

Everything You Need to Know About

Conversational Commerce





Table of Contents

1. Conversational Commerce 101	2
2. Why Is There a Need for Conversational Commerce?	3
3. Deliver Superior CX at Every Stage With Conversational Experiences	4
4. Vonage Conversational Commerce	5
5. Key Considerations for Implementing Conversational Commerce	7
a. Business Considerations Before Implementing Conversational Commerce	8
b. Choosing the Right Channels for Your Business	9
c. Align Your Key Metrics With Your Goals	12
d. Bridging the Gap With Seamless Integrations	13
e. Conversational Commerce Best Practices	15
6. Go Live With Vonage Conversational Commerce	16
7. Customer Story With Vonage	17



Conversational Commerce 101

What is conversational commerce?

In today's fast-paced business environment, it's more important than ever to engage customers. With conversational commerce, businesses can provide a personal, helpful, and responsive buyer's experience that drives sales and loyalty.

Think of it as the:

Junction where messaging services converge and improve the sales process to enhance the customer experience



Intersection of messaging apps and shopping



Combination of in-store personal attention and online convenience



Having unlimited choices and the convenience of shopping anywhere
(online)



Getting personalized attention from a sales agent
(offline)

Whether you're new to conversational commerce or looking to improve your existing strategies, this guide is an essential resource for understanding the power and potential of conversational commerce. So let's dive in and discover how you can leverage conversational commerce to enhance your customer experience and drive sales.

Online Shopping

- ✓ Convenience of shopping anytime, anywhere
- ✓ Access to large variety of products
- ✓ Products demonstration
- ✗ No touch & feel/demo
- ✗ No guidance during purchase
- ✗ Concern on product quality
- ✗ Difficult to navigate UI

Conversational Commerce

Retail Store

- ✓ Competitive prices & discounts
- ✓ Ability to try & customize product
- ✓ Ability to bargain
- ✓ Advice & clarifications from in-store associates
- ✗ Time/effort intensive
- ✗ Limited variety/options

The evolution of the conversational experience



Stores
Before 1990s

1. Shoppers visited physical stores and chatted with the shop assistant
2. Personalized one-on-one interaction
3. Limited product inventory



Websites
2000s

1. Zero personalized interaction
2. Limited functionality on mobile devices
3. Almost unlimited inventory



Apps
2010s

1. Smooth user experience on mobile devices
2. Almost unlimited product inventory
3. Downloading mobile apps is highly challenging



Conversational Commerce
2020s

1. Personalized one-on-one interaction
2. No friction since users already have and use the third-party apps
3. Extensive inventory and various payment alternatives without any restriction

Why Is There a Need for Conversational Commerce? Answer: Evolving Consumer Expectations

Today's consumers expect personal attention when interacting with brands on their favorite platforms.

80% of consumers consider 'experience' to be as important as the product/service.¹

74% of consumers use multiple channels to start and complete a purchase journey.²

9/10 consumers say they want businesses to communicate with them via text message.³

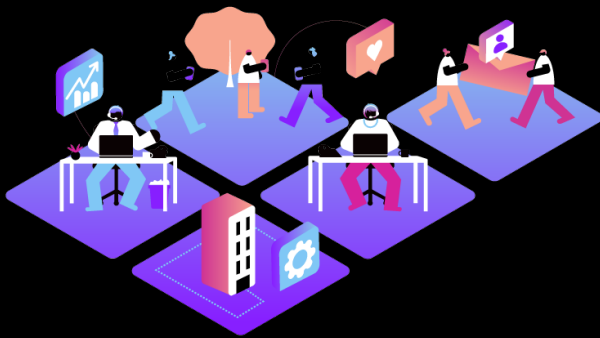
89% of consumers say they prefer texting with businesses over any other mode of communication.³

63% of consumers say they would switch to a company that offered text messaging as a communication channel.³

These numbers highlight the growing demand for personalized and convenient interactions with brands online.

Meet customer expectations through conversational engagements

Analyzing and understanding customers' specific needs is critical to delivering personalized and responsive conversational engagements. By understanding consumer expectations and leveraging conversational engagement solutions that prioritize personalization, convenience, and responsiveness, businesses can effectively meet customer needs and build lasting customer loyalty. To deliver exceptional conversational engagements, businesses need to meet the high expectations of their customers.



Analyze and understand the customer's specific needs.

Provide two-way conversations with self-service and human options.

Message customers in real-time on their preferred channel.

Enable a seamless handover between AI bots and human agents.

Conversations unlock business growth

Leverage the strength of messaging to generate immediate response, and foster brand loyalty over time.

61%

consumers would switch to a competitor after just one poor customer service experience.⁴

Needing quick information through chat or messaging, but phone is the only option.

Experiencing long wait times to speak to an agent.

Contacting customer service multiple times to resolve issue.

¹ www.salesforce.com/resources/research-reports/state-of-the-connected-customer/

² segment.com/growth-center/omnichannel-marketing/customer-journey/

³ blog.avochato.com/54-text-messaging-stats-every-business-should-know-avochato#:~:text=Customers%20want%20text%20messages

⁴ cdn2.assets-servd.host/paltry-coyote/production/exports/2194a329d6f053118e42d885fe38fae7/zendesk-cx-trends-2022-report.pdf

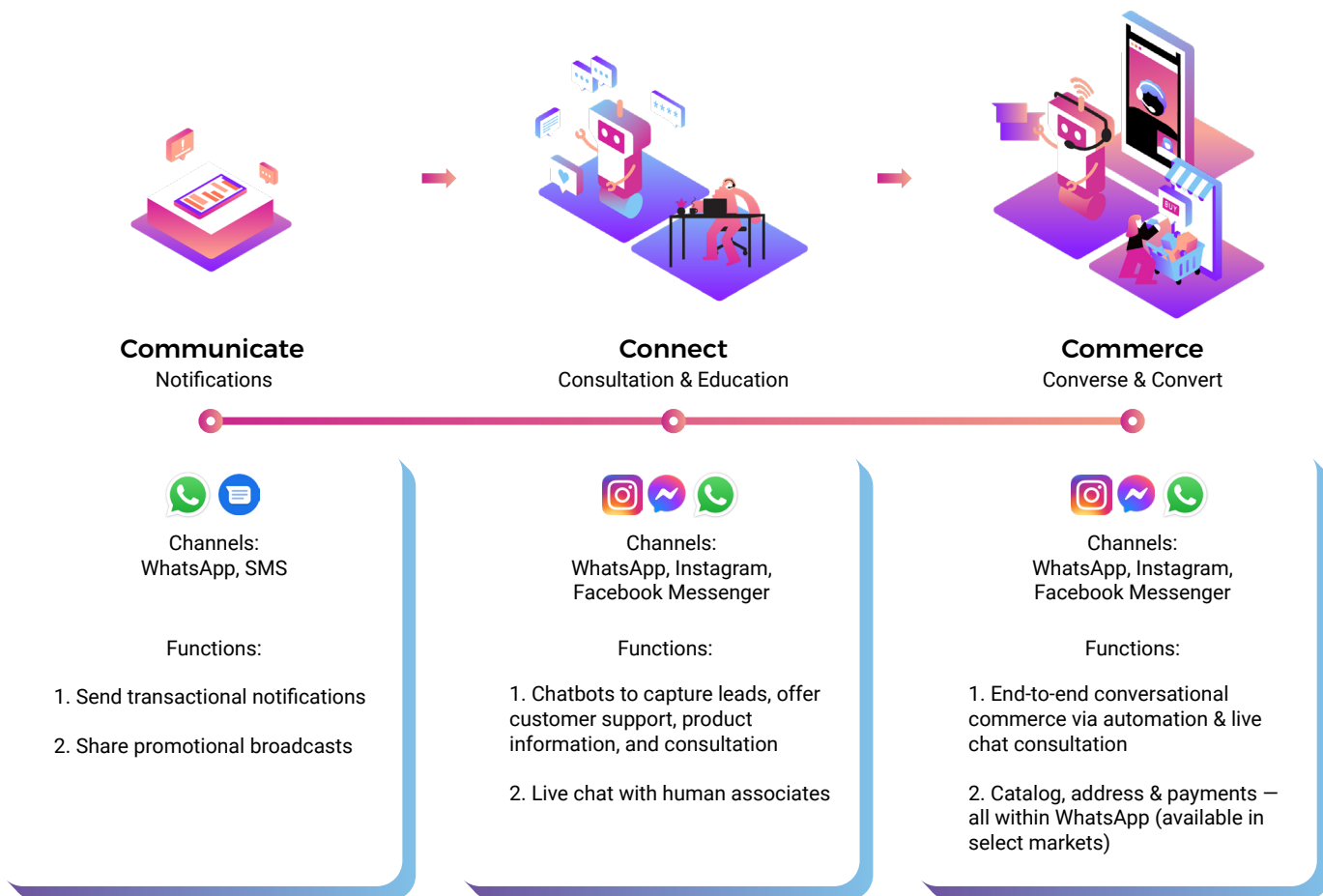
Deliver Superior CX at Every Stage With Conversational Experiences

As your business grows and evolves, so should your conversational capabilities.

By following our **conversational maturity roadmap**, you can gradually move from one-way communication to two-way communication, and ultimately to conversational commerce, where you can offer personalized, real-time assistance to customers and drive more sales.



Content maturity roadmap: From marketing to engagement to commerce

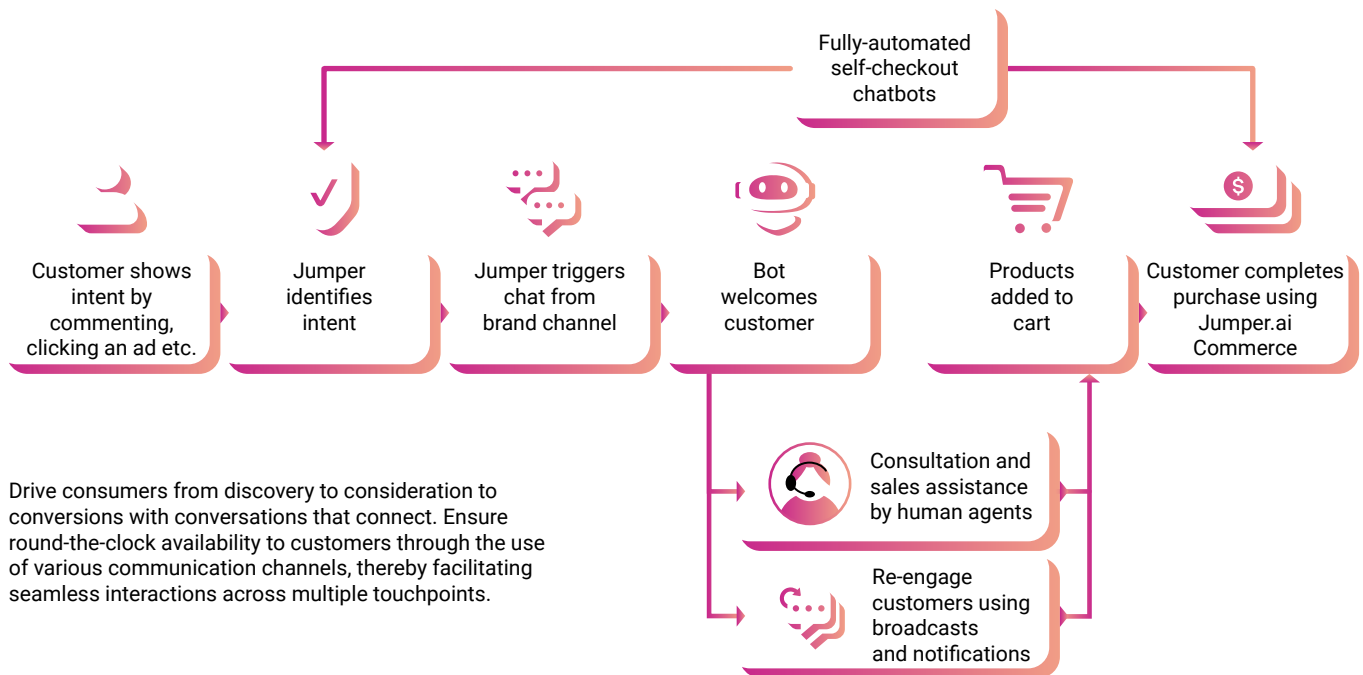


“The new buyer’s journey is about making the most of every moment and every touchpoint. Customers need to feel seen, heard, and engaged on every channel and from any location.”

Savinay Berry
EVP - Product & Engineering, Vonage

Vonage Conversational Commerce

Vonage Conversational Commerce, powered by Jumper.ai, is one of the world's first end-to-end conversational commerce and shopper engagement platform. The solution creates omnichannel, messaging-first customer engagement and shopping journeys across social, messaging, and web.



Conversational commerce is not a retail trend but a modern-age sales channel

Vonage Conversational Commerce is a comprehensive conversational marketing, engagement, and commerce solution that empowers businesses of any scale to establish messaging-centric interactions with their customers on leading social media, messaging, and online platforms. Empowering businesses to create AI-powered omnichannel experiences.



Multi-channel chatbot automation

Improve customer experience and increase conversions with our multi-channel chatbot automation solution. Imagine a customer browsing your website, and a chatbot pops up, engaging them in a conversation, and guiding them through the purchase process. The chatbot is able to interact seamlessly with the customer on any channel — website, mobile app, or social media. The customer feels like they have a personal shopper, available anytime, anywhere.



Unified multi-channel inbox

Managing customer inquiries from multiple channels can be overwhelming, but our unified multi-channel inbox simplifies the process. With our solution, you can manage all customer inquiries in one place and route them intelligently. Imagine a customer contacts you on Facebook Messenger about a product, and then follows up with an email. With our solution, both inquiries are routed to the same inbox, and the relevant product information can be shared from a centralized catalog, ensuring a consistent experience across all touchpoints.



Order management, fulfillment, and payments integration

Streamline your operations and enhance customer satisfaction with our order management, fulfillment, and payments integration. Imagine a customer places an order on your website, and the payment is processed seamlessly through our solution, integrated with over 30 global payment platforms. The order is then automatically sent to your fulfillment partner via API integration, ensuring the customer receives their purchase promptly. The customer is thrilled with the convenience and speed of the process.



Marketing support and analytics

Maximize your marketing efforts and gain insights with our marketing support and analytics. Imagine you want to promote a new product to a specific customer segment, but you're not sure how to reach them. With our solution, you can leverage prebuilt templates and social CRM to promote to key customer segments. You can also capture performance metrics for order flows and sales agent response, giving you valuable insights into your customers' behavior and preferences, allowing you to continuously improve their experience.

Scale your marketing outreach with Vonage Conversational Commerce



Alerts and updates

Send receipts, booking details, essential updates on orders, and shipment trackers straight to your customers via messaging apps.



In-store traffic promotions

Advertise your brick-and-mortar store and attract foot traffic by sending promotions directly to your customers' chatbox.



Product launch & loyalty

Ditch emails and reward your best customers by offering updates around product launch & loyalty updates directly on their preferred messaging channel.



Retention and re-engagement

Retain your customers and stay top-of-mind by sending important promotional & marketing updates.

Drive deeper customer engagement at scale



Product consultation

Help customers make a purchase with advice and consultation from Brand Advisors, all within the live chat.



Pre-sales and post-sales service

Resolve customer queries, help them track orders, and offer after-sale support via AI chatbots or live agents.



Product launch

Involve people with your new product launches, sampling, and marketing campaigns.



Personalized recommendations

Send personalized product suggestions based on each customer's purchase history.



Response automation

Deploy AI chatbots to understand and respond to common customer inquiries and FAQs.



Lead generation

Increase new inquiries, bookings, and registrations by responding to hot leads.

Give your customers a shopping experience that's personal, helpful, and responsive



Social commerce

Simplify purchasing via Google, Messenger ads, and Click-to-WhatsApp by adding conversational commerce functionality.



Click-buy-pick

Unburden your cash counters by using contactless checkouts and booking orders via online chat.



Event ticketing

Digitize event registrations and ticketing by leveraging chatbots and agent-assisted bookings on popular messaging apps.



Retention and re-engagement

Connect your in-store associates with customers, offer presale consultations, and generate sales, all within the live chat.



Key Considerations for Implementing Conversational Commerce

Getting started with conversational commerce can seem like a complex process that requires careful consideration of a range of factors. While finding the right solution can solve a lot of problems, choosing the right partner to help with implementation and selecting the right features and solutions is critical. Businesses should consider the following key factors to enhance their conversational commerce strategies and deliver more impactful and successful customer experiences.

1 Formulate channel strategy

Identify relevant social media and messaging channels and how conversational commerce can leverage them.

2 Identify key metrics

Choose the right metrics to evaluate the effectiveness of conversational commerce and identify areas for improvement. Key metrics include conversion rates, customer satisfaction scores, response times, and retention rates.

3 Determine maturity level

Choose an appropriate automation level based on factors like the complexity of products or services and available resources.

4 Define conversation flows and use cases

Define conversation flows and use cases to monitor conversational commerce success. By ensuring customer interactions are consistent, effective, and positive, businesses can optimize conversational experiences.

5 Optimize conversational experiences

Ensure that conversational experiences are continuously optimized based on customer feedback and data analytics.

6 Comprehensive strategy for effective conversational commerce

Develop a comprehensive conversational commerce strategy that aligns with your business objectives, addresses customer needs and preferences, adheres to regulatory requirements, and involves cross-functional collaboration for sustained growth and customer retention.



Business considerations before implementing conversational commerce

In today's world, customers demand seamless and personalized experiences with businesses. Conversational commerce has emerged as a powerful tool for companies to meet this expectation and improve customer engagement, satisfaction, and sales. However, before implementing conversational commerce, businesses need to consider several factors to ensure a successful and compliant deployment. Here are some key considerations:

Understand customer needs and preferences

Businesses need to have a clear understanding of their target audience and their preferences. They can conduct research, and surveys, or leverage social media listening tools to identify their customers' needs, pain points, and communication preferences.

Define business objectives

It is important to determine the business objectives that conversational commerce will support. Businesses need to identify the specific goals they want to achieve, such as improving customer satisfaction, increasing sales, or enhancing customer loyalty.

Develop value proposition

Creating a clear value proposition, and outlining the benefits of conversational commerce is crucial. It is essential to communicate the value of personalized assistance, faster response times, and improved customer engagement to customers.

Plan for growth and retention

Conversational commerce can play a critical role in customer acquisition and retention. Companies need to assess how they can leverage this tool to attract new customers, retain existing ones, and integrate with other engagement channels to provide an omnichannel experience.

Ensure compliance with regulations

Compliance with data privacy and security regulations is essential to protect customer information and maintain their trust. Businesses must ensure that their conversational commerce solution adheres to all applicable regulations and guidelines.

Collaborate across teams

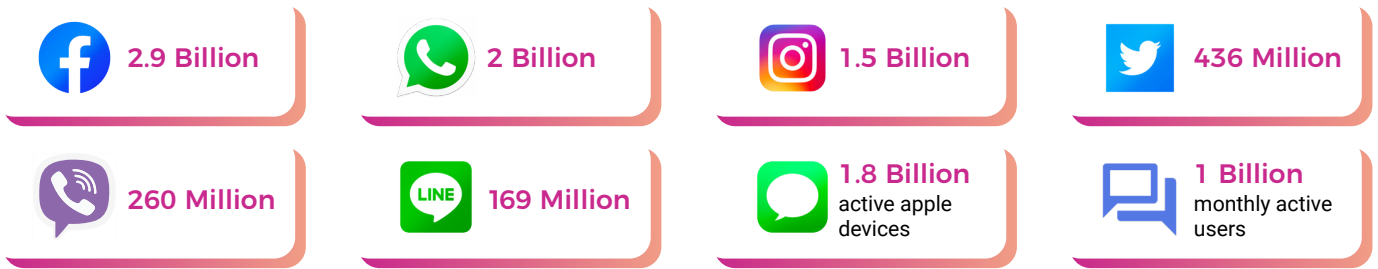
Effective collaboration across teams is critical to the successful implementation of conversational commerce. Companies should involve key stakeholders from various departments, such as marketing, sales, IT, and legal, to ensure seamless deployment and ongoing maintenance.

Implementing conversational commerce can be a game-changer for businesses looking to enhance customer engagement and drive revenue. However, to ensure its success, businesses need to consider their customer's needs and preferences, define clear business objectives, develop a compelling value proposition, plan for growth and retention, ensure compliance with regulations, and collaborate across teams. By taking these steps, businesses can create a comprehensive conversational commerce strategy that delivers real value to customers while driving business results.



Choosing the right channels for your business

The most used apps in the world are messaging or social media apps.^{5 & 6}



Social channels > web chat

Social is the number one channel for brands to connect with consumers.

Rich elements

Social channels allow richer elements such as carousels, cards, invoices, and files to be shared.

Continuity

Social channels allow conversation continuity whereas web chat ends when the tab is closed.

Precise targeting

Social channels allow accurate and effective targeting parameters that can uncover customer insights.

Approachable

Social channels allow more entry points for the customer to choose from, based on their comfort level.



What to consider while choosing a channel for your brand?



Business use cases

Ensure your campaign elements can be deployed on the channels



Preferred customer journey and online experience

Evaluate each channel's entry point along the customer journey



Your demographic

Consider channel preferences per audience and geography



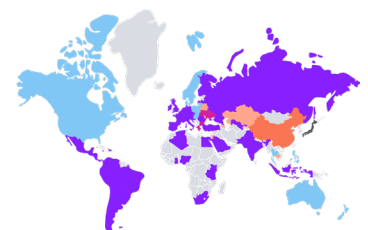
Market priorities

Review brand and audience priorities

Where should you connect with your customers?^{7 & 8}

Preferred Social Media Platforms

	Whatsapp	15.7%	1
	Instagram	14.8%	2
	Facebook	14.5%	3
	Messenger	2.6%	8
	Line	1.8%	10



■ Whatsapp ■ Viber ■ WeChat
■ Messenger ■ Telegram ■ Line

⁵ www.semrush.com/blog/most-popular-social-media-platforms/

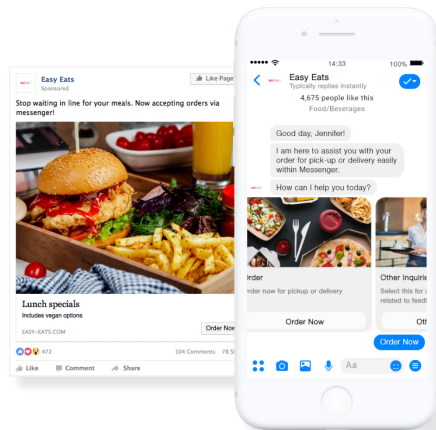
⁶ www.statista.com/statistics/433871/daily-social-media-usage-worldwide/

⁷ www.similarweb.com/blog/research/market-research/worldwide-messaging-apps/

⁸ www.digitalmarketingcommunity.com/indicators/instagram-active-users-penetrations-2018/

Supercharge your customer journey with AI-powered omnichannel experiences

With over 2.9 billion users on Facebook, tapping into this userpool is essential for any business.⁹



Service your community through

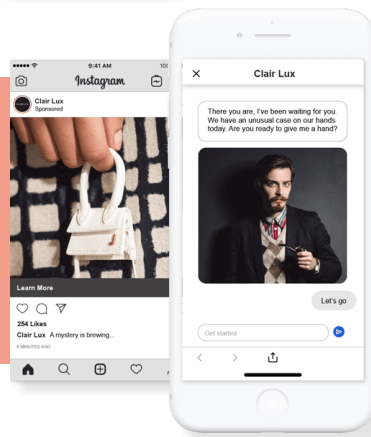
Facebook Messenger entryways:

1. Facebook live stream
2. Comments on organic posts
3. Facebook click-to-messenger ads
4. Direct-to-messenger links
5. QR codes
6. Messenger widget on website

Upgrade your Instagram shopping journey

Instagram DMs entryways:

1. Instagram LIVE
2. Comments on organic posts
3. Click to IG direct message ads
4. Instagram stories



Did you know that 70% of users are on Instagram for product discovery?¹⁰ It's the discovery tool for the modern shopper.

WhatsApp was ranked the favorite social platform of 2022.¹¹ Make it your customer's favorite place to shop, too.



Build trust and connection on WhatsApp

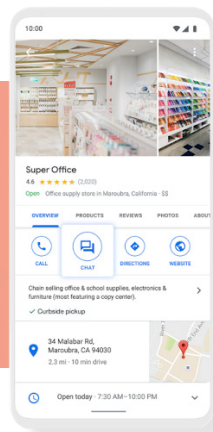
WhatsApp entryways:

1. Direct-to-WhatsApp links
2. WhatsApp widget on website
3. Click to WhatsApp ads
4. QR codes
5. IVR deflection*

Tap into the power of search with Google Business Messaging

Google Business Messaging entryways:

1. Google Maps
2. Google Search
3. IVR deflection*



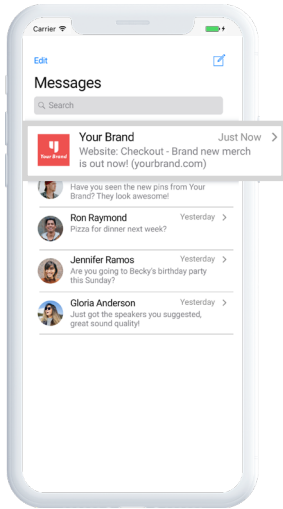
With Google's Business Messages, create rich conversations that delight customers as they learn more about your brand on Google.

⁹ datareportal.com/essential-facebook-stats

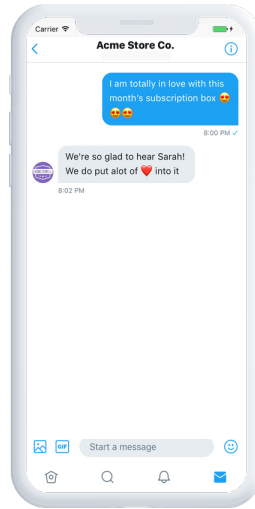
¹⁰ business.instagram.com/shopping

¹¹ it-online.co.za/2023/03/01/whatsapp-the-favourite-social-media-platform/#:~:text=WhatsApp%20ranks%20high%20in%20this,is%20the%20number%20one%20platform

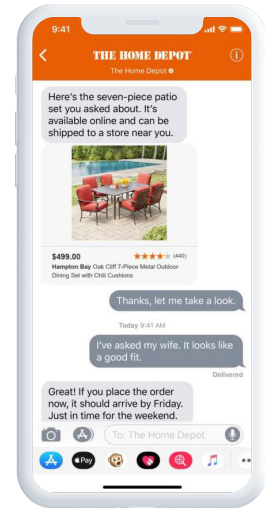
Messaging experience that resonates with your niche customers



Reach the iGeneration through Apple Business Messenger

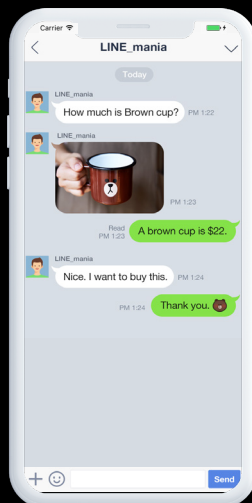


Turn texts into transactions with SMS

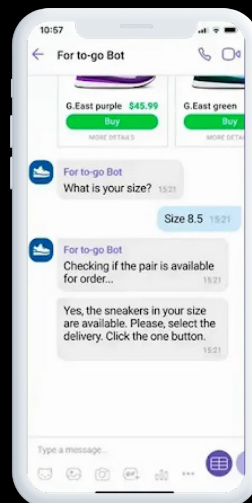


Improve engagement with your Twitter followers

Build quality messaging experience for your regional customers



Capture local markets with KINE

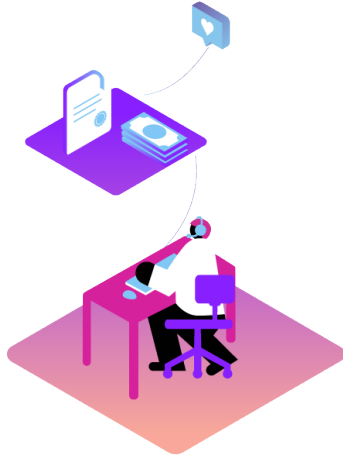


Interact with your customers through rich content on Viber

Align your key metrics with your goals

Social media has the ability to enhance the relationship between a business and its clients, regardless of whether they are new or returning customers. It is crucial to ensure that your objectives are in harmony with the key performance indicators.

Customer support



CSAT

Average customer support ticket resolution time

Hours Saved

Net Promoter Score (NPS)

Customer engagement



Open rate

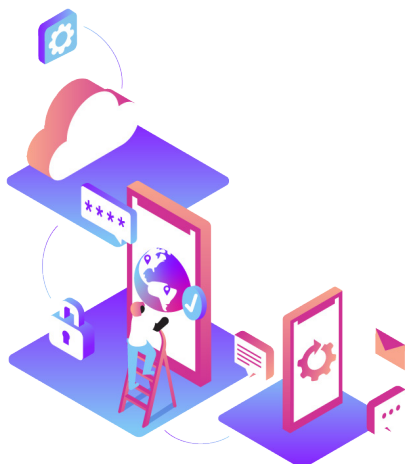
Click-through rate

Time spent in chat

Customer Effort Score (CES)

Bounce rate

Conversational commerce



Conversion rate

Average order value

CAC

LTV

Churn

Bridging the gap with seamless integrations

Vonage Conversational Commerce integrates with leading social media, ecommerce, and payment platforms to make selling simple and hassle-free.

Ecommerce stores

Amazon

Import products, manage inventory, and get order notifications directly on Amazon.

Shopify Plus

Connect your existing Shopify Plus store, and import your products and settings. Your orders and updated inventory are directly synced with your Shopify Plus account.

BigCommerce

Connect your existing BigCommerce shop and get all your products imported into the Jumper dashboard.

Magento

Sync products, inventory, and orders with your existing Magento store.

Shipping and logistics

Easyship

Connect your Easyship account and ship with 250+ shipping solutions.

EasyParcel

Connect your EasyParcel account to ship domestically and internationally.

Payment gateways

Customers demand convenience when it comes to payment methods. Providing them with options can make all the difference, improve their checkout experience, and ultimately lead to higher conversion rates. At Vonage, we understand the importance of choice, which is why we offer a diverse range of payment gateways to ensure your customers can pay in the way that suits them best. Check out the list below to see the payment gateways we support.

Stripe

Accept over 100+ currencies and all major credit cards in your social commerce store.

PayPal

Connect your PayPal business account to your Vonage Conversational Commerce dashboard to accept payments.

Razorpay

Accept payments through your Razorpay account by connecting it right within the Vonage Conversational Commerce dashboard.

PayU (India & Latam)

Accept payments through PayU, with support for other countries coming soon.

Paytm (India)

Accept payments in your mobile app or website with Paytm payment gateway.

Pesopay (Philippines)

Accept payments through credit cards, ATM cards, and e-wallet.

Midtrans (Indonesia)

Accept payments through cards, bank transfers, direct debit, cardless credit, and e-wallet.

NETS (Singapore)

Accept payments through NETS QR or eNets.

Beta

2C2P (Southeast Asia)

Simplifies ecommerce and m-commerce payments for merchants every day.

Billplz (Malaysia)

Receive payments from anyone, anywhere.

Paystack (Nigeria)

Accept online and offline payments.

Adyen

Accept payments everywhere.

2checkout

Accept payments through this global platform.

Authorize.net

Accept credit card payments on-the-go.

PayMaya (Philippines)

Make fast, secure, and hassle-free payments for personal and business use.

GCash (Philippines)

Make fast and secure mobile payments with GCash.

iPay88 (Southeast Asia)

Accept payments through your iPay88 merchant account.

PayMongo (Philippines)

Accept payments in chat through credit cards, GCash, GrabPay, and more through your PayMongo Merchant Account.

Alipay

Connect your Stripe account to start accepting payments through Alipay.

Others

Zendesk

Pass unresolved queries and tickets to your Zendesk Helpdesk.

Zapier

Create Zaps to feed orders into Excel or your Order Management System. Vonage Conversational Commerce can connect with CRMs and other applications available on Zapier.

Square

Accept all major credit cards and sync orders with your Square Terminal/Point of Sale Systems.





Conversational commerce best practices

Incorporate key components to developing a successful conversational commerce strategy that meets your customers' needs and supports overall business goals.

Identify yourself

Promote transparency — let customers know whether they are interacting with a bot or a human.

Mind your manners

Design bots and voice assistants to mimic human conversation, with appropriate greetings and salutations.

Be the brand

Give your bot a personality that aligns with your brand's voice and values. Leverage AI and machine learning to personalize interactions and save customers time.

Handoffs to humans

Allow customers to easily escalate to a human agent if needed or requested.

Crackdown conversion

Use chatbots for direct marketing and communication with customers to increase engagement.

Performance analysis

Analyze the performance of your conversational commerce implementation to continuously improve and refine the experience for customers.

Design conversational interfaces for a seamless user experience

Design for convenience through anticipatory design

A great conversational interface should be able to understand the context and anticipate user needs to reduce effort. By using anticipatory design, you can make your users feel understood and valued.

Minimize user effort

While typing is a natural way to interact, it should not be the primary mode of interaction for conversational interfaces. Provide users with additional, easily selectable options.

Gather information with miniature forms

Rather than asking users to provide information one piece at a time, try grouping questions together in a mini form within the conversation.

Personify your conversational interface

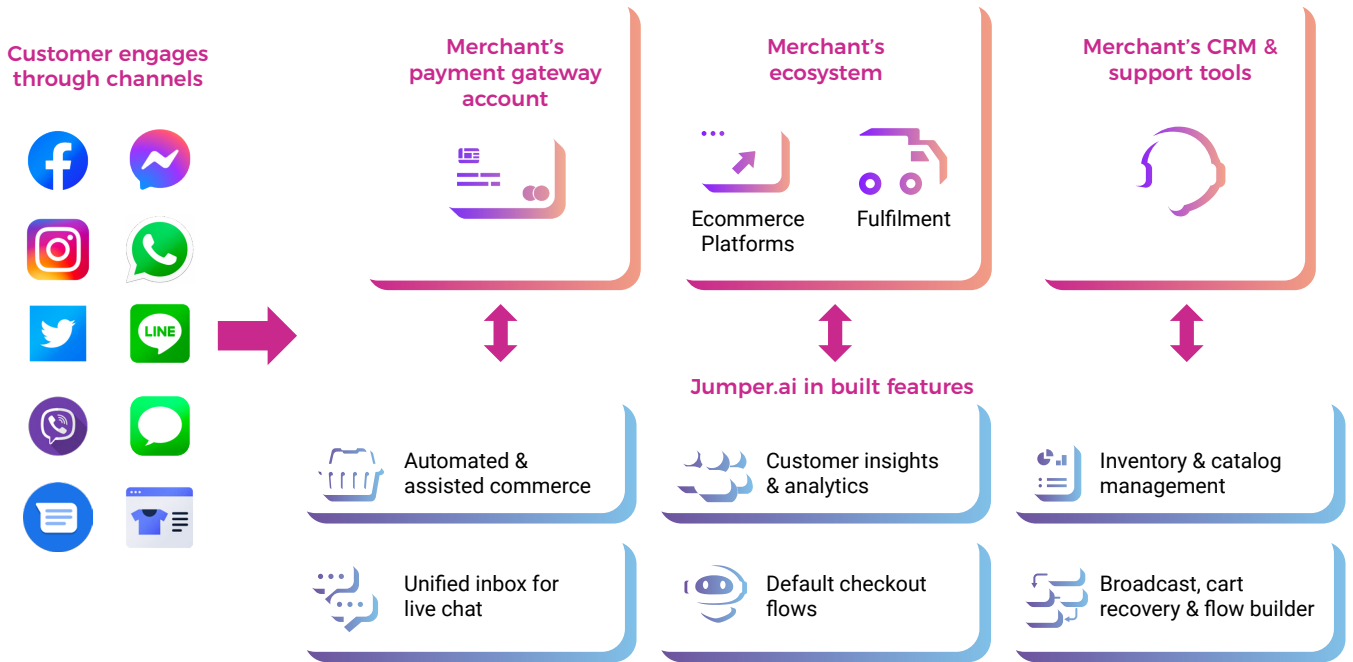
To create a memorable personal experience, your conversational interface should have its own personality. Consider your target audience and the purpose of your interface, and inject emotion into each conversation.

Handle error states in conversational UI design

Conversational interfaces can fail in a variety of ways. So it's important to anticipate common errors and provide users with ways to easily change the subject or ask for clarification.

Go Live With Vonage Conversational Ecosystem

Create efficiencies in sales and customer relationship management with Vonage Conversational Commerce.



From planning to go-live

As with any new channel, you need to make users aware that social is now shoppable! Start with the right go-to-market strategy, complete with a marketing plan, organic and paid social, live streaming, offline activation, and other touchpoints.



Conversational commerce complements your ecommerce service offering to help you seize the full potential of ecommerce.

Effortlessly enhance your CX with our suite of platform features

Work with a vendor that offers quick and comprehensive onboarding and training. Our ecosystem includes industry-leading organizations with a shared mission of transforming consumer experiences at scale with:

- Live and on-demand training and certifications
- Easy access to sales, engineering and support teams throughout the sales cycle
- Fast customer onboarding, installation and professional services
- Marketing launch playbook
- Exclusive access to new tech developments
- Marketing campaign assets, how-to guides, and templates

Ready to make communications more flexible, intelligent, and personal to stay ahead? Double down on social commerce opportunities powered by Vonage Conversational Commerce.

Conversational commerce is an effective way for businesses to engage customers. By integrating messaging channels, payments, inventory, fulfillment, and marketing services, businesses can create frictionless customer experiences that drive sales and loyalty. Conversational commerce provides numerous benefits, including improved customer experience, higher conversion rates, more efficient customer service, and valuable customer insights. As businesses continue to adopt this approach, they will be able to meet the evolving needs of their customers and stay competitive in a crowded marketplace.

Modular design: Add conversational commerce features at your own pace

Thanks to Vonage Conversational Commerce, you can implement features in modules. So if you're not ready to launch full commerce in your channel – start with notifications or live chat. Then, when you're ready, go ahead and add two-way engagement.

Customer story with Vonage



Resolving over 75% of customer queries through automation with Messenger

Their story - Keeping the world moving

LBC Express, a courier company hailing from the Philippines, has been providing reliable commercial vehicle and cargo airline services since its establishment in 1945 as a brokerage firm. With an extensive network of over 1,250 branches throughout the Philippines and a growing presence in Europe, Southeast Asia, and the Middle East, LBC Express is committed to meeting the diverse needs of its customers.

Their goal - Being available for customers

Operating in three continents with over 2,300 branches across the globe, LBC Express needed a reliable and robust system to solve common customer queries such as package tracking and international and domestic rates. They needed an automated system to support their existing customer relationship management system in the most natural way possible.

Parcel Live Tracking / Automated Updates

Conversational CRM

Checking Domestic and International Rates via Messaging Apps.

The solution - Better interactions with automation

LBC Express partnered with Vonage to answer frequently asked questions using information from the company's internal system, using the live chat solution. A digital assistant was also fully integrated through an API into their website to access the chat service with Facebook or Messenger. Customers were also given the option to receive personalized notifications about their deliveries.

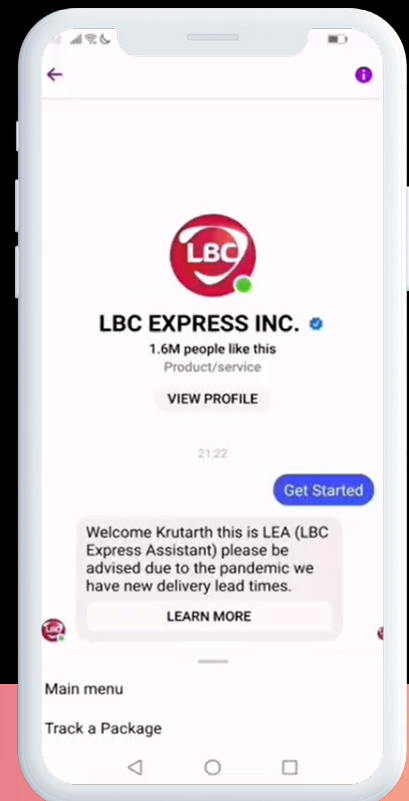
Vonage Conversational Commerce platform provided a chatbot builder, automated notifications, and a live chat solution.

The result - Millions of satisfied customers

81% of customers gave over 4-star ratings to the automated messenger experience

213,403 hours saved

1.7 Million customer queries resolved



"With the launch of the automated experience for messenger, customers can easily contact us at all times and receive answers to pressing queries. What's more, we are now able to handle a large volume of customers and send them important updates regarding their orders! By relying on Vonage's operational expertise and Facebook's seamless communication solution, we have successfully served millions."

Javy Mantecon, CMO, LBC Express

Consumers love the speed and convenience,
and businesses love the results.

**The future of ecommerce is here,
and it's conversational.**

Don't wait to get started

Schedule a discovery call today