



# Omnichannel eCommerce

Why it matters and how to shape your online approach

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**Jan Færch**

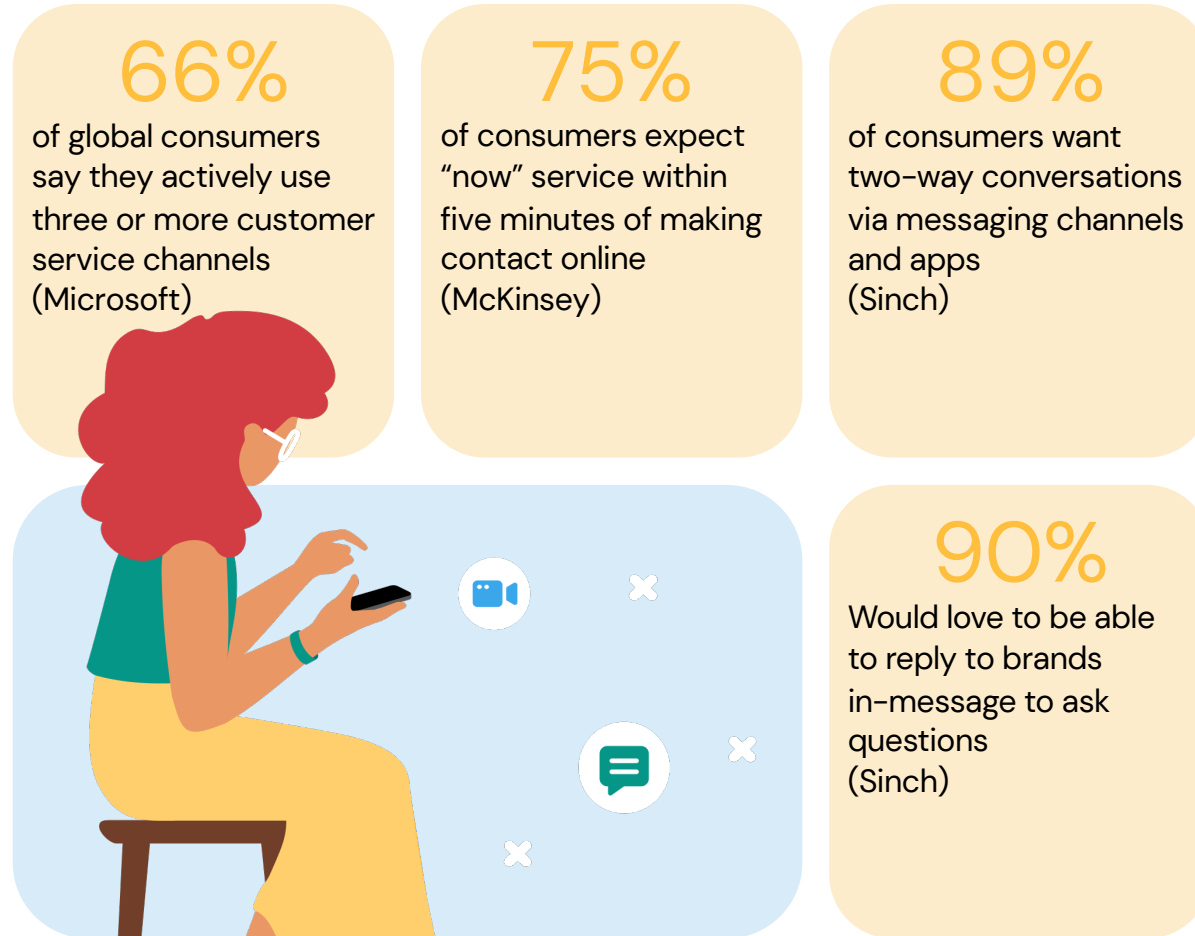
Regional Director, Nordics & Baltics



**Susan Stjernberger**

eCommerce Engagement Expert and Account manager

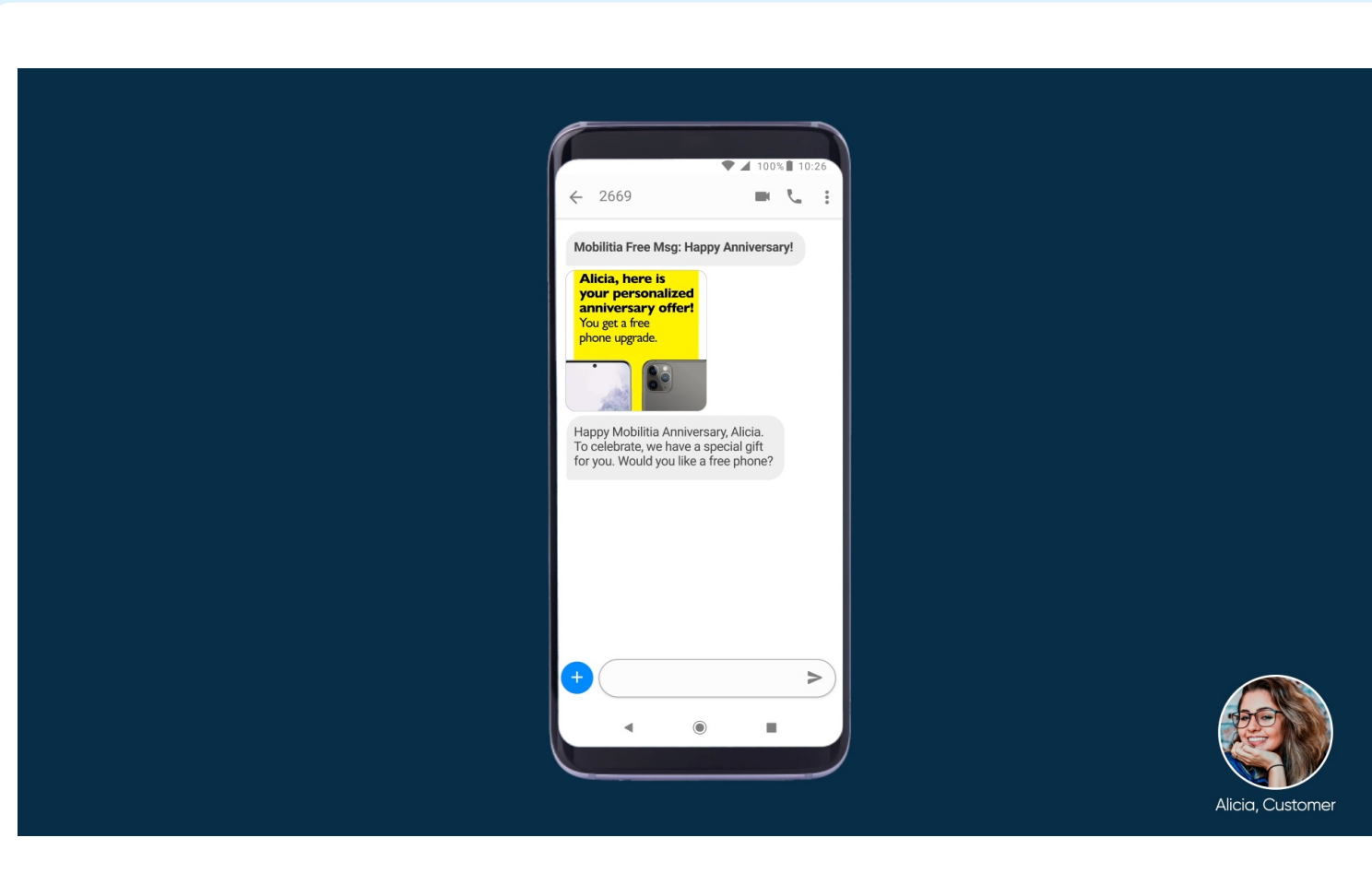
# What do consumers want?



# What could it look like?

- 99% read rate within 2 minutes
- 2-way inherent to channel
- Close loop from marketing to service
- Seamless experience from bot to human

**Customer stays in the channel from start to finish**



# About Sinch

**\$2.7bn**

annual revenue and profitability

**150k+**

Customers

**\$840m+**

Gross profit (last 12 months)

**600+**

direct operator connections

**600bn+**

engagements per year

**80+**

operator customers

**NASDAQ**

publicly listed on NASDAQ Stockholm

**4,000+**

Employees in

**64**

countries



# We've solved challenges just like yours for the world's biggest brands



Tech



Telco



Financial services



Retail

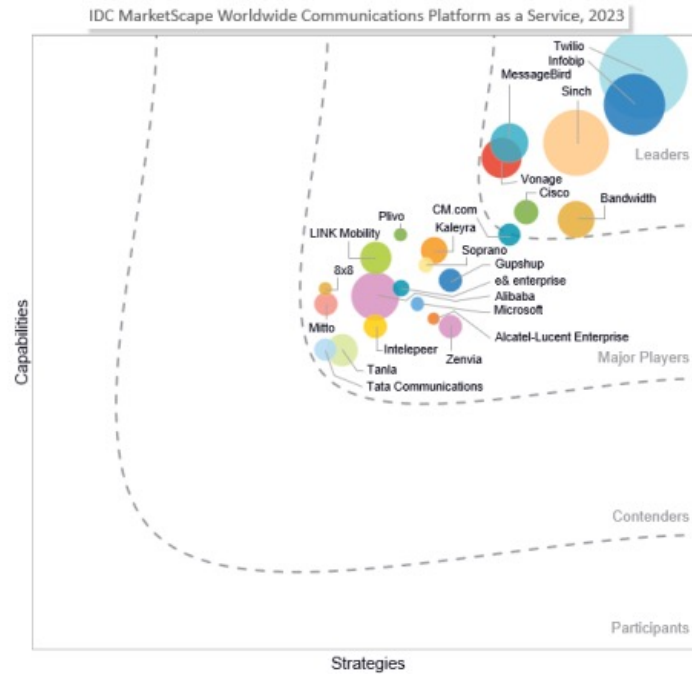


Travel & Transport



# Sinch – Global Leader in Cloud communications

Sinch named a Leader in IDC MarketScape for CPaaS 2023



Source: IDC, 2023

Sinch is named a Leader in the 2023 Gartner® Magic™ for Communications as a service (CPaaS)

## Magic Quadrant

Figure 1: Magic Quadrant for Communications Platform as a Service



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# How to leverage conversational commerce in retail?

Sign-up

VERIFICATION

Validate users and welcome

Notify

TRIGGERED MESSAGING

99% read rate within 2 minutes with SMS

Promotions

MESSAGING AND SOCIAL

Outbound and inbound

Always on Service

AI-POWERED CHATBOT AND CONTACT CENTER

Omnichannel access with self-serve

In store

CONNECT TO MOBILE

QR codes, short codes and more



# PARFYM·SE



## The challenge:

Slow time-to-market and lack not using SMS to its full potential.

Wanted to reach shoppers quickly, and with precision.

## The solution:

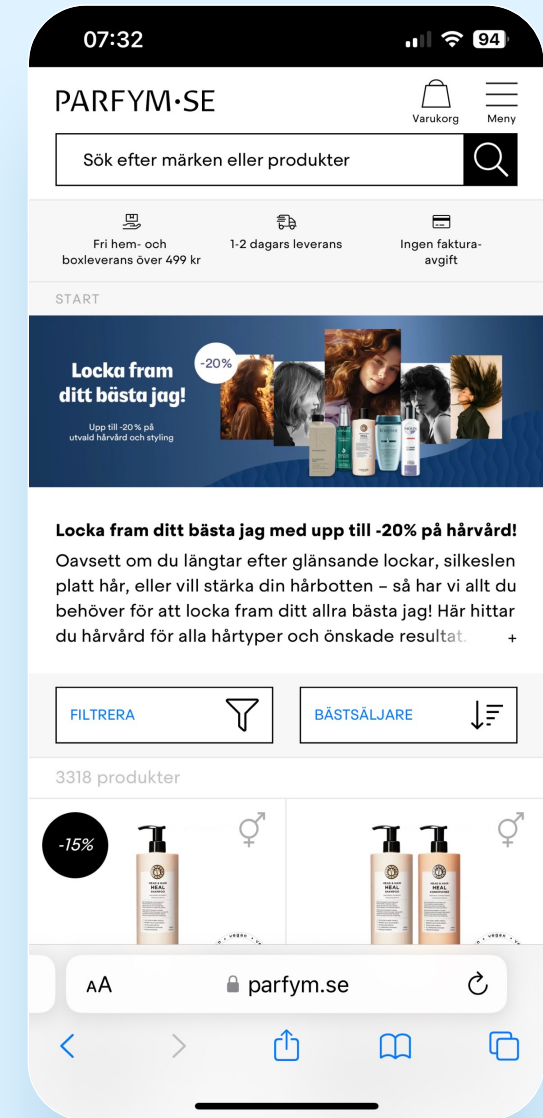
Using Rich SMS for segmented and personalized Black Friday campaigns.

## The results:

Nearly 100% engagement and higher ROI from Black Friday campaigns.

# 98%

or higher open rates with SMS and Rich SMS.





### The challenge:

Boost and increase sales over the crucial holiday season.

### The solution:

Creating an interactive, engaging conversational experience with RCS and Rich SMS.

### The results:

42%

Increase in customer engagement with RCS.

3x

Higher CTR with RCS than Rich SMS.



**The challenge:**

Aimed to diversify communication by launching WA for exclusive content delivery. Opt-in customers will receive early access to new collections and deals.

**The solution:**

Get a personal shopper for WA inbound, matching the perfect sneakers to your unique style. Additionally added giveaway to optimize engagement, pushed opt-in to boost the transformation rate.

**The results:**

66%

Transformation rate

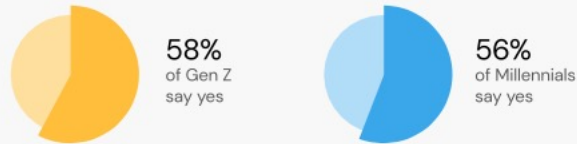
68%

Participation rate

# Omnichannel – don't forget SoMe!

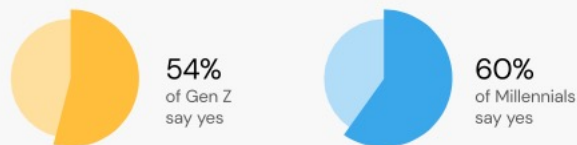
Q: Do you ever use your mobile phone to shop on social platforms?

(Such as Snapchat, Facebook, Instagram, TikTok, or Pinterest)



Q: Have you ever messaged a retailer on a social platform?

(Asked of those who say they shop on social media platforms)

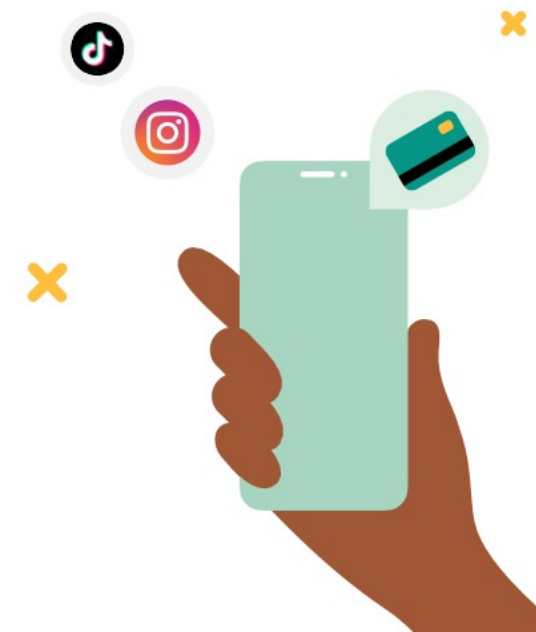


Source: Sinch's State of Customer Experience 2022

Q: How long does it typically take retailers to respond to your social messages?



Source: Sinch's State of Customer Experience 2022

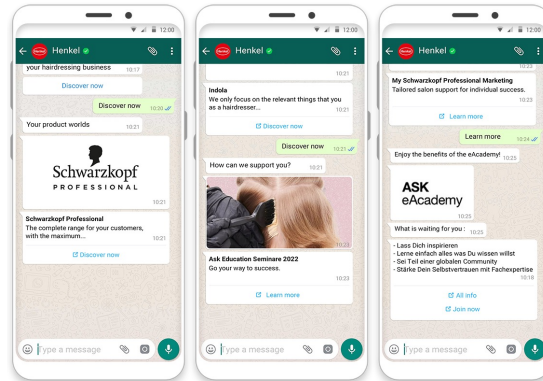
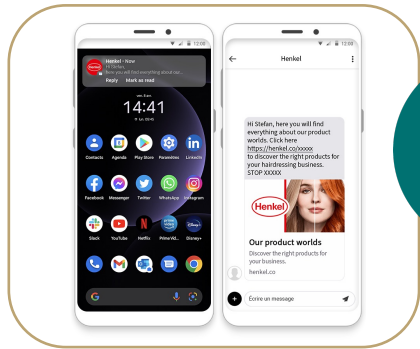
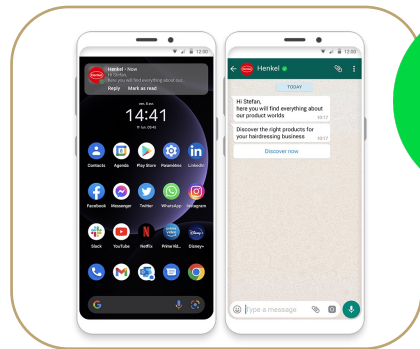




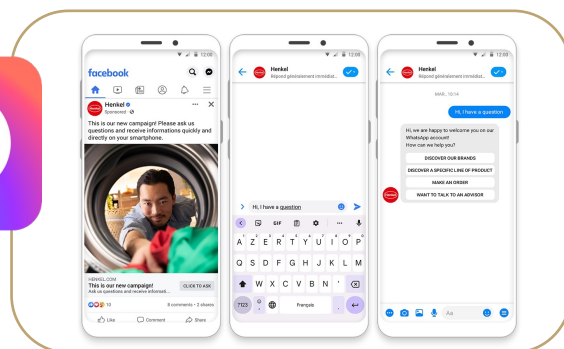
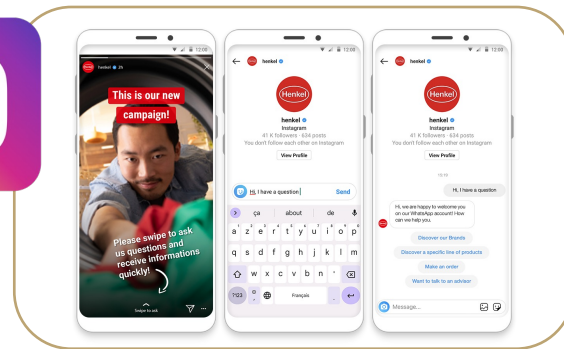
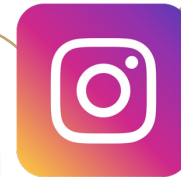
# Conversations can have multiple entry points

Conversational commerce flow

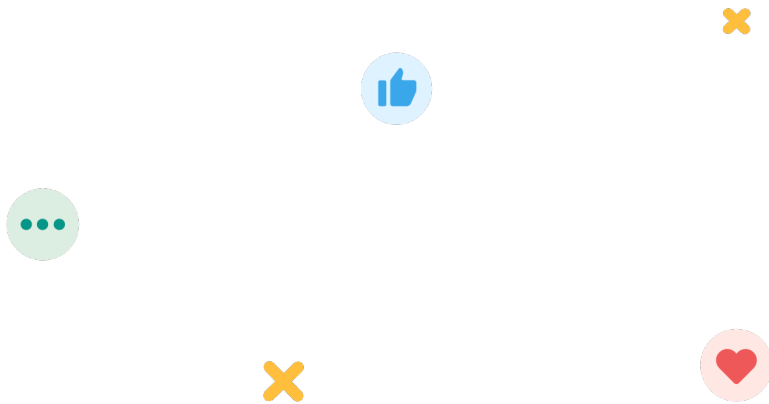
Push campaigns (outbound)



+ QR codes in store/receipts/boxes



Social media campaigns (inbound)



# Key takeaways



Consumers want to use different channels.



Consumers desire immediate responses and the ability to engage in conversational commerce.



Conversations starts on various platforms and should seamlessly transition to others.



Build trust and treat your consumers as your best friends – throughout the customer journey.



Dare to be different! Embrace creativity to stand out from the crowd to drive higher customer engagement.



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eCommerce Engagement  
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# Thank you

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