



# 4 tips on how to hit your acquisition & retention goals through cutting-edge CX



**Neil Forrest**  
**Strategic Partner Manager EMEA - Gorgias**  
**Founder - Tartan Scarf Co.**  
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## The #1 helpdesk for ecommerce

- Fully integrated with Shopify, BigCommerce and Magento to track, edit orders, refund etc.)
- Integrations with the likes of Klaviyo, LoyaltyLion, Yotpo, ReCharge, reviews platforms - you name it
- Automated responses to reduce response time and increase efficiency
- Working with 10,000+ D2C brands
- **Free Gorgias until the end of the year**

STEVE MADDEN

SIX *by* NICO

⇒ Freshly Picked



CASTORE



marine layer

absolute<sup>™</sup>  
collagen

NETFLIX

KOOKAÏ

PRINCESS POLLY



Handmade in Great Britain

VICTORIA BECKHAM

wax  
london

 gorgias





**Hands up if  
customer support is the #1 priority  
for your business?**



**What do you think is the biggest contributor to growth for D2C brands at the moment?**



**Phill Manson** · 1st

1w ...

MD & Founder of PAASE Digital | The first EMEA Klaviyo Master ELI...

Retention.

Not a 'sexy' process but a valuable one. With acquisition costs so high it so much more profitable to generate a 2nd/3rd/4th+ order from an existing customer

Like · 8 | Reply · 4 Replies



**Peter Gardner** · 1st

1w ...

I help merchants increase CLV using Klaviyo & Shopify Plus 🚀

Improving Customer Lifetime Value - I am biased but with the state of the market and the rising costs of acquisition you need to focus on your existing funnel of customers and make sure you can get the most out of them.

The higher your CLV the more you can then spend on Aquisition

Like · 16 | Reply · 4 Replies



**Simon Wharton** · 1st

1w ...

e-commerce strategy, development and marketing

Its all about building the relationship with the client and maximising revenue from that relationship. Attracting a new client is hard and expensive. Likely to get more so. Once you have that client, nurture them and understand what they want. Email is your friend.

Like · 8 | Reply · 12 Replies



**Michael Poulsen** · 2nd

1w ...

Problemknuser | E-commerce | Shopify | Specialiseret generalist | ...

There are many factors. To name a few:

External: Excellent customer service, quality products and fast delivery.

Internal: Correct COGS and cost/process optimization. Good split testing (and other CRO) activities.



**Layne Cox** · 1st

1w ...

Executive Marketing Leader (B2B, B2C & D2C), Brand & Growth St...

A great product and customer experience.

Like · 3 | Reply



**Kashif Shahid** · 2nd

1w ...

eCommerce | Facebook Ads Strategist | Owner at Creative Brave

Making customer service better and improving customer retention.

Like · 1 | Reply



**Wizz Selvey** · 1st

1w ...

Consumer and Retail Trends | Speaker | Strategy Advisor & Mentor ...

Building customer loyalty

Like · 4 | Reply



**Ryan Koh** · 1st

1w ...

Founder @ RKO Media | Paid Ads & Email Marketer for Ecomm Br...

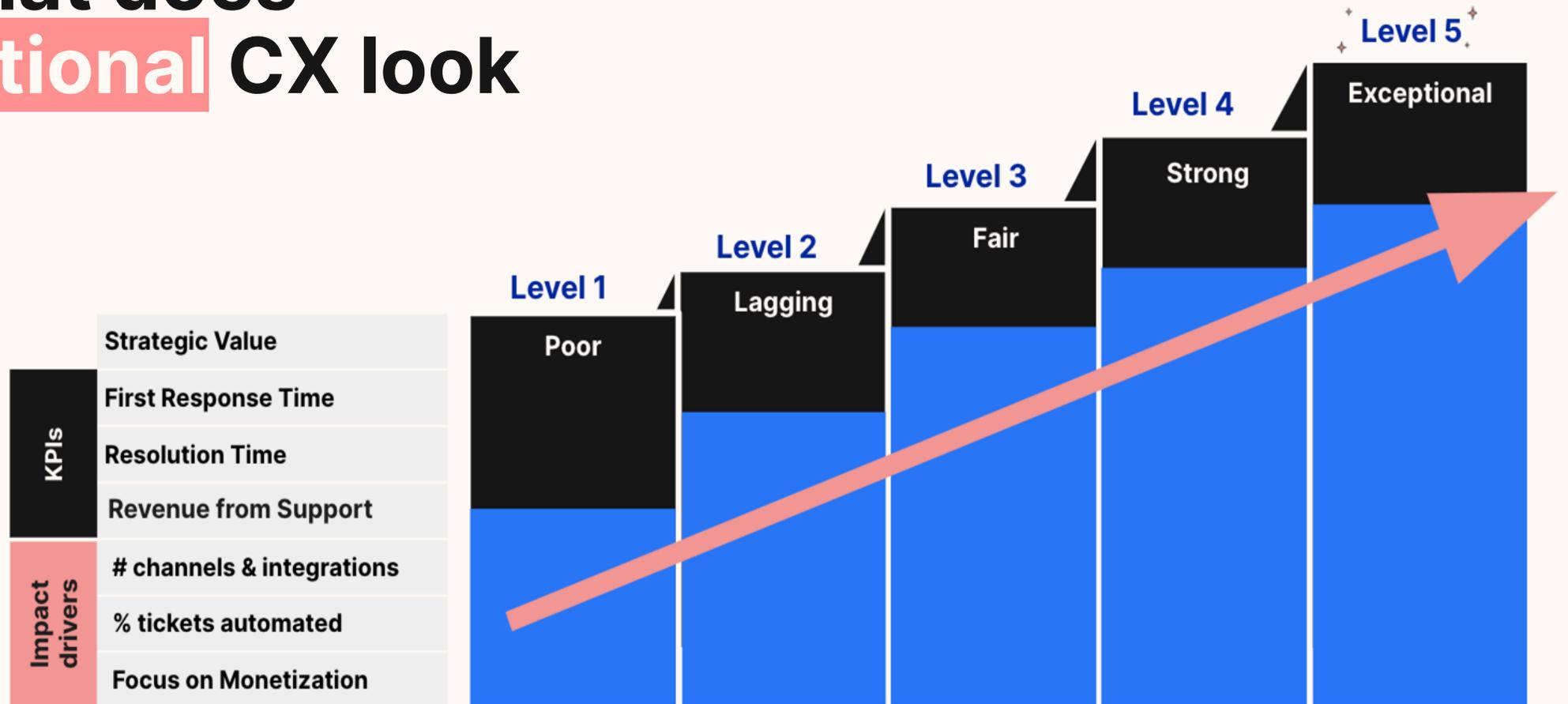
Building communities instead of brands. Having customers become a loyal following who contribute and participate actively in your brand will be an absolute game changer. That's what we are looking to roll out for our brands.

Like · 2 | Reply · 2 Replies

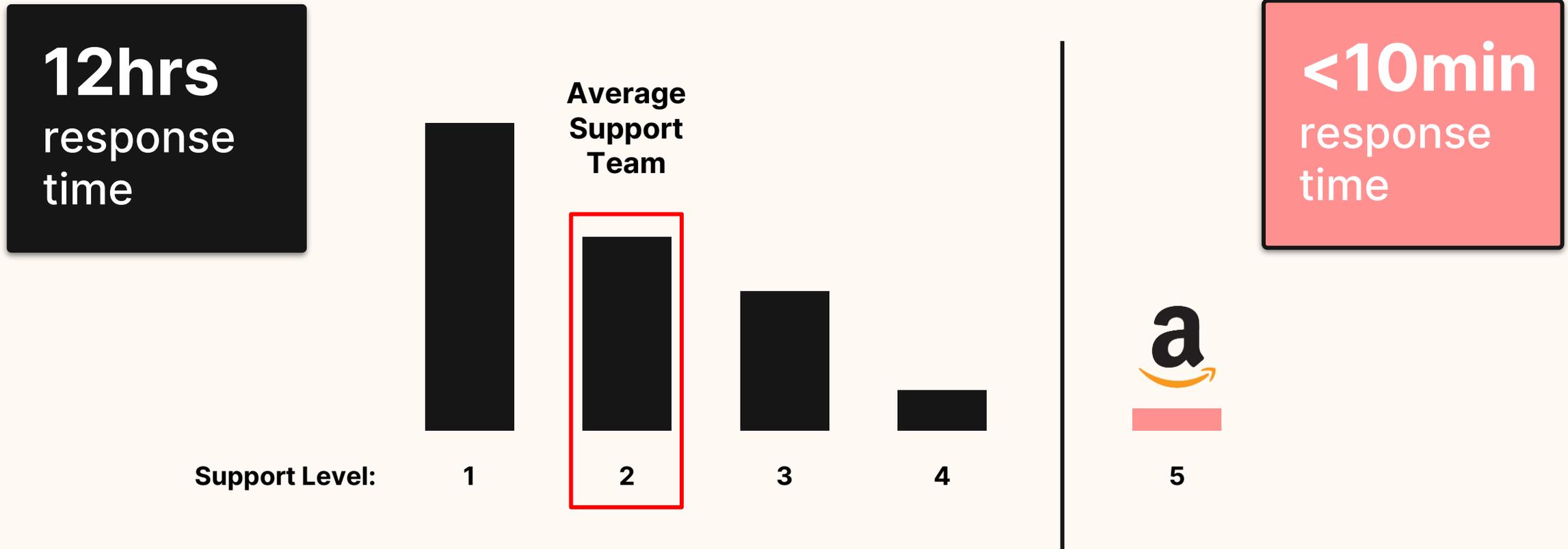
# 4 TIPS

on how to make  
**exceptional customer experience**  
the new normal and hit your goals

# So, what does exceptional CX look like?



# Only 3% of teams are providing exceptional support today...



**79%**

**of consumers would take their business to a competitor  
within a week for experiencing poor CX**

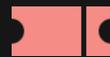
**Tip 1.**

**Speed = CX = CVR = Revenue**

# Customer service still sucks



**12+ Hr / 17+ Hr**   
First Contact Time / Resolution Time



**Lack of personalization.**  
“I feel like just another ticket number.” 



**Nobody is listening.**  
“I had to repeat myself 3 times”. 

\*Ecommerce Benchmarks for 2021 [Original Research].

**Your mission:** **Deliver exceptional customer experiences that makes you stand out**

# Merchants are paying the price.



Slow response time =  
**high service cost.**



Lack of personalization =  
**lost sales opportunities.**



Siloed data =  
**lost efficiency and lower CSAT.**



And legacy help desk providers aren't helping.



**What's one thing brands  
can control more easily?**

**First response time  
&  
Resolution time**

**28%**

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



**↑ 75%**

**SALES FROM GORGAS CHAT**

**↑ 166%**

**TOTAL SALES FROM OVERALL SUPPORT**

**↓ 24 hours**

**RESOLUTION TIME**

## **CHALLENGES**

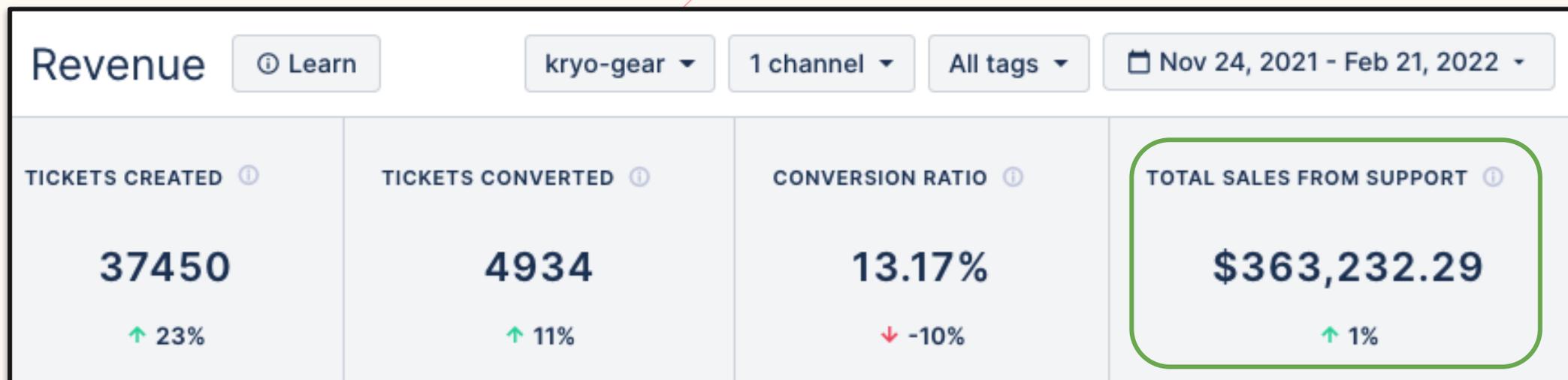
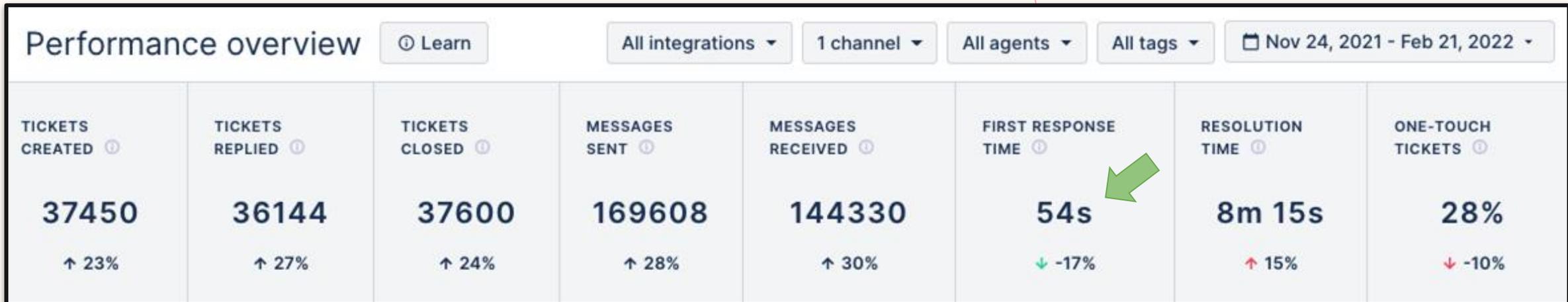
**Difficulty managing multi channel support**

**Manual workflows leading to long handling time**

## **SOLUTIONS**

**Respond to customers on their preferred channel in real time**

**Answer pre-purchase questions without the customer leaving the site**



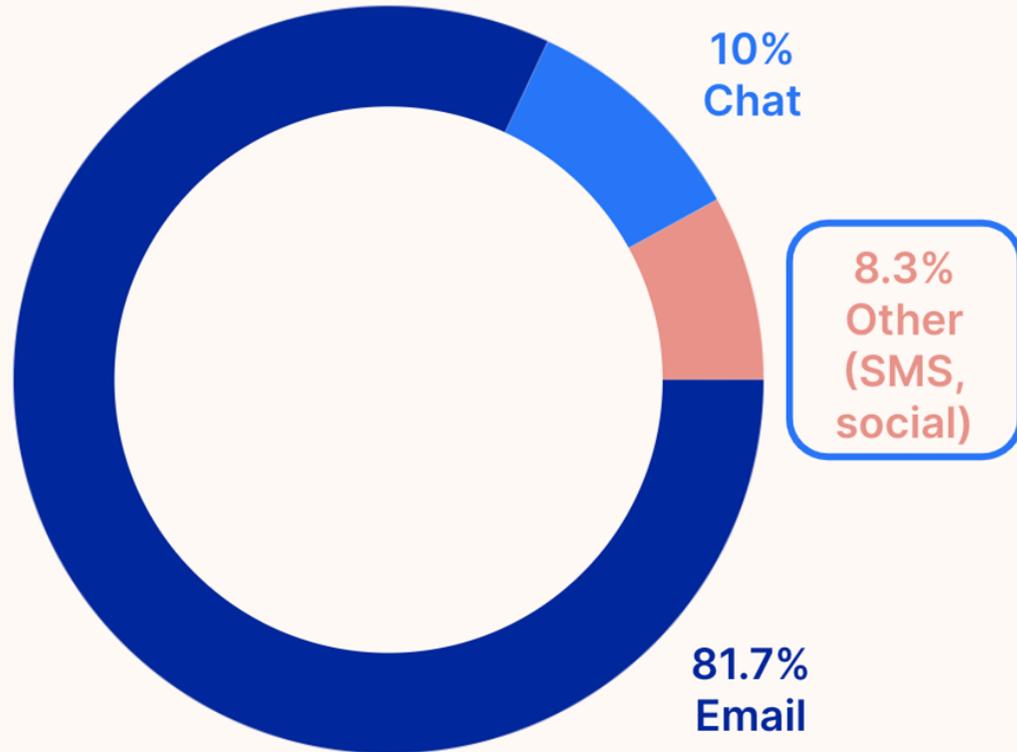
**Tip 1.**

**Speed = CX = CVR = Revenue**

## Tip 2.

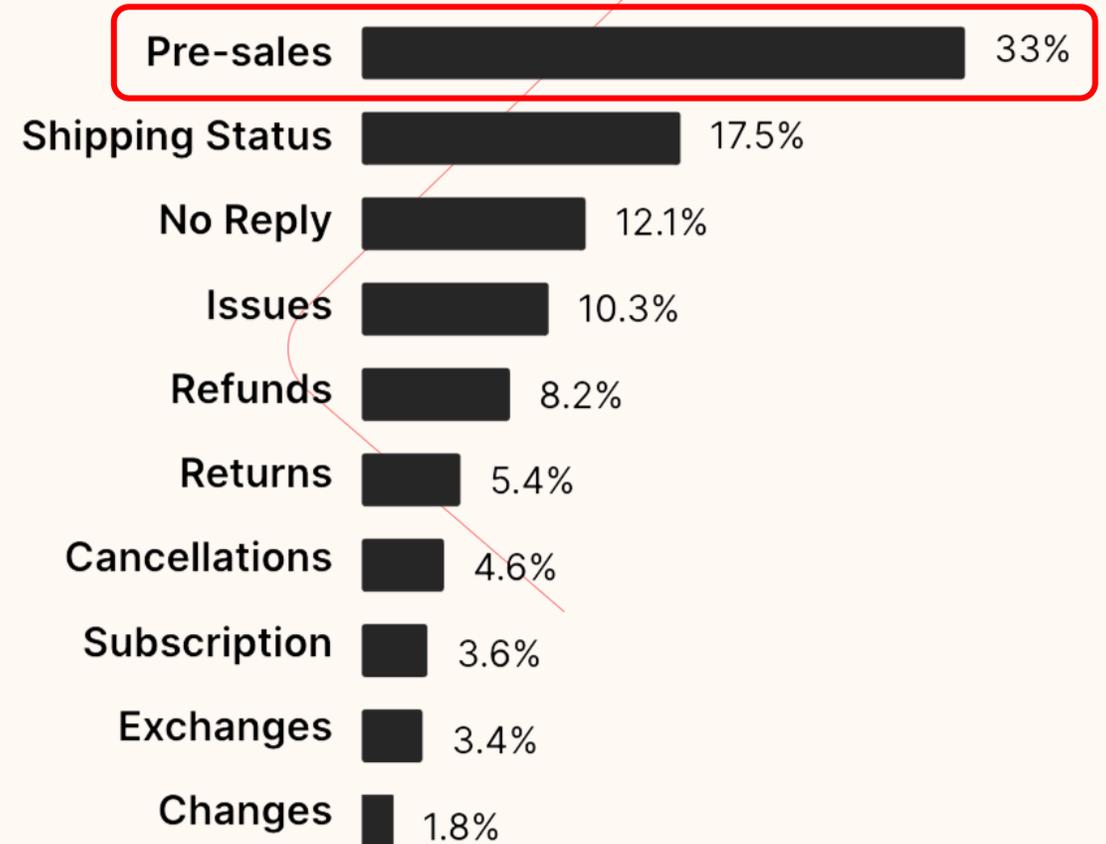
**Treat social media as a support channel**

# How Consumers Interact with Brands



# Intents Breakdown

Based on first message intent



What is the key to providing a **successful customer experience** on social media?



## PRE PURCHASE

- "I love this brand! When is your next sale?"
- "@NeilForrest we have to buy some!"
- "I'm not sure about the yellow. Do you have it in red?"

**ACQUISITION**

Post / Pre purchase segmentation

## POST PURCHASE

- "I bought it and it's amazing"
- "thanks for the handwritten note, my partner loved it"
- "It's impossible to contact your support"

**RETENTION**

# Turn social browsers into buyers with sentiment detection and automation

 Social Lead

 Negative Comments

 Social Questions

 Higher ROAS

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...

 Jessica Kimberling 🥰  
Like · Reply · 1h   2

 omg we need! 🤔  
Like · Reply · 1h  1

 Author  
 Hey Megan! I agree, you need this! 🥰  
Use code "PL10" for 10% off anything on the whole site!  
Happy shopping 😊 ❤️ ❤️ ❤️  
Like · Reply · 3m

## Tip 2.

**Treat social media as a support channel**

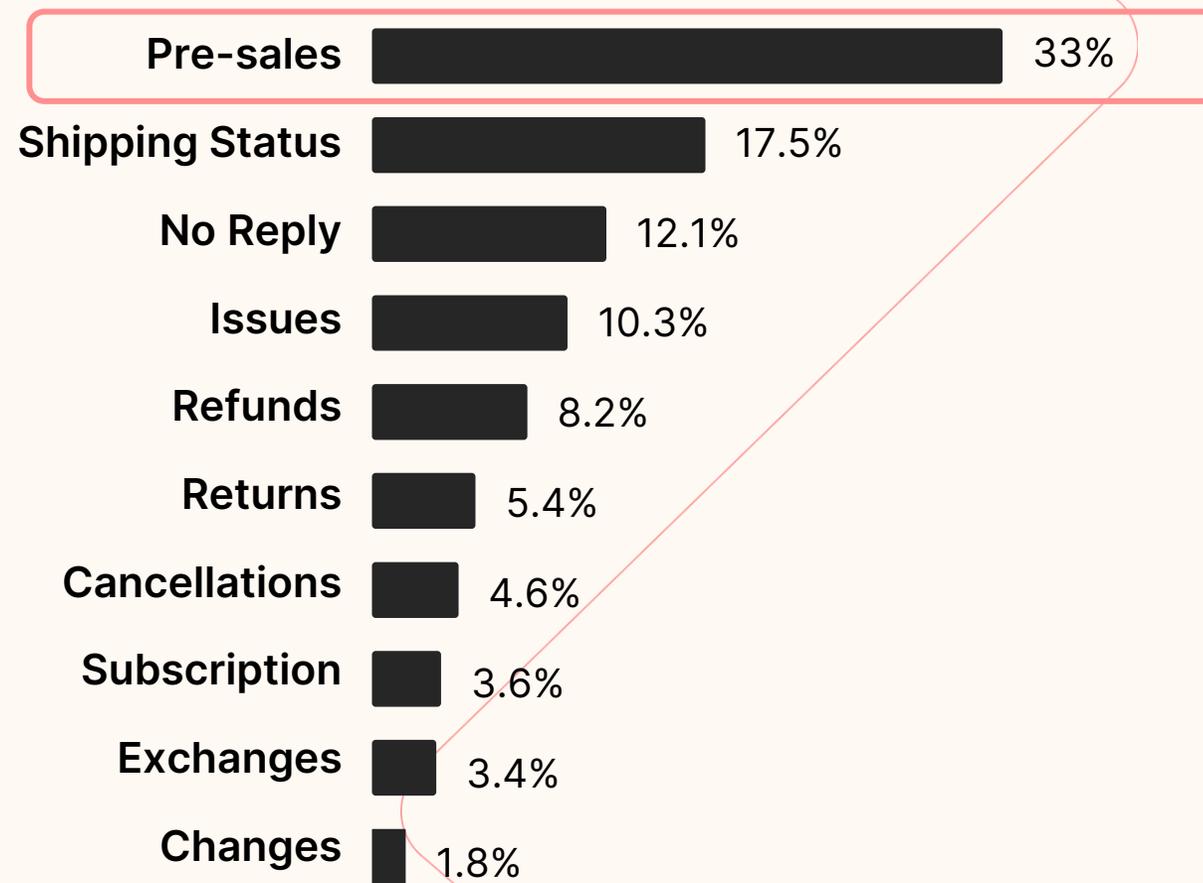
## Tip 3.

**Engage pre-sale with proactive chat campaigns to boost conversions**

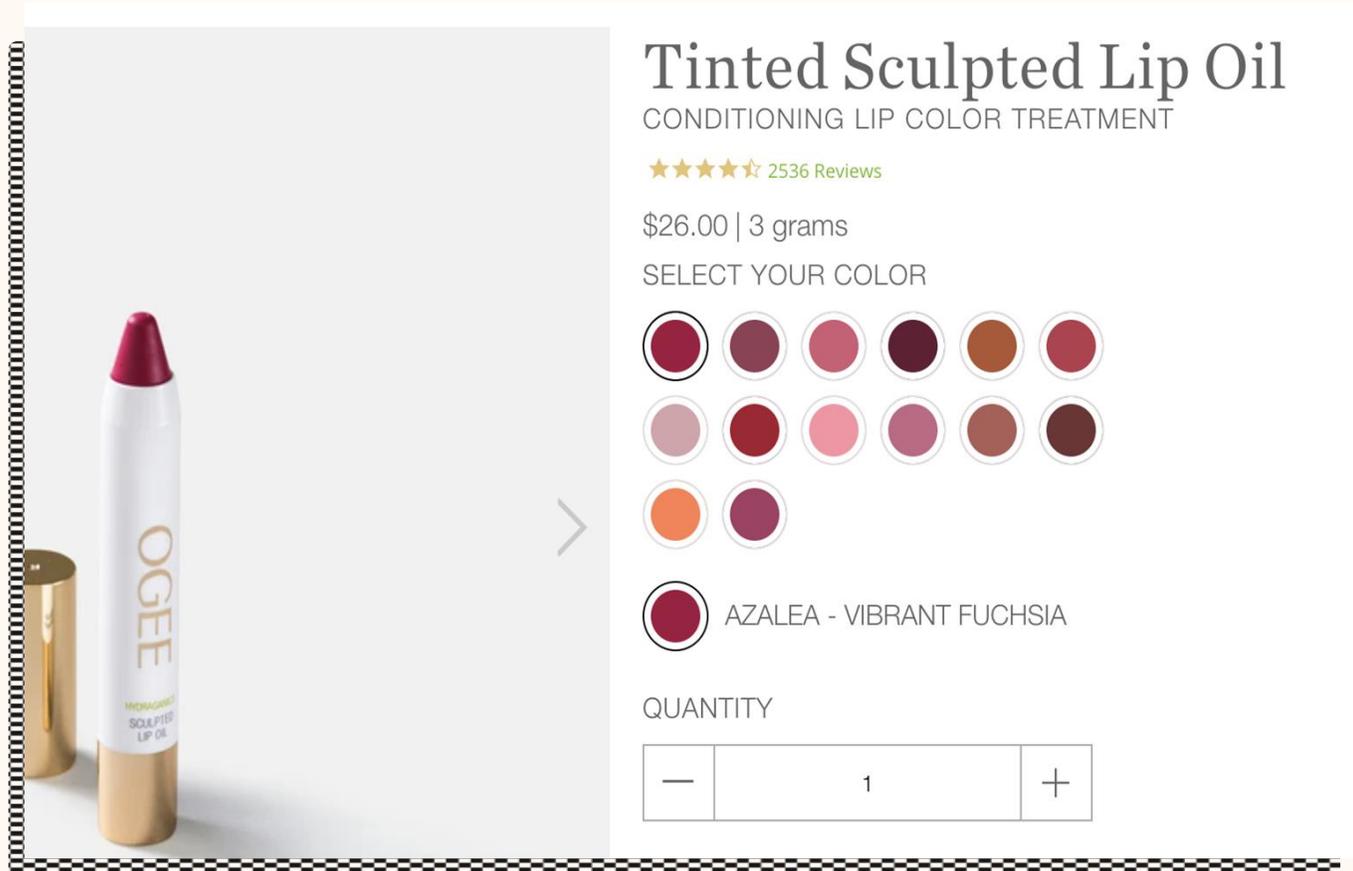
1 / 3  
pre-sales

## Intents Breakdown

Based on first message intent



# Proactive chat campaigns will boost CVR



**Tinted Sculpted Lip Oil**  
CONDITIONING LIP COLOR TREATMENT

★★★★☆ 2536 Reviews

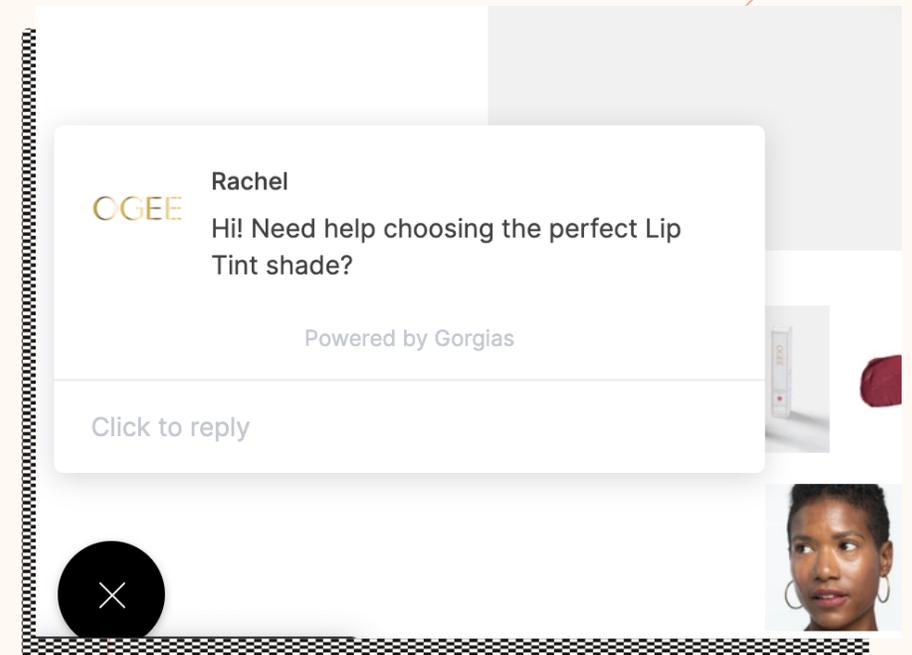
\$26.00 | 3 grams

SELECT YOUR COLOR

AZALEA - VIBRANT FUCHSIA

QUANTITY

— 1 +



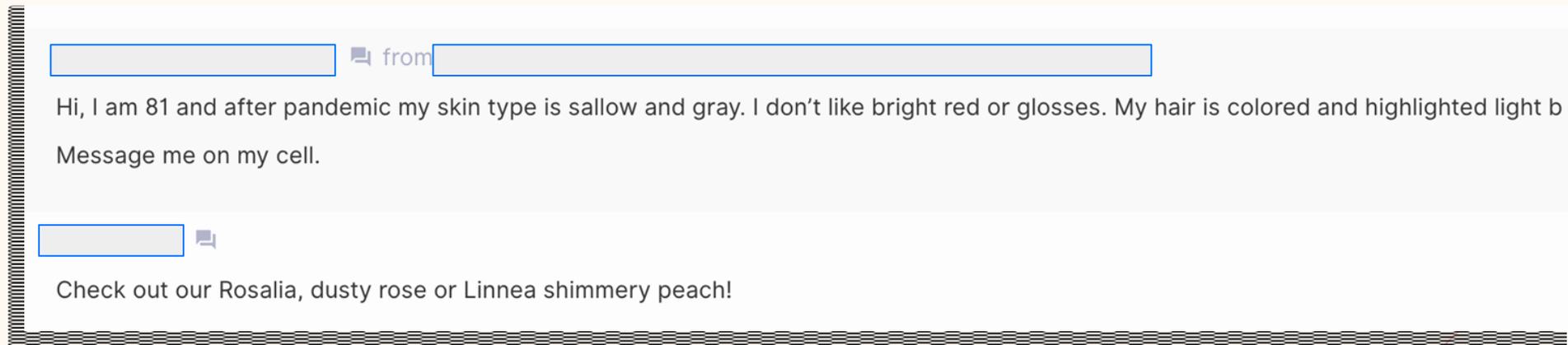
**OGEE** Rachel  
Hi! Need help choosing the perfect Lip Tint shade?

Powered by Gorgias

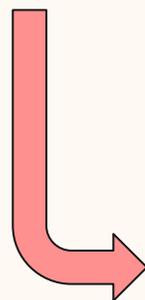
Click to reply

✕

# Proactive chat campaigns will boost CVR



*3 minutes later*



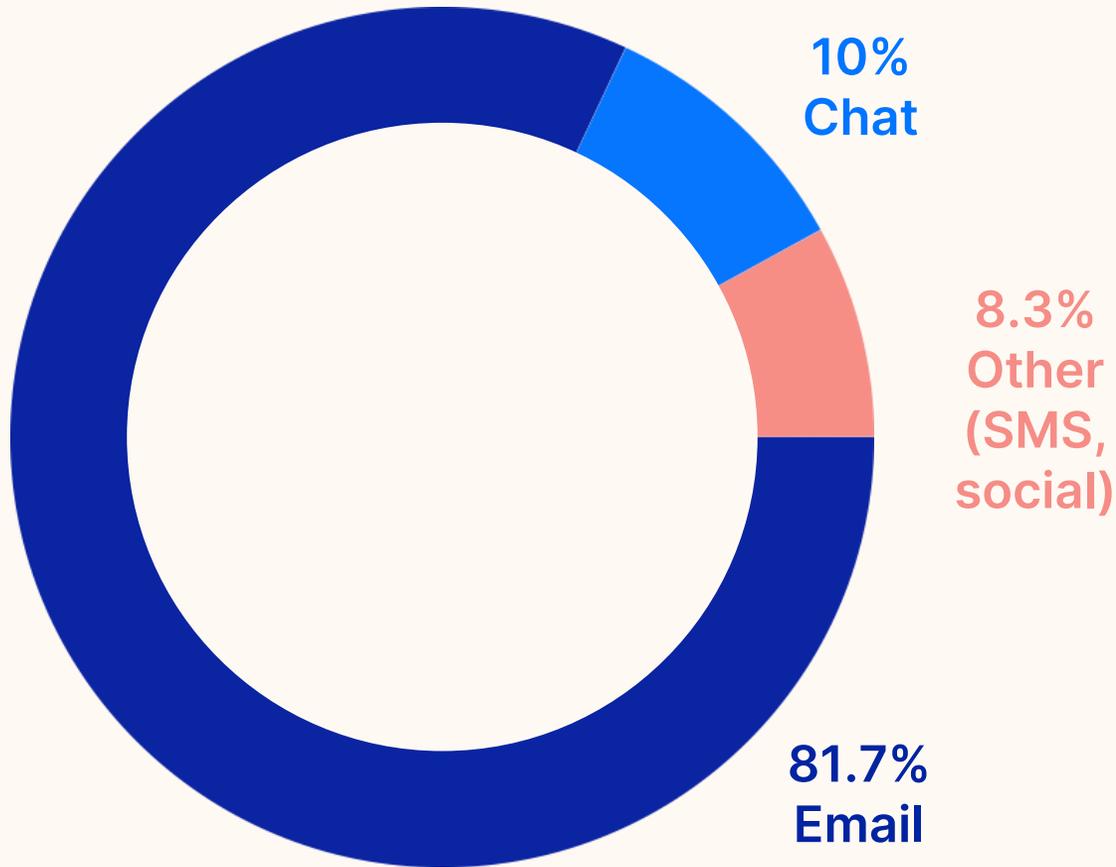
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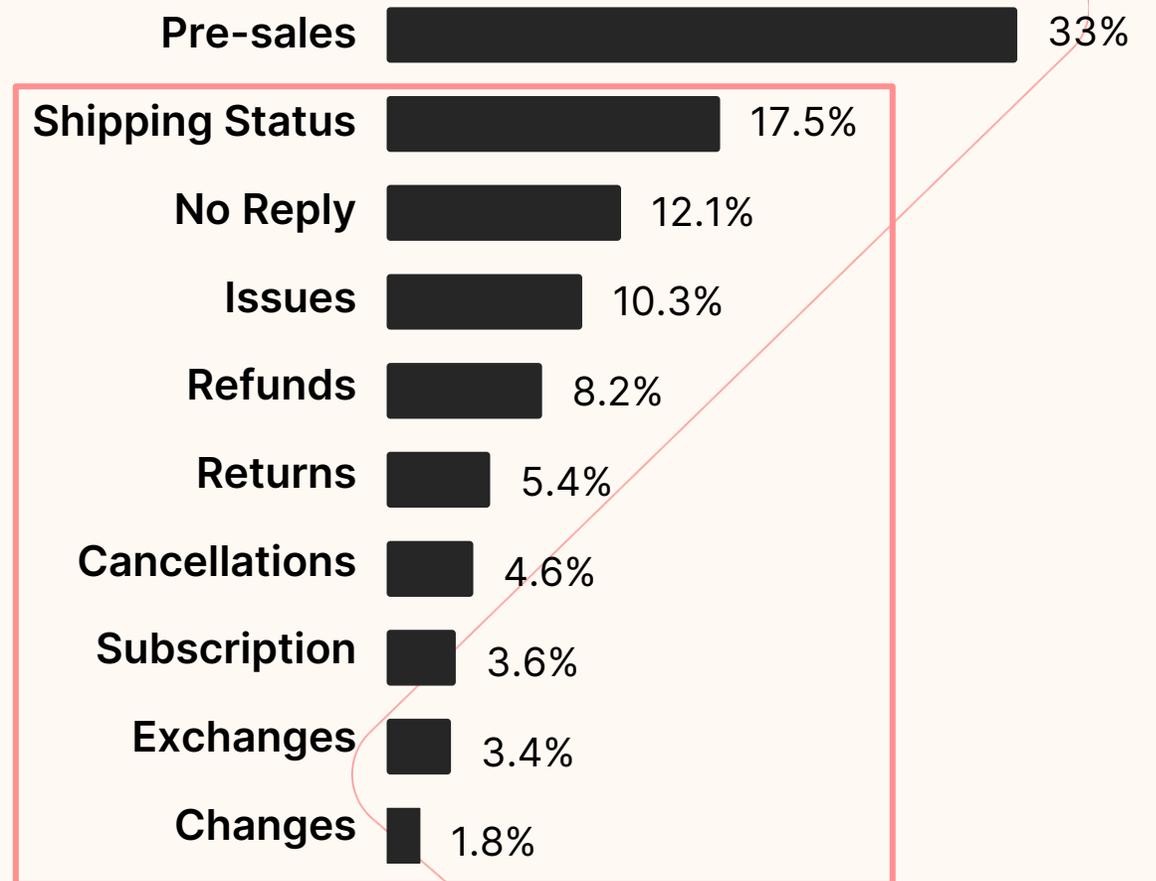
**Empower customers  
to get their own answers**

## How Consumers Interact with Brands

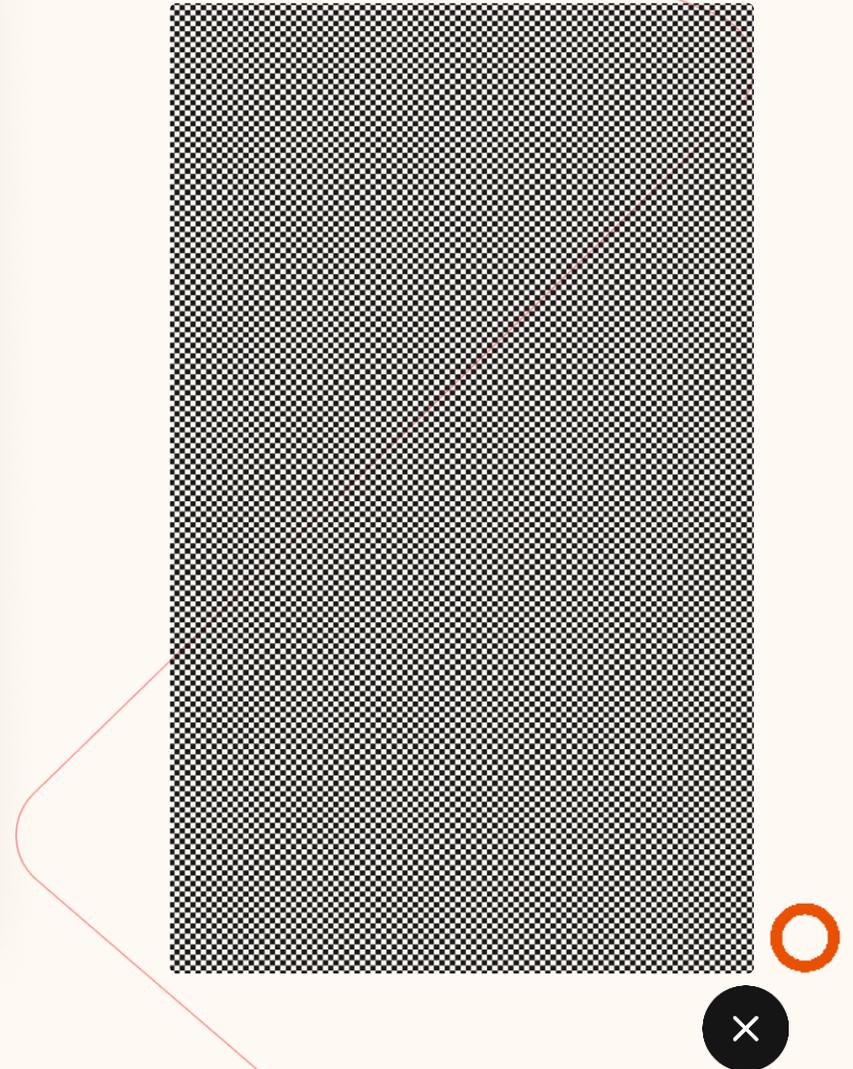
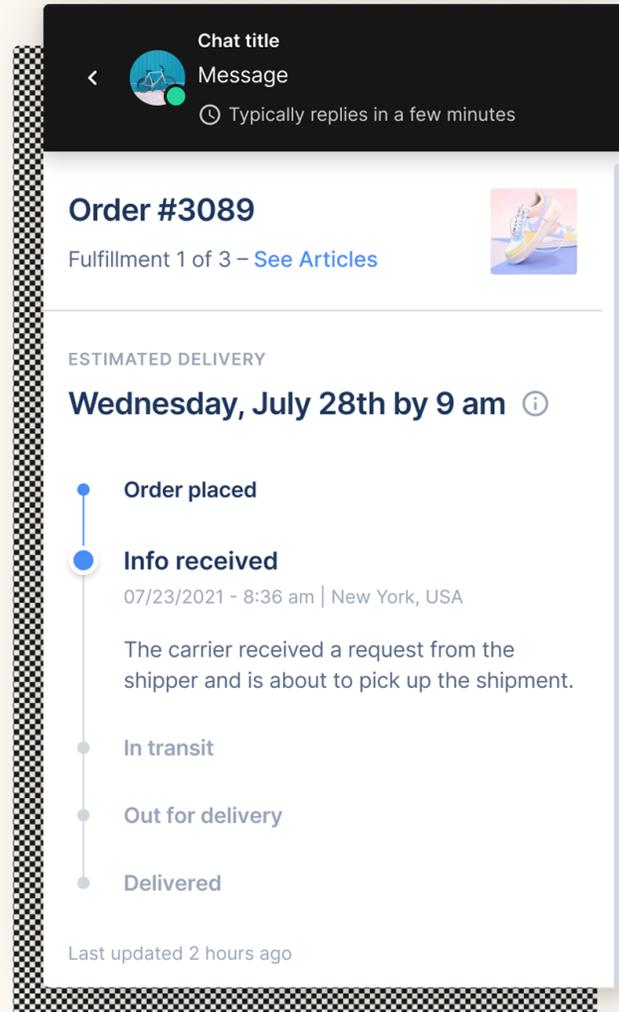
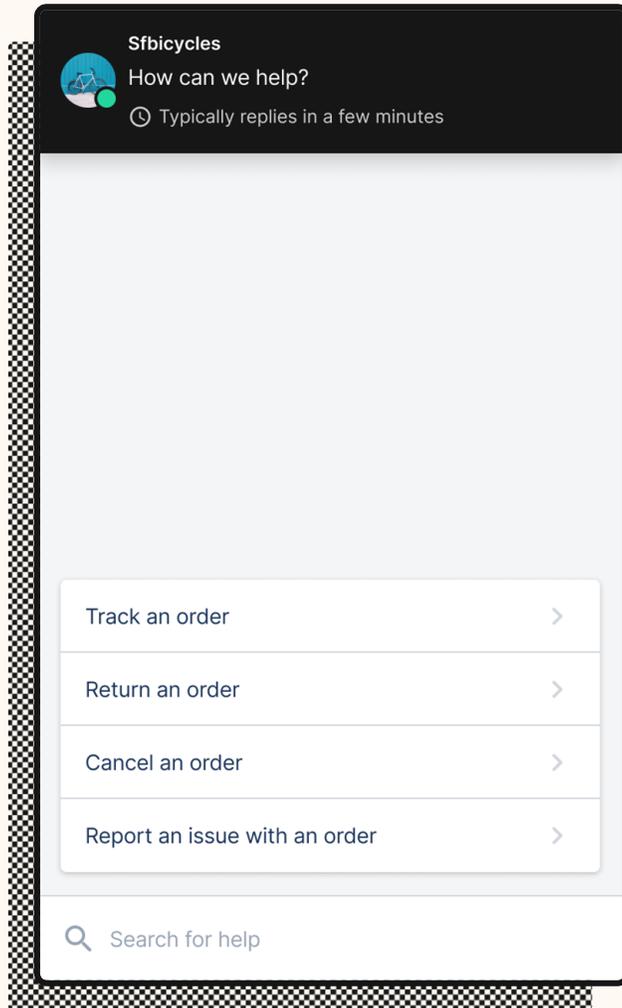


## Intents Breakdown

Based on first message intent



# Remove friction by empowering self-serve





**↑ 43%**

REVENUE FROM CUSTOMER SUPPORT

**↓ 17% TO 5%**

WISMO TICKETS

## CHALLENGES

Response and resolution times were skyrocketing due to rapid growth

Manual workflows and lack of automation lead to long handling time

## SOLUTIONS

Empower customer to self-serve pre-purchase and post-purchase

Achieving customer expectations while eliminating repetitive inquiries using delivery timeline tracking



↑ 43%

REVENUE FROM CUSTOMER SUPPORT

↓ 17% TO 5%

WISMO TICKETS

Loop  
Need help? We're here to chat! 🙏  
⌚ Typically replies in a few minutes

**Quick answers**

- Can I still have a conversation wearing Loops? >
- Is it normal I can hear myself when I wear Loops? >
- Why are Loops different to regular earplugs? >
- What are Loops not suitable for? >

**Manage your orders**

Need more help? [Send us a message](#)

Loop  
Need help? We're here to chat! 🙏  
⌚ Typically replies in a few minutes

Loop

Hey there! 🙌

No need for sign language. Our [Experience products](#) are designed to keep **speech** and **music crystal clear**, while still offering you the best hearing protection there is!

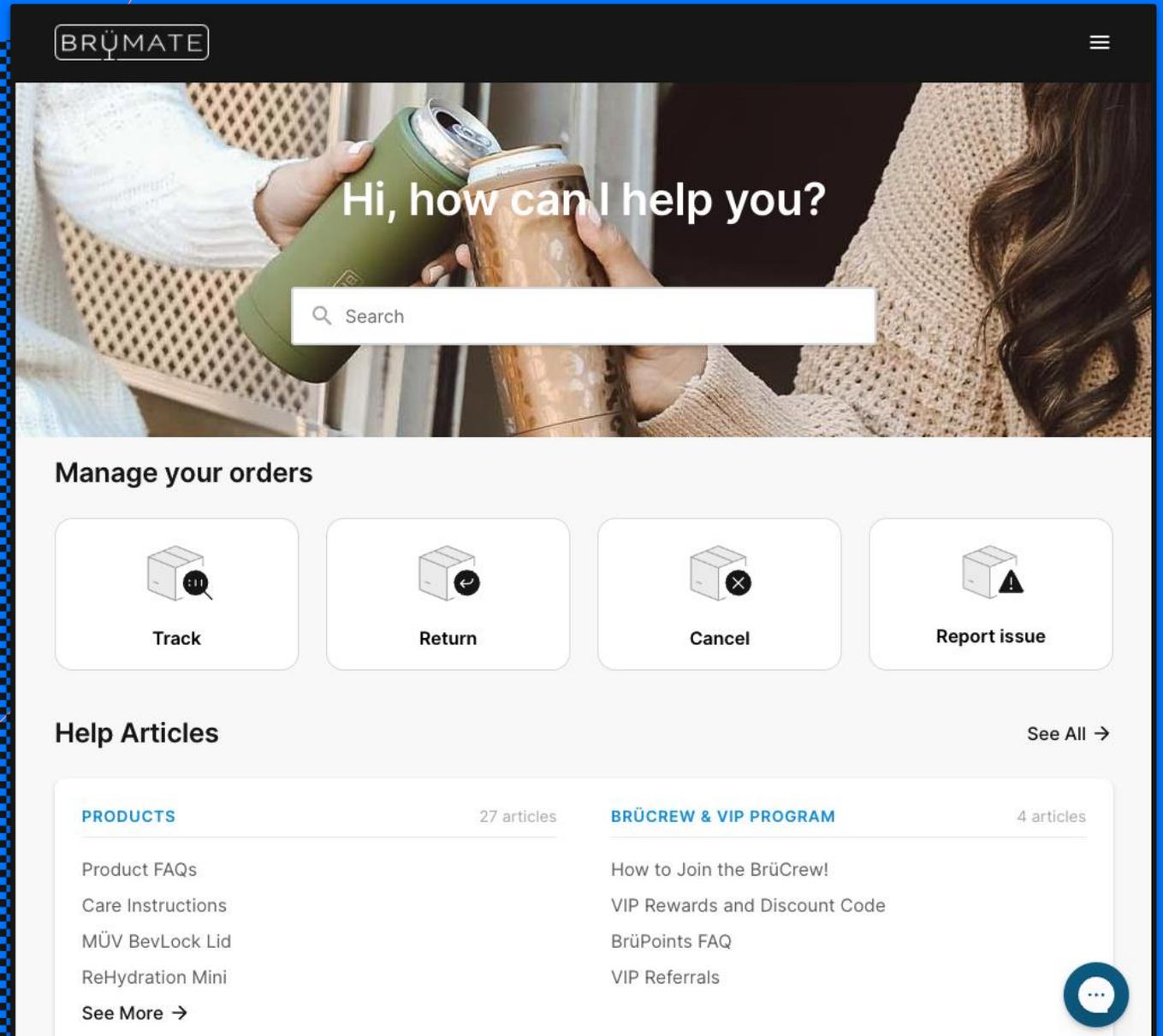
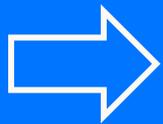
Was this relevant?

Yes, thank you

No, I need more help



Add a QR code in product packaging to invite customers to your Help Center! (Tip 5?)



**Tip 1**  
**BE FAST**

**Tip 2**  
**Treat social media as a  
support channel**

**Tip 3**  
**Engage with customers  
pre-sales**

**Tip 4**  
**Empower customers to  
self-serve**

**Your mission for Q4:**

**leverage the best tech to deliver exceptional customer experiences that makes you stand out**

Revenue + \$49.99

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

Jim  .....

My tickets

	ASSIGNED	CHANNEL	UPDATED
 Re-Update Shipping Address	Frank		04:12 PM
 When will this item become avail...	Colina		03:44 PM
 Hey, can you tell me where is my order?	Frank		03:34 PM
 Check this out if you're looking for...	Frank		03:31 PM
 I have it! Do you ship in Europe?	Colina		11:50 AM
 Urgent! I need to cancel my order	Colina		10:32 AM
 Conversation with Matthew	Frank		08:24 AM

# Thanks!

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



Maggie  Can you update my shipping address please?

Mariane  Hi! Do you know where my order...

Gorgias bot  .....

[neil.forrest@gorgias.com](mailto:neil.forrest@gorgias.com)

Shopify  **Micro**

Total spent: \$346

Order #2568

Created: 01/26/2020 Paid: \$ 47 ID: 001463969

Status

Tracking number: 2056215839548

Shipping address

Street: 8 Douro St Ave  
City: Peterborough  
Zip: R9A 1Y9

Time: 4min35

Michelle  Hey, is it still possible to update the shipping address of my order #45677? 12:24 AM

Frank  Hi Michelle, of course it is, which one is it? 12:24 AM

Michelle  8 Douro 5 Line, K9J 5Y2, Peterborough 12:28 AM

Frank  Updated! You can track your delivery over this link: 2056215839548 12:28 AM