Doubling Down on Digital:

the role of data in managing customer experiences

Date + time: 5/6, 1pm

Presenter: Nick Schneider

LP: https://go.contentsquare.com/adapting-chapter-1

Recording available after registration
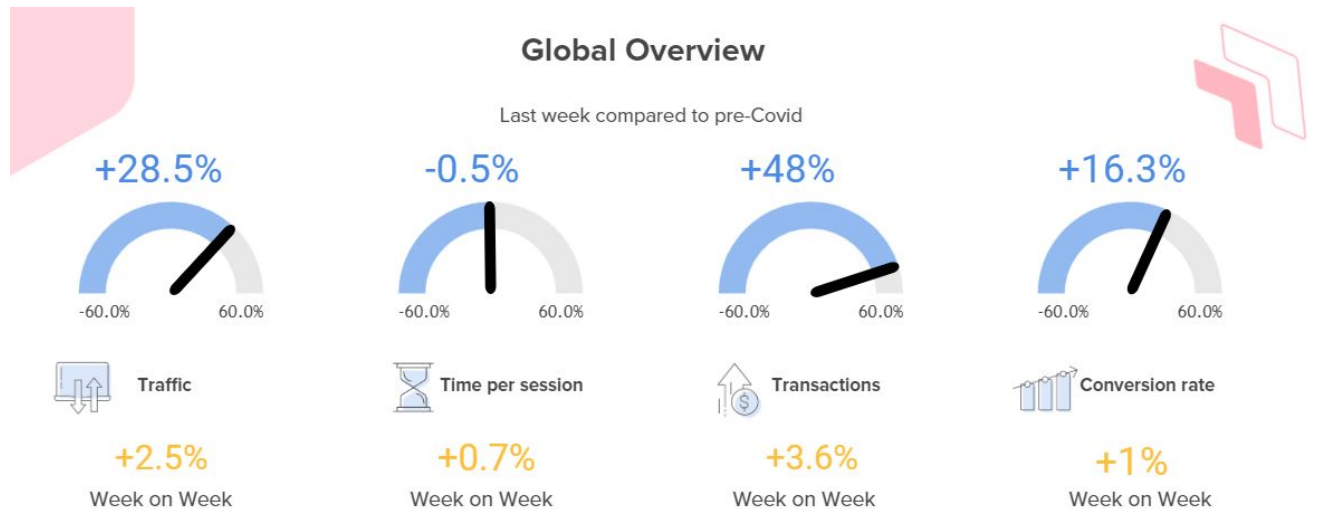
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Agenda

1. **Trends in eCommerce:**
   impact of Covid-19 on digital customer behavior

2. **All in it together:**
   understanding the behavior behind the metrics

3. **Brand-customer cooperation:**
   the future of experience starts today

1. The State of eCommerce:

impact of Covid-19 on customer behavior

At a glance:

Global Overview

Last week compared to pre-Covid

+28.5%

-60.0%   60.0%

Traffic

+2.5%

Week on Week

-0.5%

-60.0%   60.0%

Time per session

+0.7%

Week on Week

+48%

-60.0%   60.0%

Transactions

+3.6%

Week on Week

+16.3%

-60.0%   60.0%

Conversion rate

+1%

Week on Week

- All the latest numbers per industry/region live here if you want to pull some stats.

- Blog published 5/6 has summary of this week's trends, including special Mother's Day update.

2. All in it together:

understanding the behavior behind the metrics

What this section is about:

A list of key Customer Experience challenges and the answers/solutions provided by behavioral insights.

Each challenge/example is accompanied by a case study highlighting a real-life application of granular data to solve a business challenge.

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- **Challenges of creating effective/ideal customer journeys** and how behavioral data can help (surfacing broken journeys, fine-tuning segments, creating paths to match intent, etc)
  Example: North Face guift guide case study

- Leveraging granular data to **make content work harder for you** (getting more ROI out of creative investments, measuring content effectiveness, getting team aligned around content decisions, etc)
  Example: GoPro Community thru content case study

- How behavioral data can help teams **banish customer struggles** (uncovering UX obstacles and fixing frustration in real time, surfacing points of friction, prioritizing/quantifying decisions, etc)
  Example: Avon and the AB Testing case study

- **Personalizing around behaviors** (=intent), not demographic info
  Example: SNCF case study on customer segments (different experiences depending on when your departure is)

- Using insights to **improve merchandising strategy** (understanding customer priorities, monitor performance of products, understand impact of competition etc)
  Example: Beerwulf case study around craft beer bundles

3. Brand-customer cooperation:
the future of experience starts today

What this section is about:

A checklist of areas of focus for brands right now.

Each area of focus is accompanied with specific examples of things brands are doing right now to provide more value to customers and sustain engagement/business continuity during these unprecedented times.

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- **Reinventing customer engagement**
  (for example: travel brands that are offering family stay-at-home activities, apparel brands that are creating kids' home crafts projects etc)

- **More transparency than ever before**
  (for example, brands communicating about warehouse closures, delivery delays etc)

- **Sticking to your values** (and communicating them)
  (for example, brands sharing their plan to protect employees, supporting front-line workers etc)

- **Innovating your way out of a crisis**
  (for example, grocery brands creating virtual "queue" systems, offering bundles of items a bit like Blue Apron, stores enabling virtual changing rooms on their site, etc)