



4 Tips on How to Make Exceptional Customer Experience the **New Normal** in 2023

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Helpdesk for Ecommerce

- 10,000 + D2C Brands
- All your customer service in one place: email, chat, Facebook, Messenger, Instagram
- Fully integrated with Shopify (see tracking, edit orders, refund etc.)
- AI responses to common questions
- Discount: 2nd month free

STEVE MADDEN



⇒ Freshly Picked



NETFLIX

KOOKAI

PRINCESS POLLY



**Raise your hand if
customer support is the #1 priority
for your business?**

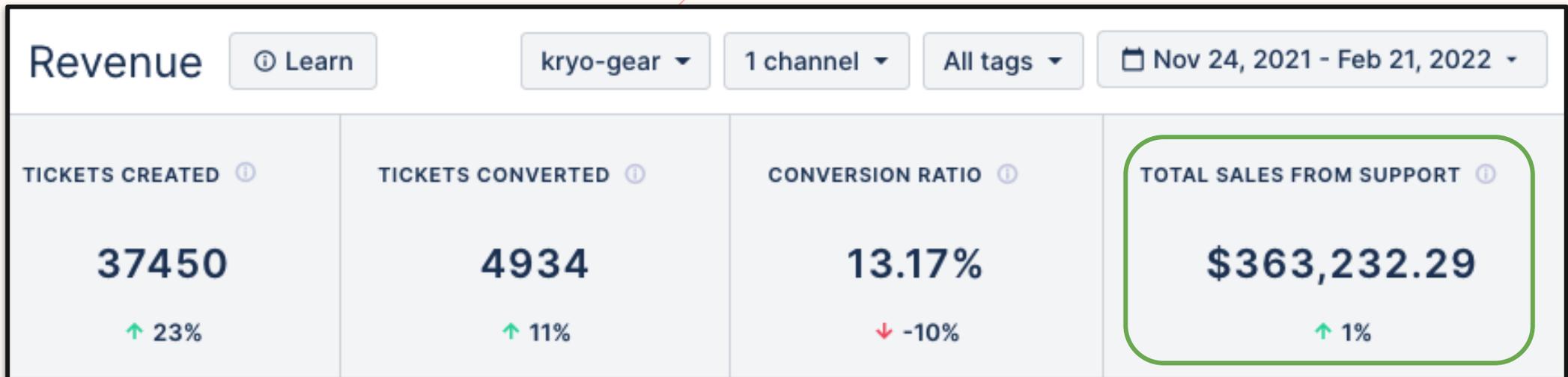
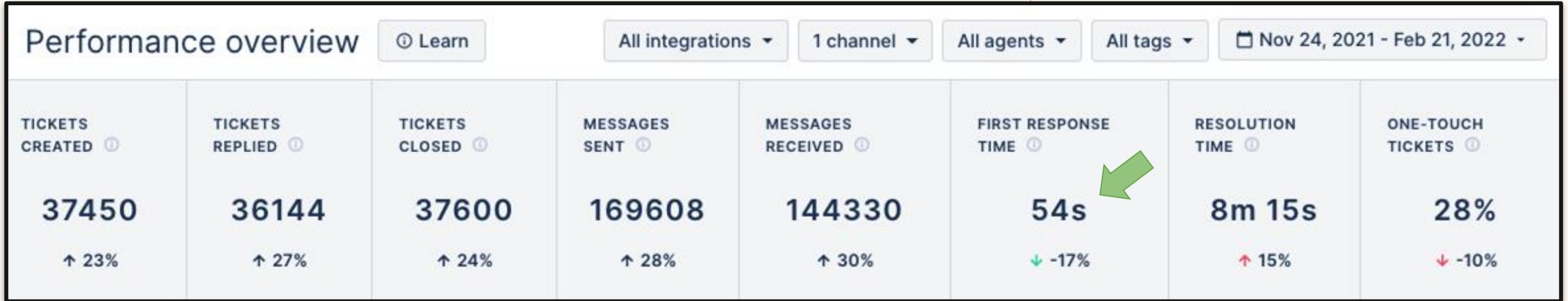
4 tips

**to make exceptional
customer support the
new normal**

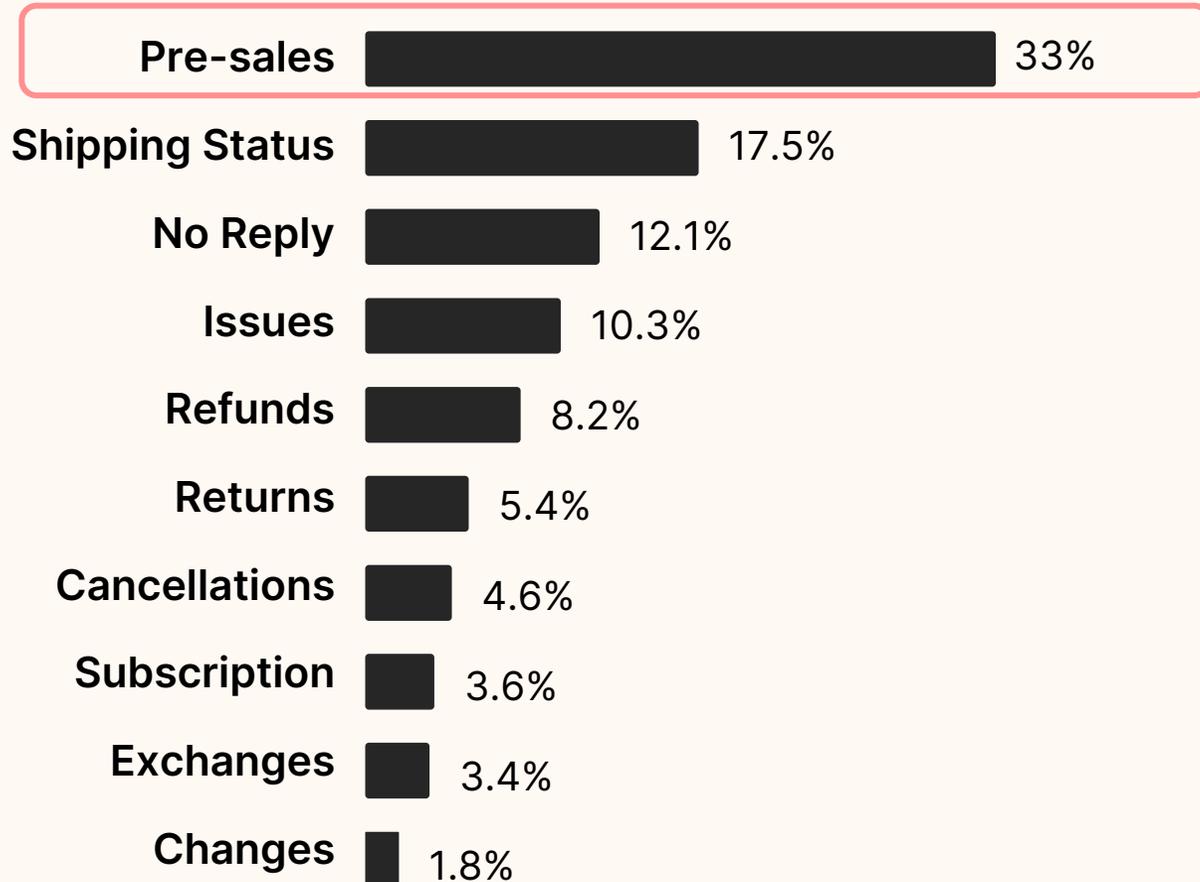
1. Respond FAST

28%

**Conversion rate for pre-sale chats or SMS replied in
less than 10 minutes**



2. Build a feedback loop with product



Step 1 - Understand what customers are asking...

We analyzed over 10,000 of our merchants tickets to understand the top 10 customer inquiries.

Understand product feedback and use data:

- to build new products
- anticipate the negative feedback before you lose customers
- understand where in your processes you can do better



New product launch: SMS + Customer Support



Campaigns > Orange Cream Launch (12pm PST)

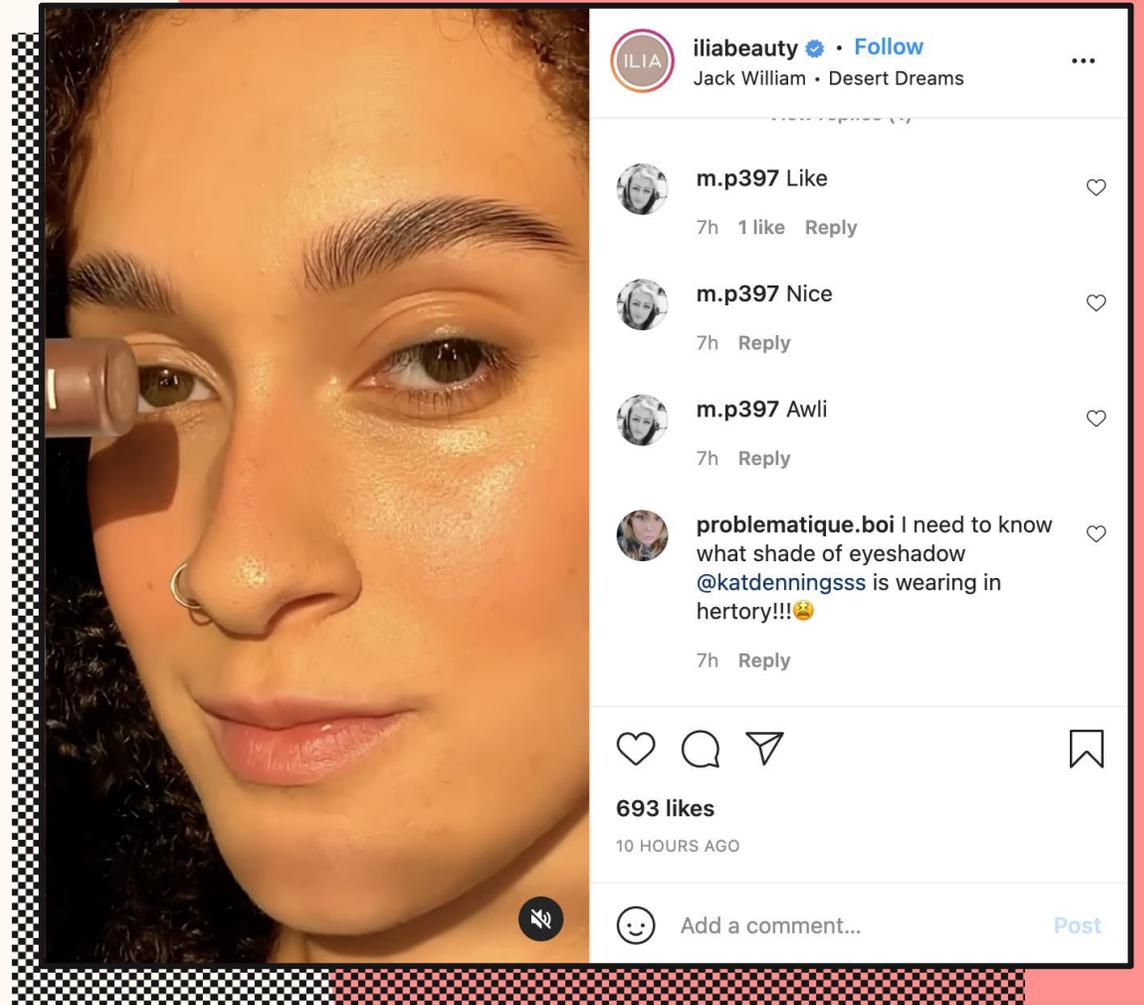
 **9,919**
Total Messages Sent
2.0% Unsubscribe Rate

 **3,337**
Total Clicks
33.6% CTR
24.8% UCTR

 **1,211**
Total Ordered
36.3% Conversion ⓘ

 **\$63,972.22**
Total Earned
\$6.45 EPM ⓘ

3. Engage visitors and turn them into buyers



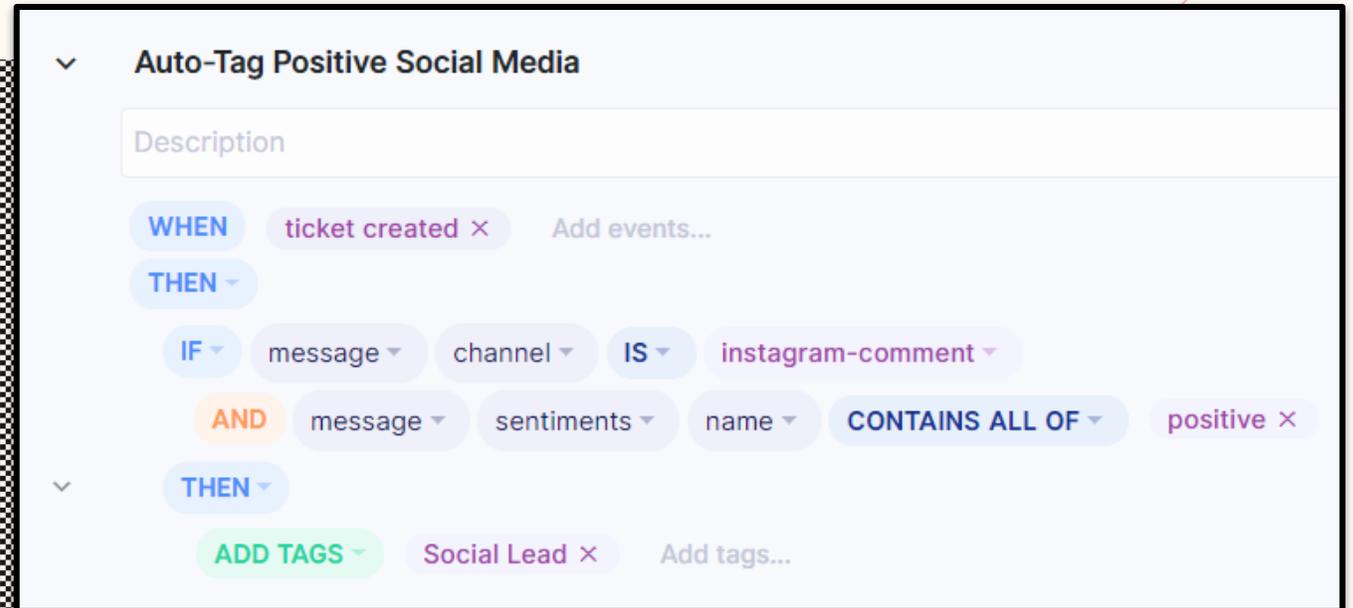


Turn Social Browser into Buyers With Sentiment Detection

 Social Lead

 Negative Comments

 Social Questions



The screenshot shows a configuration window for an automation rule titled "Auto-Tag Positive Social Media". The rule is set to trigger "WHEN ticket created". The "THEN" section contains an "IF" condition: "message channel IS instagram-comment". Below this is an "AND" condition: "message sentiments name CONTAINS ALL OF positive". The final "THEN" action is "ADD TAGS Social Lead".

Auto-Tag Positive Social Media

Description

WHEN ticket created × Add events...

THEN ▾

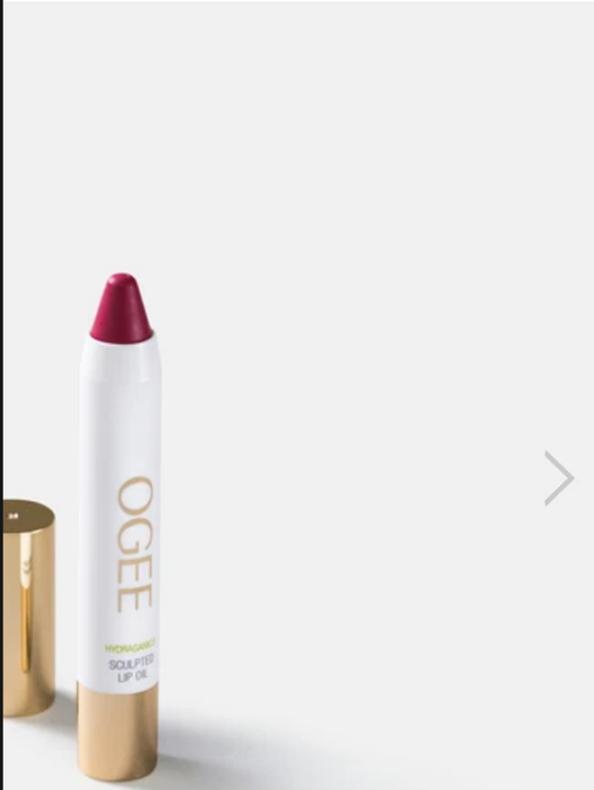
IF ▾ message ▾ channel ▾ IS ▾ instagram-comment ▾

AND message ▾ sentiments ▾ name ▾ CONTAINS ALL OF ▾ positive ×

THEN ▾

ADD TAGS ▾ Social Lead × Add tags...

Chat Campaigns for product selection



Tinted Sculpted Lip Oil
CONDITIONING LIP COLOR TREATMENT

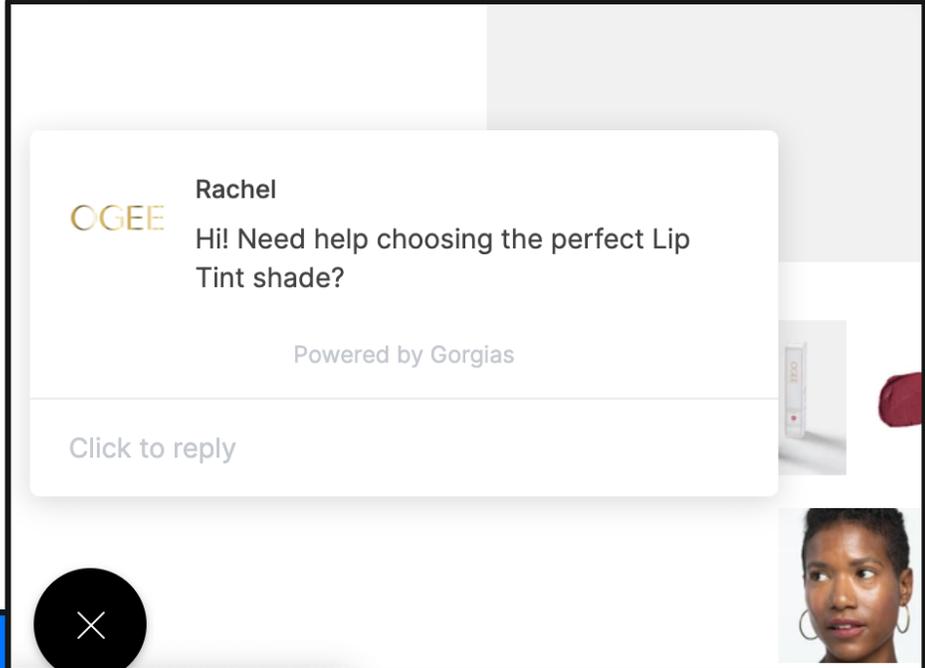
★★★★☆ 2536 Reviews

\$26.00 | 3 grams

SELECT YOUR COLOR

AZALEA - VIBRANT FUCHSIA

QUANTITY



OGEE Rachel
Hi! Need help choosing the perfect Lip Tint shade?

Powered by Gorgias

[Click to reply](#)



lowellq@windstream.net  from <https://ogee.com/products/camellia?variant=29373916807229>

Hi, I am 81 and after pandemic my skin type is sallow and gray. I don't like bright red or glosses. My hair is colored and highlighted light b
Message me on my cell.

 **Rachel** 

Check out our Rosalia, dusty rose or Linnea shimmery peach!

Cart



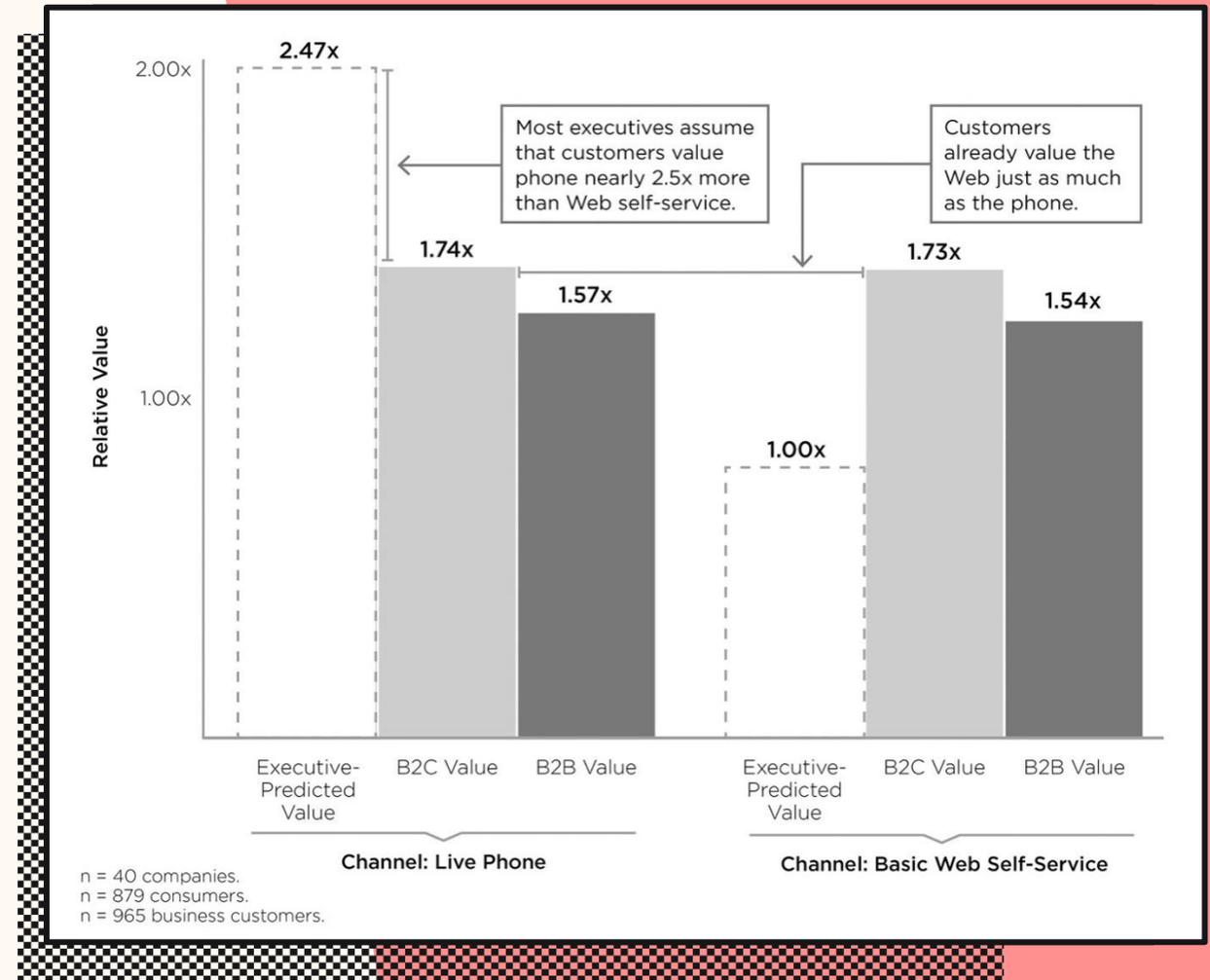
Items: 5

Total: 206.00 USD

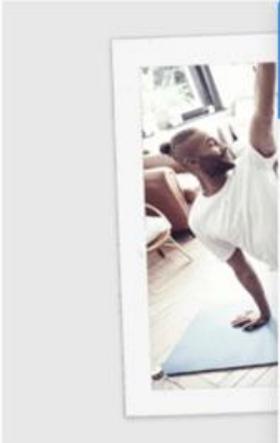
 **1 × Sculpted Face Stick - CARNELIAN
(Luminous Coral)**



4. Make it easy for customers to self-serve



Buy More, Get More | [FREE Gift Card on Orders \\$100+](#) | [Spend \\$100, Get \\$10](#) | [Spend \\$150, Get \\$20](#) | [Spend \\$250, Get \\$40](#)
Offer Ends 11/14 | [Learn More](#)



Holiday

Gifts for Everyone

Decathlon USA- New Chat
How can we help?

- Track an order >
- Return an order >
- Cancel an order >
- Report an issue with an order >

Need more help? [Start conversation](#)

Welcome! Sign in for the best experience [Sign In](#) | [Create Account](#)

Shop Holiday Early





1. Respond fast

2. Create a product feedback loop

3. Engage with website visitors pro-actively

4. Make it easy to self-serve



Revenue + \$49.99

Michelle  I'm not sure about the size, can you advise me?

Jim

My tickets

	ASSIGNED	CHANNEL	UPDATED
1 No Update Shipping Address	Frank	FB	04:12 PM
2 When will this item become avail...	Colina	FB	03:44 PM
3 Hey, can you tell me where is my order?	Frank	FB	03:14 PM
4 Check this out if you're looking for...	Frank	FB	02:51 PM
5 I have it! Do you ship in Europe?	Colina	FB	11:50 AM
6 Urgent! I need to cancel my order	Colina	FB	10:32 AM
7 Conversation with Matthew	Frank	FB	08:24 AM

Jessica  These shoes look amazing, do you have them in store?



Thanks!

Maggie  Can you update my shipping address please?

Mariane  Hi! Do you know...

Gorgias bot

Visit my booth and book a demo today to get Gorgias free for the rest of the year!!

michael@gorgias.com

Shopify  Hi! I spent \$348

Order #2568

Created: 01/20/2020 Paid: \$ 40 ID: 00140260

Status

Tracking number: 2055215835

Shipping address

Street: 8 Douro St
City: Peterborough
Zip: 0K9 1A9

Michelle  Hi! I'm not sure about the size, can you advise me?

Frank  Updated! You can track your delivery via this link: 205521583548