



The connected customer experience

A guide for retail and consumer goods brands in ASEAN

S Recommended Products
Wireless Noise Cancelling Headphones (White)
...

M Marketing

S You left something in your cart
Today only 10% off

S Sales

H Service
Can you help connect my new headphones to my phone?

S Hi Mei...

★★★★★
I LOVE my new headphones.



A word from Matt Marcotte

Global Head of Retail and Consumer Goods Industry Advisors, Salesforce

Retailers have been incredibly responsive to changes in consumer demand, supply chain availability and store operations over the past 18 months.

The greatest challenge now – for B2C and B2B businesses – is to keep up with customer expectations. Expectations of customers in both groups are converging in terms of speed, connectedness and personalisation.

The brands that will experience the greatest success will be the ones that focus on:

- **Connected customers:** responding at the speed the customer expects by using a unified platform and centralised data.
- **Connected stores:** including virtual selling and engagement.
- **Connected employees:** empowering team members through mobile, virtual service and intelligence capabilities.

Together, these provide a seamless experience. It helps teams get smarter about their interactions with customers, and lets customers know you're listening to them.

The secret ingredient is a relentless focus on knowing your customer. It must be at the core of everything. Get this right, and you'll serve the right product and message to the right customer at the right time and place.

Keep reading to see how retailers can harness technology and data to deliver a great customer experience.



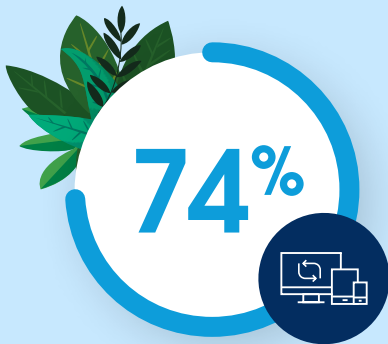
Top trends in retail and consumer goods



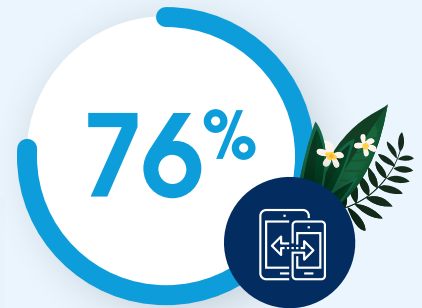
of consumers **obtained goods and services online**



of customers **expect offers to always be personalised** – up from 49% in 2019



of customers say they've **used multiple channels to start and end a transaction** within the last 12 months



of customers **prefer different channels to purchase** depending on context



of consumers expect to do **more online shopping** after the pandemic than before



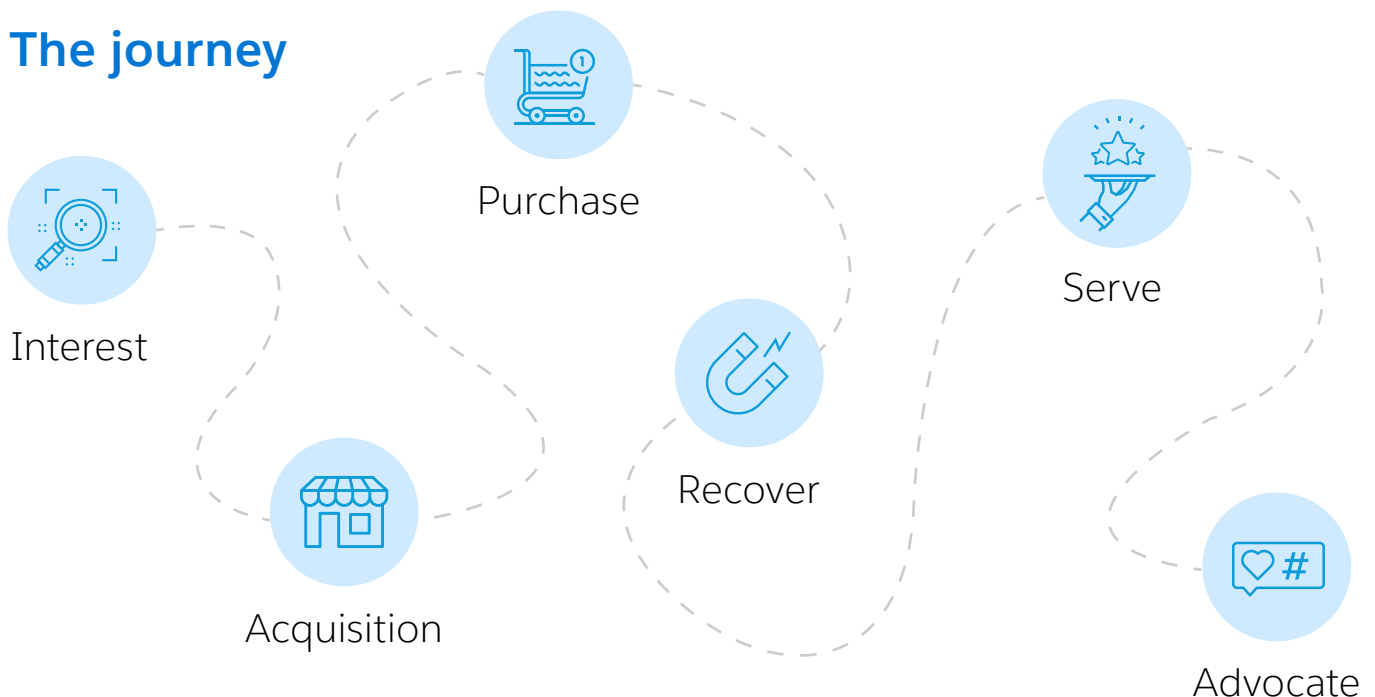
Setting the Scene

Mei wants a pair of wireless Bluetooth headphones.

She'd like good sound quality and to be able to use the headphones in a variety of settings including the gym, watching movies and for work calls. Mei hopes to find her perfect set of headphones in white.



The journey

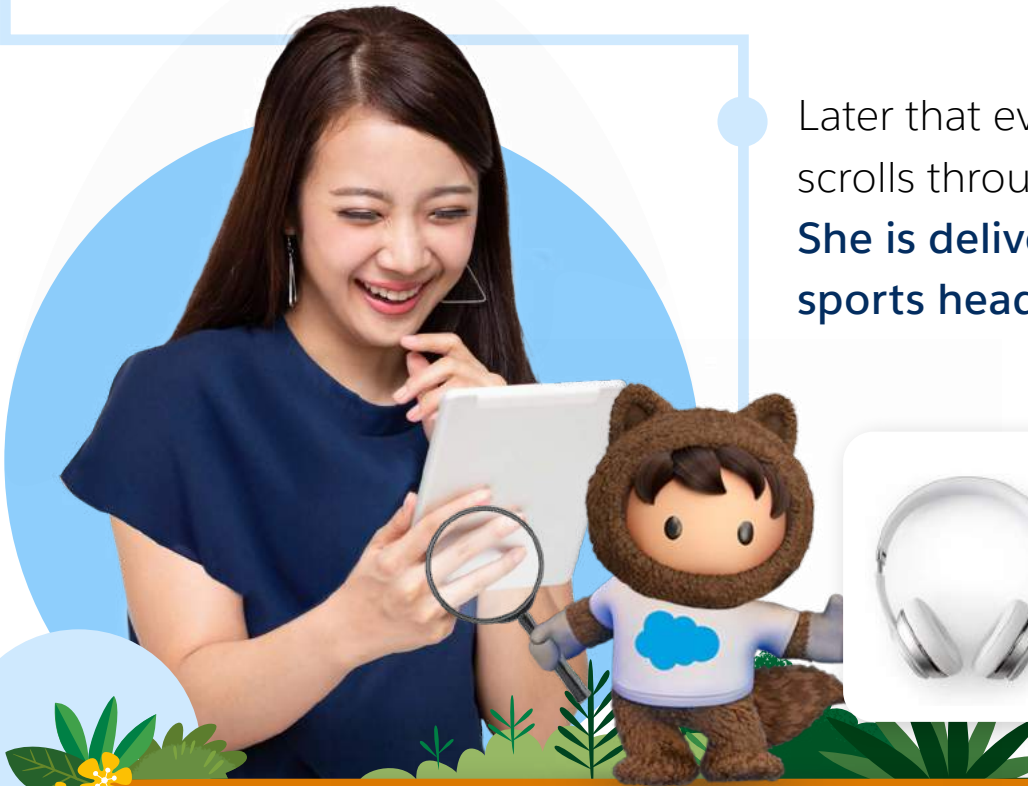




 best headphones for exercise
 

Mei researches headphones online. She searches for “best headphones for exercise”, “sports headphones white” and “cool headphones for sport”.

Later that evening, Mei relaxes and scrolls through her Instagram feed. **She is delivered targeted ads for sports headphones.**



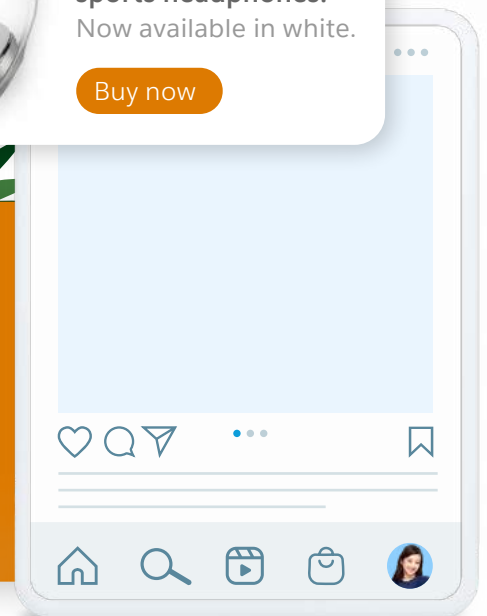
ADVERT

Voted the best sports headphones. Now available in white.

Buy now

How a business connects with Mei

Marketing Cloud captures, unifies and activates data from any source to strengthen consumer relationships with relevant messaging across every touchpoint.



Customer Story: Beauty retailer Sephora wanted to delight customers with faster and deeply personalised omni-channel experiences. Marketing Cloud united all customer data, providing the organisation with a 360-degree, real-time view of every customer. [Read more >>](#)


 SEPHORA




On a weekend outing, Mei decides to browse headphones at her favourite store, SonicCity.

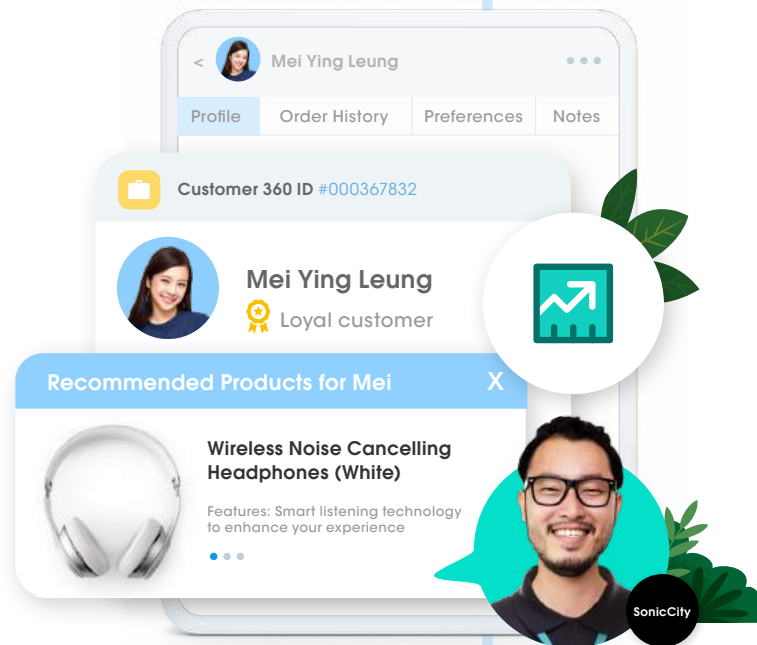


How a retailer makes Mei's experience relevant

A single source of customer data on an integrated platform enables the delivery of a consistent experience across channels. Artificial intelligence (AI) automates processes to ensure the right recommendations are delivered to the right people at the right time.

Assisted by a tablet app, a retail associate explains to Mei the features and specs of each model.

Mei is a loyal customer, so the associate can see her preferences and purchase history, recommending products of greater relevance to Mei based on her profile.



Matt's expert tip

Recommendations and personalisation are only as good as the data you collect and the accuracy of it. Take every opportunity to ask your customers about their likes, wants and desires in every touchpoint with the brand. [Read more about data and personalisation >>](#)



Back home that night, Mei visits the SonicCity website to make a purchase.

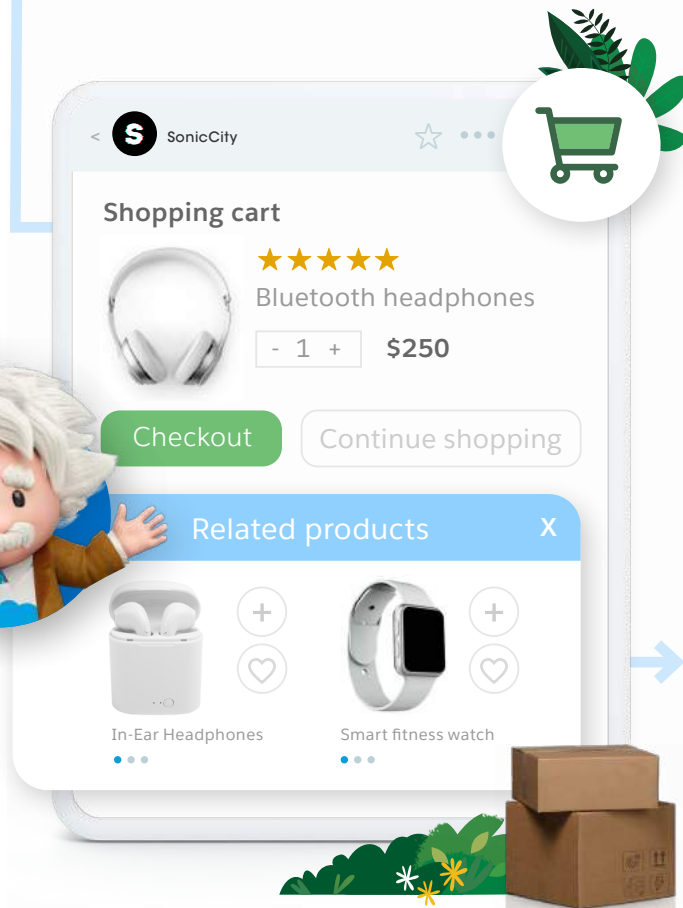


Drive sales on the channel the consumer prefers

The seamless transactions enabled by Commerce Cloud convert sales, build customer loyalty and increase conversion rates. Dynamic customer segments, merchandising rules and AI-powered recommendations help shoppers find what they want.

 Add to cart

She puts her chosen headphones into a shopping cart, where related product recommendations also appear. With a single click she can easily add accessories into the same basket.



Customer Story: The challenge for Toys“R”Us was to bring the magic of an in-store experience online. Commerce Cloud offered a centralised data platform. The online and offline customer journeys are now aligned, making the omni-channel experience seamless. [Read more >>](#)

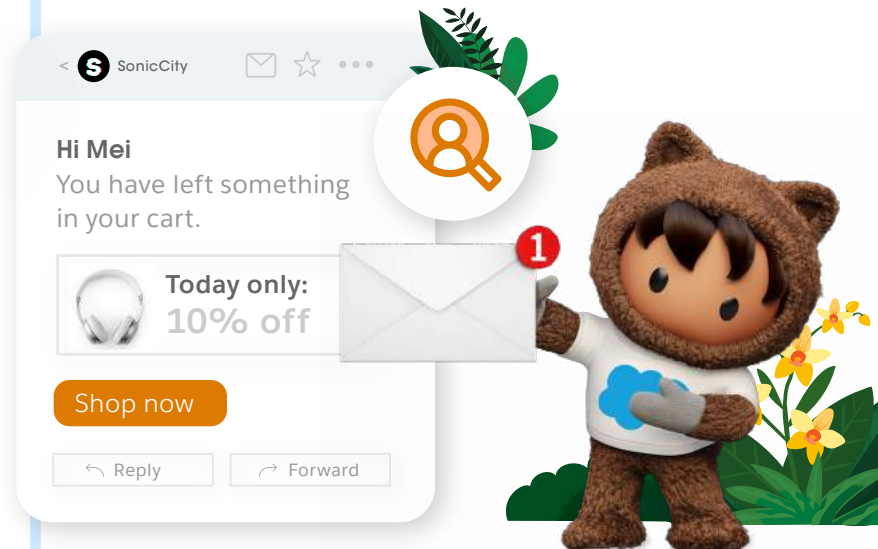


Toys R Us

As she's about to complete her purchase, Mei's phone rings.

It's her friend inviting her to dinner. She heads out to meet them.

The next morning, Mei receives an email offering a 10% discount on the contents of her basket if purchased in the next 24 hours.



Mei clicks on the link – and her headphones and accessories are waiting. She completes her purchase and receives a confirmation email, tracking number and estimated date for delivery.

Purchase complete

Track delivery

How businesses turn abandoned carts into completed sales

Customer 360 solutions connect with shoppers who add items to their carts but don't finish orders. They automatically send personalised behavioural messages that inspire customers to return and complete a purchase.



Matt's expert tip

Whether it's a promotion, limited quantities or just reminding them to complete their purchase, it's not just about sending the message. The tone of voice and approach makes people either want to engage or just ignore your message. Find creative, fun and personal ways to engage customers.

[Learn 3 ways to make every customer interaction count >>](#)

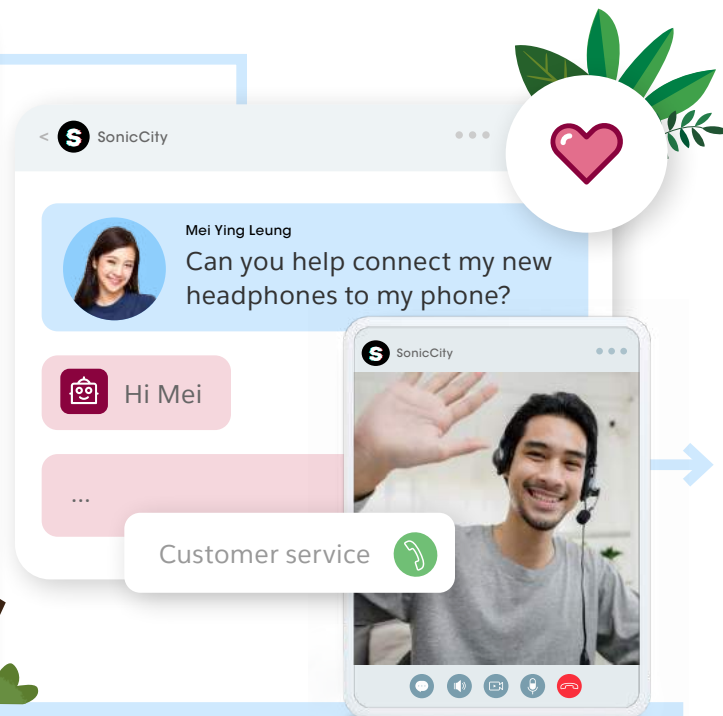
Mei's headphones are delivered, but she's having trouble syncing them via Bluetooth. She visits SonicCity's support page and chats with a bot. The bot solves her issue by connecting Mei with a relevant article.



In the article, she reads an interesting fact about the sound capabilities of her new headphones. **Mei decides to speak with a customer service team member, Aroon, who offers to support Mei remotely via video.**

How businesses deliver frictionless customer service, anywhere and any time

Omni-channel customer service is about engaging customers on their favourite channels. Salesforce Service Cloud provides instant customer support with self-service options or relevant community members.

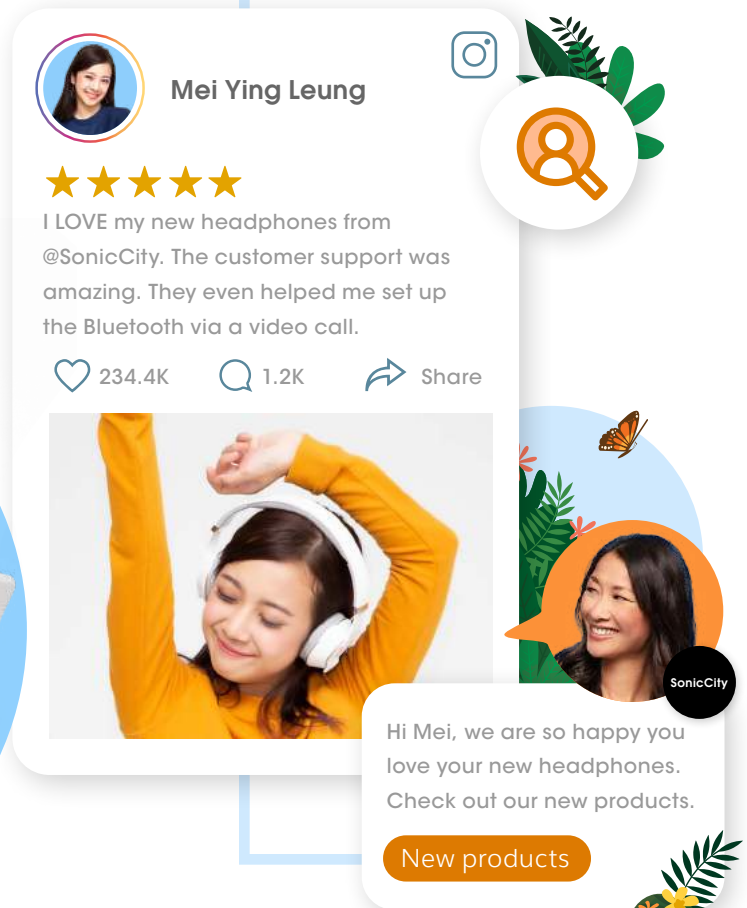


Matt's expert tip

One of the biggest customer frustrations is not being able to get in touch with a brand when they need to. The right combination of self-service chatbots and customer service agents – with access to the customer's data – is critical to ensure not only fast resolution of an issue but also excellent customer experience. These types of engagements can make or break a brand and people's willingness to continue buying from them. [Learn how chatbots can help scale your customer service >>](#)



Delighted by her purchase and the service she has received, Mei posts a positive review on Instagram and mentions @SonicCity.



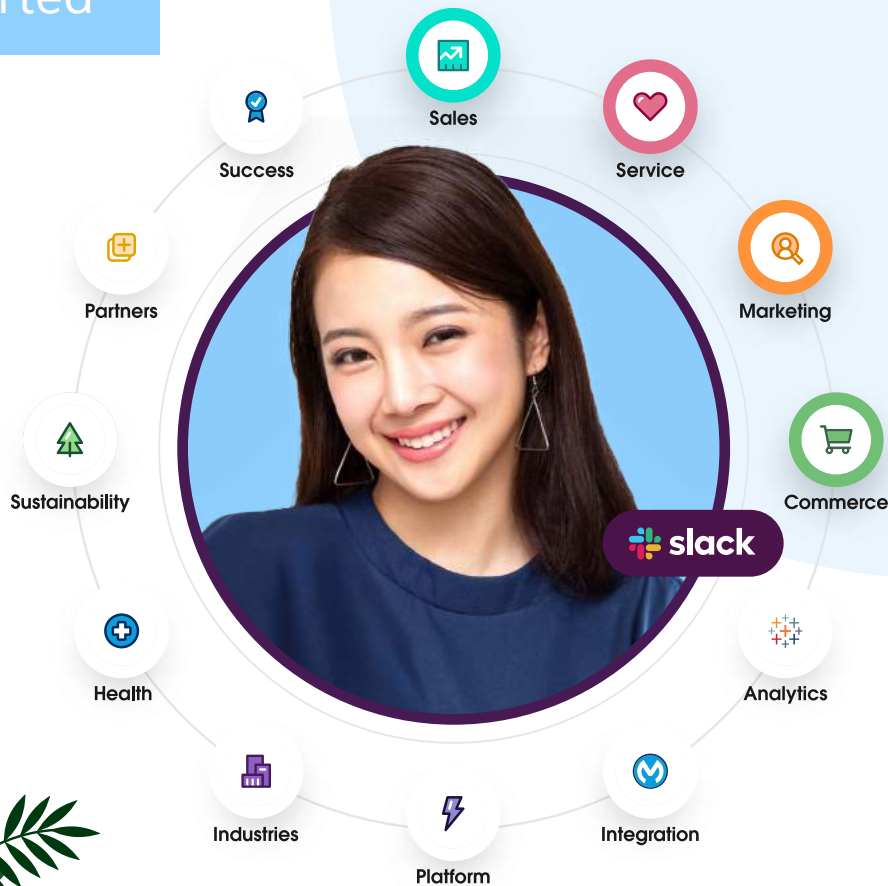
How businesses leverage social to build loyalty

With its social listening tools, Social Studio enables businesses to keep track of what consumers are saying about their services, products and competitors. They can identify trending topics and influential conversations early, using that information to inform marketing decisions.



Matt's expert tip

Once brands see comments from customers, it is critical that they connect with that customer, deepen the relationship and gather more information to inform their single source of truth. Just listening is not enough – customers want relationships with brands. Maximise every opportunity to build on that relationship through interaction. [Here's everything you need to know about social media monitoring >>](#)



Mei has a satisfying customer experience because she feels SonicCity truly understands her, is able to cater to her unique needs, and is being treated differently.

As a result of this connected experience across numerous SonicCity channels, Mei's expectations during her next experience as a customer of any brand will rise. Businesses that don't meet those expectations risk not being able to compete in the future.

Customer 360 ensures excellent experience by connecting customers and companies seamlessly.



Learn more about Customer 360



