MANHATTAN ACTIVE®
OMNI

Enhancing Post-Purchase
Experiences with
DIGITAL
SELF-SERVICE

Your customer's post-purchase experience

More important than ever

While every element of the buying process is important, post-purchase — the last point of interaction in the buyer's journey — may be the most critical to get right. In fact, '86% of customers say that post-purchase experience is what influences them most when determining whether or not they'll choose the same brand again.'[1]

Customers often feel the least in control during the last stage of the buying process. With a unified approach to customer service, the anticipation window (time spent waiting for their item after they click 'purchase') becomes significantly more empowering and less stressful.

The problem is that many retailers struggle to instill confidence in their customers in regard to their post-purchase portion of the journey.

2020 brought a 30% rise in online retail sales, along with demands for easy returns, free of cost. However, a recent study found that 'only 34% of retailers mentioned returns on their confirmation emails,' and 'over 46% of customers are deterred from making a purchase 'due to issues with return policies.'[2]

Returns, of course, are not the only post-purchase capability consumers have come to expect. They want convenience, with real-time updates on orders, easy cancellation, and access to reliable virtual or live customer-service experiences, whether in-store or online. But they also want to do it themselves, which is a win-win for retailers who can get it right.
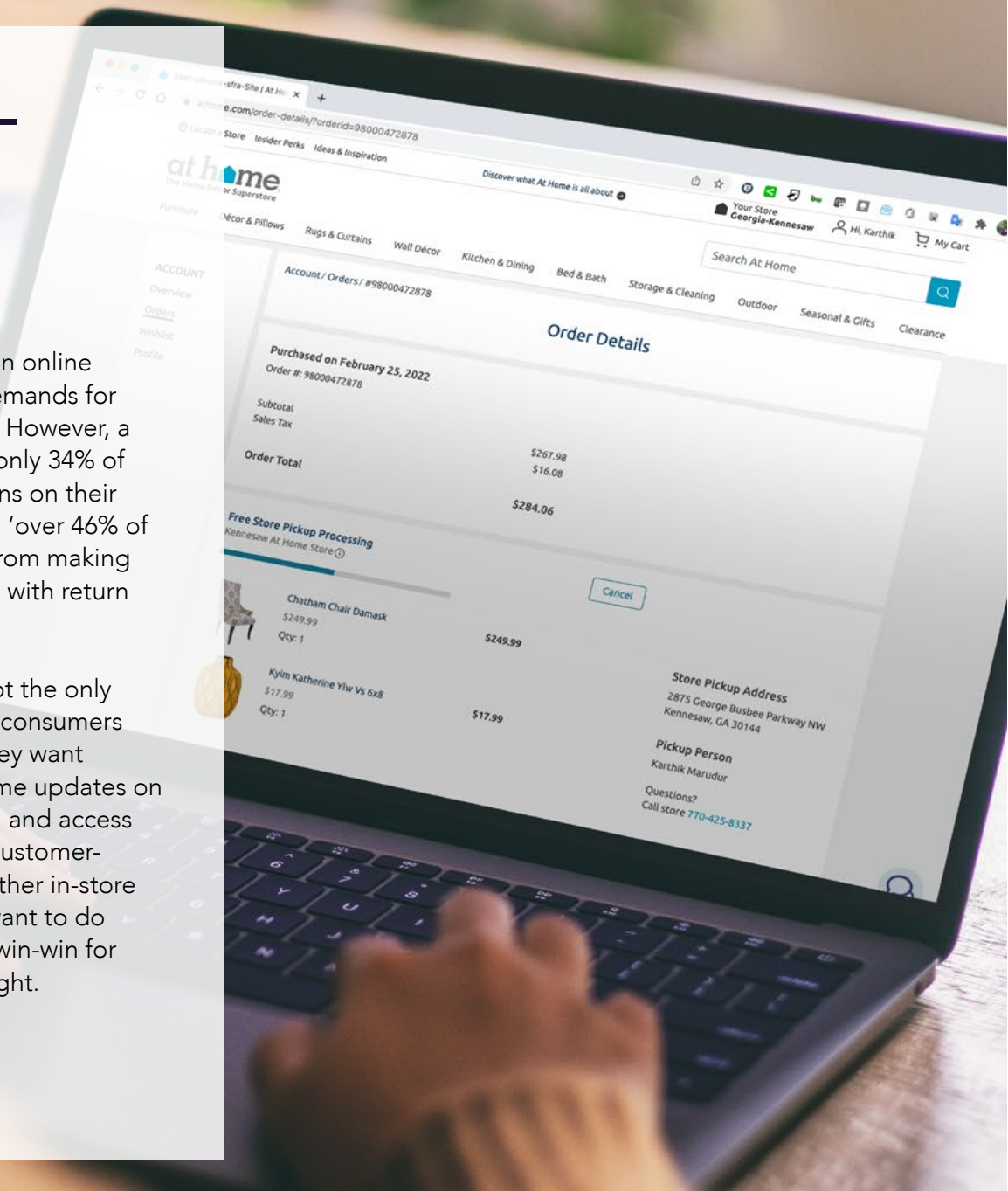
THE RISE OF DIGITAL SELF-SERVICE

In recent years, consumers have had a growing expectation of more self-service capabilities that provide quick and convenient experiences. These not only include pre-purchase activities (personalized digital lookbooks, social channel interactions, check-out processes, and flexible payment management) but post-purchase digital experiences as well (delivery, pickup, order changes, and returns options). Consumers desire flexibility around when and where goods are received, how they are paid for, and most importantly, no hassles when they change their minds.

Research has historically shown that the majority of US consumers prefer an automated digital self-service experience for basic customer service tasks. By 2021, 15% of all customer service interactions will be completely handled by artificial intelligence (AI), an increase of 400% from 2017, according to Gartner Research.[3] Post-purchase customer service experiences can be addressed using digital self-service tools, leaving only a small percentage of customer service requests that require human interaction. This is good news for consumers and retailers.
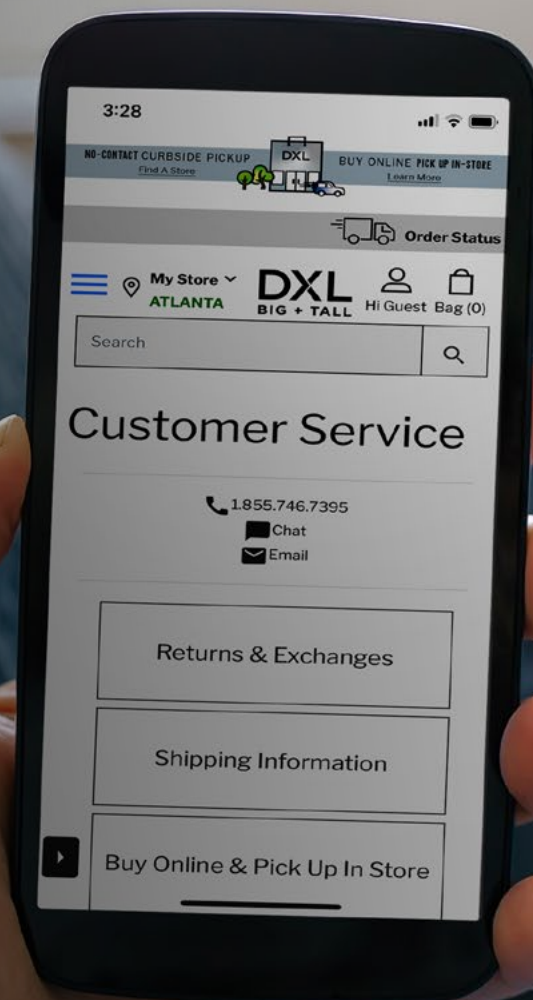
"With Manhattan's Digital Self-Service solution, we can now deliver a seamless customer experience that includes instant shipment & delivery notifications to our customers as well as flexible self-service returns."

– Dave Potter, VP of Technology & Innovation at DXL

88%
of Millennials and Gen Z shoppers think returns are a normal part of shopping

56%
would never shop with a retailer who didn't offer free returns[4]

PROVIDE HIGH-TOUCH CUSTOMER SERVICE

One major US retailer found that call volumes to their customer service call center immediately dropped by over 60% after implementing new digital self-service tools online and via mobile. The reduction in call volumes decreased the number of Customer Service Representatives (CSR) required to field customer requests, reducing overhead. Additionally, the variety of customer service requests and caller hold times were reduced, allowing more specialization, while customer service survey scores improved.

60%
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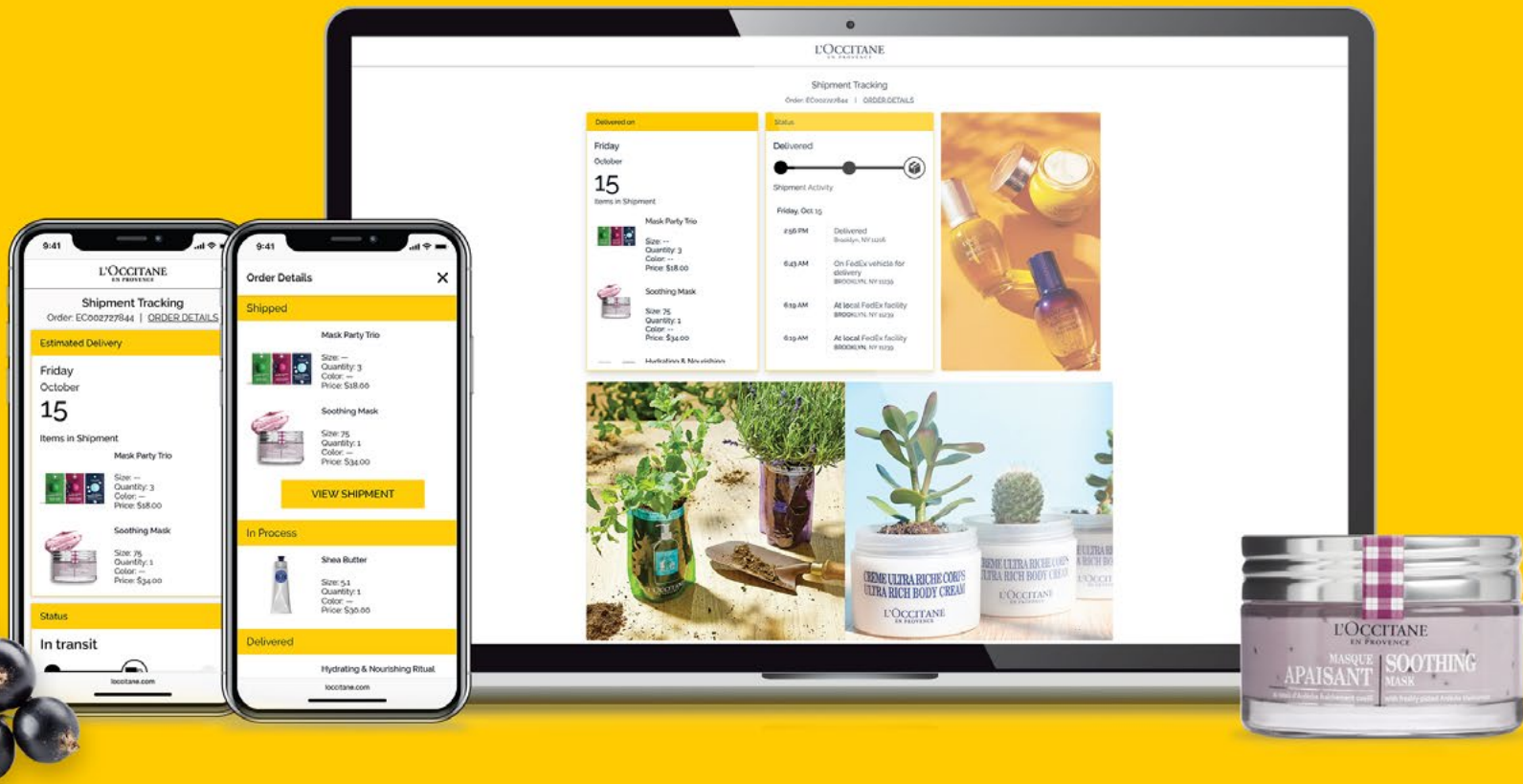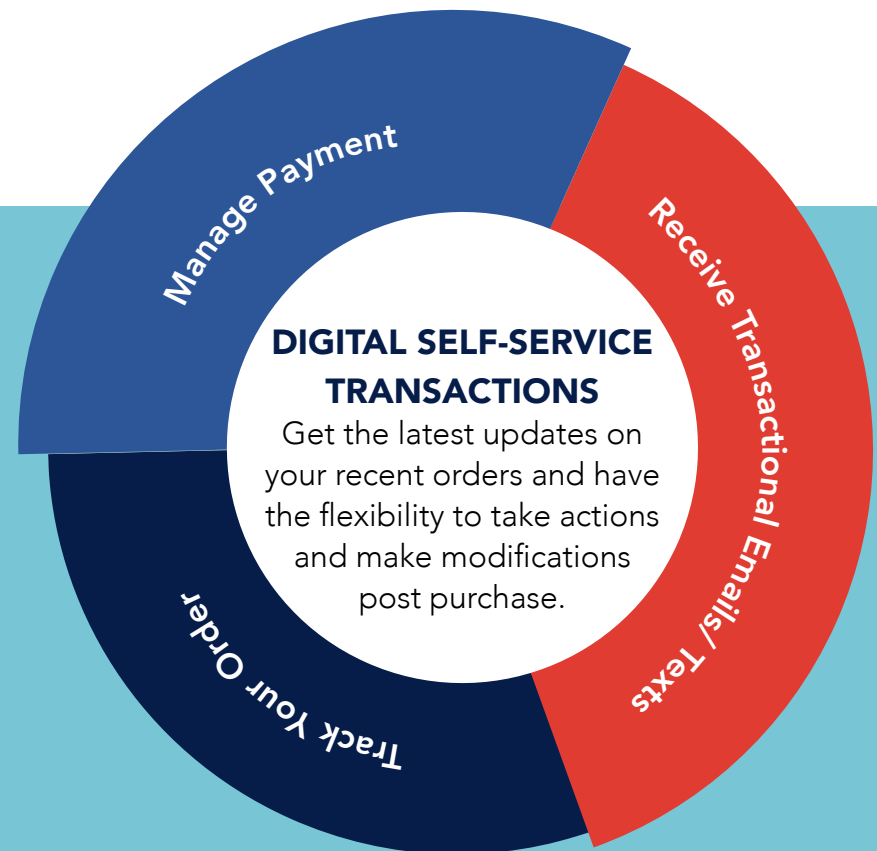
SHIPMENT & DELIVERY TRACKING

Your post-purchase experience holds tons of revenue potential, and you can't afford to overlook it. Providing a branded self-service order tracking solution is table stakes these days and provides a lasting post-purchase experience for your customers. Providing timely notifications about their shipments along with the ability to track them on-demand provides transparency and boosts trust. This diminishes customer anxiety and increases customer loyalty and retention reducing customer support costs.

– Proactive updates and notifications about their shipments until they are delivered
– Email notifications providing a consolidated view of your order and not just shipment — status visibility of all the items in the order in one place
– Tracking of all items in your order within a single branded self-service page — including items that are in process, canceled, returned — reducing the incoming WISMO calls into the contact center
– Branded tracking pages that include product recommendations and increase click-thru-rate to your online store

Digital self-service is a mutually beneficial proposition for both customers and retailers, as it answers a critical question for both:

Customers: "Why can't my post-purchase experience match the convenience and ease of my digital pre-sales experience?"

Retailers: "How can I reduce customer service overhead cost, improve overall customer satisfaction, and encourage repeat business from new and existing customers?"

Manage Payment

Receive Transactional Emails/Texts

Track Your Order

DIGITAL SELF-SERVICE TRANSACTIONS
Get the latest updates on your recent orders and have the flexibility to take actions and make modifications post purchase.

RETURNS & EXCHANGES

Returns tend to be higher when consumers buy online — a mode of shopping that makes it easy to toss items into the virtual basket, but hard to visualize in person how they will look or fit. Customers are expecting an omnichannel return experience that offers the flexibility they need in a world where time is their most important asset. By providing a self-service option to your customer for returns and exchanges, you signal to that customer that you are taking their time and money into consideration, increasing customer satisfaction in the process. Not to mention, it makes lives easier for associates as well.

Returns can generally be categorized into:

– **In-store** — increases foot traffic and allows the customer to receive an instant refund
– **At a nearby carrier location using a QR code** — is not only a convenient way to return for the customer but is also a sustainable method that will not waste other resources (printerless, paperless, etc.)
– **By mail with a return label** — customers can send the item out for return by printing out a shipping label, boxing the item and placing the label on the box, which is convenient for the associate

If the customer wants to do an exchange:

That option should be made available as well with a breakdown of what the customer is getting, cost difference and payment method. This allows the customer to exchange the item for the same item in a different dimension (size, color, etc.) with a detailed summary of the transaction.
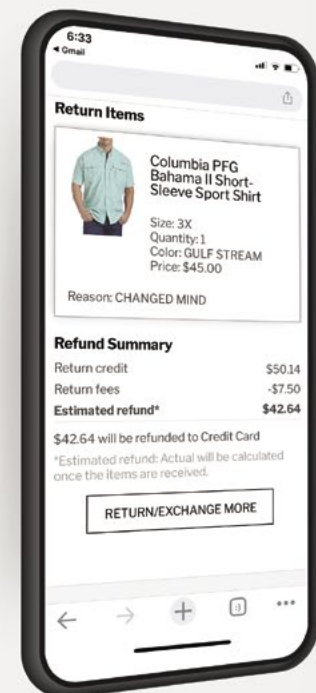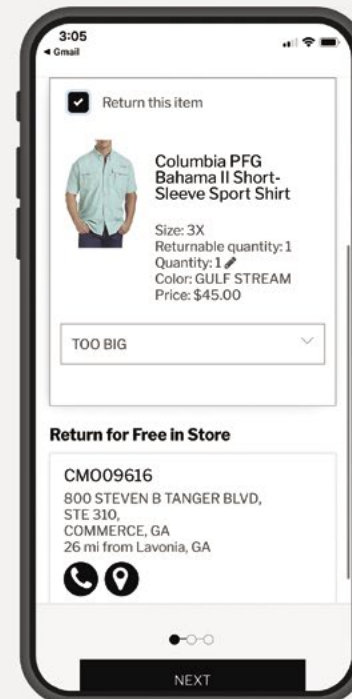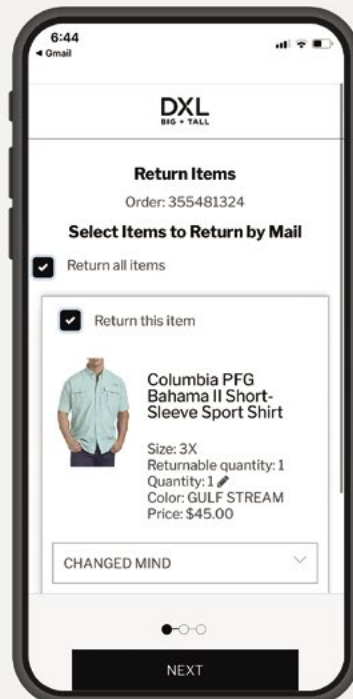
REAL-TIME UPDATES & NOTIFICATIONS

Consumers today expect seamless experiences whether they choose to shop in a physical location or a digital store. They do not shop via channels, because they do not see different channels. They see one brand and expect one experience. Unfortunately, in most cases, the actual experience often differs quite a bit. One major disconnect in the customer experience occurs once the customer clicks 'buy' in an online transaction. This is where real-time order and fulfillment updates and notifications become such a critical part of the buying experience.

What types of updates and notifications are customers looking for?

– Timely notifications on order status or stage, track shipments, product availability, flash sales, and potential shipment delays
– Location-based notifications, updates on products or services, exclusive offers, specials, and loyalty rewards (cross-sell and upsell notifications)
– Updates on any payment issues that could impact order fulfillment
– Cart and order abandonment reminders
– Pickup in store reminders
– Event-triggered messaging, transaction-related messaging, product-related promotional discounts, and relevant marketing
– Communications via the customer's preferred channel (text, email, phone, social or other)
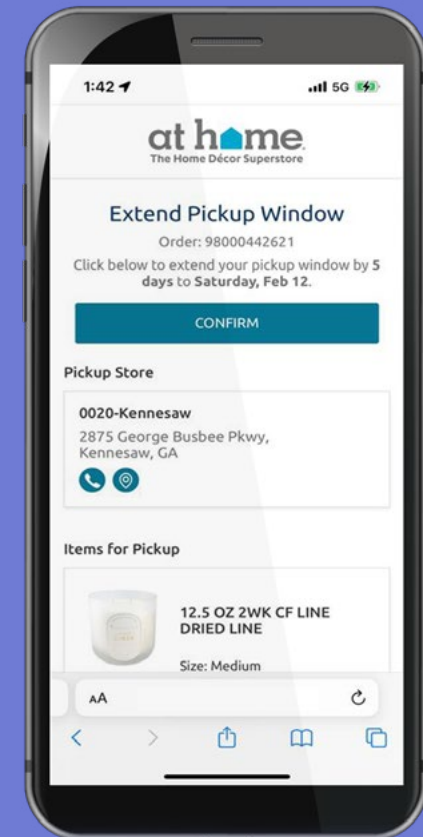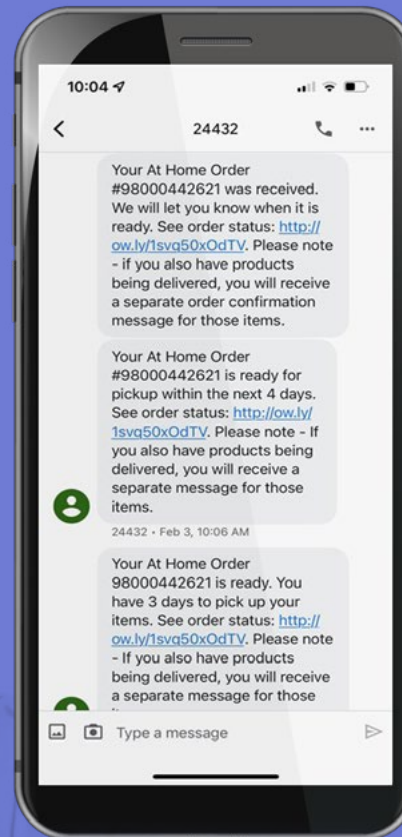
LATE ORDER, PICKUP & DELIVERY CHANGES

Modern shoppers have the power of choice: it's their money, their purchasing decisions, their timelines, and their preferences that retailers must accommodate. This evolving trend is rooted in the growing desire by consumers to control their own destinies throughout the buying cycle. Retailers must focus on providing self-service tools which provide their customers that control; to change their orders, initiate cancellations, and provide a sense of empowerment. Based on a recent survey by Incisiv only 25% of retailers allow order modifications before the items are shipped.

But those same tools offer an opportunity for the retailer as well. They offer a chance to cross-sell and upsell, save more sales, and reduce abandoned store pickups.

Late Order Changes

Customers increasingly want to control their journey when it comes to post-purchase and providing that flexibility even after the fulfillment process has already begun is a differentiator.

Some examples include:
– Change Shipping Address, Change Service Level
– Add Coupon / Promo code
– Order Cancellations

Pickup and Delivery Changes

Enables the ability to extend or change BOPIS and curbside pick-up windows and modify fulfillment and delivery options (such as switching from BOPIS to home delivery) providing the customer complete command and control of the specifics of every order.
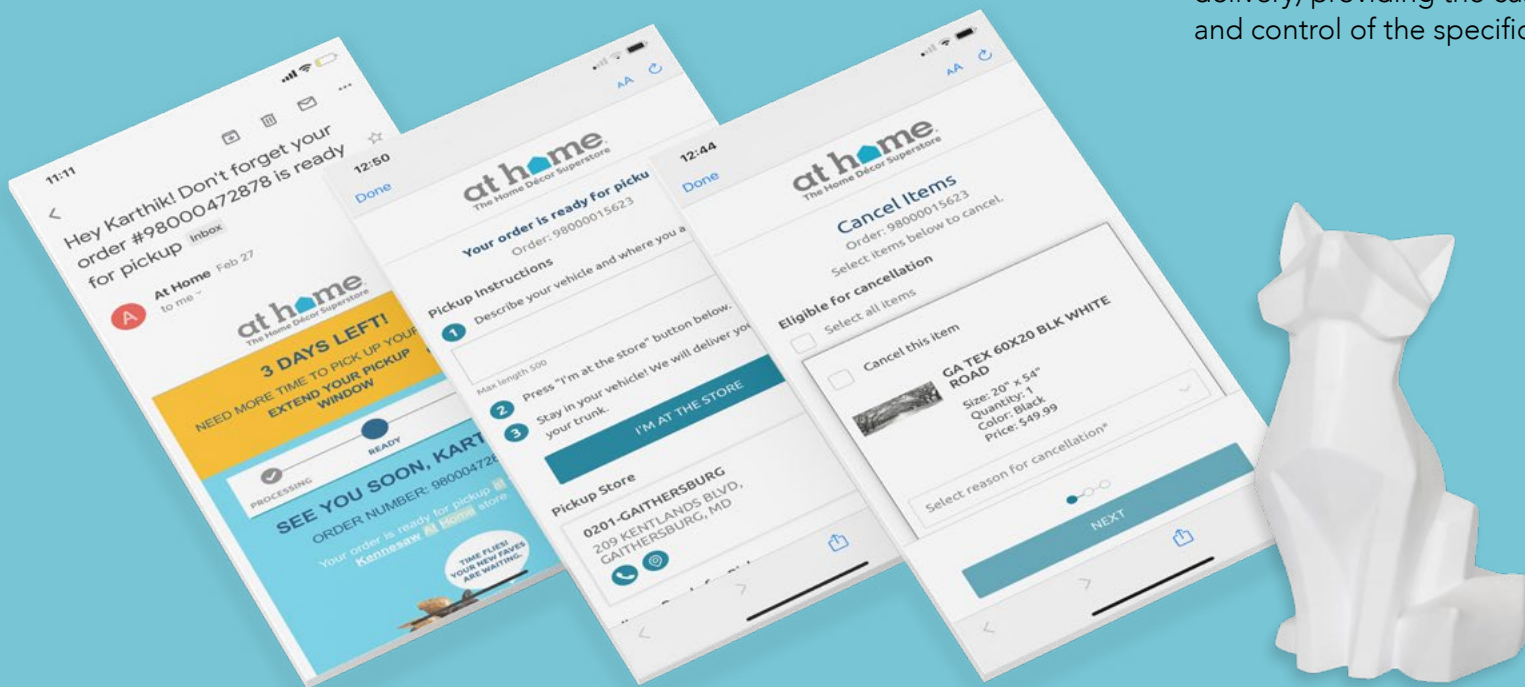
FLEXIBLE PAYMENT MANAGEMENT

Digitally optimized and secure payment options expand opportunities for retailers to upsell, cross-sell and save the sale in a variety of circumstances, all while making customers feel secure during offline payment scenarios. In fact, nearly 50% of customers who can't use their preferred method of payment will abandon a purchase.

Emerging technologies like Pay-by-link offer convenience and security by directing consumers to complete their transactions using a large variety of payment types, without ever having to disclose their payment details verbally or insecurely.

Pay-by-link opens new opportunities to complete transactions securely, such as:

– CSRs via phone can provide embedded Pay-by-link shortcuts via text or email messages
– Pay-by-link options can be offered during chat to expedite payment completion
– Pay-by-link helps convert chat/messaging channels into sales channels by providing cross-sell/upsell opportunities
– Pay-by-link eases the resolution of payment failure exceptions to reduce write-offs and reduce the time taken for manual resolution
– Pay-by-link also helps with payment recovery to resolve payment failures and in turn reduce write-offs and time taken for manual resolution
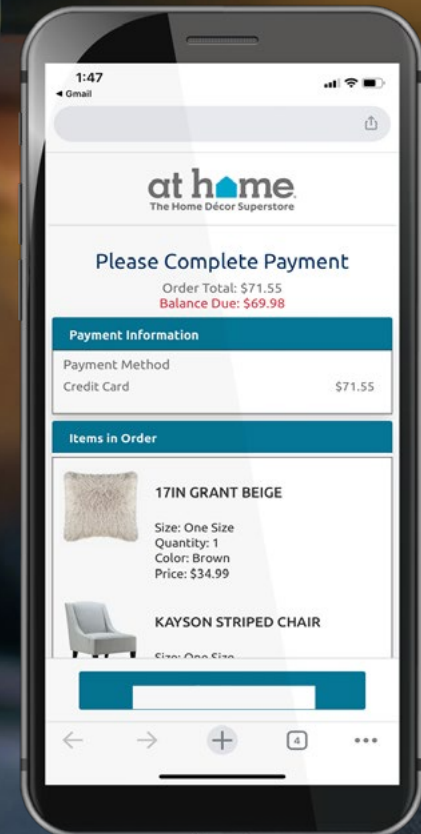
GET AN EDGE ON THE COMPETITION WITH CLOUD-NATIVE ARCHITECTURE

So how do customer service-oriented retail leaders gain an edge on the competition when most omnichannel solutions are based on legacy architectures that were designed before cloud computing was even conceived? They look to a future system, an agile, cloud-native, all-microservices commerce solution that unifies the experiences of their customers and their associates.

"Being at home means more now than it ever has before, and in this busy world, that means giving our customers the ability to shop with us when, where, and how they want to. With Manhattan's cloud-native architecture, we can accomplish this by empowering our customers to control their own buying experiences while simultaneously giving more time back to our customer service and store associate teams, improving their lives as well."

– Julie Coffman, VP of eCommerce and Omnichannel, At Home
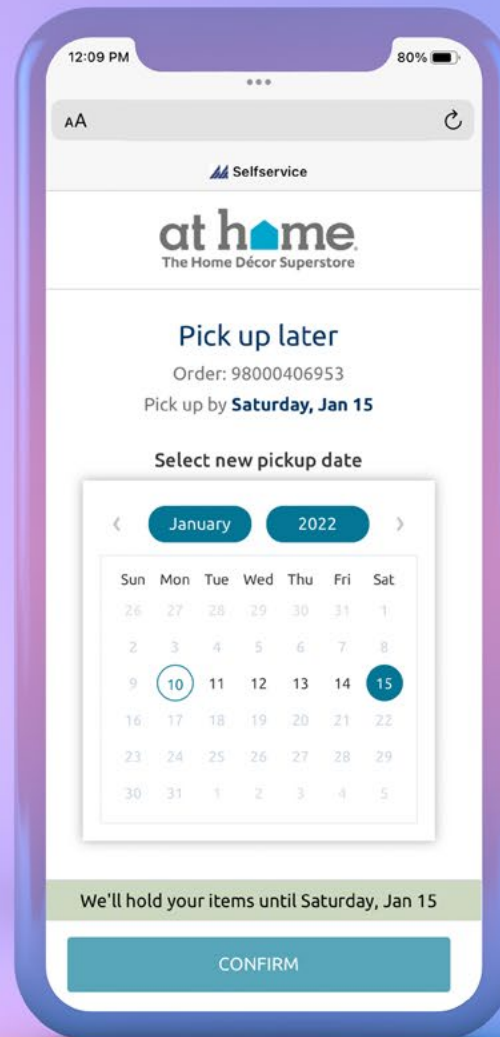
Better Technology + Better Experiences = Better Results

UNIFIED CUSTOMER SERVICE

Manhattan Active® Omni is a single, SaaS unified commerce solution that makes customer service representatives and in-store associates faster and more efficient, while simultaneously creating digital self-service experiences that increase customer loyalty and reduce support costs.

Retailers and brands often miss the criticality of creating superior experiences for their customers after capturing the order. But with Manhattan Active Omni, retailers can easily create superior self-service post-purchase experiences for their customers.

A Winning Post-Purchase Digital Self-Service Solution

– Extends the customer service capabilities already offered in the contact center
– Eliminates additional integration and points of failure
– Simplify transactional communications like email/text
– Included in Manhattan Active Omni unified commerce solution
– Leverages configurations and transactions from Contact Center and in-store
– Fast and easy to get started with curated on-boarding tools
– Delivers branded customer self-service experience in your digital channels
– Enables to tap on the revenue potential associated with post-purchase experiences by increasing the click-thru rates to your online store

WHY MANHATTAN ACTIVE OMNI?

The buyer journey is still incomplete when we click that 'buy' button or ring up our basket at the register. The way our favorite brands respond and engage after we make our purchases creates some of our most powerful and lasting impressions.

Digital Self-Service technology within Manhattan Active Omni was engineered to increase customer satisfaction scores by enabling exceptional post-purchase experiences.

It is the most technologically advanced unified commerce platform ever delivered to the retail industry. Cloud-native from inception, Manhattan Active Omni is built entirely on a modern microservices architectural design that unlocks the full potential of cloud computing — unprecedented performance, elastic scalability, dynamic flexibility, and seamless integration while remaining cost-effective, simple and easy to use.

If you'd like to learn more about Manhattan's Digital Self-Service technology, and how it can help you create better customer experiences that increase loyalty and reduce support costs, please reach out to our omnichannel customer service experts and discover how together we can improve your business results.

Checklist
Digital Self-Service Essentials

- ☐ Customer-driven digital self-service interface for tracking, shipping, order changes/cancellations, and return options

- ☐ Flexible delivery, pick-up, BOPIS, extended pick-up window, and ship-it-instead options

- ☐ Proactive order status updates and notifications to customers at relevant milestones

- ☐ Notifications of multiple shipment tracking for split orders

- ☐ Proactive return receipt and refund notifications to customers

- ☐ Additional secure payment options such as Pay-by-link

- ☐ Customer preferred routes of engagement via social, text, email, and phone

- ☐ Promote improvements in customer loyalty and online review rankings

- ☐ Intelligent omnichannel optimization that improves customer experience and keeps customer promises with machine learning

- ☐ Unified system providing a single source of the truth for both customers and associates

- ☐ Zero downtime software updates and access to new free features every quarter

- ☐ New clienteling, save the sale, and upselling opportunities

- ☐ Cloud-native, microservices architecture supports all digital self-service objectives

- ☐ Technology that supports an enhanced buyer's journey customer experience, both now and in the future

- ☐ Create additional revenue via chat / messaging channels by offering options such as pay-by-link

To learn more visit manh.com

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