

PRESS RELEASE

8select Announces the Human Experience Platform (8.HX), a New Integration with Salesforce Commerce Cloud

8select's customers can now benefit from several features of the human experience platform to improve their customer experience along the whole customer journey.

Regensburg, January 22, 2020 – 8select today announced that it has launched a human experience platform, a new integration with Salesforce Commerce Cloud. 8select's integration 8.HX empowers customers to achieve a better customer experience along the entire customer journey. This can result in higher customer satisfaction and long-term customer loyalty as well as sustainable sales increases.

With the human experience platform online retailers can manage human experts, product knowledge, product data and customer interaction. With that they bring the human touch into personalized and interactive content at multiple touchpoints. These can be onsite in the online shop (e.g. product detail page, add to cart layer) but also offsite in social media or e-mail marketing. Anonymized interaction data provides retailers with valuable insights into their customers' purchasing behavior: e.g. which product characteristics are relevant when buying. The data from 8select is also used to further optimize the quality of product recommendations. Furthermore, the different features of the platform support Commerce Cloud in marketing and sales promotion by optimizing the conversion process.

8.HX by 8select

The platform includes AI data management, performance dashboard, product set manager widget manager, interaction data as well as expert-driven product recommendations – based on human knowledge as starting point. It also enables customers expert-based cross-selling. "The question is: why should someone buy at your shop? Look at the stationary retail: the employees build up a personal relationship. They help the people find what they're really looking for and can sell additional products. Human interaction absolutely matters. With the human experience platform, it is possible to present "experience-able" experts or teams with photo, name, profile, social media buttons etc. along the entire customer journey. 8select makes it possible to add the human touch to the digital customer experience," said Mathias Stiefel, Co-Founder of 8select.

Salesforce, Commerce Cloud and others are trademarks of salesforce.com, inc.

8select offers online retailers and their teams a technical platform to manage their experts, product knowledge, product data and customer interaction and provide interactive content along the customer journey. We deliver our solution as SaaS with easy API access. Managing Human Experience with 8.HX is scalable, simple and efficient - trusted by leading online retailers like HSE24, myToys, Peek&Cloppenburg and Ulla Popken Fashion Group.

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