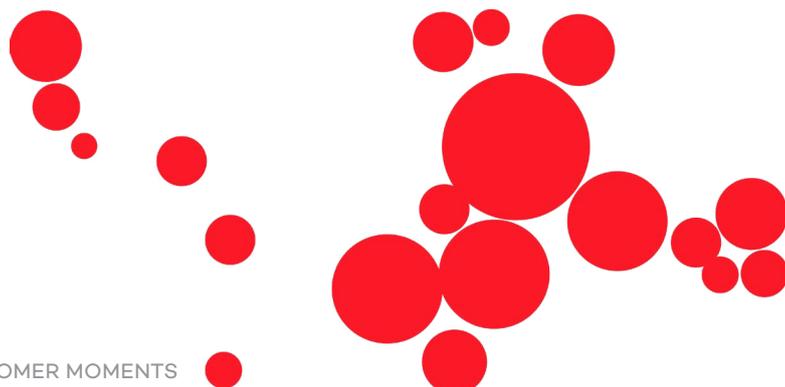
Develop a high-level plan seeking to address the most common FAQ and support inquiries.

- a. Consider the 4 types of post-purchase customer needs and determine where your customers' needs fit.



Quantify Success

Come to agreement with stakeholders and relevant teams on what metrics and KPIs will be tracked and mapped to a successful post-purchase experience.





Why Zoovu

Zoovu is the next generation digital commerce search platform that merges context and meaning across channels to help brands and retailers have rich, personalized conversations with their customers.

More than 3,500 brands and retailers use Zoovu to engage, educate and empower shoppers to find and buy the right product, including Amazon, P&G, Whirlpool and Microsoft. Zoovu operates worldwide in 500+ product categories, across all languages.

www.zoovu.com