

LIVE CHAT, IN-STORE PICKUP, AND SHIP TO STORE BOOST THE RETAIL CUSTOMER EXPERIENCE

Retailers are finding that offering live chat order assistance and flexible product delivery options can boost overall revenue. As online competition continues to grow, customer expectations for customer service and omnichannel solutions grow as well. Customers increasingly expect easy and immediate assistance when ordering online, and flexible options that allow customers to fit delivery or pickup into their busy schedules.

Radial and CFI Group surveyed 500 randomly selected retail shoppers to better understand their order and delivery expectations for online orders. Feedback from these purchasers involved a wide distribution of over 250 retailers, from Amazon and Adidas to Zazzle and Zara. The median amount and number of online purchases from a retailer over the past 12 months per customer was three purchases totaling \$300, and 10 purchases totaling \$500 across all retailers and all online orders for the same period.

Consumers today are accustomed to making online purchases. A full 57% of respondents placed 10 or more online purchases over the past 12 months, compared to just 7% who say they placed only one online order during that same period. And 46% of

respondents spent more than \$500 in total online purchases over the past 12 months, while only 21% bought less than \$100 for the same time period.

With these increases in online order volume and values, retail executives need to have the tools in place to provide a outstanding service experience, especially as we prepare for the demand of the holiday season. Live agent chat and flexible product delivery options have now become essential elements of the online retail experience.

43%
are more likely to
purchase from a retailer
that offers online chat



LIVE CHAT ORDER ASSISTANCE

Live online chat designed to assist the customer with an online purchase has become virtually ubiquitous. In fact, 25% of all online retail customers say that they had used chat at least three separate times when placing an online order over the past 12 months. Order assistance via live agent chat is a clear value to many customers, with 43% of the respondents saying that they are more likely to purchase from a retailer when that retailer provides a live chat option during the purchase process.

Many customers who have not used chat for ordering still feel more comfortable when there is a chat option for customer

service if needed. Of those who did not use chat over the past 12 months, 24% say that they are more likely to buy from the retailer when a chat option is made available.

And live agent chat for customer service on the website is an extremely effective method for helping customers address questions as they are experiencing them. For those who have used chat for customer service on the retail website over the past year, 62% actively sought out the chat option, while the others simply responded to a chat popup that appeared as they were on the site. In either case, customers who interact with customer service via chat are 12% more satisfied, 14% more loyal, and 15% more likely to recommend the retailer compared to the average customer who contacts retail customer service.

Retailers must be careful, however. Many solutions that attempt to provide chatbots as either a replacement to an agent or as a first point of contact before reaching a live agent can backfire and cause customer frustration. In fact, customers who use chat and have some or all of that interaction with a chatbot are 8% less satisfied, 4% less loyal, and 3% less likely to recommend the retailer compared to the average customer who contacts retail customer service.

IN-STORE PICKUP AND SHIP TO STORE

Also growing in popularity are In-Store Pick up and Ship-to Store, both of which provide greater flexibility for the customer. In-store Pickup enables a customer to view actual inventory at a selected local store, purchase items that are in stock, and then pick those items up at the local store, often on the same day. Ship to Store enables a purchaser to buy items online and have them shipped to a local store of their choosing. Since Ship to Store items are not in stock at the local store and must be shipped, it enables the customer to select from a much broader catalog of items that the local store may not carry or have in stock.

In-Store Pickup is a popular order delivery mechanism among online retailer shoppers. Of online buyers, 61% said they had opted for In-Store Pickup at least once over the past 12 months, and 31% said they had used it three or more times during that period.

Ship to Store is also growing in popularity, with 27% reporting that they had used the Ship to Store option for an online order at least three times over the past 12 months. But customers are not patient. Of survey respondents, 77% expect the Ship to Store items to arrive at the selected local store within two days. And

10% even expect those items to arrive the same day the order was placed. These high customer expectations present an operational challenge for retailers, but retailers should consider rising to the occasion. Roughly two out of five customers said they are more likely to purchase online from a retailer if the retailer offers In-Store Pickup (44%) or Ship to Store options when ordering.

It is not enough, however, to simply offer In-Store Pickup and Ship to Store as available

options. Retailers must provide the systems and tools needed, on the website for customers as well as for agents interacting with customers, to make order tracking and management readily available. When consumers contact customer service about an order, they expect the agent to have access to their full account history with the retailer for all In-Store Pickup (54%) and Ship to Store (39%) orders.

Implementing a smooth process for live chat, In-Store Pickup, and Ship to Store options can be difficult, but all indications are that it could help a retailer better serve its shoppers. There is a caveat, however; halfway measures are to be avoided. Attempts to provide these options without access to live agents, or providing the tools needed to track and manage customer orders and account history, could end up destroying more customer value than they create.

61%
have used in-store
pickup over the past
12 months



About CFI Group (cfigroup.com)

Since 1988, CFI Group has delivered customer experience measurement and business insights from its Ann Arbor, Michigan headquarters and a network of global offices. As founding partner of the American Customer Satisfaction Index (ACSI), CFI Group is the only company within the United States licensed to apply customized ACSI methodology in both the private and public sectors. Using our patented technology and top research experts, CFI Group uncovers the business drivers and financial impact of customer experience.

About Radial

Radial Inc., a bpost company, is the leader in omnichannel commerce technology and operations. Premier brands around the world confidently partner with Radial to deliver their brand promises, anticipate and respond to industry disruption, and compete in a rapidly evolving market. Radial's innovative solutions connect retailers and customers through advanced omnichannel technologies, intelligent payments and fraud protection, efficient fulfillment, supply chain services, and insightful customer care services – especially where high-value customer experiences are critical. We are flexible, scalable, and focused on our clients' business objectives. Learn how we deliver today's retail for you at radial.com and follow us on Twitter @radialcorp.

Live Chat, In-Store Pickup, And Ship-To Store Boost The Retail Customer Experience

As our anytime, anywhere, any device commerce world becomes even more competitive, retailers need an edge to attract, convert, satisfy, and retain customers. They need consumer data and industry insights so they can invest in the right people, processes, and technology to give customers the exceptional shopping experiences they expect.

To help retailers get that edge, Radial and CFI Group surveyed 500 consumers to discover their online shopping perceptions and behaviors over the past twelve months. From order frequency to fulfillment preferences to customer service considerations, their responses reveal what retailers need to do to best meet consumers' expectations.

This infographic shares valuable insights about consumers' online buying habits. Whether it's offering a new fulfillment option, improving your customer care capabilities, or optimizing your operations, read on to learn which moves you may need to make to grow your retail business.

Online Orders

The vast majority of consumers placed multiple online orders and spent at least \$100 with retailers over the past year.

Order Frequency

Across All Retailers

92% of consumers purchased products more than once



35% made an online purchase between 2 and 9 times

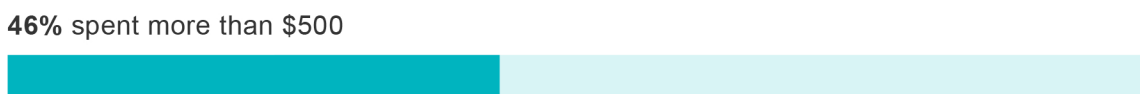


57% made an online purchase 10+ times



With The Same Retailer

77% of consumers purchased products more than once



55% made an online purchase between 2 and 9 times



22% made an online purchase 10+ times



Order Amount

Across All Retail Sites Shopped

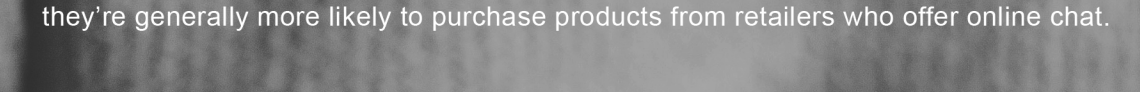
79% of consumers spent at least \$100 on online purchases



33% spent between \$100 and \$500



46% spent more than \$500

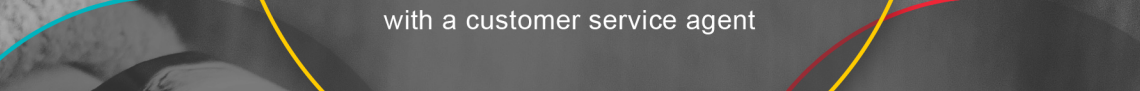


Order Amount With Same Retailer

72% of consumers spent at least \$100 online



44% spent between \$100 and \$500



28% spent more than \$500



Online Chat

Consumers prefer to chat with a service agent when they're shopping online, and they're generally more likely to purchase products from retailers who offer online chat.

63%

In the past year, **63%** of consumers who placed an online order chatted with a customer service agent

38%

chatted with an agent 1 to 2 times

25%

chatted with an agent 3+ times

43% of consumers were more likely to make a purchase from retailers who offer online chat

IN-STORE PICKUP

Consumers want retailers to show product availability on their websites and enable them to pick up their order at a local brick-and-mortar store.

61%

In the past year, **61%** of consumers picked up their online order in-store:

30%

picked up an order in-store 1 to 2 times

21%

picked up an order in-store 3+ times

44% of consumers were more likely to purchase from retailers who offer in-store pickup

Ship-To Store

When items are not in stock at their local store, consumers expect retailers to be able to ship their order to that store to be picked up.

54%

In the past year, **54%** of consumers had an item shipped to a local store.

27%

had an item shipped to a local store 1 to 2 times

27%

had an item shipped to a local store 3+ times

41% of consumers were more likely to place an order with a retailer if ship-to store was an option

10%

expect same-day delivery

30%

expect next-day delivery

37%

expect 2-day delivery

19%

expect delivery in 3-4 days

4%

expect delivery in 5 or more days

Order & Interaction Info

Consumers expect retailers to enable them to view previous purchases and interactions, as well as give them updates on the status of their orders. And consumer expectations vary depending on whether their order is available for pickup at their local store, shipped to their home, or shipped to a store of their choosing.

Consumers Expect Service Agents To Have Access To Their History:

80%

Expect agents to have insight to direct shipped

54%

Expect agents to have insights to in-store pick

39%

Expect agents to have insights to ship-to store

Consumers Expect Access To Previous Interactions With Retailers:

71%

Want information on direct shipping

56%

Want information on in-store pickup orders

40%

Want information on ship-to-store orders

Consumers Expect Retailers To Provide Up-To-Date Tracking Information On Their Orders:

75%

Direct shipping orders

54%

In-store pickup orders

46%

Ship-to-store orders