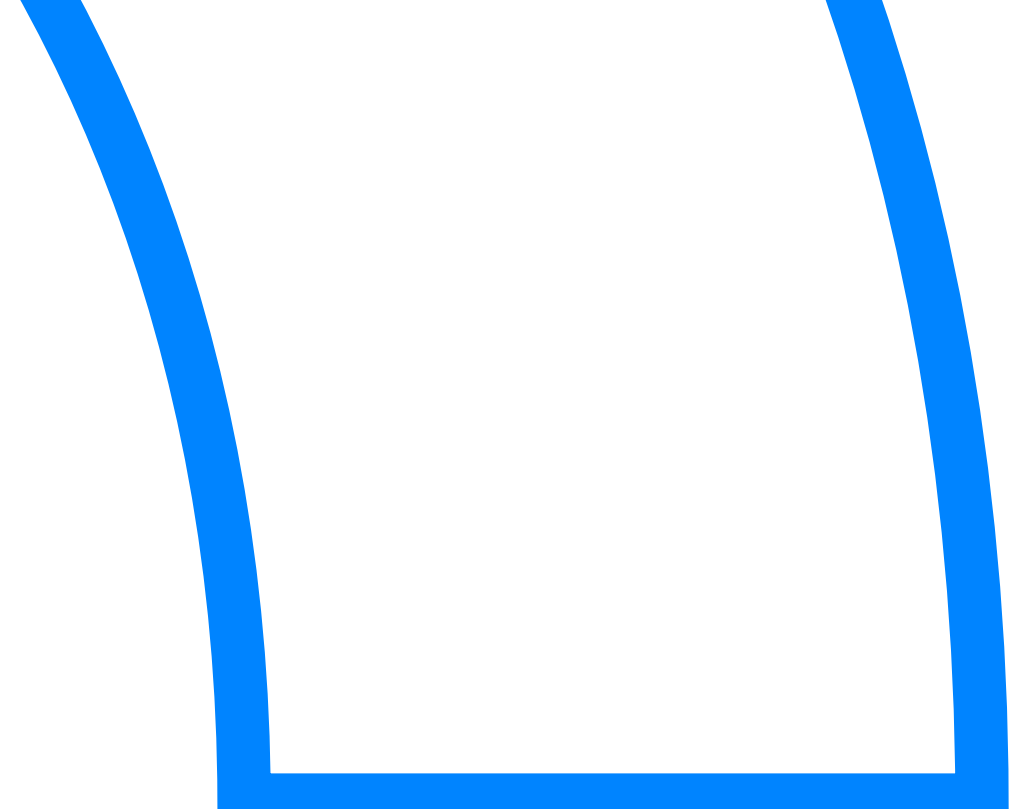
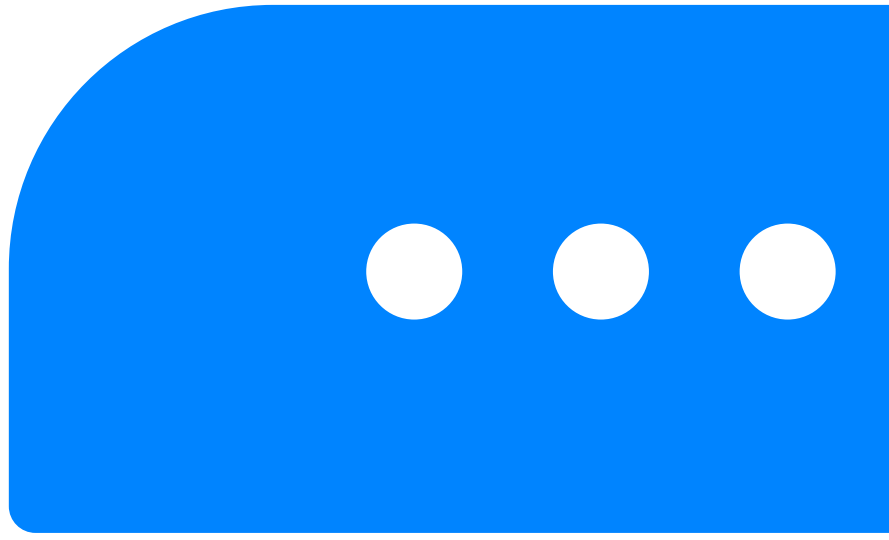




5 strategies

*to get your team ready for
the Black Friday frenzy*

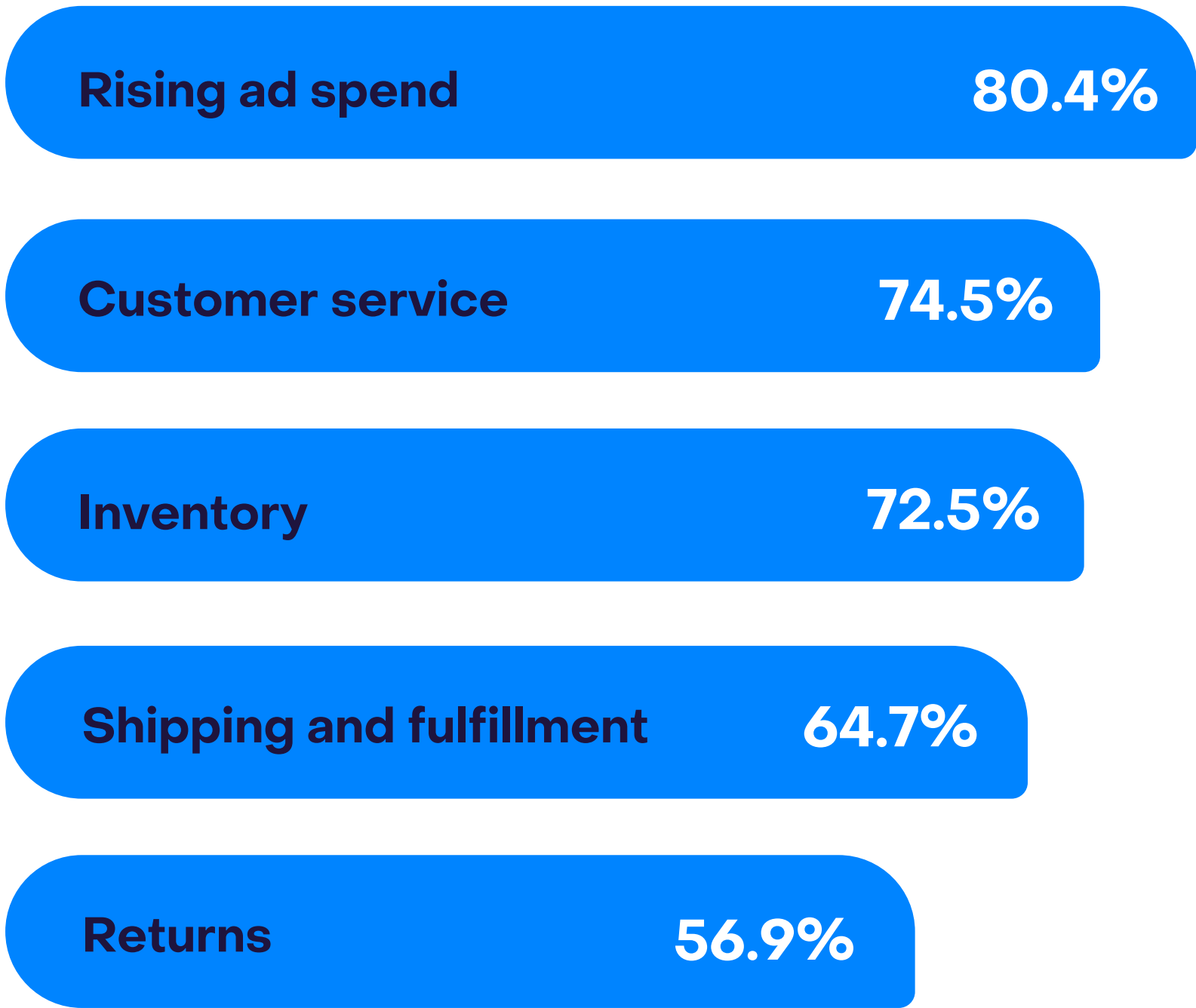


☺ heyday

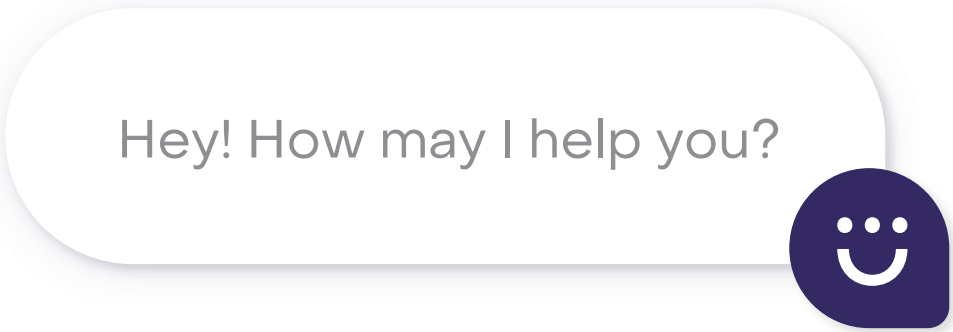
It's no secret that Black Friday and Cyber Monday (BFCM) is the biggest retail and ecommerce event of the year. According to Adobe Analytics, **online shoppers in the U.S. spent \$188.2 billion during the 2020 holiday season**, a staggering number that marks a 32.2% increase from the same period in 2019. This retail extravaganza trend shows no signs of slowing down either: In 2021, online sales in the U.S. are expected to grow 17.9% to reach a whopping \$933.30 billion, and a significant amount of that revenue will come from holiday shopping.

This kind of massive growth means that plenty of shoppers, returning and new, will be seeking customer support from businesses. This sudden surge in digital traffic and customer demand translates into a flurry of questions and headaches for your online sales and support teams, since most businesses fail to adequately prepare for BFCM.

Top five concerns for holiday ecommerce



Holiday marketing from ecommerce brands exceeds \$10m in annual revenue



One way to help your sales and support teams is to get them extra pairs of digital hands so they can be ready to weather the retail storm. When leading up to the holiday season, there's no better investment for your business than chatbots and conversational AI. These customer service technological breakthroughs are the worthwhile add-ons that will allow any support team to suit up and face the retail chaos with confidence.

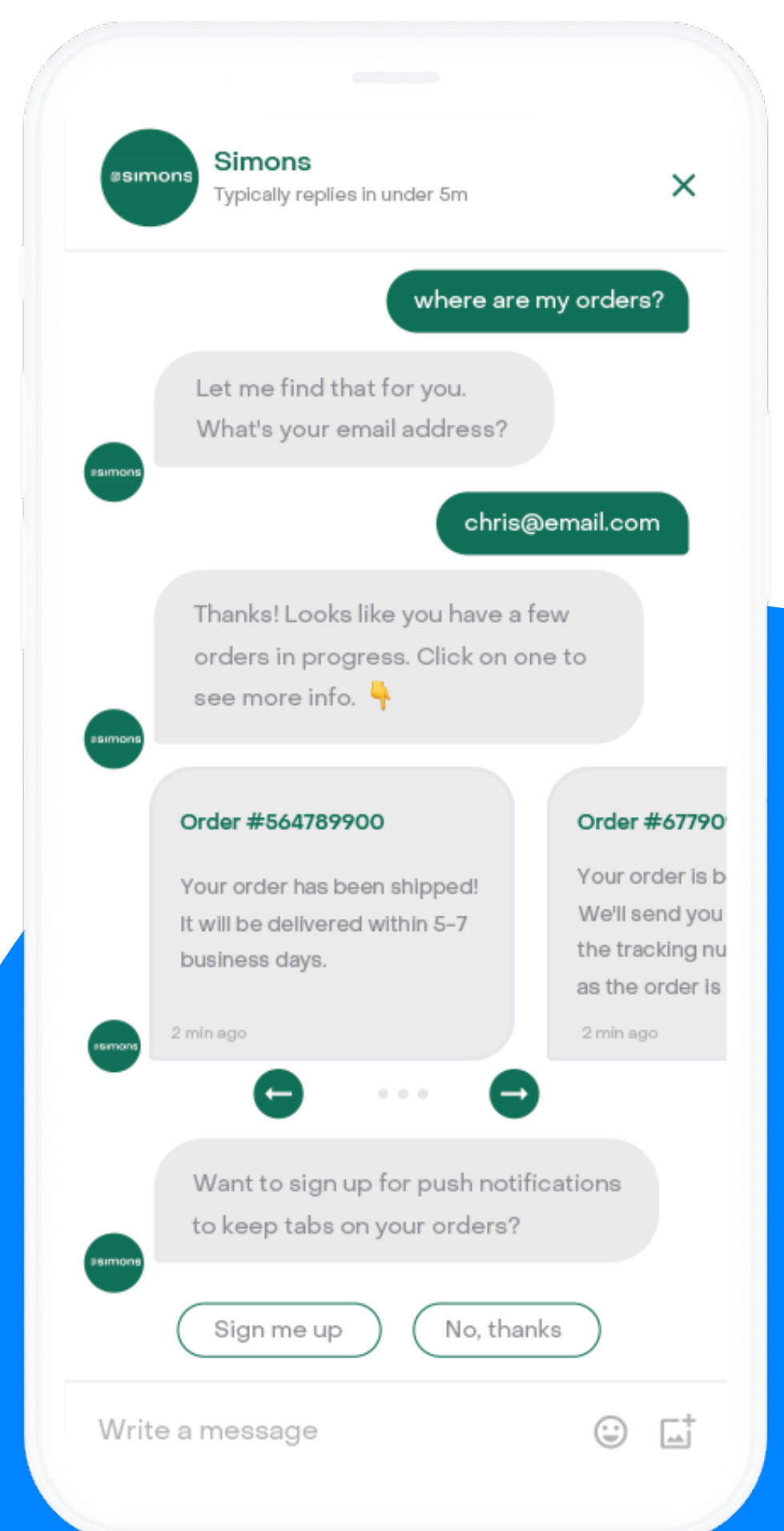
Online shoppers increasingly like to chat with businesses to feel like they're making the right decision every step of the way.

On Heyday's platform, the average customer conversations last 2 minutes and 21 seconds. However, these interactions can go up to 10 to 15 minutes for bigger purchases, like mattresses or engagement rings.

Our data shows that, during the BFCM peak, the number of support requests submitted by customers increase by 70%.

In fact, to handle the BFCM workload, one of our biggest retail clients literally doubled their team overnight, from 125 customer service full-time employees (FTEs) to 250 FTEs.

However, the good news is that most businesses can automate customer requests with virtual shopping assistants or chatbots. According to a PSFK report published in 2020, 74% of customers prefer talking to a chatbot, looking for an answer to a simple question.



Wondering what customers are asking these chatbots? After consulting our conversation logs and data from some of Heyday's top clients, here are the most repetitive questions

Where's my order?

How do I apply a promo code?

What are your best deals?

Where do you ship?

I need to make a return. What's your refund policy?

Because these straightforward questions are so predictable and easy to answer, they can be handled by one of our chatbots in a pinch. Automating your company's most commonly asked questions will also free up time for your human team to do more of the deep-thinking work and leave the robotic work to the robots.

“We are super happy with our new live chat solution. More than 50% of our customer conversations are now handled by our Heyday chatbot each month.”



Camille Ract
Customer Service Leader at DECATHLON

1.

Strategy #1 – Predict your workload

The key to making the most of BFCM is to build a strong plan by looking back at key historical data that can help you accurately predict outcomes and prepare for the retail storm. Businesses can look at data during the same period for the past few years to ascertain the trends and anticipate the increase in customer demands.

“Last year, we had X unique customers over this period and handled Y customer queries.”

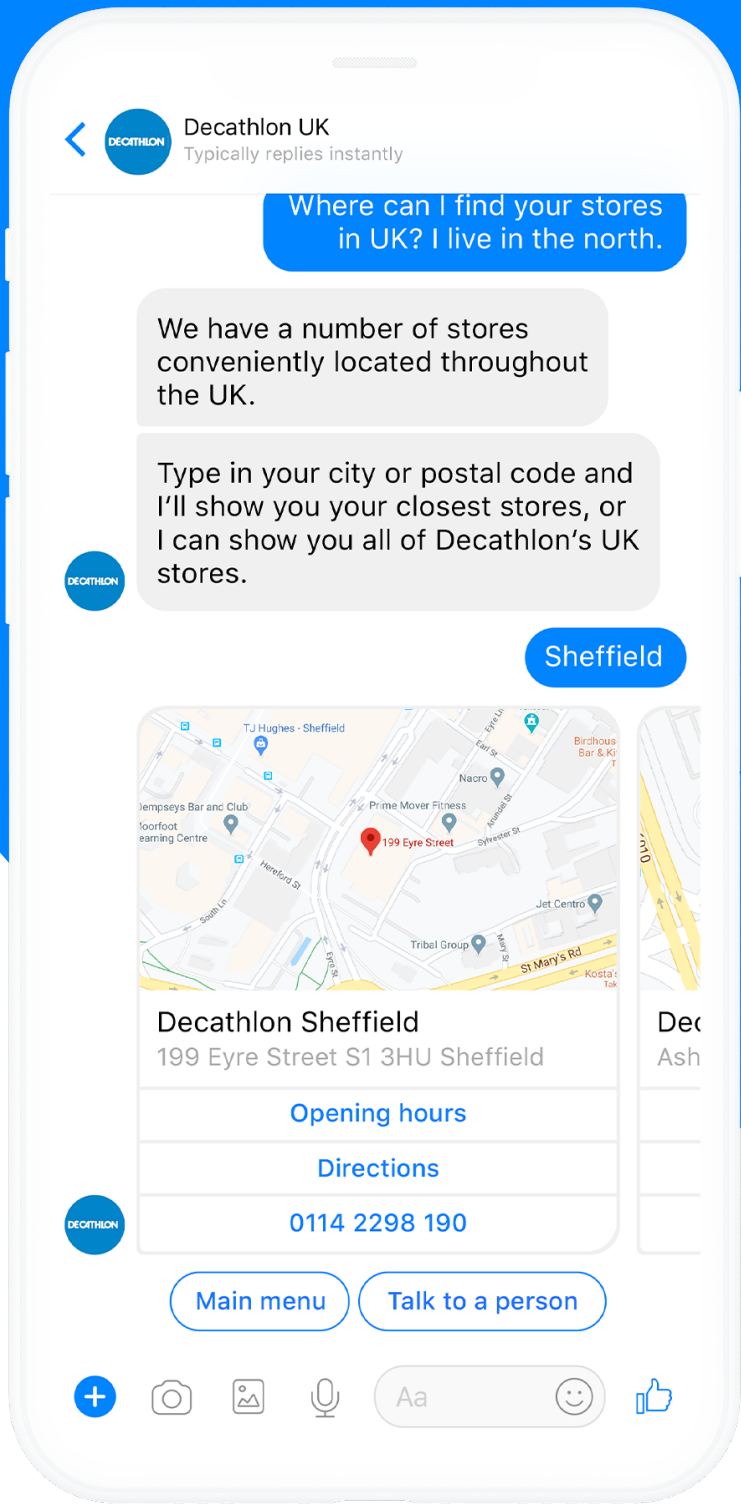
$Y \text{ queries} / X \text{ customers} = \text{Your contact ratio.}$

For example, if you had 25 queries and 100 customers, your 25 queries / 100 customers equate to a contact ratio of 0.25 and you should expect 25 questions to come in for every 100 customers.

Another metric to consider is the number of site visits. At Heyday, we’ve found that an average of 1 to 2% of our site visitors use the live chat widget to ask a question to customer service. From this number, we can assume that, if your website gets 1,000,000 visitors per month, you would get roughly 10,000 to 20,000 customer interactions over that same period.

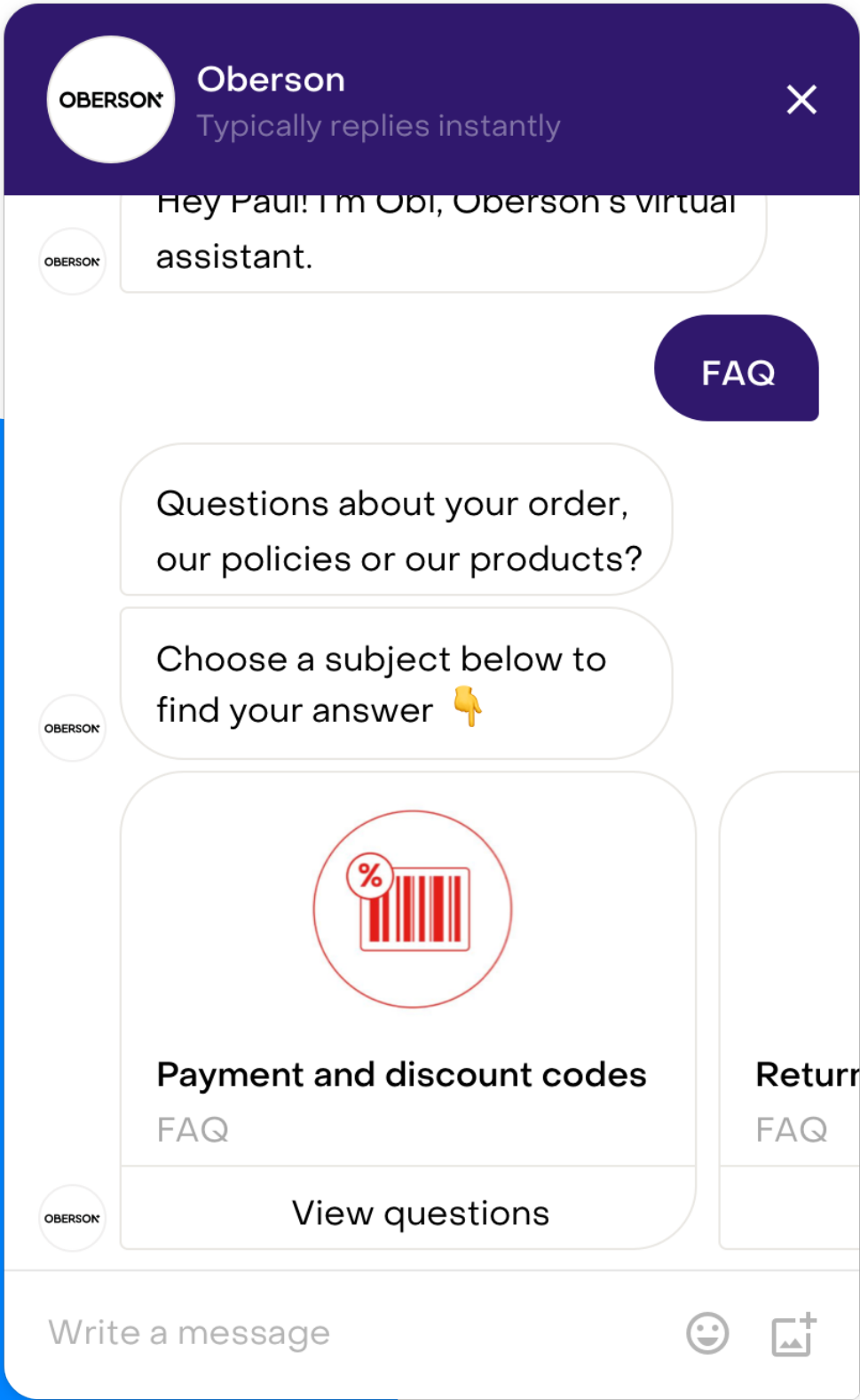
Help customers help themselves

Your key to surviving the Black Friday and holiday season spike is to help customers help themselves by providing them with tools that allow them to find answers on their own to reduce the contact ratio.



2.

Strategy #2 – Analyze past customer queries



If you can identify 80% of recurring inquiries—your brand’s low-hanging fruit—you’ll be making your first step towards turning the BFCM tsunami into a leisurely swim at the beach.

From our experience, the questions we listed on the previous page will make up the bulk of questions your customer service team will face once the BFCM retail wave hits. With the data from past customer queries at the ready, you can focus your efforts towards strategically identifying your company’s quick wins, thereby reducing your team’s workload and helping their overall performance.

3.

Strategy #3 – Use software to reduce workload and boost sales

Rather than customers having to do the heavy lifting to get access to service, it should be immediately accessible to them. If users are presented with options before they even need to ask for them, you're removing friction from their experience and boosting your sales. Here are a few ways you can leverage automation to reduce your team's workload and help customers help themselves:

Revamp your website FAQs

Making your FAQs page visible, intuitive, and mobile-friendly can streamline your support team's service.

Automate email marketing

Use email marketing automation and customer service messages strategically to answer popular questions like shipping or promo code queries.

Add a chatbot to your checkout page

Adding chatbots can help you automate FAQs and help the sales team by capturing, pre-qualifying, and dispatching leads.

Offer delivery reminders within Messenger

Automate order tracking reminders within Facebook Messenger to reduce the response burden on your customer service team.

Sign up leads to alerts for when products are back in stock

Sign up leads to product alerts and continue boosting sales long after the BFCM rush has come and gone.

4.

Strategy #4 – Train your team

Before the holiday season falls upon you, it's good to ensure everyone on your team is on the same page and is following the brand voice and message to communicate with your customers. Here are some pointers to get you started.

Create an internal Black Friday playbook

Outline the discounts, detail your brand voice, and equip your reps with company FAQs to maintain consistency in communication.

Build an integrated company-wide knowledge base

Connect the customer-experience-management software to an integrated knowledge base to help your team personalize conversations, while being aware of inventory.

Draw up ready-made, quick-reply templates

Leverage canned responses as shortcuts for your team so that they can respond to your top FAQs with the simple push of a button.

Distribute authority

It's important for employees to have the autonomy to resolve the issue on the spot without having to escalate it and wait for a resolution.

Leverage every customer interaction to ease the sale

Chatbots can step in easily to help our customers during their moments of doubt and questioning like offering promo codes or free shipping on checkout pages.

Design contingency plans for worst-case scenarios

Here are some classic problems that should be on your radar—a popular item out of stock, delivery delays, lost packages, and third-party outages like payment processors.

Monitor everything

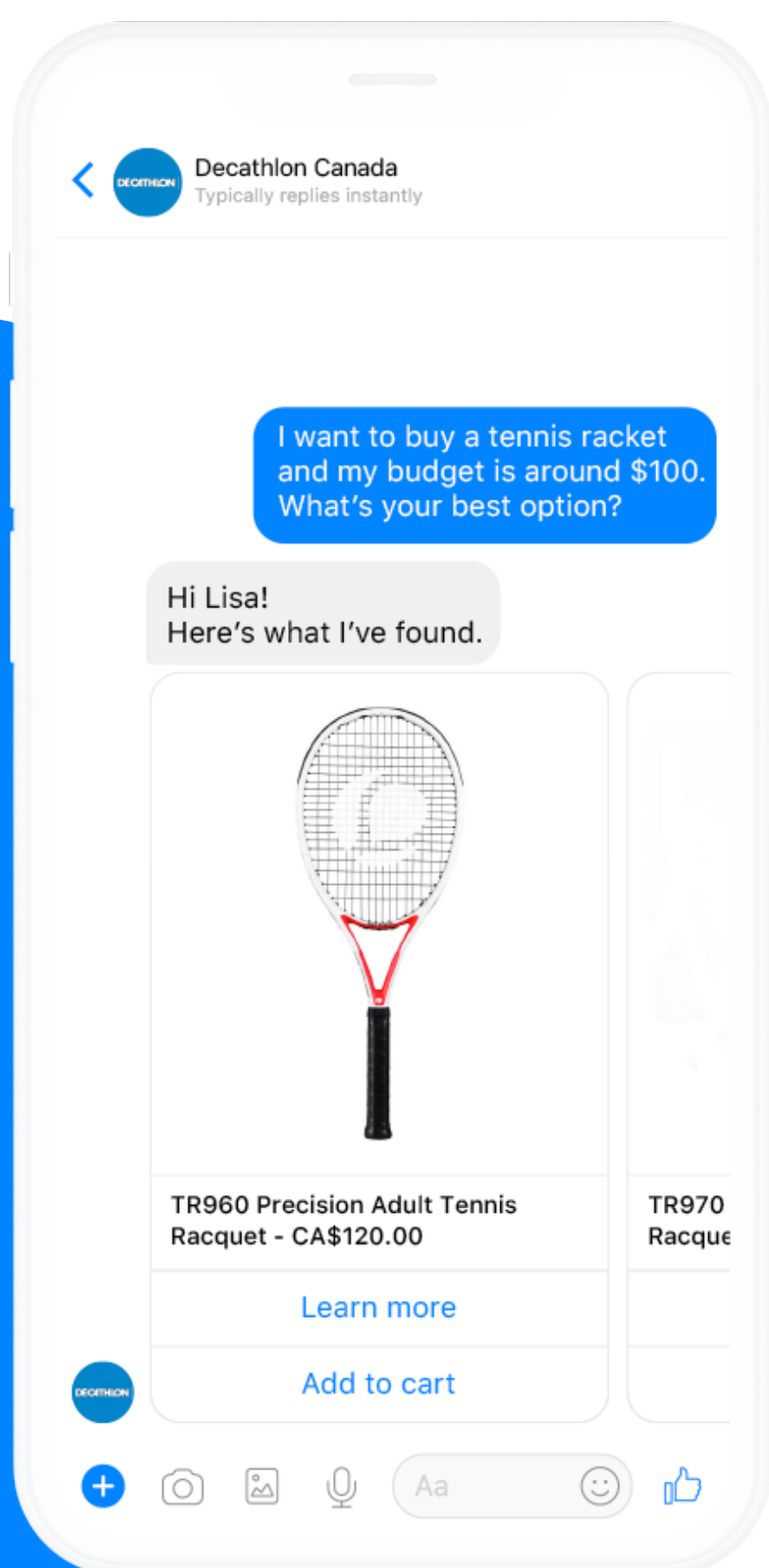
Even if you experience hiccups this time around, you should track every interaction—quantitatively and qualitatively—to make your process even better next year.

5.

Strategy #5 - Automate what can be automated

Your end goal for this process should be to remove all scheduled, redundant, and mundane tasks from your team's workload so that they can focus on what they do best—sell your products and serve your customers.

Here are the top items you should automate to make the shopping experience as smooth as possible:



- **Cart abandonment recovery**
- **Retargeting, by sending push notifications in Facebook Messenger, for example**
- **FAQs, like tracking orders or providing information on promo codes**
- **Store locator and opening hours**
- **Email marketing drips**
- **Customer relationship management (CRM) entries and segmentation**
- **Deal alerts**
- **Product search and recommendations**
- **Personalized upsells**

How chatbots can save the day

The Heyday platform has seen many instances in which this kind of in-depth automation has worked and hugely benefited companies, and we have the numbers to prove it:

875%

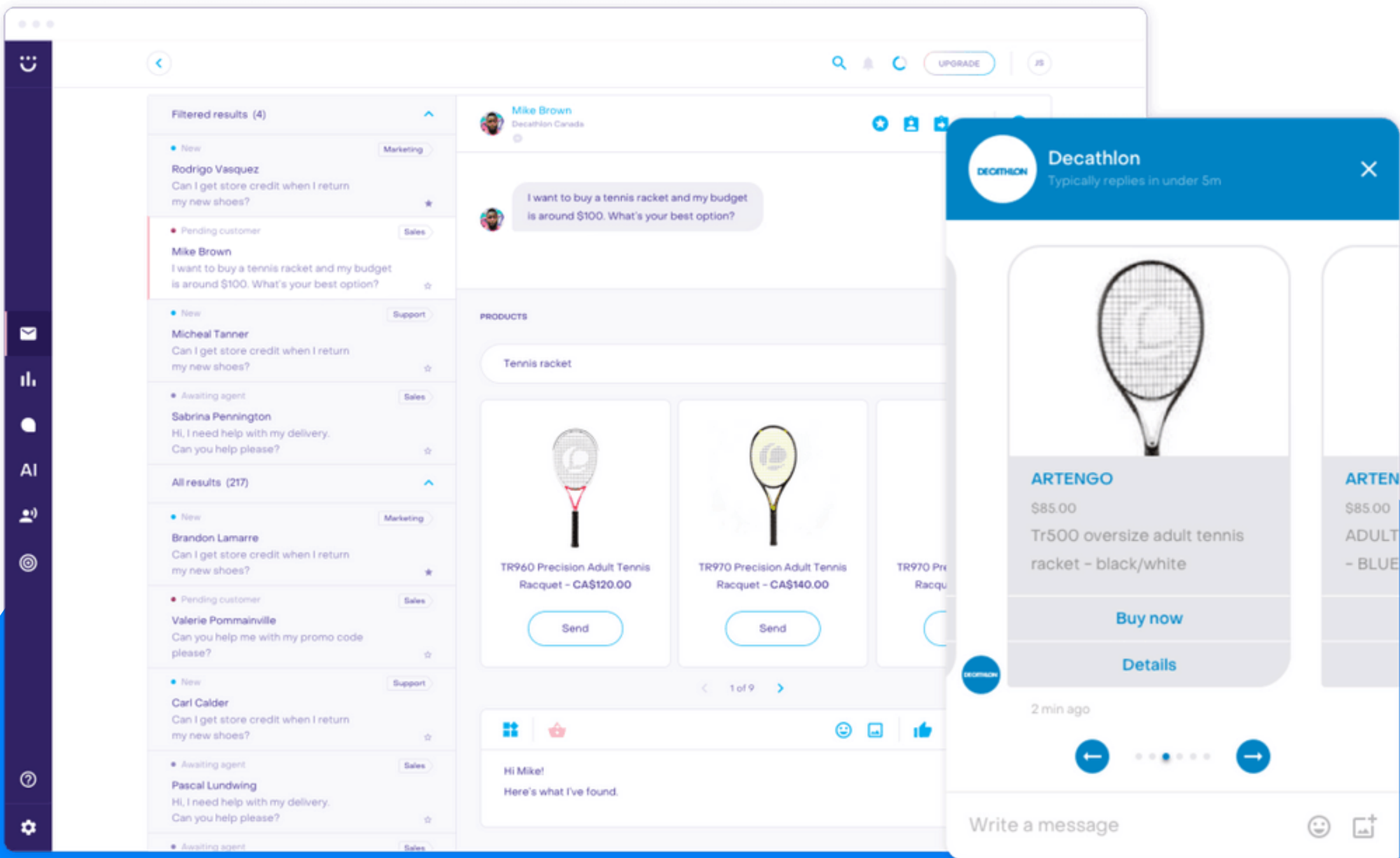
Return on ad spend

19%

Product funnel conversion rate

7x

Increase in conversion rate



Join the conversational commerce revolution

Power your business with an AI
chatbot in 2021.

[Speak to a Heyday expert today.](#)

