

ASSISTED SELLING: OPTIMISING THE DIGITAL RETAIL EXPERIENCE

“We really need to understand what the most important customer journeys and what the most significant points are that will add value to those journeys, as well as what we need to do to prioritise those.”

Introduction

Distribution channels play a key role in delivering a customer an enhanced experience as customer interactions begin. In some cases, customers may switch between - and end within - specific channels, physical or virtual.

Research suggests that **83% of online shoppers need some support while making a purchase.**

It only takes mere seconds of uncertainty before the customer is ready to leave the store site without any purchases. Customer expectations are higher than ever and the challenges are real; abandoned carts, fierce competition, and busy customers who are unwilling to spend hours comparing and weighing product features.

Digital Remote Advisor

In a digital environment where shoppers can't feel, test, or try-on products, they rely heavily on accurate and detailed product descriptions.

To reduce product return rates, online retailers must go much further than providing lots of content, they must also find ways to install confidence and ensure customers that they are choosing a product that's right for them.

This is where digital remote advisors come in.

Digital advisors emulate what professional and knowledgeable shop associates do in a store. Whenever they see that a shopper is unsure, they engage with them. They find out about their needs and preferences to guide them to the products that fit their needs.

Digital remote advisors are able to understand natural language thanks to AI.

Intelligent and well structured remote advisory systems can achieve similar experiences and results, and provide the customers with a better experience.

If consumers feel informed, they're more likely to make a positive purchase decision, which, in turn, reduces the chances of a return.

Digital advisors are a great way to incorporate customer education into the customer's purchase decision journey. These digital solutions help to educate the customers with the aim of selling the best product for each client and not all the products to every client.

3 Core features of a digital remote advisor

Consumer expectations are changing rapidly, with preference for a personalised, streamlined, and, engaging digital experience.

There are three main features that lead the digital remote advisor:

-Dedicated advice at a distance: The remote advisory system helps and guides the customer in a purchase like a physical attendant.

-Central location:

It has a central role in the customer's experience.

-Seamless digital fulfilment:

In order to keep the customer's attention and interest.

Remote digital support

To achieve an excellent shopping experience it is necessary to provide a customer with staff who can understand what they need and how to help them. Whether through providing useful information or even from simply checking stock. In digital context customers need the same attention so, **it's up to the remote advice system to take care of the customer, even in a digital shop.**

Proactive engagement simulates an attentive employee's willingness to explain and advise a customer or help to find the right product, through a useful knowledge base about each option. Being provided with just a couple of quality options is a lot better than offering hundreds of choices but limited information.

Rewarding retail shopping experience

The customer needs the best possible experience and in a digital retail context this is achievable following some important rules:

-Guided Selling:

A remote advisor must be available whenever shoppers need help, and even before.

-Personalisation and integration:

Create individual experiences and make more relevant recommendations based on explicitly stated needs and information from the existing customer profiles.

-Boost conversions and loyalty:

Help shoppers manage their choices and guide them to the products they want to purchase, leading to many happy returning customers.

-Omnichannel:

Support shoppers and sales associates anywhere and everywhere with easily accessible advice and guidance for a seamless and hassle-free purchase process across different channels

-Eliminate obstacles:

Save customers time and effort on their purchase by anticipating their questions and needs.

Conclusions

In today's digital, connected and tech-savvy world, online customer service is no longer an alternative, but a real need.

Customers, in most industries, are coming to expect it, are pleasantly surprised when they find it, and are often unimpressed when immediate answers to specific questions or doubts are hard to find. A large number of top service institutions worldwide have already implemented real-time interaction solutions and have gained major benefits in terms of conversion rate, customer satisfaction and loyalty.

Digital advisors can be used to implement this technique by giving the user a diverse selection of images and letting them choose which they feel best represents their personality, wants, and needs.

The challenge for companies, today and in the future, is serving digitally oriented customers while finding ways to use customer care as a core differentiator. The digital customer care solution must now focus on achieving performance excellence while focusing on one key priority: customer experience.

