

**NOW**

**INTERACT**



**HOW ARTIFICIAL INTELLIGENCE  
DRIVES ONLINE SALES**

In 2016, for the first time ever, consumers did most of their shopping online. Now, shoppers make 51% of their purchases online, compared to 48% in 2015 and 47% in 2014. The ecommerce boom has easily been one of the most disruptive forces working against traditional brick and mortar retailers in recent years. Vast and rapid improvements to the digital customer experience, alongside the boom in smartphone adoption, has made online shopping easier, more accessible and more enjoyable than ever.

---

The year-on-year growth is staggering. In the UK alone, £133bn was spent online in 2016. This is up £18bn from the previous year, a rise largely attributed to increasing numbers of smartphone shoppers. 38% buy products at least monthly via their smartphone. The number of people using connected devices to shop is only going to rise. It's big business, it's a huge opportunity. But it doesn't mean that sales come easy; competition between vendors is stiffer than ever.

Legacy consumer goods firms now stand shoulder-to-shoulder with ecommerce behemoths. And aggregators have leveled the playing field for many service providers, opening up their products and price points for immediate comparison.

Consumers have a huge array of options at their disposal. Armed with tools that help them to quickly find the best deal, the consumer has found herself in a power position.

Now, more than ever, companies need to concentrate on finding ways to beat their competitors. They need to make shrewd technological investments and develop powerful digital growth strategies in order to ensure that visitors convert.

While factors like cost and product choice will always play a major role in the consumer's decision making process, they're now looking for other key differentiators like the customer experience when choosing who they want to shop with.

Online stores offer quick, easy and price sensitive transactions. But it's just not enough any more. PWC's recent Total Retail Survey found that 78% of shoppers want to communicate with sales associates with a deep knowledge of the product range. Even though they won't want to interact with these associates all the time, this strong desire to interact during a sale points to one of the key flaws of the online store. The lack of a human touch.

Many websites act as little more than a shopfront, making it impossible to approach each sale with the same empathy as a vendor in a bricks and mortar store. Websites don't have a trained shopkeeper working on the floor. They don't have an innate understanding of consumer behavior. They don't have the ability to understand each visitor's unique shopping intent.

The best way for online retailers to gain and maintain a competitive advantage is to tap into this need by improving the real-time customer experience. It's critical for them to understand the reasons why each individual visitor is online. It's crucial to help visitors to complete their purchases while they're still browsing. The best way to secure these sales is to give websites a powerful, intuitive brain.

The only way to do this is through the strategic use of Artificial Intelligence (AI) technology. Using real-world examples, this brochure will give you 4 reasons why AI can be effective at boosting online sales.

# 1. IT UNDERSTANDS WHY SOME VISITORS DON'T CONVERT

If a consumer comes to your site wanting to buy something, they shouldn't abandon their sale. There shouldn't be a broken link in the buying journey. It's easy enough to see where this break happens by looking at exit data, but it's much more difficult to explain why they left.

Reasons for abandonment shouldn't be inferred through educated guesswork; they should be known. AI tools can provide this concrete knowledge, giving you a firm foundation from which strategic improvements can be made.

Tools which interpret behavioral data in real-time can understand abandonment with pin-point accuracy. It's possible to know whether a visitor abandoned because they weren't offered any help, or whether they left because their journey was interrupted by irrelevant contact prompts

during their journey. It can give you a view of the visitors who couldn't find what they were looking for and gave up.

Artificial Intelligence doesn't just look at data. It understands it. It learns from it. With the right tools, you won't just see where visitors abandoned. You'll have a clear idea about why they left, and what needs to be done to prevent further abandonment. The right tools provide the perfect opportunity to improve your digital strategies.

**Insurer Centraal Beheer uses AI to inform and mould its complex multi-channel contact strategy, serving both B2C and B2B customers. By determining the purchase intent of each visitor, the firm is able to ensure that the right visitors see the right channels at the right time. As a result, the company has seen a conversion uplift of 42.5% in its consumer markets and a 57% increase in conversion on high value SME contacts.**



## 2. IT GIVES YOU A REAL UNDERSTANDING OF ONLINE DATA

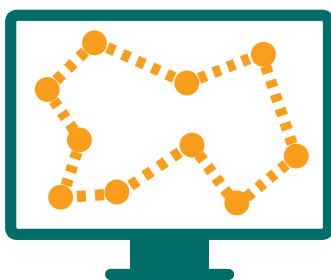
A lot of analytic tools give you the basic information that you need to know about general visitor behavior. They show you bounce rates, dwell time, engagements with pages, product popularity, broad abandonment patterns etc. But without having anything in place to learn from visitor behavior, they struggle to provide the full context of your consumers.

Topline skims of data presented in attractive graphs don't cut it any more. There needs to be a greater depth of understanding. You need actionable insight into how to personalized the experience for every single consumer.

Retroactive action based on analytic insight just doesn't cut it any more. Data needs to be understood, learned from and acted on as the visitor journey takes place.

Machine-learning technology improves with each customer journey. With every click, the technology's mapping of visitor behavior becomes more complex. Its understanding of each individual human experience grows more powerful over time. When you know how to connect with each individual during their online journey in real-time, you're in an ideal position to improve the customer experience and increase sales.

**A major US cable television and communications company embraced AI to gain a clear view of visitor behavior. As the true buying intent of each visitor is now known, the firm has the ability to increase sales by 15% through better targeted personalization.**



### 3. IT ENABLES MEANINGFUL PERSONALIZATION

A one-size-fits-all approach to the customer experience doesn't work. Yet many companies still do it. And by doing so, they're missing out on improved customer satisfaction, increased loyalty, better retention rates and boosted revenue.

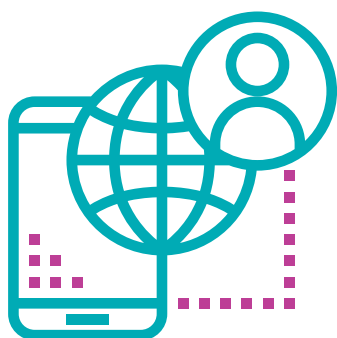
Personalization lies at the heart of a top-tier customer experience. But many businesses focus their personalization on learning from basic visitor traits (products viewed, geographical location etc.) to run retargeting campaigns; a restricted vision that won't deliver the best returns.

Personalization shouldn't be limited to distributing direct sales messages. It should be used to establish a more human connection with web visitors.

Companies should know what the visitors on their website want as they browse. They should know what they want to buy, and how they like to shop.

This is achievable with the right AI tools. When individual visitor intent is known, it's possible to make sure that each visitor gets the help most relevant to their needs. And if information about the visitor is relayed to contact center agents, your frontline staff will be in a prime position to sell.

**Three UK's contact center agents have benefitted from this. Because its agents know their visitors' state of mind, conversion has increased. Its regular inbound sales team sees conversion of around 15%. This increases to an average of 25% for agents using tools powered by AI.**



## 4. IT CAN HELP YOUR VISITORS TO STAY ONLINE

Old habits die hard. When sales visitors land on a website and they need help, they have a natural inclination to pick up the phone. It's the same for service visitors; if they see a phone number, it's unlikely that they'll bother to explore the FAQ.

Most companies want to cut the number of calls coming from online. A lot of the calls could, and should, be avoided. AI that personalizes visitor journeys can cut call center load dramatically by ensuring that, where pertinent, visitors are first directed towards relevant help within the online ecosystem before being prompted with a number to call in.

Service visitors shouldn't see a number until they've gone through the FAQ. If relevant, sales visitors should use online channels to ensure that online sales journeys finish where they started. Every journey is different. The only way to respect this is by using AI that intelligently controls the user flow to create radically different user journeys.

**Dutch telco Simpel has reaped the benefits of AI. By identifying why visitors were failing to self-serve online and making improvements to its website, the company has seen calls from service contacts drop by 32%.**



# OPTIMIZE ONLINE SALES

When thinking about growing online sales, it's easy to work with blinkers on. The website doesn't (or at least, shouldn't) exist in its own right; it's one part of your company. Although it might sound obvious, online depends on offline. It's crucial to remember this when thinking about building digital sales strategies.

---

Your consumers live both on- and offline. They move between online and offline channels. To boost their online sales, you need to have a view of their complete purchase journey.

Now Interact gives you that view. It helps your company to develop a best in class digital experience that delivers on both sales and service. Our channel- and tool- agnostic solution will help your company to meet the needs of online customers by giving each and every one of your customers a personalized omnichannel journey.

This is how it works. Our algorithms use detailed online behavioral data to understand and interpret each individual website visitor's intentions and needs. The solution can then encourage the visitor to self-serve, or it selects

the contact channel which generates the best customer experience for that specific need and is most profitable for the business. This is all done in real-time with Now Interact working with existing contact center and personalization software.

All of the companies mentioned in this brochure are our clients. Our AI has helped them to make drastic improvements to the metrics that matter to them. With certainty, we can say that we have helped every single one of them to increase profitability, decrease cost-to-serve, improve the customer experience. Thanks to Now Interact, they are all industry leaders at delivering a truly omnichannel service.

Every company has a different roadmap to follow for sales success. We can help you to find yours.

# WE ARE NOW INTERACT

A leader in accelerating digital transformation, Now Interact offers a contact channel optimization platform that helps companies including Sky, Vodafone, MediacomCable and Three to increase sales, decrease cost-to-serve, and drive digitalization.

We are an experienced team with data science at the heart. We have a passion for creating Artificial Intelligence applications that use real-time omnichannel data to drive personalized customer journeys and accelerate digitalization.



## Key facts

Founded  
2010

Employees  
40

Offices  
Amsterdam  
Hamburg  
London  
Los Angeles  
Stockholm

Investors  
Industrifonden  
Inventure  
SEB

## Let's have a conversation

Now Interact helps leading enterprise B2C brands to digitalize sales and service faster. Interested in how we can help grow your business? We would love to hear from you.

+44 207 871 3665

hello@nowinteract.com

@nowinteract

www.nowinteract.com