



TO YOUR CUSTOMERS WE ARE THE FIRST EMERGENCY SERVICE FOR ECOMMERCE

What if we told you that we could?.....



- **GUIDE UP TO 15% MORE SHOPPERS TO CHECK OUT**
- **RESCUE AND CONVERT 10% OF ABANDONED CARTS**
- **TURN FIRST TIME BUYERS INTO REPEAT CUSTOMERS**
- **INCREASE YOUR AVERAGE CART VALUES...**

...YOUR CURRENT SUPPORT CHANNELS COULD BE
LOSING YOU CUSTOMERS

A DISJOINTED
EXPERIENCE
IS A BAD
CUSTOMER
EXPERIENCE



HOW ARE CartRescue DIFFERENT?



ECOMMERCE CUSTOMER JOURNEY

MAIN REASONS FOR ABANDONMENT



Site Landing



Non-Relevant Content



Lack of Confidence



Bad User Experience



Product Discovery



Poor Navigation



Unclear Proposition



Confusing Catalogue



Product Evaluation



Poor Descriptions



No Technical Specs



Unclear Pricing



Unclear Shipping



Difficult to Buy



Lack of Peer Reviews



Order Evaluation



Difficult to Buy Ancillary Products



Lack of Delivery Options



Lack of Payment Options



No Incentives / Rewards



Check Out



Difficult Sign-Up and Log-In Processes



No Progress Indication



Bad User Experience



After Sales



Unsatisfactory Delivery



Poor Quality Product or Not As Described



No Follow Up Brand Experience

SO HOW CAN
CartRescue
WIN THESE?
CUSTOMERS BACK?



Intelligent Self Service

Empower your shoppers to find their own answers in over 30 languages

POWERED BY: nano rep



Live Chat

Reach out to your shoppers with real time chat

POWERED BY: Chat Angels



Abandoned Cart Retrieval

Rescue your shoppers carts with intelligent cart retrieval

POWERED BY: CartRescue Pro



Omni-Channel Call Centre

Support shoppers across all communication channels in a single contact engine

POWERED BY: go response.

OUR PRODUCTS



Live Chat

- **ENGAGE** YOU SHOPPERS IN REAL TIME WITH PERSONALISED INVITES
- **TRACK** THEIR BEHAVIOUR WITH OUR REAL TIME ANALYTICS ENGINE
- **GAUGE** THEIR SATISFACTION WITH POST CHAT SURVERYS
- **COLLECT** VITAL INFORMATION AND BUILD YOUR DATA ASSET

Powered By:



Intelligent Self Service

- **HELP** YOUR SHOPPERS FIND THE ANSWERS THEY NEED WITH ACCURATE, PREDICTIVE, CONTEXTUAL ANSWERS
- **EMBED** OUR ENGINE INTO YOUR DESKTOP, MOBILE AND SOCIAL PAGES
- **TRANSLATE** CUSTOMER QUERIES INTO OVER 30 LANGUAGES
- **ESCALATE** UNANSWERED QUESTIONS AUTOMATICALLY TO THE APPROPRIATE CHANNEL

Powered By:



Abandoned Cart Retrieval

- **CAPTURE** EVERY ABANDONED CART THAT LEAVES A FOOTPRINT
- **IDENTIFY** YOUR TOP PROSPECTS AND ESCALATE YOUR RESCUE CAMPAIGN APPROPRIATELY
- **ENGAGE** WITH YOUR SHOPPERS THROUGH EMAIL, SMS AND COURTESY CALLS
- **REACT** TO HIGH VALUE CARTS IN A MORE PERSONALISED AND DIRECT MANNER

Powered By:



Omni-Channel Call Centre

- **SUPPORT** YOUR SHOPPERS AROUND THE CLOCK, 24/7
- **SPEAK** TO YOUR SHOPPERS THROUGH ALL COMMUNICATION CHANNELS
- **BUILD** THE VOICE OF YOUR CUSTOMERS IN A UNIVERSAL CONTACT DATABASE
- **REMEMBER** YOUR CONVERSATIONS SO THAT YOUR SHOPPERS FEEL VALUED

Powered By:



Live Chat

Powered by:  ChatAngels

Did you know that 68% of consumers like it when you notice they have a problem?

Our Live Chat allows you to track customer behaviour and invite them to chat when they show signs of distress

67% of previous chat users actively seek to use chat again

Whilst a whopping 77% of chat users agree that this channel positively influences their attitude about a retailer - More than any other channel*

24/7 managed live chat

Engage your customers 24/7 and ensure that sales are not missed due to lack of support

Push invite capability

reach out to customers before they typically abandon or where they are showing signs of distress

Up to 20% increase in sales

Our digital retail assistants can help guide more shoppers to check out and increase cart values by 15% - 20%

Remote control assistance

Drive sales by assisting your shoppers to complete their sale on their own screen

Multi-lingual

Our auto-translate capability allows you to speak to your customers in 16 languages

Satisfaction surveys at the end of each chat session

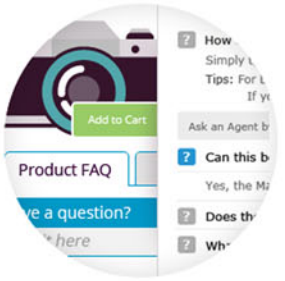
Survey your customers to ensure quality of service whilst capturing and building your data asset

Mobile friendly

Integrate your chat capabilities into your mobile or responsive website and speak to your customers wherever they are

Intelligent Self Service Powered by: nanorep

Intelligent Self Service Everywhere - 24/7



Web Self-Service

Help your customers fulfill their goals whether they are looking for information, seeking assistance or shopping online by providing them with the best Web experience.



Mobile Self-Service

Extend your superb service to mobile providing consistent self-service support through mobile channels and increase mCommerce sales and engagement from customers on the go.









Social Self-Service

Bring self service and instant answers to you social presence, with consistent customer experience across all channels.

58% of consumers agree that self service is good because it puts them in control

nanorep can help to increase your conversion rate by up to 40%

Whilst reducing your call centre load by as much as 30%

-  Q&A Search - accurate, auto-translate, predictive, contextual
-  Web, mobile & Facebook integration with widgets
-  Real-time dynamic FAQ, for support and product pages
-  Peer ratings allow for community graded answers
-  Proactive detection of high-value customers, and seamless escalation to live agents
-  Easy setup with full customization options

Abandoned Cart Retrieval

Powered by: **CartRescue Pro**



88% of web shoppers have abandoned an online shopping cart without completing transaction (Forrester Consulting)

DID YOU KNOW?



On average over 65% of all shopping carts are abandoned (Baynard institute)

However, 20% of abandoned carts leave a footprint which can be used to rescue, engage and then convert into sales

Our cart abandonment service can increase your online sales by **up to 10%! **



HOW IT WORKS

- 1) WE DROP A PIECE OF 100% SECURE AND NON-INVASIVE CODE INTO YOUR WEBSITE
- 2) WE DESIGN AN ENGAGING SUITE OF RESCUE EMAILS
- 3) WHEN A CUSTOMER ABANDONS THEIR SHOPPING CART WE RE-ENGAGE THEM BY E-MAIL, SMS OR TELEPHONE
- 5) NO MONTHLY FEES, WE ONLY BILL YOU FOR THE CARTS THAT WE RESCUE
- 6) WATCH YOUR E-COMMERCE SALES INCREASE BY UP TO 10%

Intelligent Escalation

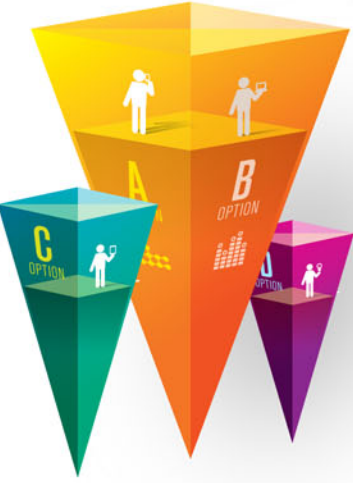
OUR ANALYTICS ENGINE IDENTIFIES YOUR TOP PROSPECTS. EMAIL RESCUE BEGINS FOR LOW VALUE CARTS

AS THE CART VALUE INCREASES, THE CUSTOMER IS AUTOMATICALLY ESCALATED TO SMS RESPONSE

HIGH CART VALUES ARE AUTOMATICALLY DISTRIBUTED TO SALES AGENTS FOR RETRIEVAL BY COURTESY CALL

24 / 7 Call Centre

Powered by:  go:response.



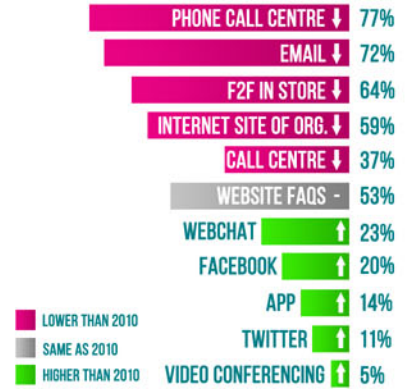
True Omni-Channel Communication

The way your customers want to communicate with you is changing and it is important that you change with them. By offering multiple, un-related communication channels can actually alienate your customers as they become frustrated at having to repeat themselves to multiple agents who are unfamiliar with their full history.

Go Response can offer you a true omni-channel solution which puts all of your customer information in one place and allows our agents to communicate with them in any channel, at any time.

-  SINGLE UNIVERSAL CUSTOMER HISTORY FOR ALL CHANNELS
-  360° OMNI-CHANNEL RESPONSE
-  BUILD THE VOICE OF YOUR CUSTOMER

THE CHANGING FACE OF HOW CUSTOMERS CONTACT ORGANISATIONS



68% of consumers expect the information they give an organisation in one channel to be available in another*

Yet only 17% of consumers believe organisations make it easy for them to switch between channels*

82% agree they buy more from companies that make it easy to buy*
*British Telecom