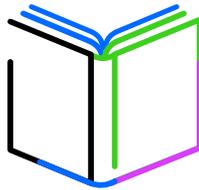


The Kindly eBook

How to converse with and
convert your customers

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Introduction

Hi there! You are most likely working within eCommerce, and are facing the typical challenges; How to be available for your customers 24/7/365, your bounce rate is high, and you have to compete with companies like Amazon.

Good news - you are aware of your challenges and you came to the right place!

This eBook will guide you through some easy steps on how you can **engage** with your visitors with relevant content that reduce bounce rates and website abandonment. It will also tell you how you can **assist** your customers 24/7/365 and reduce manual workload by up to 40-60% with conversational AI. And last but not least, **convert** 5-10% more sales and increase average order value by 15-20%. Sounds good? Well, let's get started!

But first, let us introduce ourselves. We are Kindly, and were founded in 2016. We are a European-based tech company, who specialise in customer engagement solutions within the eCommerce industry. At this very moment we are about 50 dedicated employees who are working with; Technology, Design, UX, Market/Strategy, Customer Success and Sales. Our objective is to help our clients engage, assist and convert their visitors.

eCommerce and the changing demand of customers

ECommerce erupted in the 1990's and has changed the way consumers behave and shop. A massive disruption to traditional brick-and-mortar stores led to companies having to rethink how they operate. Today, most enterprises have an online presence where they allow their customers to do their shopping. Formerly a small proportion of sales, mobile devices have made the online shop the most important and revenue-generating store.



However, it has also changed what your customers demand. You can't get away with tedious sites, prolonged delivery times and one size fits all offerings and services. Each customer wants to feel unique and understood by you, without conversing with you. Digital bread crumbs have gone a long way with solving this challenge, but as the entry barrier is lowered for companies to enter your market, your customer can easily go to a competitor.

Somehow, you need to know your customer, meet all their needs, not be too invasive, but also be there when they need you. Oh, and they would like the lowest price possible, immediate answers to their questions and that you're available ALL THE TIME. Adding to this headache, millennials' attention span is 12 seconds, generation Z even less at 8 seconds (which explains Youtube's 6 second ads). Meaning there's a small window to operate in. How do you deal with these challenges?



We don't have all the answers, but there's a chance we can give you some of the pieces to the puzzle, maybe even the ones that make the picture clearer?

Cart Abandonment

More than 70% of the shoppers within eCommerce abandon their carts at checkout, and sadly the numbers are increasing. Imagine if you could capture all of those who left their cart on your site, and make them come back and complete the checkout. What if there was a time-efficient way to retarget those customers, where they came back themselves and magically completed their order?

Well, here's a solution for you - cart abandonment email. A must have for all. By automatically sending out emails to those who abandon their cart, you will convert what you thought of as lost potential sales. For some of your customers it is also about timing, and the timing might not be right to purchase right away. Therefore it is also crucial to have this type of solution to stay top of mind for your customers, so they don't run (click) to your competitors. This makes it easy to re-engage the purchase, create a better customer experience and increase sales.

And keep in mind, what you thought of as lost sales, there's lots of potential.

Email and KPI's

60%

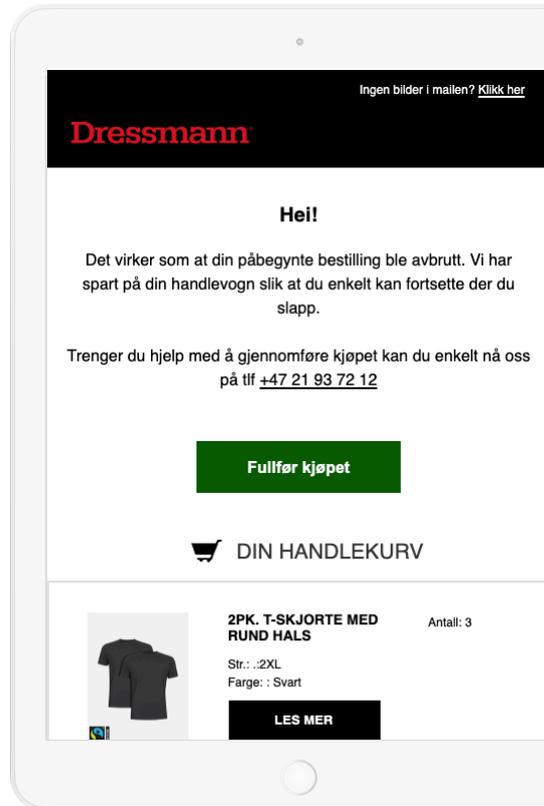
Opening rate

39%

Click through rate

27%

Conversion rate



Dressmann, a part of Varner Group, is the Nordic region's leading fashion chain within menswear with 430 stores in Norway, Sweden, Finland, Denmark, Iceland, Germany and Austria.



«We have worked with Kindly for 6 years. Our cooperation has been good from the start and produced positive results and learning. Their dedicated project managers and quick deployments allow us to turn around fast - creating both short and longterm results. That everything is measurable and can be tested means that we can constantly evaluate and develop ourselves.»

Aron Wallden Schåthun, Former eCommerce Manager Varner

Onsite Strategies

You're doing great! You have a well planned marketing strategy, focusing on getting traffic to your website through different ad-channels like Facebook, LinkedIn and Google Ads. There's only one challenge, how come most of your traffic ends up not purchasing your products? And are the customer spending enough to give you the revenue you want?

You're not the only one having a leaky bucket. Focusing on the funnel from top to bottom, and not looking at it as a whole. Just like a leaky bucket it doesn't matter how much water you pour, it's still leaking somewhere and it never gets full. Most likely you're being measured on sales and not number of visitors, and while on average only 1% of the marketing budget is being used on managing the traffic they've spent about 92% of the budget on channeling customers to their site.



What if you had a behavioural based conversion technology that increase the efficiency of the existing traffic on your webpage – and ensures that more of your visitors complete purchases? The good news is that it's easy to solve. By implementing a smart and personal popup (*or onsite as we like to call it*), which presents itself to the visitors at just the right time based on their behaviour and includes a clever message, with an incentive to complete the purchase.

In other words; Great deals and relevant content – combined with perfect timing – results in increased revenue.

Onsite and KPI's

49%

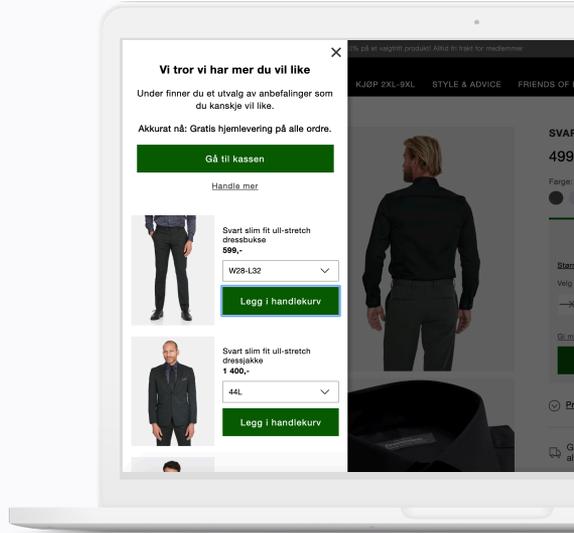
Added extra product

21%

Higher AOV

15%

Increase in conversion



For Dressmann, Varner Group, we have specifically focused on how we can increase the average order value of the customers who complete a purchase, as well as how we can generally push a larger part of the traffic on the product and category pages to the checkout process.

This type of onsite has three goals:

1. Push those who try to abandon the site to checkout
2. Inspire those who try to abandon with other products
3. Increase their average order value (AOV)

Chatbot

The way people buy has changed for good. We have greater expectations than ever before. Customers expect simplicity, speed and availability at all stages of the customer journey. Gartner even pronounced [«The digital future will stall without customer-led automation.»](#). This due to the fact that customers more and more wish to save time in the same way businesses do.

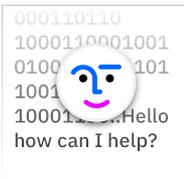
How do we deliver on these increased expectations and still have a scalable operation? *Keep in mind Gen Z and millennials if they're in your audience.*



Simple; with innovative AI driven technology that can automate processes and communication... fronted by your own digital employees! At Kindly we make chatbots that answer questions surrounding customer support, internal HR and IT queries, and even automate tedious manual processes.

We have developed a tailored customer engagement platform that allows you to assist your end users 24/7 without increasing your internal resources. Delivering increased customer satisfaction, sales and scalability. «Where do I sign?» you may ask. Just kidding, let's tell you some more.

Easy to Use, Quick to Deploy



Build an AI-powered assistant in the most straightforward platform available in the market. You don't have tech resources available? Don't worry, our platform is built for employees that are already answering your end users on a daily basis.

Roll out time: 3 weeks Results: Immediate

Today's and Tomorrow's Technology

Kindly helps you get the most out of the language data you create, drastically decreasing the time needed for training the assistant. Our infrastructure is modular and future-proof, building on both NLP and Cloud Engineering best-practice. Don't you prefer AI that is second to none both today and tomorrow?

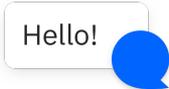


Be There for Your Users



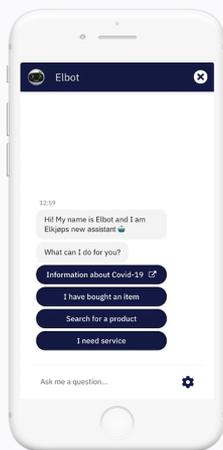
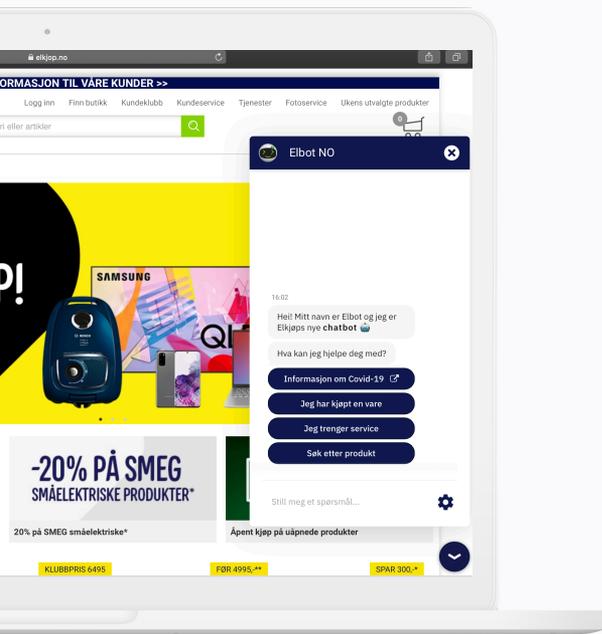
You can integrate Kindly with Messenger, Slack, Teams, Google Assistant, Servicenow and many more. Kindly chatbots live where your customers are and can be integrated to your other systems to complete actions needed and retrieve information.

An Employee that Never Sleeps



Our digital assistants never sleep, never take a holiday and are never sick. This means that your end users can get in touch with you at any time of the day, any day of the year.

Elkjøp Nordic



50%

Automation rate

1M

Customers
helped in 1 year

80%

Happy or not

Elkjøp Nordic, a part of Dixon Carphone plc, is the largest electronics retailer in the Nordic countries, with over 410 stores. They encountered a challenge in 2019 where their customer support was required to increase their opening hour substantially without increasing their employee count.



Elkjøp decided to test Kindly's digital assistant for the Norwegian market for a couple of months. After only two weeks of a launched chatbot they decided to roll assistants out across their Nordic markets.

The benefits of automation led to them being able to extend their opening hours even further, with the [assistant scoring 80% satisfaction](#) against 82% through human support.

Proactive Digital Assistants

In every brick-and-mortar store sales employees are on hand to assist customers with their needs. However, their presence often leads to the customer getting what they wanted through dynamic conversation, increasing the likelihood of the customer completing the purchase. In addition, they might suggest an accessory or two that the customer will not survive without.

What if the key to bringing the online conversion rate (2 - 4%) closer to that of a brick-and-mortar store (15 - 30%) is a sales employee online who can serve proactively and understand your customer like a sales employee.

This is what we're working with at Kindly, proactive digital assistants that engage with the customer before they know they have an issue, and helps en route to completing their purchase intent. By leveraging user behaviour the assistant engages the customer when they are unsure, deal with their questions and objections, and push them towards completing their purchase.

Creating a personal experience on your online presence will become easier than ever, increasing customer satisfaction and making sure you have a loyal customer coming back again and again!

What now?

Time to get ahead, and make the most out of your customers. Whether you are struggling with availability and getting back to your customers in a reasonable time or with losing potential customers at specific stages in your sales funnel, we have a proven track record of helping our customer towards their goal.

We live in an ever-changing world, and we will help you adapt to become more competitive, increase revenue and end up with happier customers.

Want to know more? And perhaps how these features can help you achieve your objectives? Click the button below and we will get in touch. Also, feel free to subscribe to our newsletter to stay updated and get the latest news.

Let's have a chat

I want news