

Industry Benchmarks

for **Customer Support - eCommerce**



The world has gone through a digital transformational journey and Customer Support is a key element in it. Even more so for the eCommerce industry.

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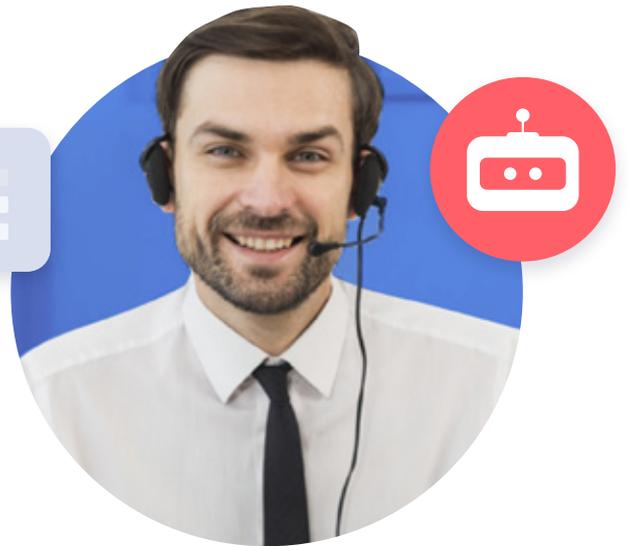
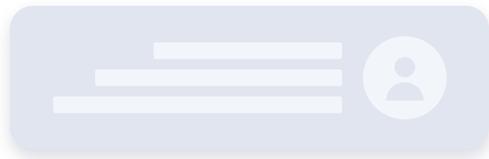
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Introduction

Coronavirus. Pandemic. Lockdown. These three words have changed the world as we know it. However, eCommerce is one of the industries that is faring well in this lockdown with a digital-first engagement with the market aiming to generate \$4 trillion in global online sales.

And a key element that has gained traction in e-commerce has been customer support automation. With the rise of “Me-commerce”, which means meeting a customer’s ever-changing and increasingly demanding expectations and habits, consumers now expect a personalised approach that makes them feel special.





A Shift in Customer Support from Manual to Automated

Customer support automation utilizes conversational AI in the form of virtual assistants to automate communication and create human-like, personalized customer experiences at scale. An increasing number of companies prefer chatbots to be the first point of contact for customers.

Smart chatbots can answer repeated simple questions, letting humans focus on bigger and complicated issues. This is why, the global chatbot market size is expected to reach USD 9.4 billion by 2024, growing at a CAGR of 29.7% during the forecast period.

Another aspect that stood out the most in the COVID-19 world is the use of social media for eCommerce. Channels such as WhatsApp, Facebook Messenger and Instagram are used to reach directly to the customer where they've been

spending most of their time. eCommerce companies have seen success not only in sales but also in support and marketing through these channels.

Approximately 30% of MSMEs started a business website or enabled eCommerce functionality since the lockdown started. More than 50% of MSMEs embraced video conferencing tools and WhatsApp to keep business running during these turbulent times.

With customer support automation, an eCommerce company can tackle most challenges caused by this pandemic. Investing in some of the unique capabilities of digital – including real-time inventory management, AI-powered search, and personalisation and co-creation functions – can create completely new and different experiences for consumers.

The Current State of eCommerce Customer Support

eCommerce companies are under a lot of pressure to deliver world-class and quick customer service in terms of support. HubSpot found that 90% of customers rate an “immediate” response as a very important part of the customer experience. That is, 6 out of 10 customers define that as 10 minutes or less. Needless to say, it would be almost

impossible for a team of human agents to consistently deliver an accurate response to every question in under 10 minutes.

Thankfully, automation is providing customer support teams with the ability to handle large numbers of queries in accelerated time.

Consumers are impatient

Speed is everything to today’s buyers, and patience wears out at 10 minutes

82%

of consumers rate an “immediate” response as important or very important when they have a marketing or sales question.

Percentage of consumers who define “immediate” as 10 minutes or less, by their stage in the customer journey.

90%

of consumers rate an “immediate” response as important or very important when they have a customer service question.



Base: 1,000 consumers in the US, UK, Australia, and Singapore
Source: HubSpot Research Consumer Customer Support Survey, Q2 2018

HubSpot Research

Source: <https://blog.hubspot.com/sales/live-chat-go-to-market-flaw>

| Report Methodology

We analyzed 1.8 Mn queries from over 35 brands across Middle East, India and SouthEast Asia (Malaysia, Indonesia, Singapore & Philippines). We set out to understand what average metrics one should monitor for an eCommerce setup. These were:



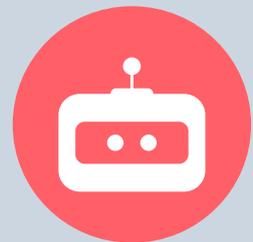
CSAT

Customer Satisfaction



AHT

Average Handling Time



**Bot
Deflection %**

Industry Benchmarks



CSAT: Customer Satisfaction

What is CSAT:

Customer Satisfaction Score (CSAT) is a basic measurement of a customer's satisfaction with a brand's product and/or services.

Why is it important:

Brands can use CSAT to determine a customer's level of satisfaction at key interaction times, such as the moment of purchase, the onboarding process, a support ticket exchange and a phone or digital conversation with customer service.

Industry benchmark

According to our detailed research, the average CSAT is 4.18 across the eCommerce industry.

Category	Pre-COVID (January to March) score	Post-COVID (April to September) score
Fashion & Beauty Brand	2.7	4.2
Marketplaces	3.13	4.6
Apparel Brand	2.9	4.1

How can you improve:

Proactive Omnichannel Support:

Be present across multiple channels such as WhatsApp, Web, Facebook and In-App to constantly engaging with customers

Personalized Quick Replies:

Invest in building a unified customer profile so your agents and bot can pull

data instantly and provide accurate responses

Seamless HandOver:

Bots cannot solve for all queries. Build a support that leverages the best of AI and combines it with human agents for handling complex queries

AHT: Average Handling Time

What is AHT:

Average handling time (AHT) represents the average duration of an interaction with a customer, usually measured from the customer's initiation of the chat and covering all chat time and hold time until the chat is closed.

Industry benchmark

According to our detailed research, the AHT is 66.5 minutes across the eCommerce industry.

Category	Pre-COVID (January to March) AHT in minutes	Post-COVID (April to September) AHT in minutes
Fashion & Beauty Brand	131	26
Marketplaces	76	26
Apparel Brand	137	89

How can you improve:

- Quick Replies: Empower your support agents by using contextual quick replies
- Dashboard plugins such as live chat plugins
- Automation: Build support replies 24*7 by using automated chat support for queries that require data stitching from various sources.

Bot Deflection:

What is Bot Deflection:

The rate that automated and self-help resources satisfy service demand (number of chats) that would otherwise be handled by human intervention. For example in cases of cancel, refund, shipment, cancel status requests, etc.

Industry benchmark

According to our detailed research, the average bot deflection rate is 62% across the eCommerce industry.

Category	Pre-COVID (January to March) number of chats	Post-COVID (April to September) number of chats
Fashion & Beauty Brand	47%	60%
Marketplaces	54%	65%
Apparel Brand	59%	66%

How can you improve:

- **Supervised and Unsupervised Learning:** NLP powered automation increases the vocabulary to help your chatbot understand complex customer intent through supervised and unsupervised learning
- **Build For Intent Detection:** Develop automation for broad intent coverage. A bot that only knows how to answer a few questions will need to escalate to a human agent much more often
- **Personalized Quick Replies:** Invest in building a unified customer profile so your agents and bot can pull data instantly and provide accurate responses

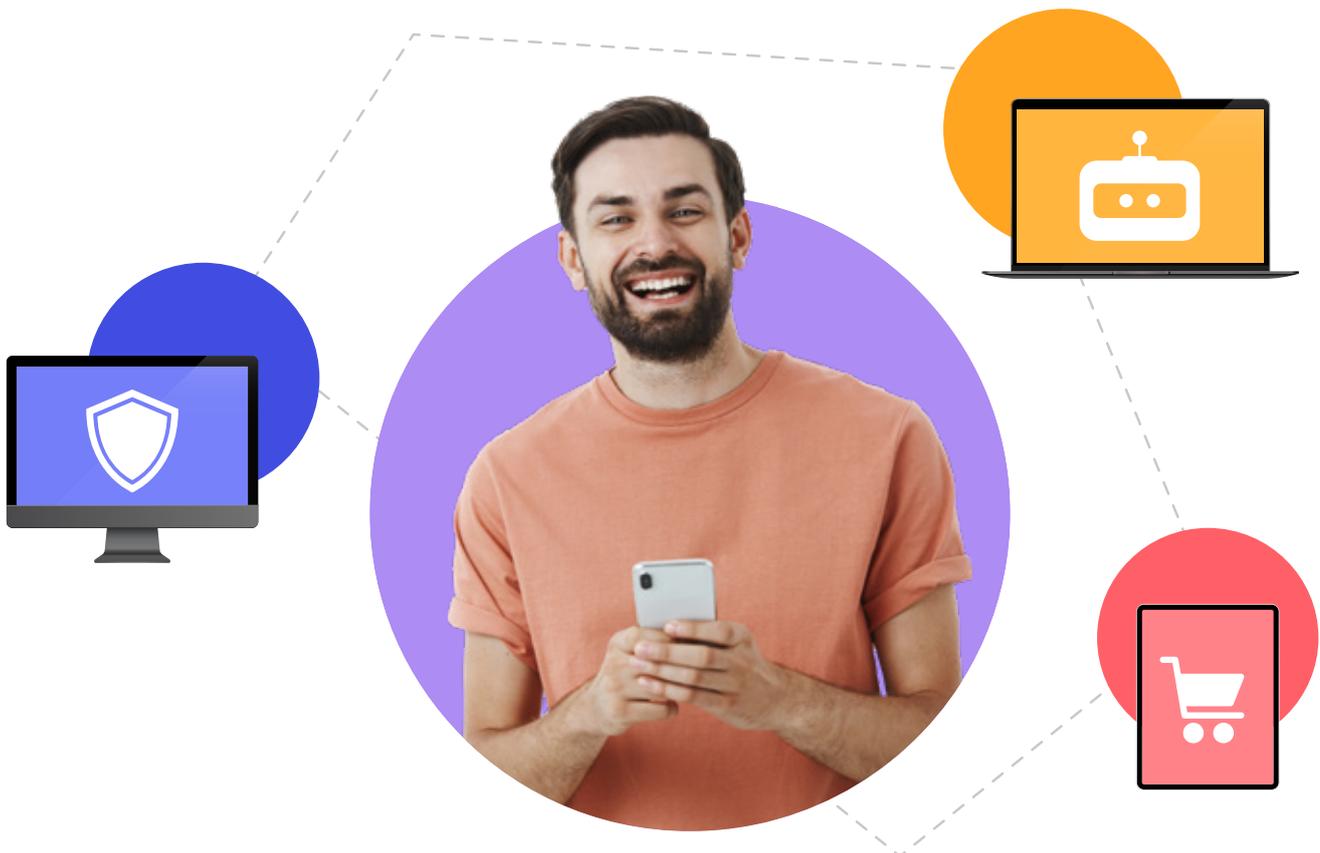
Conclusion

Future of Customer Support Automation

Retailers will have to adapt their operations to comply with health-and-safety regulations and meet basic customer expectations.

They will also need to offer a simple and seamless eCommerce support experience – from browsing to researching, selecting, purchasing, and returning/exchanging. Consumers will no longer tolerate sub-par digital shopping experiences as they may have before the crisis. Retailers have to make sure their sites are mobile-responsive and deliver a consistent, reliable digital experience across devices and channels.

Investing in some of the unique capabilities of digital – including real-time inventory management, AI-powered search, and personalisation and co-creation functions – can create completely new and different shopping experiences for consumers.



How Verloop.io Can Help

We're the world's leading customer support automation platform that enables businesses to deliver delightful support experiences to their customers across channels. Our mission is to help brands scale up their customer support securely, effortlessly, and accurately.

At the heart our organisation is a machine learning system that understands customer problems using Natural Language Processing, processes the customer demands and then generates personalised responses to delight the customers.

We enable ecommerce companies to run an automated 24x7 support channel

for the customers across channels such as WhatsApp, web, in-app and Facebook Messenger, in the language of their choice. What sets us apart is the ability to integrate different (and any) tools and services with the chatbot.

Verloop.io's domain-specific eCommerce automation solution automates upto 80% conversations. And the best part is - we don't ask you for data for queries which are common in eCommerce such as order status, cancellation, refunds and returns. If there is something specific to a business such as wallets or loyalty programs - we can custom-build it for you.



What else can we help with?

CSAT, stat by answering frequently asked questions

- Provide your customers with quick, easy and happy-making support as your bot automates up to 80% of your support tickets.

Bring in agents when needed

- With the bot taking point, your agents now have the time to focus on your customers' most pertinent problems.

Provide proactive updates, always

- Keep your customers updated about orders, shipment, refunds and offers so they never even have to log tickets to begin with.

Integrate with anything and everything

- Connect, sync data and automate workflows on the fly with over 60+ different native integrations including Salesforce, Hubspot, and Zapier.

Provide support, everywhere

- Website, App, Facebook, WhatsApp and more. If you're on a new channel, we are too.



Let's Talk

Write To Us

Call Us @ +91 974 283 7438

[Book A Demo](#)

marketing@verloop.io

Source

E-commerce gains from customer support
Live chat go to market flaw by HubSpot