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45 ECOMMERCE STATS FOR ACCELERATED DIGITAL TRANSFORMATION

45 STATS YOU NEED TO KNOW TO GROW YOUR ECOMMERCE BUSINESS IN 2021

We all know one thing. Ecommerce changed for good in 2020. In fact, <u>according to a study by Mckinsey & Company,</u>

ecommerce has seen 10 years of growth in 3 months.

That's a lot of growth in a short amount of time, making it that much more important to stay ahead of the curve as the future of customer service in ecommerce continues to change.

With more consumers moving to online shopping, digital customer experience has become the most critical priority for retail and ecommerce companies. Ecommerce and retailers need to establish a new baseline in order to provide customer experience that elevates to the next level.

In order to help your organization, adapt to the changes of ecommerce, we've gathered key statistics and trends from industry reports and surveys to help your customer service thrive in the digital age of the coming years.

TURN RETURNS INTO EXCHANGES AT EVERY OPPORTUNITY

EMPOWER YOUR SUPPORT HEROES

The returns and exchanges experience of a customer can be critical to the retention of that customer. By connecting customers with online experts who can help answer questions and give thoughtful recommendations, you're creating an outreach experience that replicates the same level of personal service as an in-store associate would provide. This ultimately increases their likelihood of completing the purchase and lowers the probability of a customer making a return.

The stats below show why it's important to empower your agents to turn returns into exchanges and why turning your contact center into a revenue generator will be valuable in the new year.

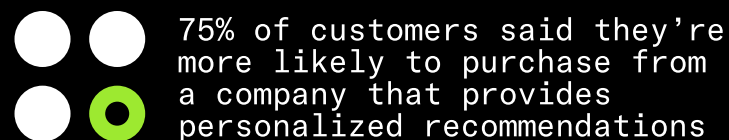## FIG 1. PERSONALIZED RECOMMENDATIONS LEAD TO SALES

75% of customers said they're more likely to purchase from a company that provides personalized recommendations

FIG 2. RECOMMENDATIONS MATTER

54% of customers had previously made purchases based on the recommendation of a customer service professional

FIG 3. REPEAT PURCHASES

82% of buyers make repeat purchases after brands make them feel known

FIG 4. EMPOWERED PROBLEM SOLVERS WANTED

34% of customers want a customer service agent that is an empowered problem solver

someone with the knowledge and authority to answer any question and resolve any issue from reservation changes to purchase recommendations
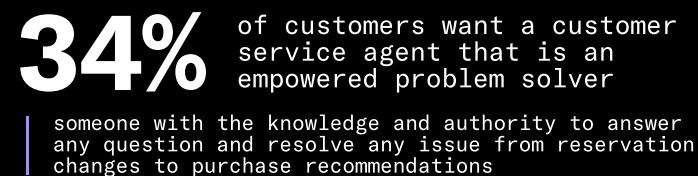
FIG 5. EASY RETURNS FOR LOYAL CUSTOMERS
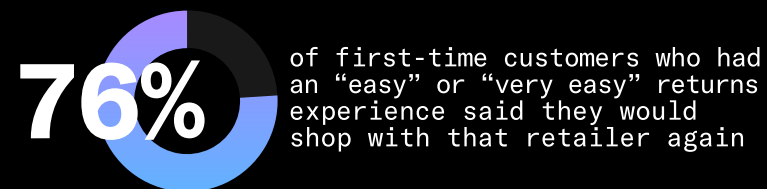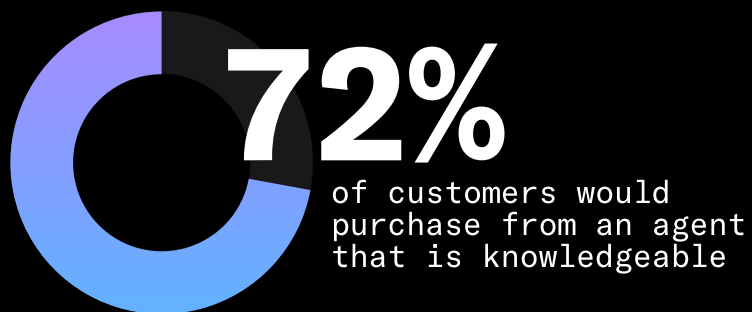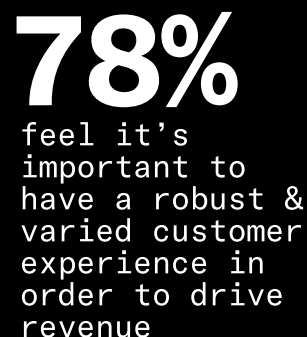
76% of first-time customers who had an "easy" or "very easy" returns experience said they would shop with that retailer again
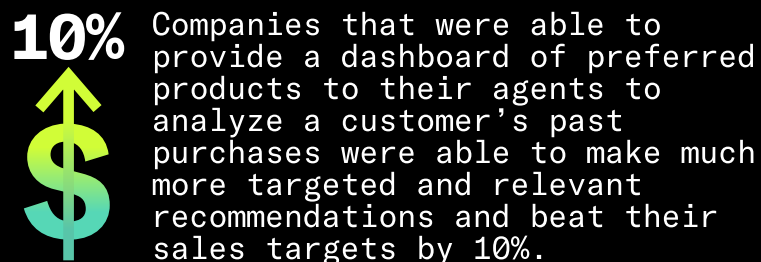
ONLINE STOREFRONT IS THE NEW IN-STORE EXPERIENCE

UNSTOPPABLE CUSTOMER ENGAGEMENT

Why do people love in-store shopping so much? A lot of it has to do with the customer service that comes with it. From the "Hi, how can I help you" when you immediately walk through the door, to the helpful recommendations when trying to look for a new handbag, there's someone physically present along the entire journey of making a purchase.

But with many people shifting to online shopping, those in-person experiences are tough to come by in the online world. So, if you're asking yourself how do I recreate those same helpful and personalized in-store experiences online, it's important to start with a strong proactive conversations strategy and reach out to your customers at the right moment with the right message.

Just because your interactions aren't taking place face-to-face doesn't mean you should lose the personal touch you provide in your stores. In fact, with the right tools and customer context, it's possible to make your contact center experience feel just as inviting as an in-person one.

The stats below show the importance of treating your online customers with the same personalization and customer engagement as you would in-store.

FIG 10. THE BEST CUSTOMER EXPERIENCES

71%	**57%**	**51%**	**36%**
issues are resolved quickly	feel listened to and heard	have one conversation—no repeat	can use the channel of the customer's choice
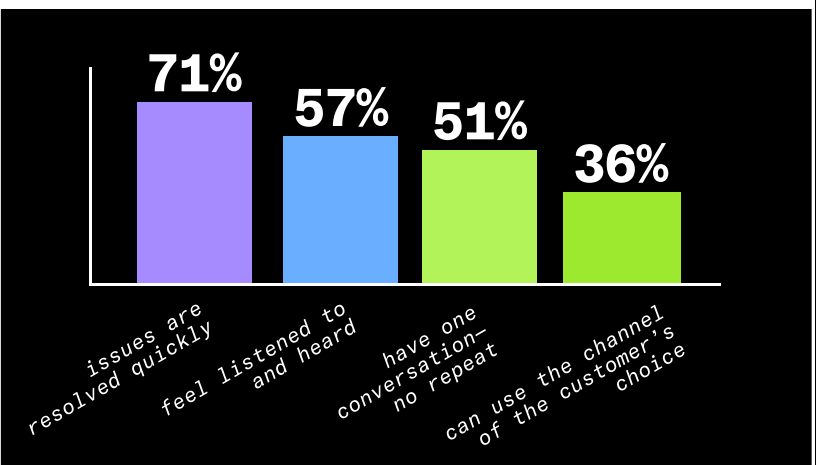
FIG 11. CUSTOMERS EXPECT LIVE CHAT ON WEBSITE

41% desktop   **50%** mobile

FIG 12. MANNERS MATTER

68%

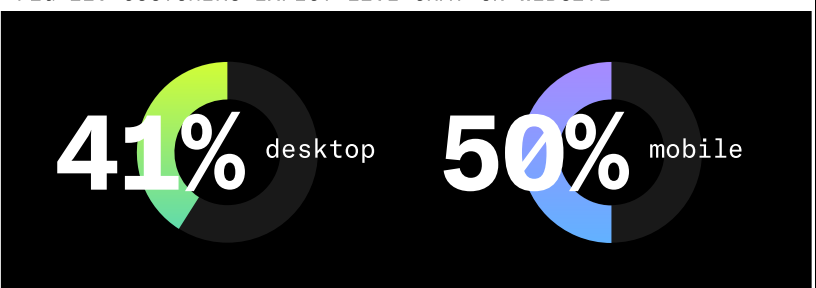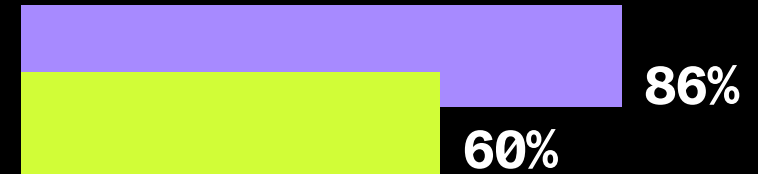of customers believe the key to great customer service is a polite customer service representative

FIG 13. SEAMLESS EXPERIENCE | COMPANIES VS. CUSTOMERS

86% of companies believe they provide customers a seamless experience vs. 60% of customers who say they don't experience it

86%

60%

CONSULT CUSTOMERS LIKE YOU WOULD IN PERSON

FIG 14. VALUE OF SERVICE

28%

of customers would pay more for personalized service

FIG 15. OFFER OPTIONS

4 out of 5

feel it's important for an online retailer to offer multiple ways to get in touch with customer service

FIG 16. AVERAGE HANDLE TIME

Average Handle Time (AHT) is a measure of how long it takes for agents to resolve a customer's issue. When it comes to voice support, the Average Handle Time to strive for is between **10 to 20 minutes.**

State of the Contact Center Report

CHAPTER 03.
TURN AGENTS INTO NATURAL SELLERS

SINGLE VIEW OF YOUR CUSTOMERS

CONSOLIDATE YOUR TECH STACK

Even your best face-to-face salespeople will find it hard to make a sale without any context about a customer. Customer experience teams are typically so focused around resolving issues that they sometimes forget that they can also sell and upsell to their customers.

By providing your agents a consolidated, single view of a customer's past orders and brand preferences, they can better understand the likes and dislikes of your customers and have the time to make more relevant, and authentic, recommendations.

The stats below show that it is important to have a tech stack in place that enables agents to sell while also offering more than one channel to communicate and solve customer issues.

FIG 17. DUPLICATION PROBLEM

92%
of companies said ticket duplication was a problem for them

FIG 18. PRODUCTIVITY

63%
of companies say duplicate tickets and cases affect overall productivity

FIG 19. TOO MANY SYSTEMS

60%
of agents say they use at least 3 systems/windows to help a customer

FIG 20. OMNICHANNEL N/A

97%
of companies don't offer an omnichannel experience with a single platform
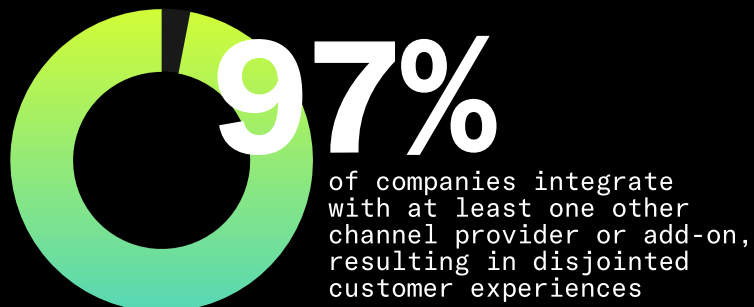
FIG 21. TOP FRUSTRATION OF AGENTS

50%+
of agents said their top frustration with their current platform was having to switch between multiple platforms and windows

FIG 22. UPSELL OR CROSS-SELL EXPECTATIONS

78%
of contact center agents say they're expected to upsell or cross-sell to customers — but most agents feel they could be better supported with optimizing their efforts

FIG 23. DISJOINTED CUSTOMER EXPERIENCES

97%

of companies integrate with at least one other channel provider or add-on, resulting in disjointed customer experiences

COST EFFICIENT CHANNELS

FIG 24. NEGATIVE AFFECTS

70%

of agents say juggling multiple platforms & windows negatively affects productivity

FIG 25. MISALIGNMENT

86%

of companies expect their agents to help on more than one channel, yet most continue to staff their teams by channel

FIG 26. CONSISTENT FOLLOW-UP IS KEY

1/3 of customers say that the ability to follow up with the same person is a key element of great customer service

Econsultancy

MEET CUSTOMERS WHERE THEY ARE

MOBILE SHOPPING AND PAYMENTS

Making customer service radically personal starts with making it effortless for your customers to reach out on whichever channel works best for them, including mobile and in app chat support. And while a part of that means being there for your customers on the channels they want to be on, it's also a lot about making their experience on that channel the best it can be.

Welcome to a little thing called an omnichannel customer experience. This enables customers to seamlessly connect with you through a variety of channels, often picking up at one point where they left off elsewhere. For the customer service agent, it allows them to assist the same customer no matter which channel or mix of channels they use. An omnichannel customer service strategy can integrate multiple touchpoints allowing for a more personalized service approach.

The stats below show that customers want you to be on multiple channels of communication (including mobile) and that using an omni-channel platform is the way of the future.

FIG 27. ONLINE SHOPPING

4 out of 5

Americans shop online and more than **50% of them do it using a mobile device**
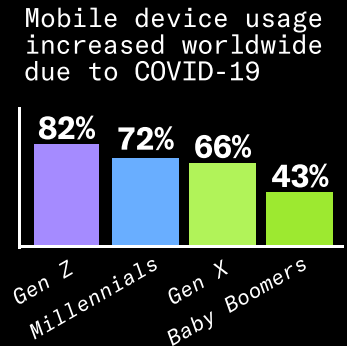
FIG 28. MOBILE DEVICE USE

Mobile device usage increased worldwide due to COVID-19

82% — Gen Z
72% — Millennials
66% — Gen X
43% — Baby Boomers

FIG 29. DIGITAL + MOBILE WALLET ONLINE TRANSACTIONS

42% of online transaction volume worldwide is from digital and mobile wallet payments, but **only 29% of online merchants accept that form of payment**
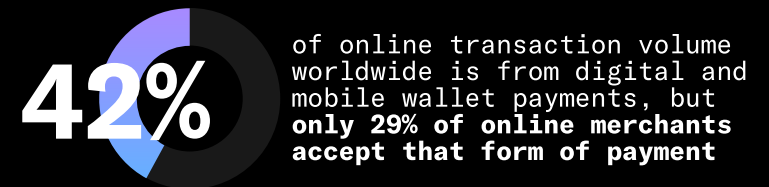
FIG 30. MOBILE PAYMENTS

91% of all Millennials have made some kind of mobile payment

FIG 31. MOBILE USE

43% of Millennials use their mobile devices to contact customer service

FIG 32. MOBILE PAYMENT MARKET GROWTH

By 2022, the global mobile payments market will **grow by 33%**

FIG 33. SEAMLESS EXPERIENCE IS CRITICAL

50%+

of companies report that providing a seamless experience across multiple channels is their most critical customer experience issue
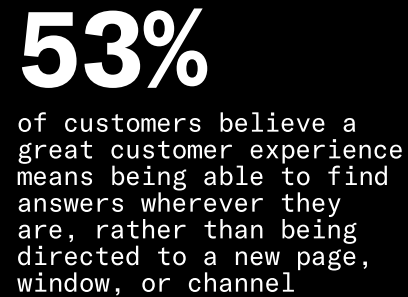
OMNI-CHANNEL PLATFORM

FIG 34. NEW CHANNELS BEING ADDED

More than 19% of companies intend to add Facebook Messenger, Apple Business Chat, and Whatsapp in the next year

FIG 35. CUSTOMER CONVENIENCE

53%

of customers believe a great customer experience means being able to find answers wherever they are, rather than being directed to a new page, window, or channel

FIG 36. MULTI-TASKING

76%

expect agents to see their simultaneous interactions across channels, **but only 19% experience this**

FIG 37. TOP 4 CHANNELS CONSUMERS LOVE TO MOVE BETWEEN
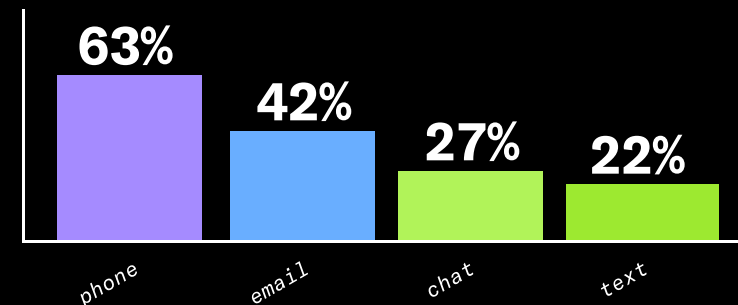
- 63% phone
- 42% email
- 27% chat
- 22% text

FIG 38. CONSUMER EXPECTATIONS

When a consumer can't find what they're looking for themselves and have to turn to a human agent for help: **85% expect the agent to know about their previous chatbot interactions, and 50% expect agents to know their previous FAQ searches**

2019 Customer Expectations Report

13

PERSONALIZATION FOR THE WIN

PEOPLE VS TICKETS

Your customers are more than a case number and they want to be treated that way. Personalized service has begun to matter more than ever before and just because interactions aren't taking place face-to-face doesn't mean you have to lose the personal service that makes customers feel known.

Consider empowering your customer support team to personalize each customer's experience by making it easy for them to see and leverage key context and information about your customer. Allow them to pick up right where your customer last left off by unifying every conversation they've had with you—regardless of the channel it took place on—in a single thread. That way, your agents don't waste time hunting down and merging tickets, and your customers feel remembered, while saving themselves the effort of repeating themselves.

The stats below show that customers want to be treated as people and not tickets within a system. Customers crave personalized customer service and want to feel known to a brand.

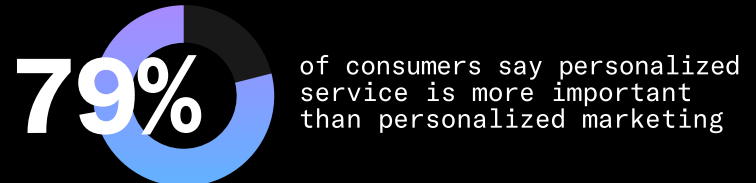### FIG 39. PERSONALIZED SERVICE IS MORE IMPORTANT

79% of consumers say personalized service is more important than personalized marketing

FIG 40. WHAT TO KNOW

Top 3 things a company should know about a customer:

identifying info
63%

previous conversations
56%

purchase history
55%

FIG 41. NOT JUST A TICKET

64% of customers feel like a ticket number when there's lack of personalization
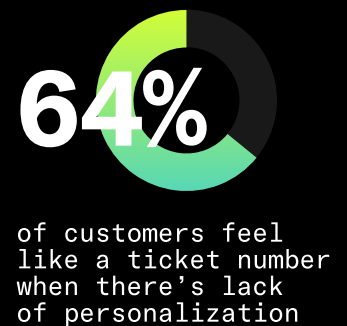
FIG 42. CONSUMERS DON'T LIKE TO REPEAT THEMSELVES

73% of consumers say having to repeat themselves is one of the most frustrating things about customer support
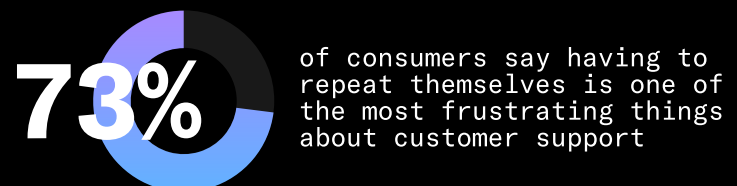
FIG 43. PERSONALIZED EXPERIENCES LEAD TO RECOMMENDATIONS

77% recommend a brand to friends and family if they provide a more personalized experience, and **more than half would recommend the company on social media or review sites**
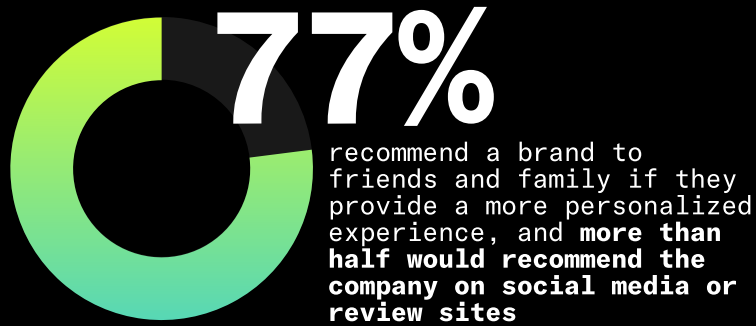
PERSONALIZATION POWERS PURCHASES

FIG 44. BAD EXPERIENCES LEAD TO CONSUMERS LEAVING

51% of consumers said they would churn from a brand (i.e. stop buying from them) **after 1-2 bad experiences**
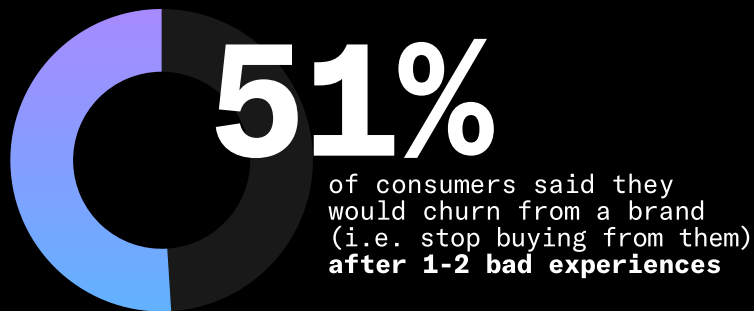
FIG 45. IMPROVE ONLINE CONVERSION

Your online conversion rates can improve by roughly 8% when you include personalized consumer experiences

Trust Pilot

Sources:

FIG 1. 25 Customer Service Benchmarks

FIG 2. 25 Customer Service Benchmarks

FIG 3. 2020 Customer Expectations Report

FIG 4. State of the Contact Center Report

FIG 5. Navar

FIG 6. Customer Service Guide to Revenue Generation

FIG 7. Future Commerce

FIG 8. CX Efficiency Trends Report

FIG 9. Nextiva

FIG 10. 2020 Customer Expectations Report

FIG 11. Forrester

FIG 12. Nextiva

FIG 13. 2020 Customer Expectations Report

FIG 14. 2019 Customer Expectations Report

FIG 15. Future Commerce

FIG 16. State of the Contact Center Report

FIG 17. State of the Contact Center Report

FIG 18. State of the Contact Center Report

FIG 19. State of the Contact Center Report

FIG 20. CX Efficiency Trends Report

FIG 21. CX Efficiency Trends Report

FIG 22. CX Efficiency Trends Report

FIG 23. 2020 Customer Expectations Report

FIG 24. State of the Contact Center Report

FIG 25. CX Efficiency Trends Report

FIG 26. Econsultancy

FIG 27. Growcode

FIG 28. Statista

FIG 29. Statista

FIG 30. McKinsey & Company

FIG 31. Nextiva

FIG 32. Growcode

FIG 33. Nextiva

FIG 34. CX Efficiency Trends Report

FIG 35. Gladly Blog

FIG 36. 2019 Customer Expectations Report

FIG 37. 2020 Customer Expectations Report

FIG 38. 2019 Customer Expectations Report

FIG 39. 2020 Customer Expectations Report

FIG 40. 2020 Customer Expectations Report

FIG 41. 2020 Customer Expectations Report

FIG 42. 2020 Customer Expectations Report

FIG 43. 2020 Customer Expectations Report

FIG 44. 2020 Customer Expectations Report

FIG 45. Trust Pilot

AS THESE KEY TRENDS AND STATS SHOW, THE WORLD IS RAPIDLY CHANGING.

And as a result, we've seen the explosion of ecommerce and digital commerce become the main way we as consumers engage with the companies and brands that we love.

As consumers expectations continue to evolve, we hope these stats and trends will help you in the coming year as you deal with the changes in digital and ecommerce. If nothing else, be sure to use these customer service ecommerce stats as a starting point to kickstart your ecommerce strategic planning in 2021.

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