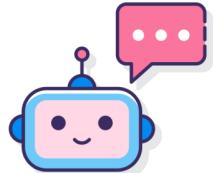
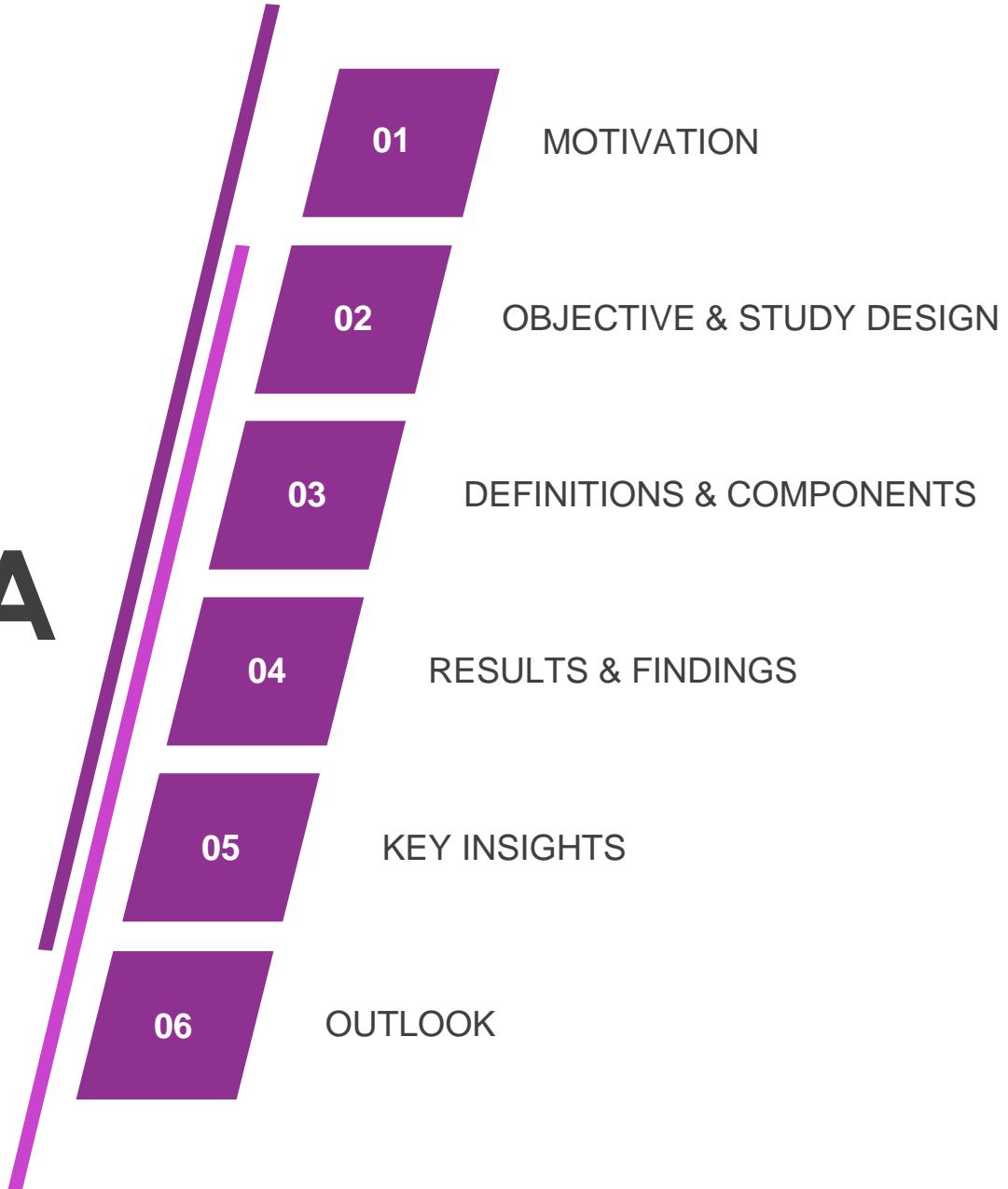


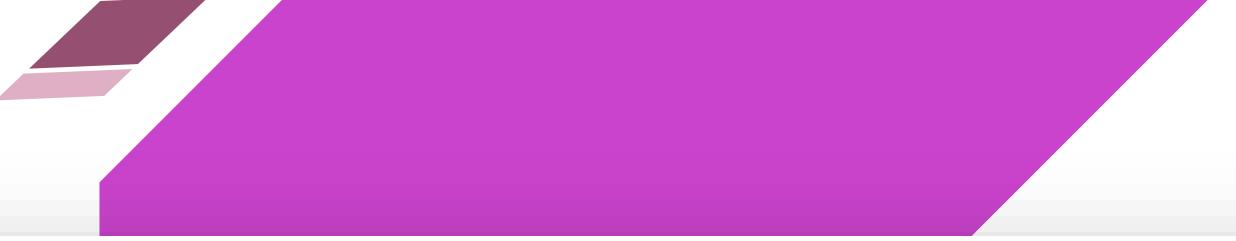
GLOBAL CONVERSATIONAL BUSINESS STUDY

2022



AGENDA





Research Design Study

MOTIVATION



53% of **customers** say, they are more likely to shop with a business they can contact via a chat/app

80% of **businesses** say they already use or plan to use Chatbots as a contact service for customers



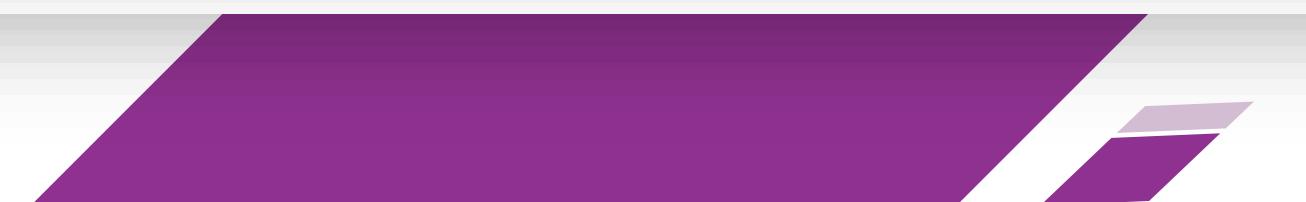
75% of **customers** are more likely to spend more with a brand if they can message them rather than call them.

83% of **users** contact businesses to find out more about their products or services

Reasons for Conversational Commerce

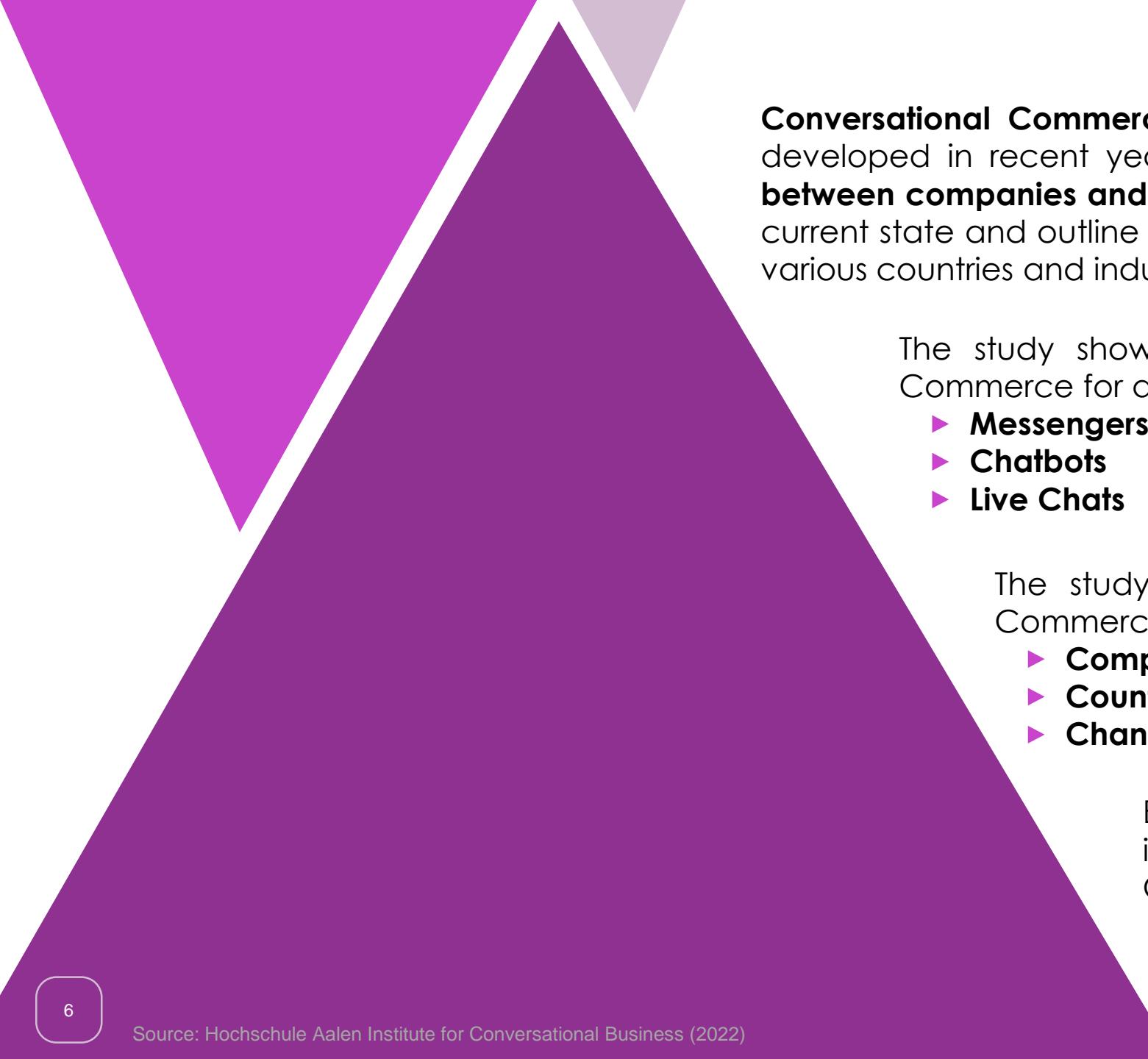


- Rapid advancement of conversational commerce technology
- Covid-19 pandemic as a driver for digitization
- Shifting customer needs towards 24/7 availability and ease of use



Research Design Study

OBJECTIVE & STUDY DESIGN



Conversational Commerce is a new phase of commerce that has developed in recent years claiming to revolutionize the **interaction between companies and consumers**. This study aims to determine the current state and outline the **maturity of Conversational Commerce** in various countries and industries **based on practical experience**.

The study shows the performance of Conversational Commerce for different:

- ▶ **Messengers**
- ▶ **Chatbots**
- ▶ **Live Chats**

The study shows the performance of Conversational Commerce for different:

- ▶ **Companies/ Industries**
- ▶ **Countries**
- ▶ **Channels**

Based on empirical practices the study illustrates the potential and limitations of Conversational Commerce by showing

- ▶ **Real Practice**
- ▶ **Best Practice**
- ▶ **Worst Practice**

► **Germany**

Banking



Insurance



Airline



► **United Kingdom**

Retail-Fashion



Retail-Cosmetics



Retail-Technology



► **United States**

**Telecommuni-
cation**



**Media
& Publishing**



Entertainment



Tourism



Health



Food





Conversational Business

DEFINITIONS & COMPONENTS

Conversational Business

describes the communication interfaces which allow a quiet new level of communication between firms and stakeholders. It takes place primarily in apps and is supported by AI.

Conversational Commerce

is a part of conversational business. It describes the purchasing activities of a customer through a digital assistant. The process takes place on platforms such as WhatsApp, Apple Business Chat, Alexa, etc. Moreover, Chatbots or AI are understood as digital assistants.

It's not just a theoretical fancy tool, but a tactical and powerful instrument to take corporate communications to a whole new level.

Some advantages are:

- Interactive access to the customer
- Reduces conversational costs
- Lowers barriers for customer
- Potential in all directions

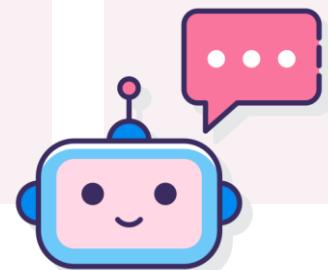
Live Chat

“Technology that provides companies with a way to interact with users when they visit an organisation's media property. A Live Chat is a human-to-human interaction.”



Messenger

“Form of text-based communication in which two persons participate in a single conversation over their computers or mobile devices within an Internet-based chatroom.”



Chatbot

“A Chatbot is a computer program that simulates human conversation through voice commands, text chats or both.”

COMMUNICATION ABILITY

Syntax

The grammatical arrangement of words in a sentence

Our case:

Is the chat-option able to comprehend the given input, despite grammatical mistakes?

Points	Criteria
0	Not robust to grammatical mistakes / no recognition of synonyms
1	Adjustments: gives alternative spellings (e.g., Do you mean XY?)
2	Robust to grammatical mistakes / recognizes synonyms

Empathy

Ability to share someone else's feelings or experiences by imagining what it would be like to be in the person's situation

Our case:

Does the chat-option show / respond to emotions?

Points	Criteria
0	No emotional interaction with the customer
1	Intermediate emotional interaction
2	Strong emotional interaction (e.g., Apology for misunderstanding)

PROBLEM SOLVING ABILITY

Commerce

Activities involved in buying and selling products and services

Our case:

Ability to give information / answer questions about commerce related topics applicable to all industries.

Industry specific questions

Questions relating to only one industry
e.g., Banking: "I want to open a new bank account."

Our case:

Ability to give information / answer questions about commerce related topics applicable to only one industry.

Points	Criteria
0	Not understanding the issue / no solution presented
1	No direct solution within chat, but directs to other options (e.g., Link to website)
2	Provides appropriate solution and additional information / suggestions

PROBLEM SOLVING ABILITY

Error Management

Handling of a situation in which a failure occurs

Our case:

Which opportunities does the chat-option provide in case of not understanding the general input?

Points	Criteria
0	Constant error message without further actions
1	Asks to rephrase the sentence
2	Connects to Live Chat or Live Call / suggests further actions

FUNCTIONALITY & CUSTOMER EXPERIENCE

Accessibility

The fact of being able to be reached or obtained easily

Our case:

How easy is it to find / access the chat-option?

Points	Criteria
0	Does not pop up / need to search for it
1	Visible on landing page → Need to click on icon to access
2	Pops up automatically and greets customer

Media Usage

Implementation of a variety of media types in order to market a company's products and services

Our case:

How many different media types are used by the chat-option?

Points	Criteria
0	Does not use any media
1	Intermediate usage of media (e.g., Links to website pages)
2	Expanded media usage (e.g., Product images, Emails, links, etc.)

FUNCTIONALITY & CUSTOMER EXPERIENCE

Response Time

The length of time taken for a system to react to a given stimulus

Our case:

How long does the chat-option take to respond?

Points	Criteria
0	More than 3 minutes
1	2 - 3 minutes
2	Within seconds / real time

Design

The design of the chat option referring to the user experience

Our case:

How natural is the type of interaction with the chat-option?

Points	Criteria
0	No navigation points given
1	Navigation points and feedback are given
2	Written interaction is given

FUNCTIONALITY & CUSTOMER EXPERIENCE

Recall

Bring a fact, an event or a situation back into someone's mind

Our case:

Does the chat-option remember previous conversations?

Points	Criteria
0	Does not remember the customer at all
1	Remembers the customer, but does not dispose any information / data
2	Remembers the customer and disposes previous conversations and information

PAYMENT PROCESS

Simplicity of payment

The ease of methods to handle the financial transactions involved in a customer paying for a product or service

Our case:

Is the chat-option able to handle the payment process?

Points	Criteria
0	Payment not possible within the chat
1	Directs to other options / checkout
2	Payment possible within the chat

Payment options

The variety of methods to handle the financial transactions involved in a customer paying for a product or service

Our case:

How many payment options does the chat-option provide?

Points	Criteria
0	No payment options / doesn't understand
1	Offers 1 payment option
2	Offers 2 or more payment options

ADDITIONAL FACTORS

Cross-Channeling

The ability for companies to connect with the customers on an array of different communication channels

Our case:

How many different channels for chat-options does the company provide?

Points	Criteria
0	Offers 1 channel
1	Offers 2 channels
2	Offers 3 or more channels

Complexity

The state of having many different parts connected or related to each other in a complicated way

Our case:

Overall portrayal of all services / products within chat.

Points	Criteria
0	Very limited portrayal - products and services aren't shown
1	Portrayal of some / only featured products and services
2	Portrayal of a wide range of products and services

Criteria



Factor 1: Overall quality of the conversation

- Communication Ability (Syntax & Empathy)
 - Problem Solving Ability (Error Management, Commerce and Industry-Specific Questions)
 - Functionality / Customer Experience (Media Usage, Response Time, Accessibility, Recall, Design)
 - Payment Process (Simplicity of Payment and Payment Options)
- Accounts for 60% of the total score



Factor 2: Channels of the companies

- Cross-Channeling (How many channels does a company offer?)
- Accounts for 20% of the total score



Factor 3: Complexity of the offer

- Complexity (Overall portrayal of all services / products within chat)
- Accounts for 20% of the total score

Overall Score

0 Points

Unsatisfying!

A lack of understanding regarding the requested information. Generally, too many errors and thus a lack of added value.

A lot of additional effort for the user

1 Point

Average!

A basic understanding was evident, and help was provided by supplying relevant information.

Little additional effort for the user

2 Points

Best practice!

All questions were correctly addressed, and the required information was provided holistically and satisfactorily.

No additional effort for the user

RESULTS & FINDINGS

GERMANY

Country & Industry Scores – Germany

► Germany's country score:
1.16

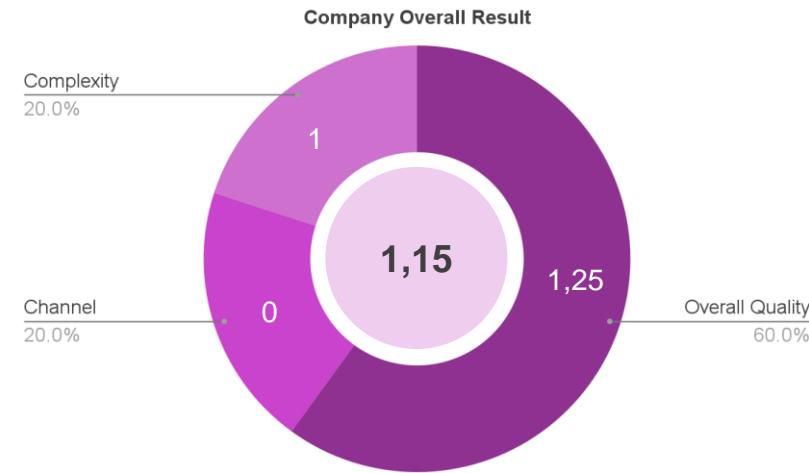




Comdirect

Banking

- Comdirect offers a Live Chat, which has been evaluated.
- Very fast connection to an employee from the Live Chat
- The problem solving ability of the Live Chat can be rated as very good: detailed and very accurate answers.
- Communication with the employee was very open-minded, helpful and humorous.

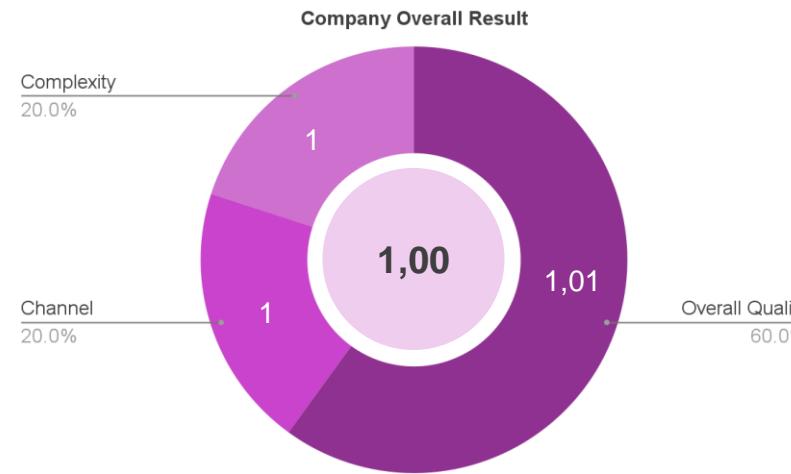




VR Bank Hessenland

Banking

- VR Bank offers a Chatbot “Fritz” and a Live Chat, which were available at certain times. However, only the Chatbot was tested.
- The Chatbot had much difficulty to understand the questions regarding “Payment Process”.
- Media usage is limited to links only
- The Chatbot was able to recognize when it could not answer a question correctly and referred to Live Chat. However, the Live Chat was not available and no connection could be established.

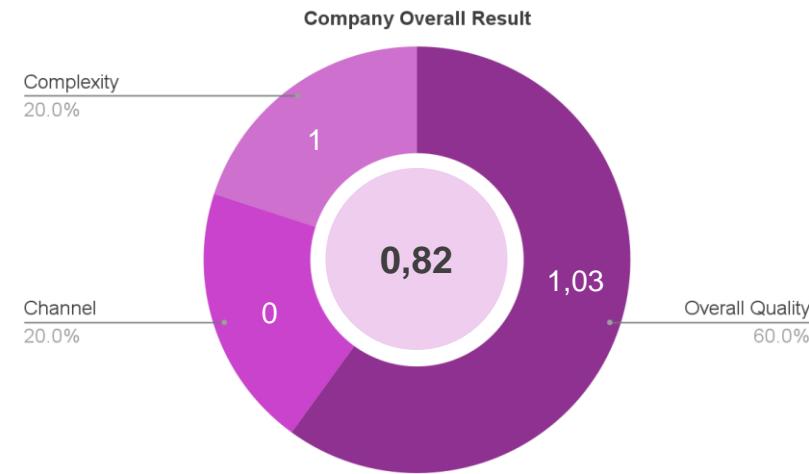


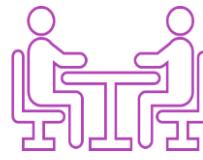


Sparkasse

Banking

- Sparkasse offers a Chatbot "Linda" which has been evaluated.
- Chatbot was fast at answering functionality related questions
- When answering the questions, mainly links were referred to. Drawback: You as a customer have to read in yourself and do not get a direct answer within the chat.

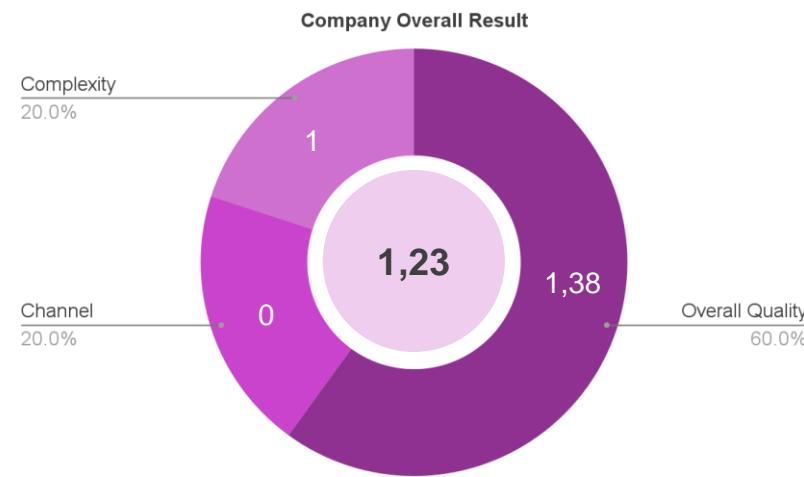




Deutsche Familien- versicherung

Insurance

- Deutsche Familienversicherung only offers a Chatbot.
- The communication ability and also the problem solving ability of the Chatbot can be rated very high here as detailed and comprehensive answers were provided.
- Communication with the Chatbot was very simple. A suitable answer could be delivered to every question , otherwise the corresponding contact or link to an employee was provided.
- The response time was really quick and answers were given within a few seconds.
- The Chatbot does not remember any customer data.

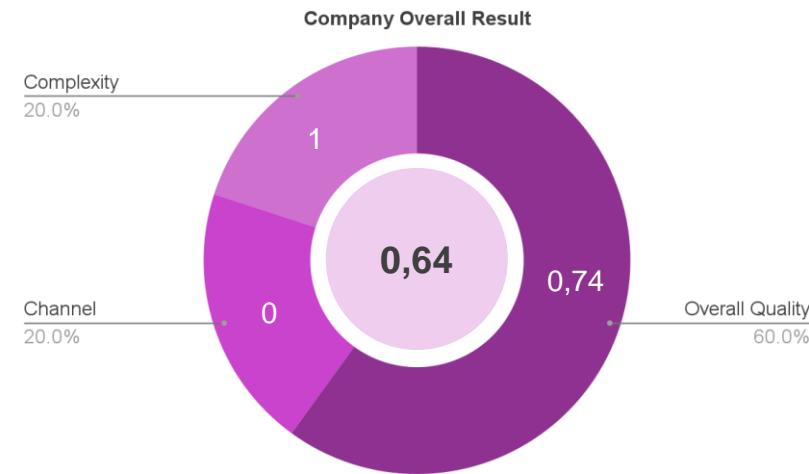




HUK 24

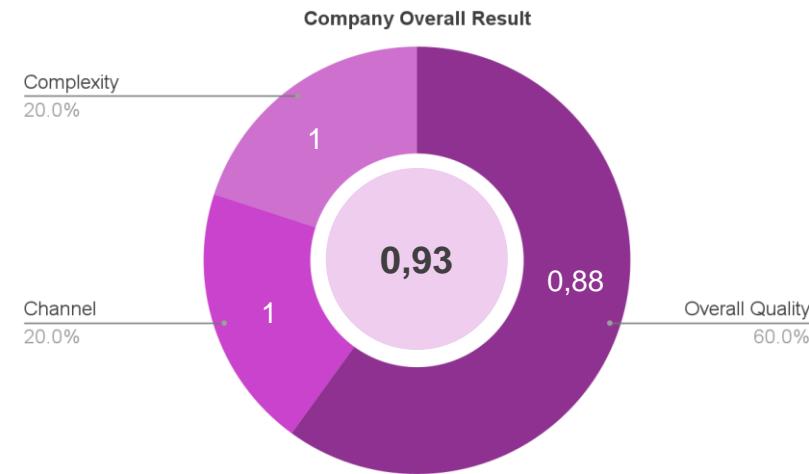
Insurance

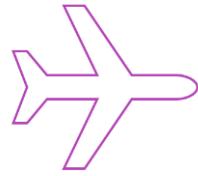
- HUK 24 offers a Chatbot.
- Specific questions were partly answered in great detail and a selection tree was even provided within the chat.
- On the other hand, many questions were not understood, although they were just worded differently. This did not occur in any specific area, but all the way through.
- In the area of payment, no question was answered correctly.





- ADAC offers a Chatbot and a Live Chat. However, specific question were not able to be answered by the Chatbot, why you were connected to a Live Chat after each question.
- Within the Live Chat it was always tried to give a suitable answer for each question. Also several links to information pages were additionally provided without even asking for them.
- The media usage was restricted to only links.

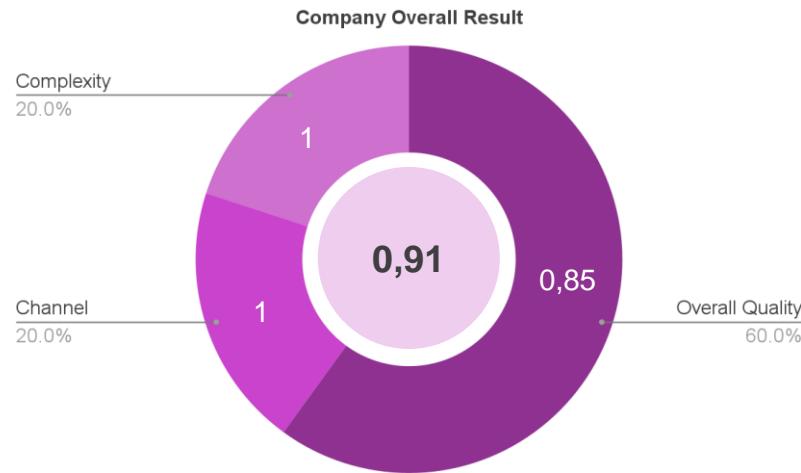




Easy Jet

Airline

- Easy Jet only offers a Live Chat
- The communication ability achieved the highest score of the rated aspects
- The problem solving ability including commerce and industry related questions as well as the error management were rather average. The questions could mostly not be answered directly in the chat, but an alternative solution was usually suggested.
- Payment was not possible within the Live Chat

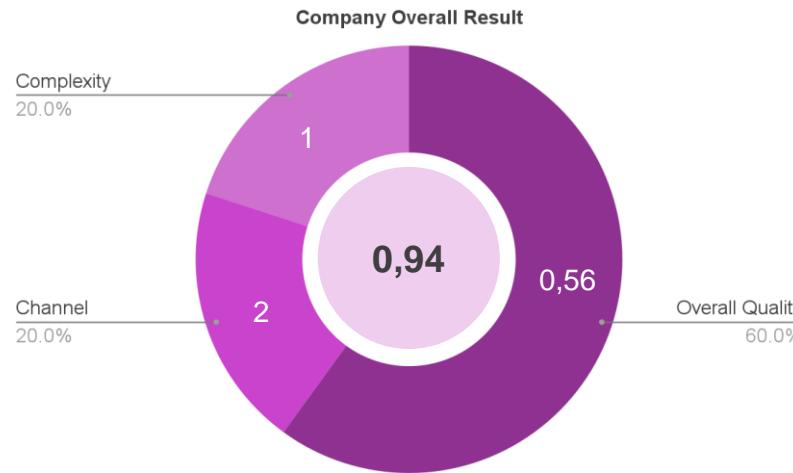




KLM

Airline

- For KLM the Facebook Messenger was tested which belongs to the worst practice companies
- The questions asked were not properly answered. Sometimes an alternative was given, but often the question was not even understood correctly.
- Remarkably negative was also the long waiting time, because sometimes days were needed for the answer of a simple question on the part of KLM.
- For many questions an answer was never received

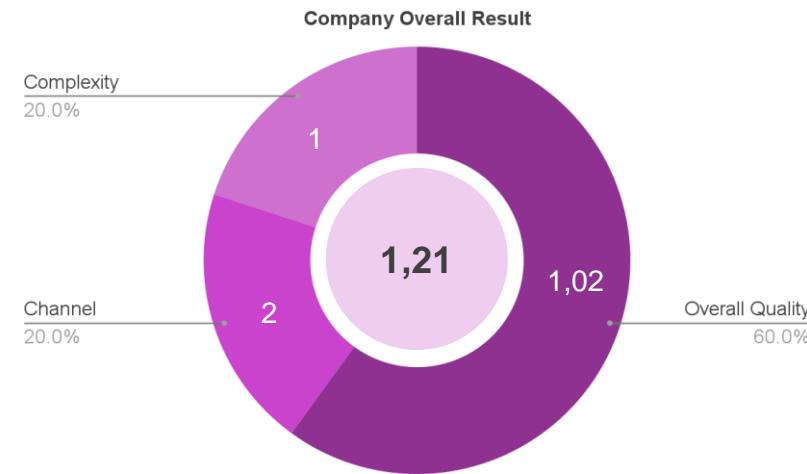




Sun Express

Airline

- The Sun Express Live Chat was tested
- All questions were tried to be answered as detailed as possible within the Live Chat. If no direct solution was given in the chat, an alternative option was suggested.
- The media usage was restricted to links only
- Payment is not possible directly in the Live Chat

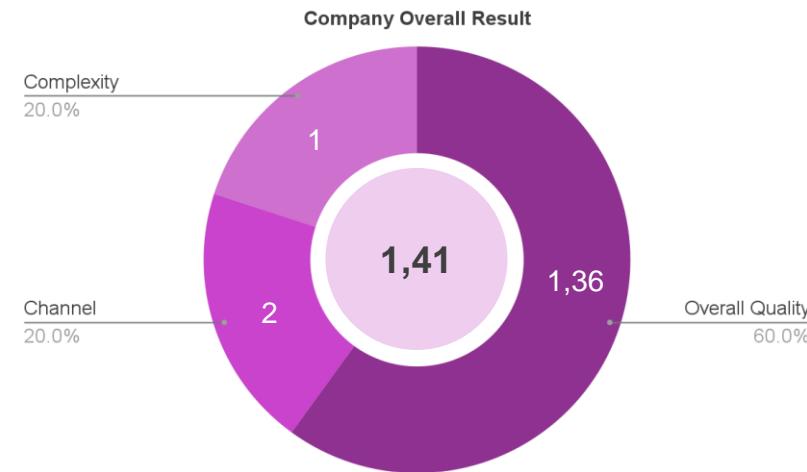




OTTO

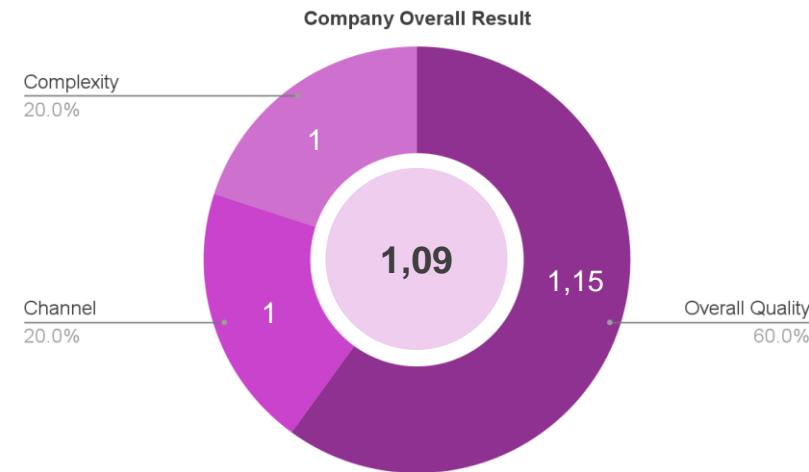
Retail - Fashion

- Otto offers a Chatbot "Clara" and a Live Chat, which have been evaluated. There is also the option to chat via WhatsApp Messenger, but only for existing customers with a customer number (Otto customer service).
- Chatbot: Most service-oriented questions (delivery options, payment options, etc.) were answered well.
- However, there were limitations with commerce-related questions; most of the time the Chatbot forwarded directly to Live Chat. The latter was able to answer most questions well with a quick response time.
- Shortcoming: Chatbot had to be actively searched on the homepage





- H&M offers a Chatbot and Facebook Messenger (took too long to respond, only Chatbot was rated).
- Chatbot was fast at answering service related questions, but had difficulty when it came to more in-depth questions, most commerce-related questions couldn't be answered.
- Able to use NLP, but still relied on keywords / decision tree.

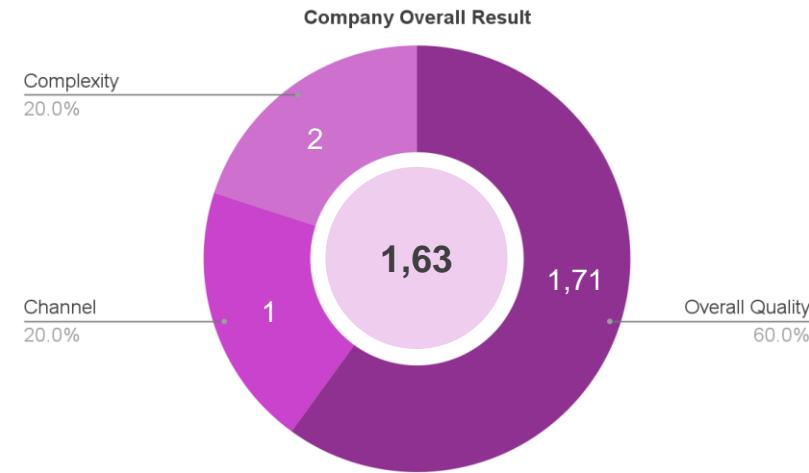




INTERSPORT

Retail - Fashion

- Intersport offers a Chatbot and Live Chat
- Chatbot could not be tested because the error message "Maximum number of questions exceeded" was displayed. Hence, only the Live Chat was tested, here in the form of a live purchase consultation.
- All service- and trade-related questions could be answered quickly and precisely. Fast response time, chat was directly visible on the home page and could be continued with the same employee after closing the page.
- Special feature: Intersport Live Chat works with links and filters → when searching for specific products, the employee sets the filters of the page to be able to see the entire product range
- Had the feeling of a personal purchase consultation online

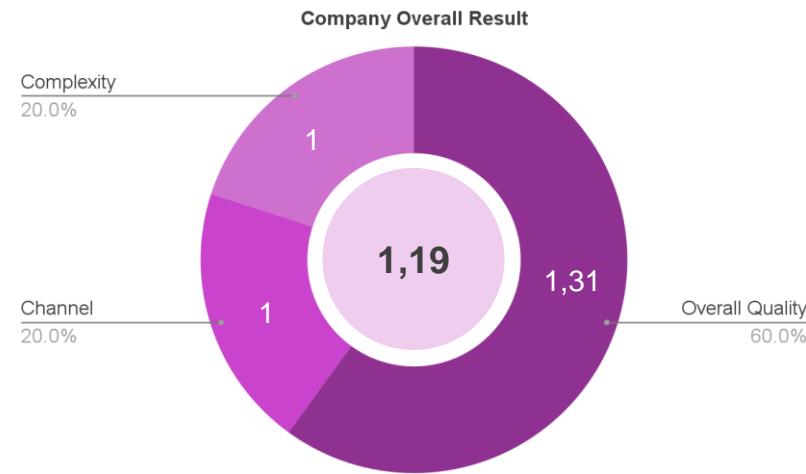




AVEDA

Retail - Cosmetics

- Aveda could be reached through Live Chat and WhatsApp (due to long answer time, not tested)
- Product advice was good, links and pictures to products directly within chat
- Questions about delivery times / payment options were referred to customer service
- In addition, the response time was significantly longer than in other Live Chats (10 min), which negatively affects the customer experience.

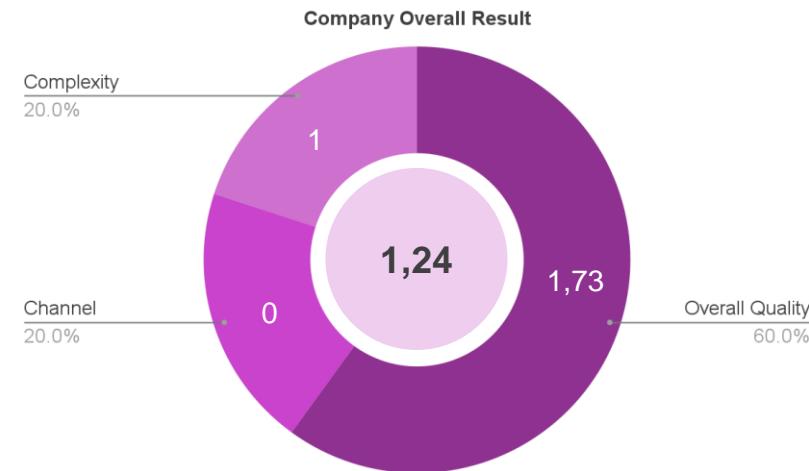




DR. HAUSCHKA

Retail - Cosmetics

- Dr. Hauschka only offers Live Chat option.
- All questions about service and commerce could be answered correctly.
- Other positive aspects: Chat was very prominently visible on website, like at Aveda, pictures and links were used in chat
- In addition, after closing the tab, the chat could be reconnected to the same employee, whereby the conversation could be continued straight away.
- Only drawback: Takes a while to get connected to person from Live Chat

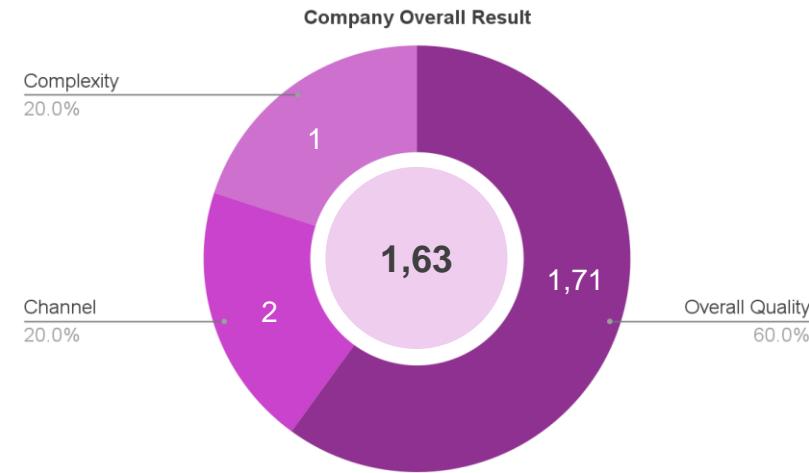




ESTÉE LAUDER

Retail - Cosmetics

- Estée Lauder starts with a Chatbot that can display the order status and from which one can be connected to a Live Chat employee for advice or to customer service via WhatsApp
- All relevant questions could be answered well
- A special feature of Estée Lauder is that it also offers an additional video chat option, with special services such as beauty routine consultation, makeup consultation, etc.
- Chat could be continued even after closing the tab
- Only drawback: chat was only available during normal opening hours

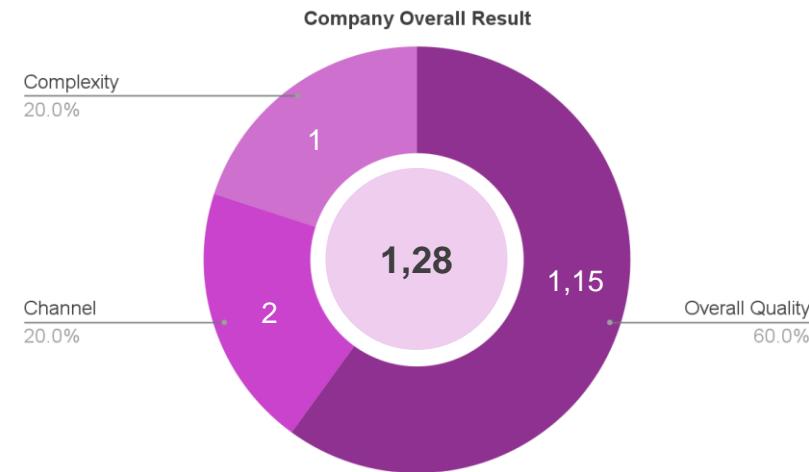




Media Markt

Retail - Technology

- Media Markt offers a Chatbot, Live Chat and an option for a live consulting for specific brand products.
- The Chatbot does not ask for a name or Email information in the beginning. However, those informations are necessary for the Live Chat conversation. Both messengers starts the conversation with a greeting and a short introduction about himself.
- The Chatbot responded very quickly. The Live Chat has a long waiting time until it is available (about 15 min.) but after that the questions are answered quickly (30s to 2min).
- The Chatbot had more difficulties to identify the problem and also was not helpful with the payment process. However, the Chatbot uses a wide range of media like links and product images.

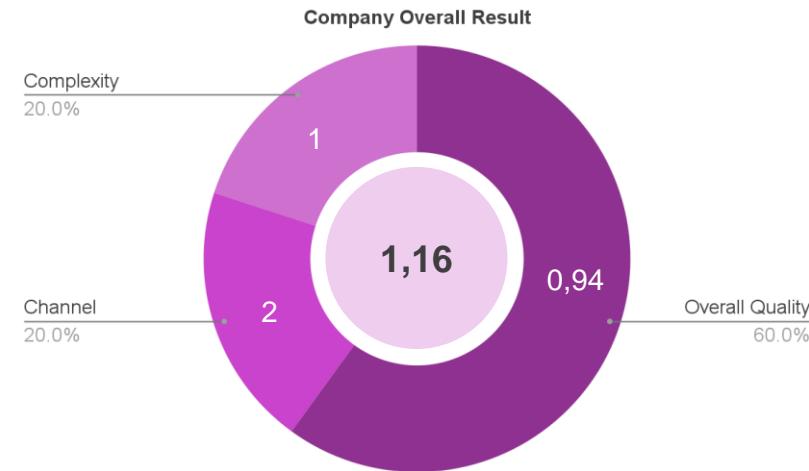




Cyberport

Retail - Technology

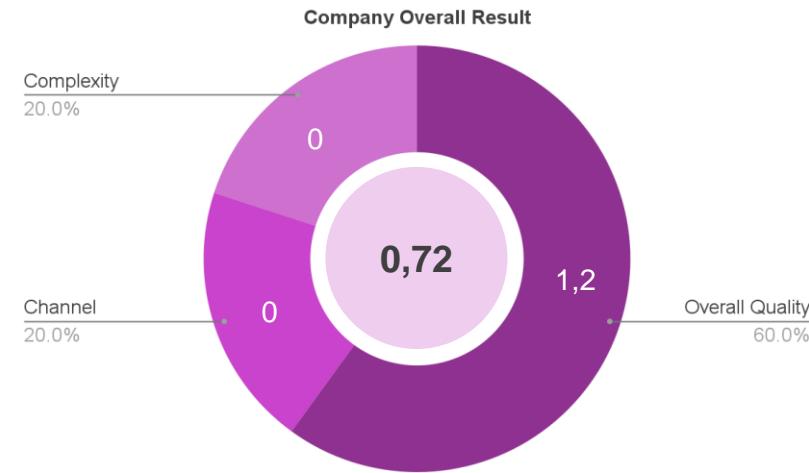
- Cyberport offers a Chatbot, partially Live Chat, and WhatsApp Messenger. But the WhatsApp Messenger did not respond to any questions and the Live Chat is only available for certain times. That is why, only Chatbot were tested.
- The Chatbot pops up automatically and greets customers on their homepage. The response was under 30 sec. and delivered good answering for service related questions.
- However, the Chatbot had issues to understand the questions regarding the section “Problem Solving Ability”

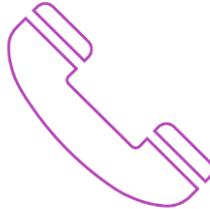




Retail - Technology

- The company LG offers a Live Chat on their homepage.
- Before the start of the conversation, the channel asks for name and Email.
- The waiting time was short but the Live Chat has only limited media usage. It only provided some links to other E-commerce websites but could not link the product on their website or give more information about it.
- It is unclear if it is possible to pay on their website since the employee once said that it is not possible but on another conversation, the employee listed all the payment options.

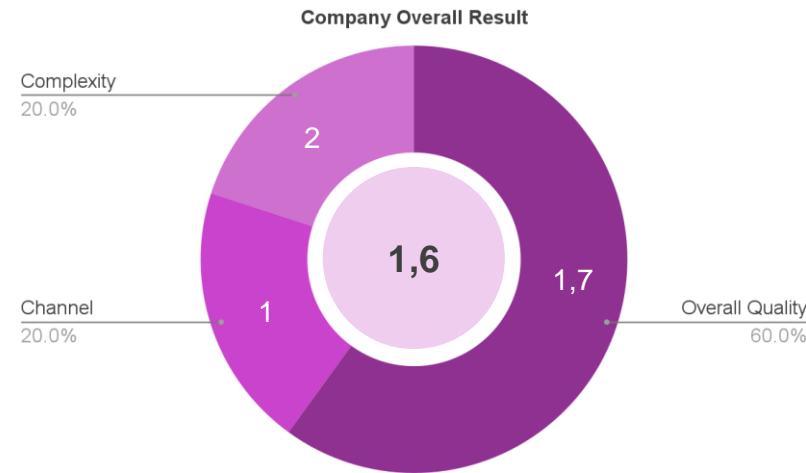


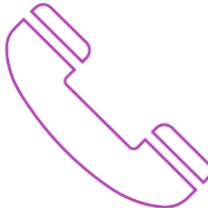


Telekom

Telecommunication

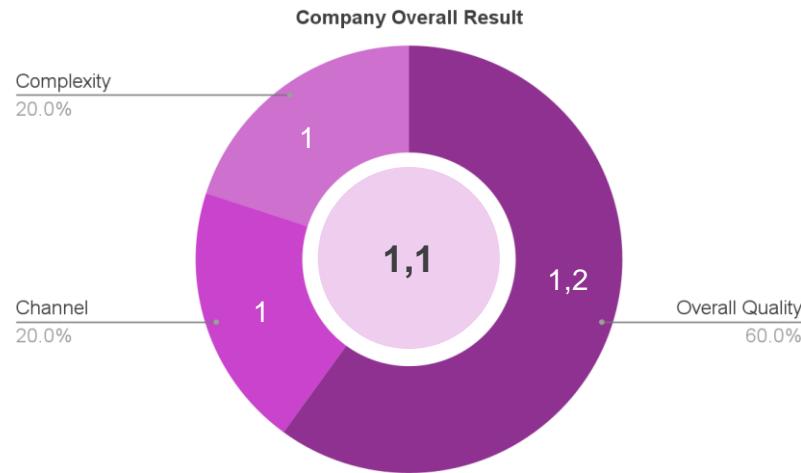
- Telekom offers a Chatbot called MAGENTA, which connects you to a Live Chat after 2-3 questions. Existing customers can log in so the employee can also help with specific problems e.g. the contract of the customer.
- Worth mentioning is the very good service and that individual very specific questions are answered with a lot of patience
- No use of Images or visualization, but good use of links and information regarding specific products
- Quick answers, approximately 30 sec.

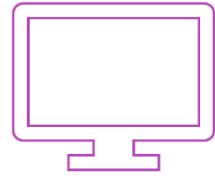




O2 Telecommunication

- O2 offers a Chatbot called Aura. The Chatbot answers superficial questions, but to get detailed information you have to log into a customer account.
- Nice communications skills and good visualisation.
- No specific answers without an account.
- The media usage is limited to only links to the log in-platform and FAQ pages.

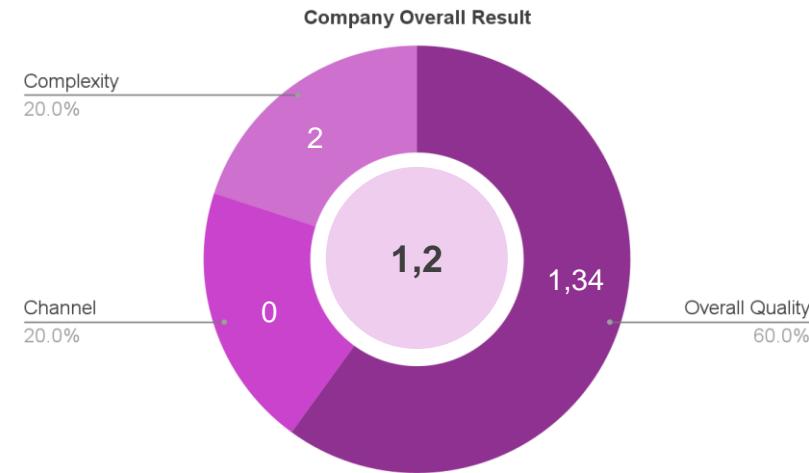


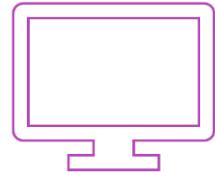


Netflix

Entertainment

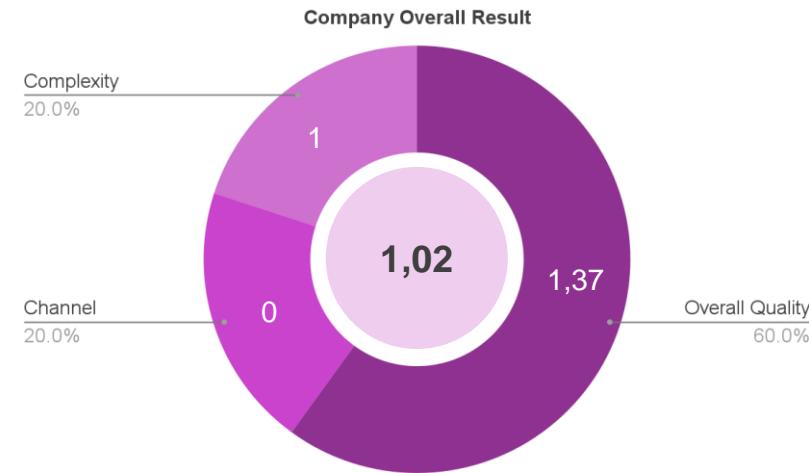
- Netflix in Germany only offers a Live Chat.
- The Live Chat can be contacted in Netflix's Help Center. Before entering the Live Chat you can choose between a few topics, but you can also directly ask the employee your own question. The waiting time is only one minute, depending on the demand.
- The questions could be answered very well and seemed very "prepared", as sometimes the same answer options could be found on the homepage as given in the Live Chat.
- The response time was quick and longest took about one minute.
- Media usage was restricted to links only, no pictures or special visualisation.

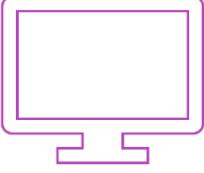




Disney+ Entertainment

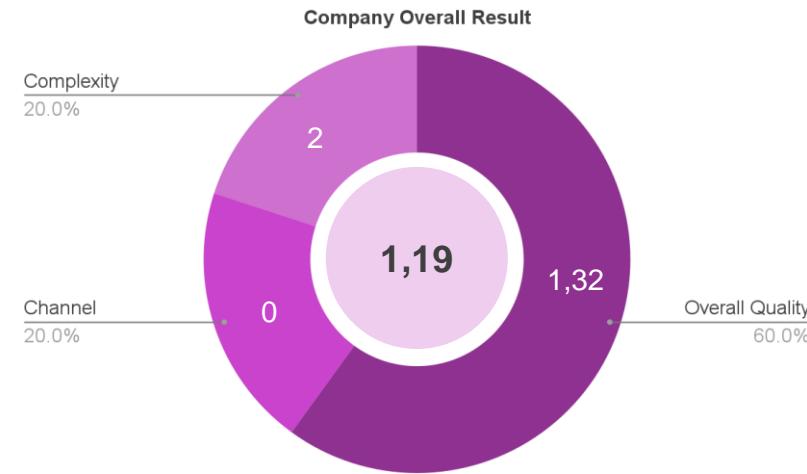
- Disney+ only offers a Live Chat.
- Before the Live Chat is started, a keyword or problem must be entered. A very positive feature was that a large number of links from the FAQ popped up under the typing field, which could be clicked on. Otherwise, you are connected to the Live Chat.
- Appropriate answers were delivered, but often links to the FAQ page were given as an answer.
- The Live Chat or help button does not pop up automatically and must be searched for in the help center.





Sky Entertainment

- Sky offers only a Live Chat, whereby a distinction is made between new and already existing customers. Existing customers can log in so the employee can also help with specific problems e.g. the contract of the customer.
- A positive aspect was that many links to answers were provided without specific request.
- Images or visualization were not part of the media usage.
- The answers in the Live Chat took about 30 seconds to 2 minutes.

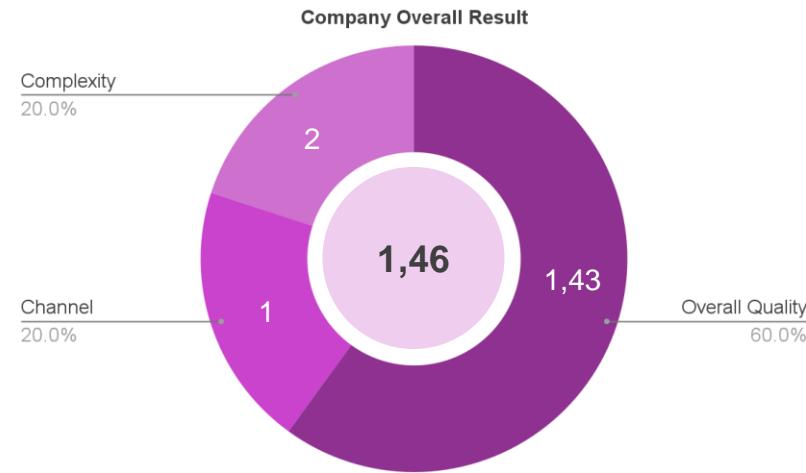




TUI Cruises

Tourism

- TUI Cruises offers a Chatbot and a Live Chat, which were available for certain times. However, only Chatbot were tested.
- The interaction were easy and the Chatbot had a good understanding of the questions.
- The media usage is limited to only links.
- The Chatbot could recognize that a question were repeated and points out that it is a copy of the question. The Chatbot politely rejected the question.

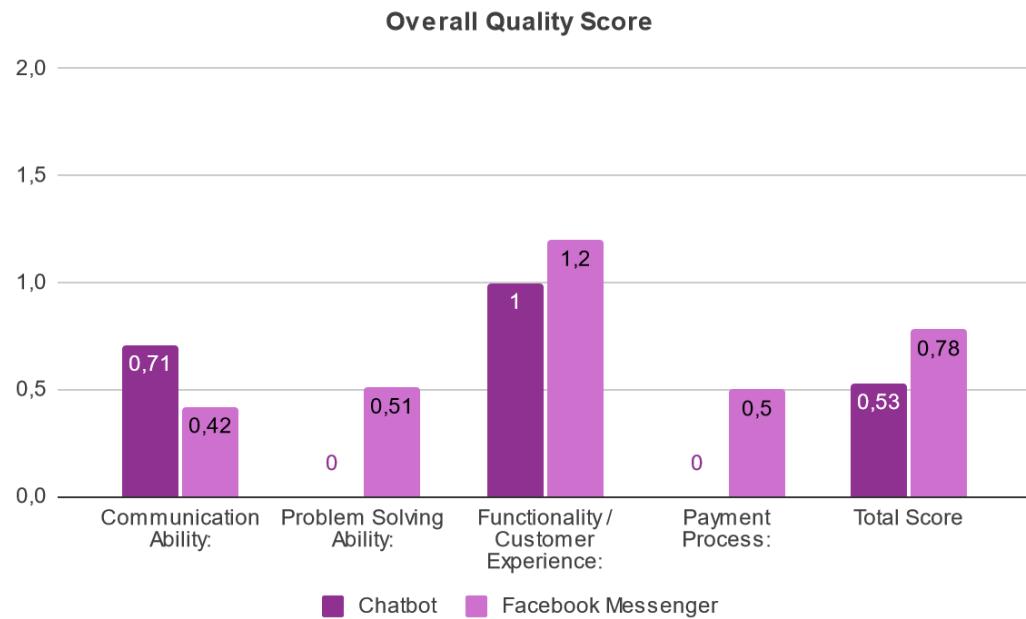
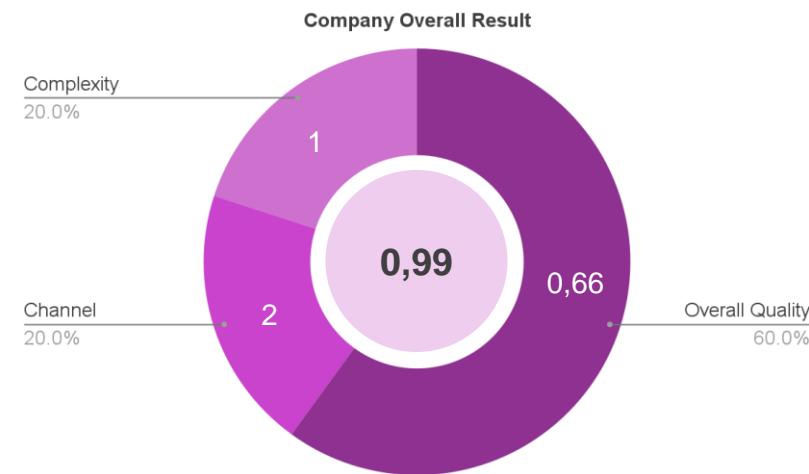




Opodo

Tourism

- Opodo offers a Chatbot on their customer service webpage and a messenger on their Facebook page. A Live Chat is possible on both channels but the first interaction is with a bot and it takes longer to connect with an agency.
- Both, Chatbot and Live Chat offer the possibility to write down the question or suggest to click on a specific topic. However, both messengers have the problem to understand the question and suggest to click on a topic.
- The Chatbot had much difficulty to understand the questions regarding "Problem Solving Ability" and "Payment Process".
- The Opodo website offers flights and hotels, but both channels are very focused on flights.

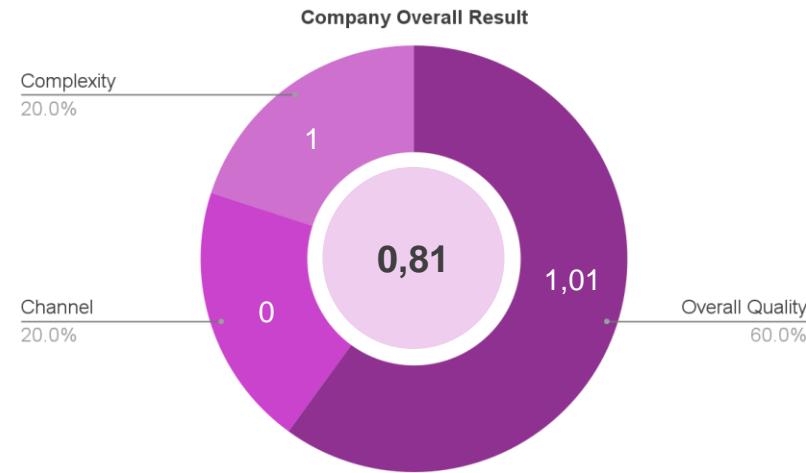




Norderney

Tourism

- The island Norderney has a Chatbot on their homepage. It helps with the questions regarding the Norderney vacation.
- The Chatbot responded under 30 sec. and had a good understanding of the questions. But it had difficulties to understand the questions regarding the "Payment Process".
- Everytime the Chatbot did not understand the questions, it referred to contact the customer service or to send an Email.
- The Chatbot is only available in German.

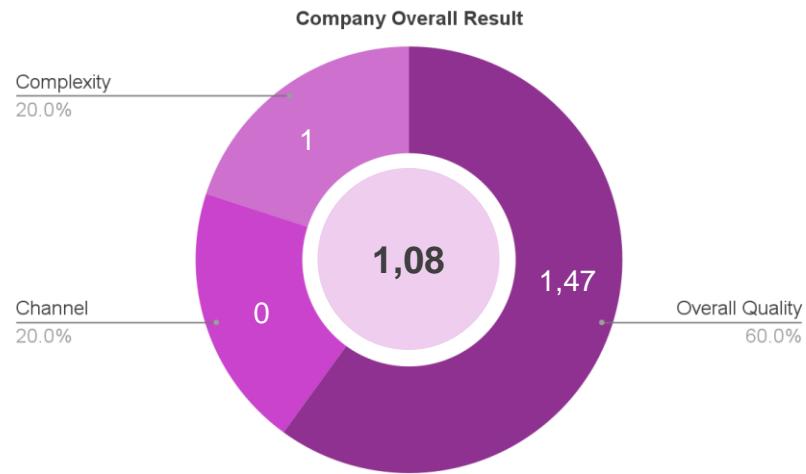




Women's Best

Health

- Women's Best offers a WhatsApp Messenger, which has been evaluated.
- Product advice was very good, links, pictures and a personal shopping advice on products is possible directly within the chat.
- Questions about delivery times/payment options have been answered in the Messenger.
- The response time was significantly long (2-3 days), which negatively affects the customer experience.

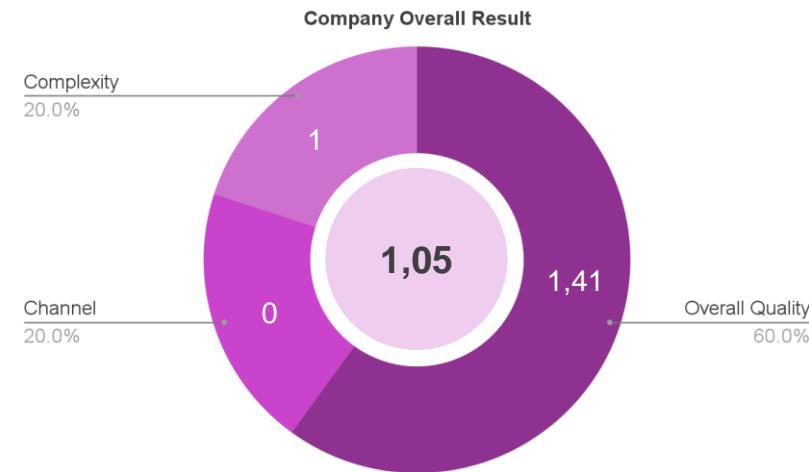




Big Direkt

Health

- Big Direkt offers a Live Chat, which has been evaluated.
- Within the Live Chat it was always tried to give a suitable answer for each question. Also several links to information pages were additionally provided without even asking for them.
- The media usage was restricted to only links.
- Only drawback: Takes a while to get connected to person from Live Chat

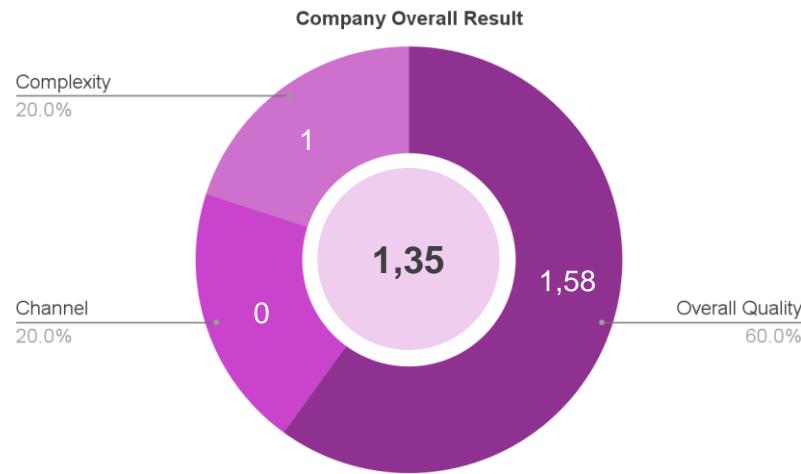




Almased

Health

- Almased offers a Live Chat, which has been evaluated.
- Personal concerns were answered very quickly and accurately .
- Very fast connection to an employee from the Live Chat.
- Only drawback: Products can not be sold directly through the Live Chat and through the website. Almased products are available for sale only in pharmacies and drugstores.

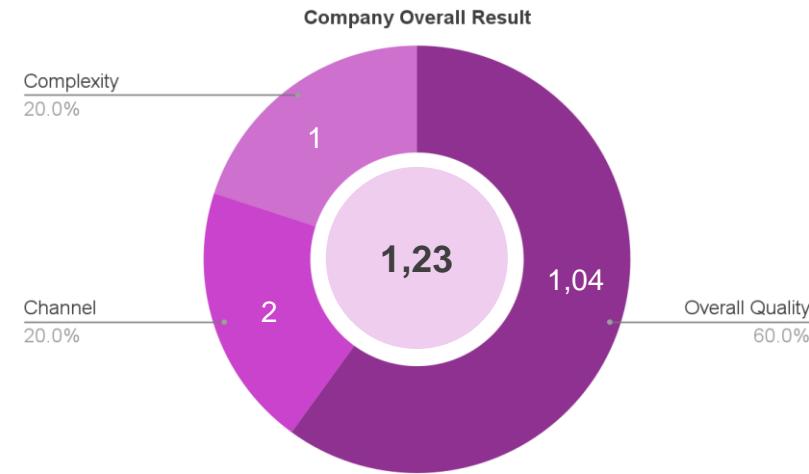




Hello Fresh

Food

- For Hello Fresh the Facebook Messenger was tested
- The communication ability and problem solving ability achieved the highest scores within the evaluated areas. The questions were mostly answered in detail directly within the chat. If no direct solution was given directly, an alternative was suggested.
- On the other hand the functionality / customer experience achieved the lowest score, as for example the accessibility was not given as you needed to search for the messenger. Furthermore, the media usage was rated low as no media was used.

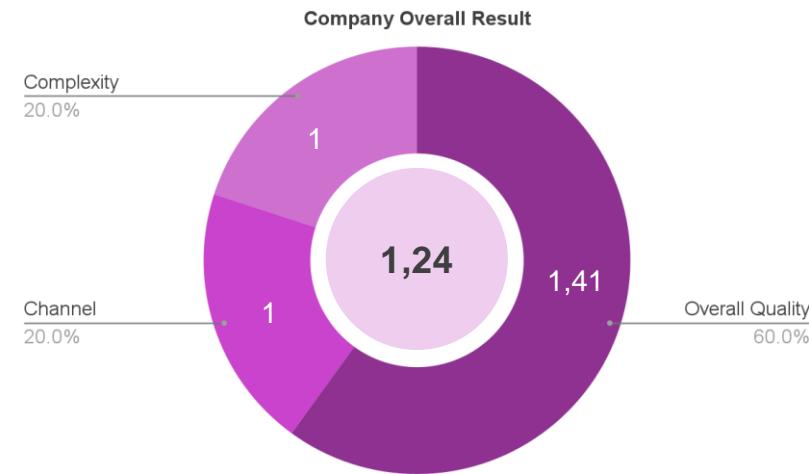




Holy Energy

Food

- Holy Energy only offers a WhatsApp Messenger
- The overall quality was very positive. Especially the areas communication ability and problem solving ability could achieve a high scoring due to detailed and correct answers.
- The media usage was restricted to links only
- A negative aspect here was the response time, the speed of response depended on the day and time.

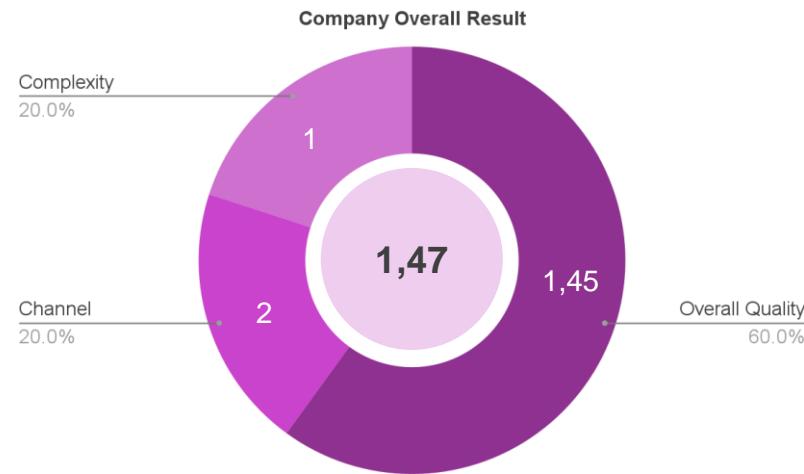




Wolfsblut

Food

- For the company Wolfsblut the offered WhatsApp Messenger was tested
- The communication and problem solving ability were positively evaluated here. Each question was answered in great detail and, if necessary, an alternative solution was suggested.
- Another strikingly positive aspect was that links and additional information on the asked question were provided even without specific inquiries.
- Another remarkable feature of the functionality / customer experience is that the user does not have to search for the chat, as the button pops up automatically.
- Worth mentioning is also the recall as the chat is saved by Wolfsblut and it can therefore always be linked to the previous conversation or previous orders.



PRACTICE EXAMPLES



The image shows a smartphone displaying two overlapping screens. On the left, a chatbot interface is visible with a blue header 'Anna Müller Kundendienst' and three emoji status indicators. The conversation starts with the bot saying 'Wir verbinden dich mit einem unabhängigen Experten.' The user responds 'Du chattest jetzt mit Anna Müller.' The bot then asks 'Guten Morgen, wie kann ich Dir weiterhelfen?' The user types 'Hallo guten Morgen, ich suche nach einer roten Skijacke. Was können Sie mir anbieten?' The bot replies 'Für Damen oder Herren?' with a 'Für Damen' button. The user then receives a link: 'Hier der Link <https://www.intersport.de/search/?sSearch=rote+Skijacke+Damen>. Es werden Dir alle Skijacken in Rot angezeigt. Viel Spaß beim stöbern :) Kann ich sonst noch etwas für Dich tun ?' On the right, a product search results page for 'rote Skijacke Damen' is shown. The search bar contains 'VONACH SUCHST DU?'. Below it are navigation links: HERREN, KINDER, SPORTARTEN, AUSRÜSTUNG, BIKE-SHOP, and a magnifying glass icon. Underneath are filters for GRÖSSE, FARBE, and PREIS. Two red jackets are displayed: one by MCKINLEY labeled 'DAMEN SKIJACKE DOROTHY' and one by KJUS labeled 'DAMEN SKIJACKE "VIVANDA"'. Each jacket has a heart and a plus sign icon below it.

Best-Practice Example

- Accuracy of answers
- Media usage & Complexity
- Response time / availability
- Empathy

 **INTERSPORT**



The image shows a desktop website for Estée Lauder and a mobile phone displaying a chat interface.

Desktop Website (Left):

- Header: Wir gehen LIVE! Seien Sie beim Valentinstags Live Shopping Festival dabei
- Navigation: NEUHEITEN, DUFT, RE-NUTRIV, AERIN, BESTSELLER, MINI BAR, DISCOVER, TER
- Section: VALENTINSTAGS-BERATUNG (with image of a woman with red lips) - Wir suchen mit Ihnen das perfekte Geschenk aus oder schminken mit Ihnen Ihren Datenight Look. 30 Minuten. AUSWÄHLEN
- Section: MAKEUP-BERATUNG (with image of a woman applying makeup) - Kreieren Sie mit uns Ihren individuellen Makeup Look für jeden Anlass. 30 Minuten. AUSWÄHLEN
- Footer: DAS ESTÉE E-LIST TREUEPROGRAMM | ANGEBOTE

Mobile Chat (Right):

Senden Sie uns eine...
Lesen Hätten Sie für die Nachcreme dann noch eine etwas günstigere Alternative?
Gabriele um 9:18, Jan 31:
Ja sehr gerne :-) Hätten Sie denn mal Lust auf eine virtuelle Duftberatung ... es ist was ganz neues wo sie anhand Ihrer Gefühle geleitet werden, welcher Duft perfekt zu Ihnen passt....
Gabriele um 9:19, Jan 31:
Ich suche Ihnen grade noch die Nachcreme aus, einen Moment....
Gabriele um 9:20, Jan 31:
https://www.estee-lauder.de/product-catalog/skincare/daywear-eye/cooling-anti-oxidant-moisture-gelcreme?size=15_ml Das wäre dann diese hier....
Gabriele um 9:20, Jan 31:
Wie geschrieben: Mit meinem Code gabrielechatvs bekommen Sie 20% Rabatt :-)

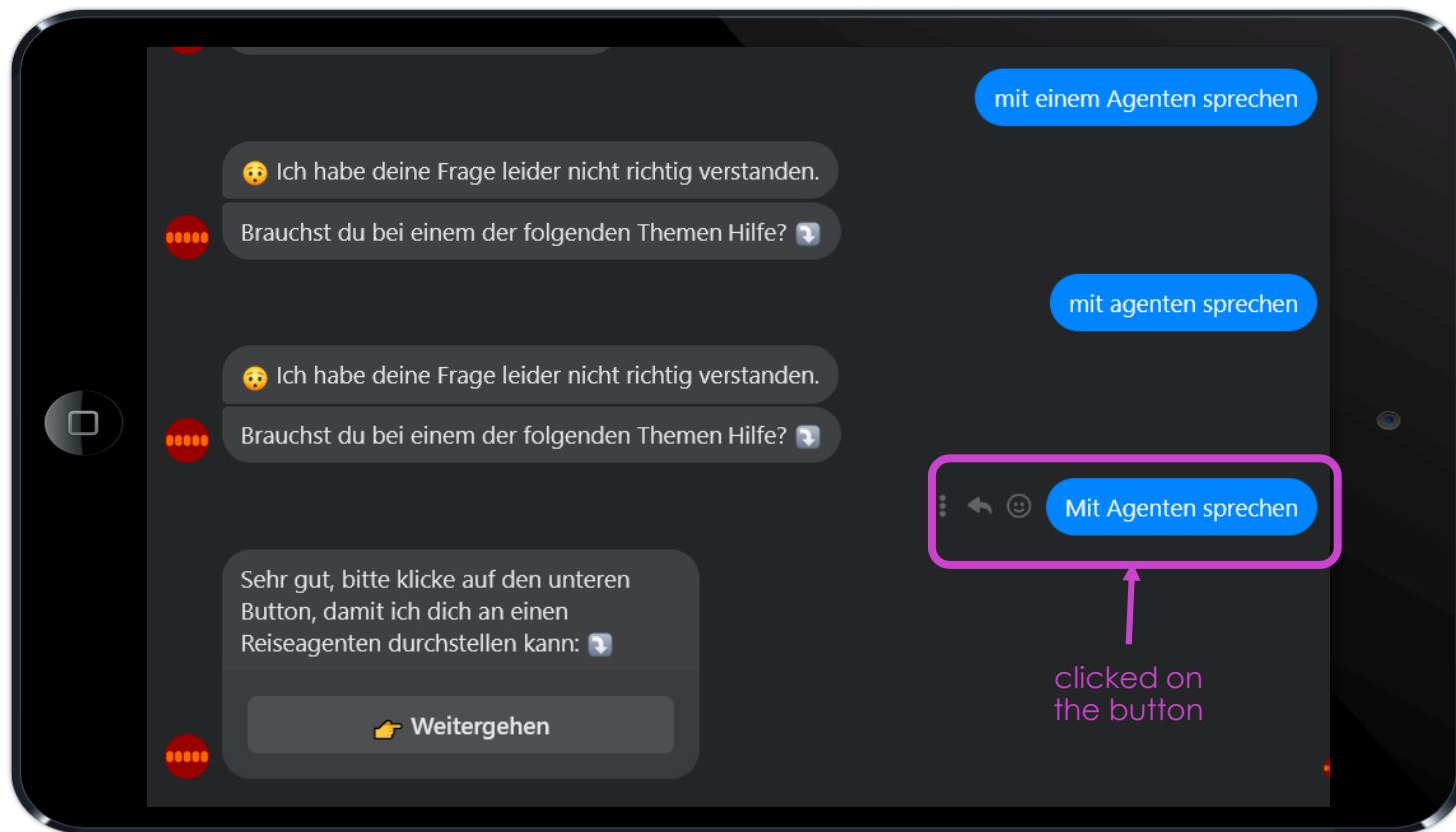
Best-Practice Example

- + Accuracy of answers
- + Media usage
- + Consultation / Special Features
- + Empathy

ESTÉE LAUDER



opodo



Facebook Messenger

59



Chatbot

UNITED KINGDOM

Country & Industry Scores – UK

► UK's country score:

1.08

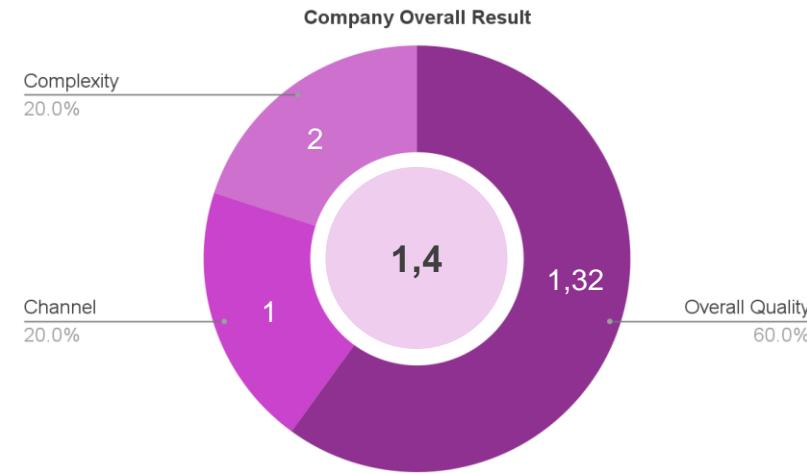


Royal Bank of Scotland

Banking



- The Royal Bank of Scotland is a major retail and commercial bank in Scotland. Customers from this bank have the opportunity to chat with "Cora", which is the name of the Chatbot of this particular bank. Furthermore, clients can speak with an employee as well.
- "Cora" does not possess a lot of empathy. When the tester wrote "Have a nice weekend" the bot wanted to connect the tester to an employee.
- The employees of this bank have been very forthcoming and answered the question appropriately.
- The conversations with the employees get saved. Hence, they are able to remember the customer's name and their issue.
- The icon for the Chatbot is linked on their homepage.

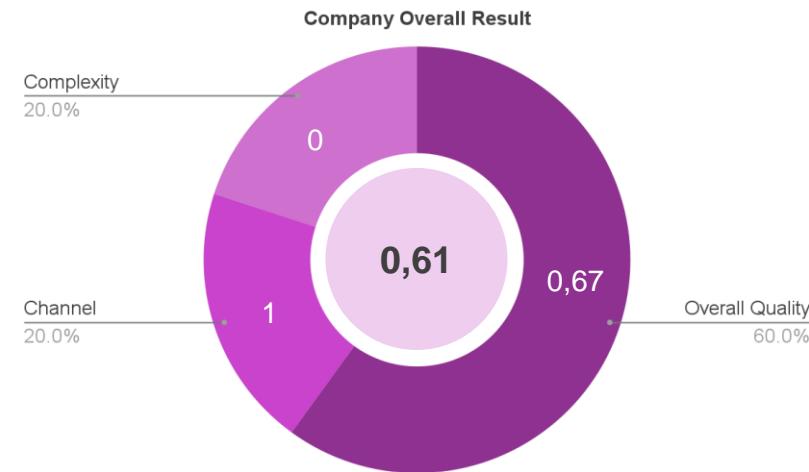




Santander UK

Banking

- Santander UK is a bank, which offers a Chatbot and a Live Chat. Within the scope of this study, the Live Chat could not have been tested, as it is only available for existing customers, who have to log into their online banking to access the Live Chat.
- The Chatbot of Santander was not capable to answer the questions. The response of the Chatbot "Sandi" was mostly: "Sorry, I still don't understand...".
- The use of emojis stood out particularly well to the tester.
- The icon for the Chatbot is linked on their homepage, which makes it easy accessible for their clientele.

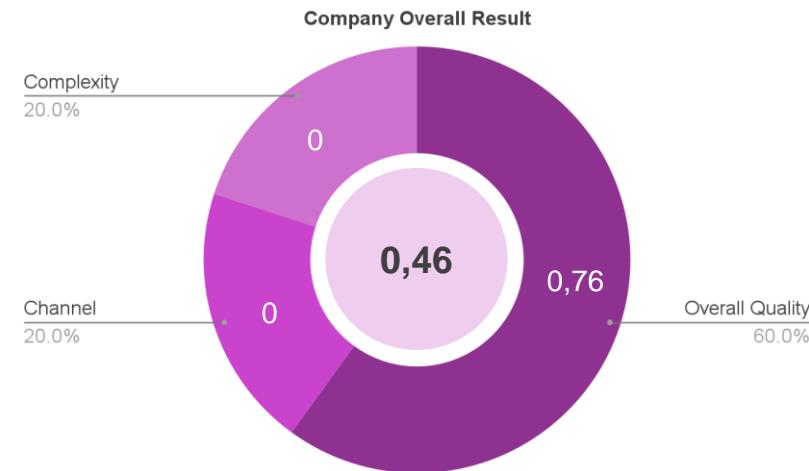


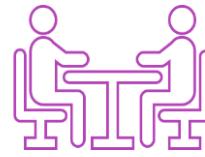


Danske Bank

Banking

- Danske Bank focuses on business and personal banking. They offer a Chatbot, which has been tested by the researchers.
- Most of the time, the bot reacted to questions with navigation points. The empathy level of the bot has been poor.
- The response time of the bot were immediate.
- The icon for the Chatbot is linked on their homepage, which makes it easy accessible for their clientele.

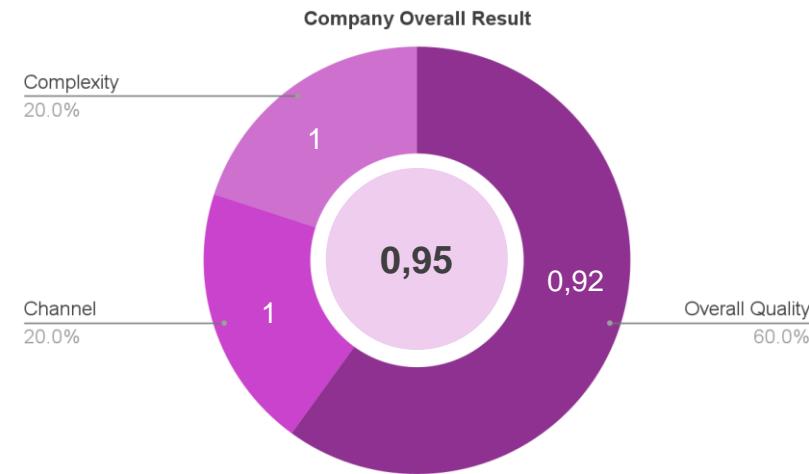




Allianz UK

Insurance

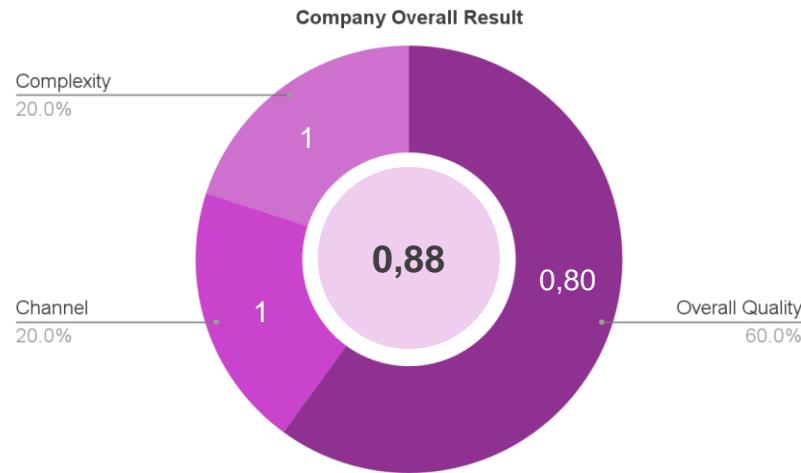
- Allianz UK is an insurance company which provides the Chatbot Ava.
- The Chatbot replies fast and was easy to find.
- Ava is a rather new Chatbot and is not able to answer many questions.
- Design was very suitable for the company.
- It was the easiest Chatbot a customer could find in the UK within the insurance sector.





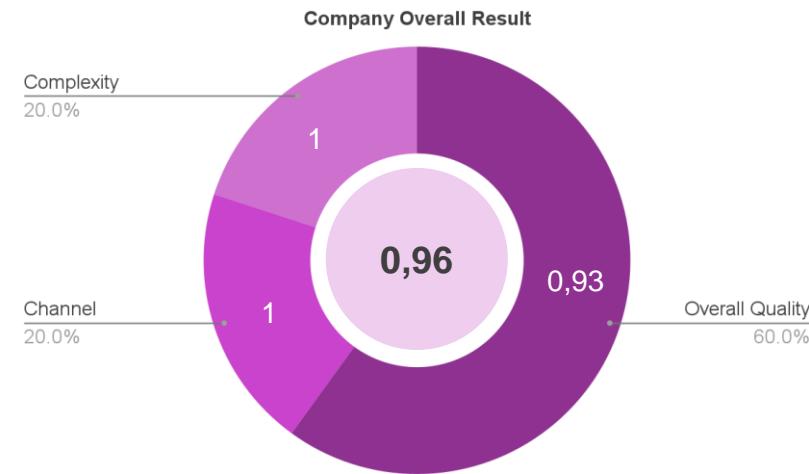
Direct Line Insurance

- Direct Line is an insurance company which provides an virtual assistant.
- The answers were helpful.
- It is very hard to find.
- Easy to use and helps in many cases.
- The Chatbot was very hard to find and it consumes a lot of time of the customer.





- Aviva is an insurance company which provides the Chatbot Nina.
- The Chatbot is very friendly to the user and provides helpful answers.
- Did not use any media or links during the conversation.
- Friendly Chatbot.
- The Chatbot was very hard to find.

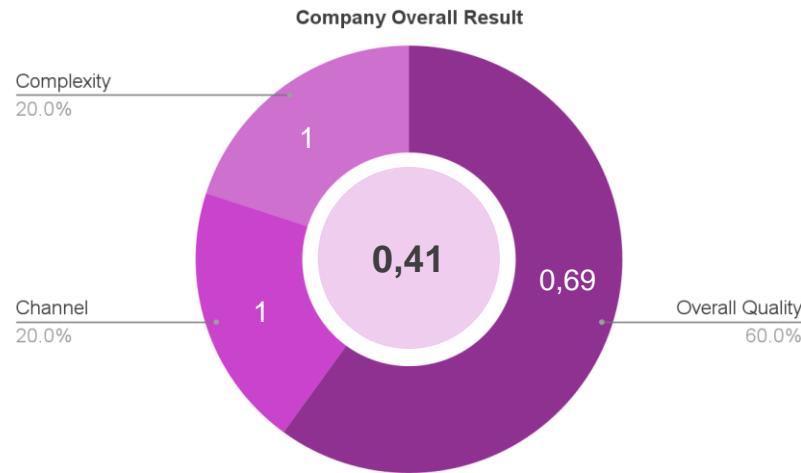




KLM

Airline

- KLM is an airline which offers a Chatbot via Facebook Messenger and WhatsApp.
- The answers came really fast, and options to choose from were provided.
- Overall, the Chatbot was not able to answer the study questions.
- The Chatbot often stopped the conversation so that an employee could take over the conversation, but they never replied.
- Live Chat was available, but the employees were not able to answer because of a high support demand.

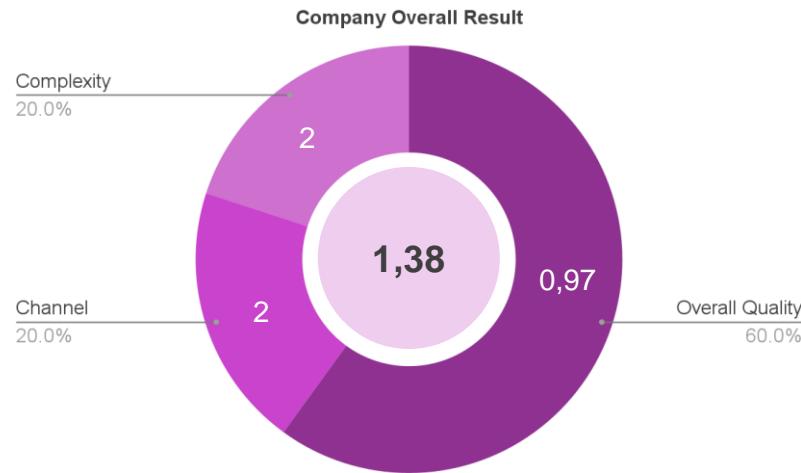




Virgin Atlantic

Airline

- Virgin Atlantic is an airline which offers customers the Chatbot Amelia.
- The Chatbot was designed to be friendly and fast. The questions could be asked directly without pre-definitions.
- Many questions were not understandable for the Chatbot.
- Links were used, so the customer was able to follow them in order to get more information.

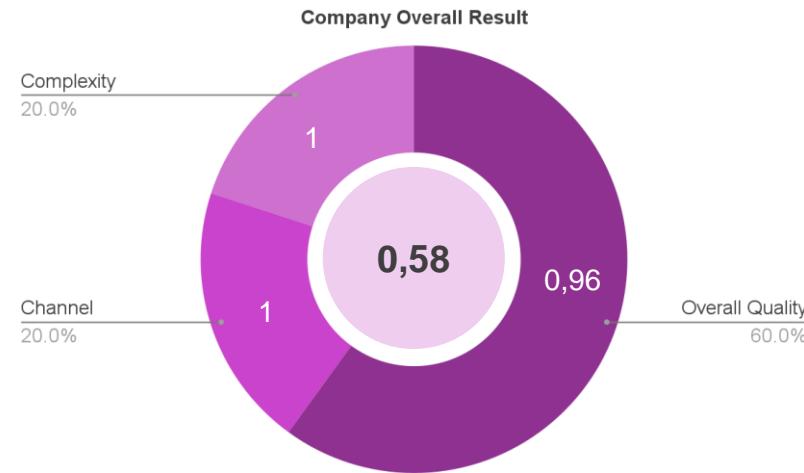




Ryanair

Airline

- The airline Ryanair has a Chatbot called Molli.
- Chatbot has a friendly appearance, answered fast and it was easy to find.
- The Chatbot was not trained enough.
- The design of the Chatbot was appealing for the user.

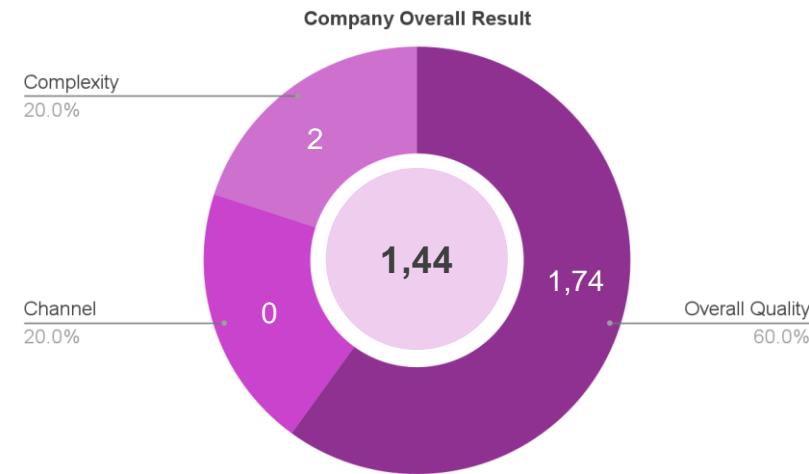




Burberry

Retail - Fashion

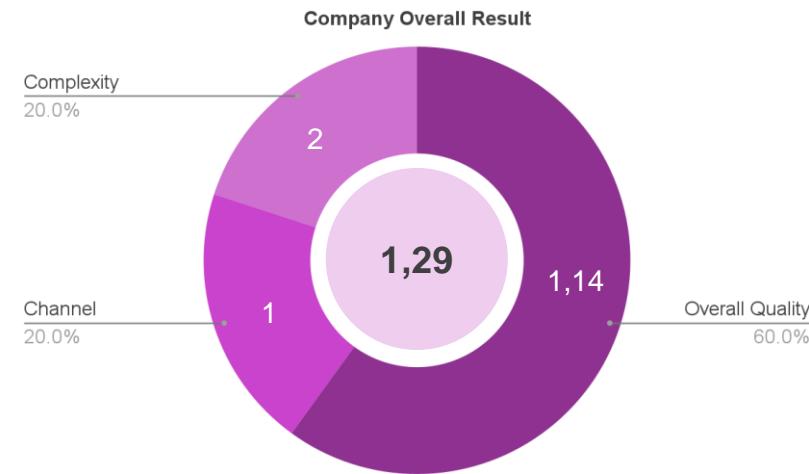
- Burberry is a British luxury fashion house. After googling a Burberry store, customers can click on the phone icon and then the iPhone users have the option to contact Burberry through iMessage.
- The service employees put a lot of effort into the conversation.
- The response time overall was good for a Live Chat. Sometimes the responses took longer but they were extensive.
- The chat was saved hence the employees were able to remember the customers name and the topics they had talked about.





H&M
Retail - Fashion

- H&M is a clothing retailer. In the UK customers have the opportunity to chat with a Chatbot and a live agent of H&M.
- The Chatbot was not able to comprehend the questions about the payment process, while the employees were able to answer those questions.
- Live agents did not answer the questions about specific clothing pieces in the chat but rather directed the customer to their website.
- It is of importance to note that the Chatbot did not react in an appropriate manner when the customer mentioned their name.
- To chat with H&M the customer needs to search on the website for “Customer Service”.

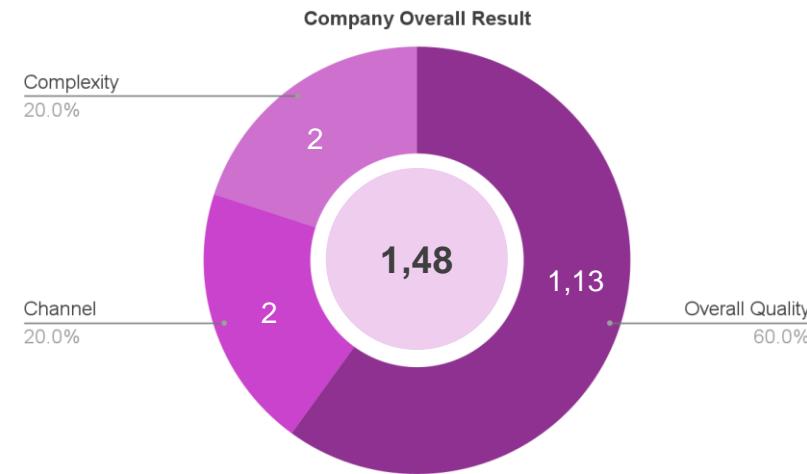




Pull&Bear

Retail - Fashion

- Pull&Bear is a clothing retailer. In UK they have three channels: a Chatbot, WhatsApp and a Live Chat. WhatsApp has not been tested as a phone number from the UK was not available to the tester, hence they answered in the incorrect language.
- Before one can use the Live Chat. Customers have the opportunity to talk with Pull&Bear's Chatbot. However, this Chatbot is not particularly good.
- The service employees answered the questions in a very good way. There was a lot of effort on their side.
- A chat icon is linked on their homepage where the Chatbot and Live Chat can be accessed by the customer.

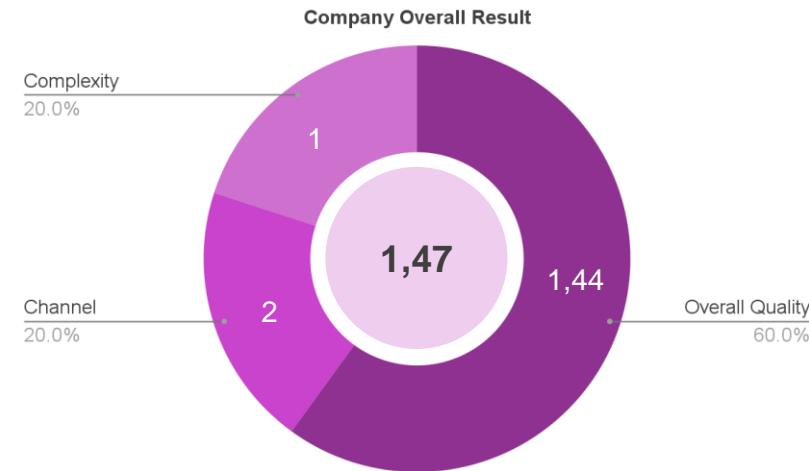




Trinny London

Retail - Cosmetics

- Trinny London is available on social media handles like Facebook and Instagram.
- However, Live Chat was taken into consideration.
- The conversations were in a friendly manner. Nevertheless, emoticons (;) were not used.
- Mostly all relevant questions were well answered accumulating to a good customer experience.
- Payment within the chat was not possible. However, an option of check-out was available on the website.
- Live Chat sessions were available during normal opening hours.

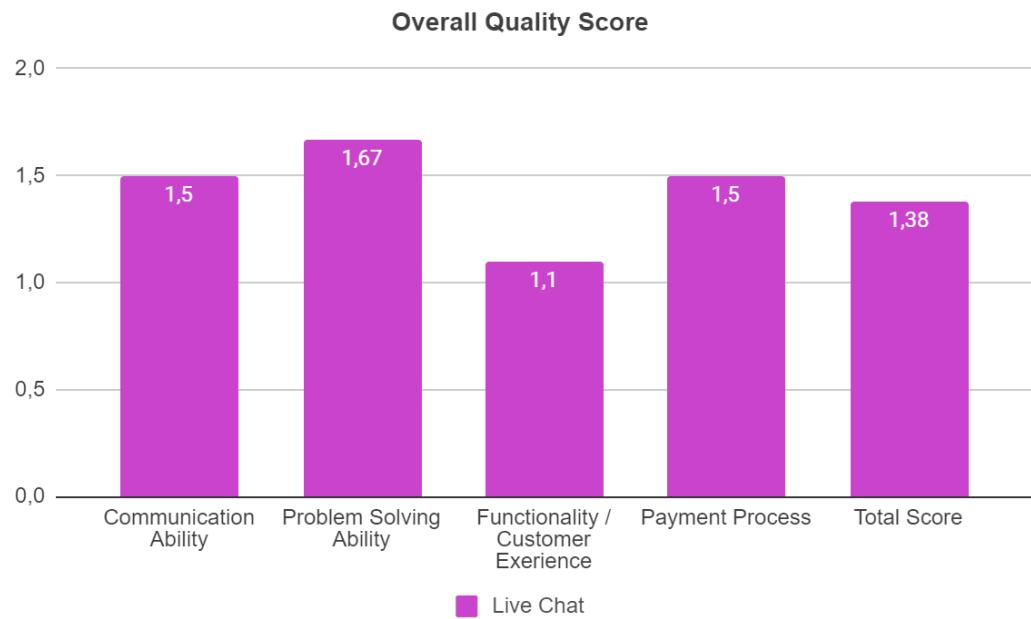
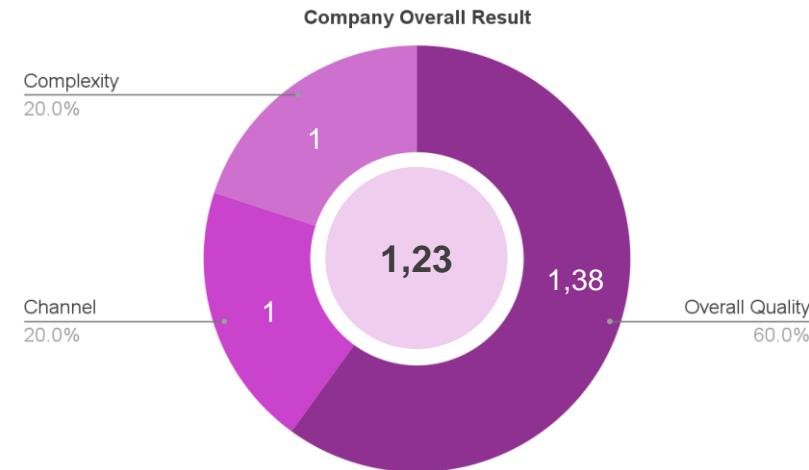




Pai Skincare

Retail - Cosmetics

- Pai Skincare uses social media like Instagram.
- Live Chat was taken into consideration.
- The chat session was regarded as cooperative due to employee's problem-solving approach.
- Product preferences were requested to the customer and the links to the products were directly sent within chat.
- Payment in chat was not possible due to security reasons. However, it offered a check-out option on their website.
- Limited opening chat hours.

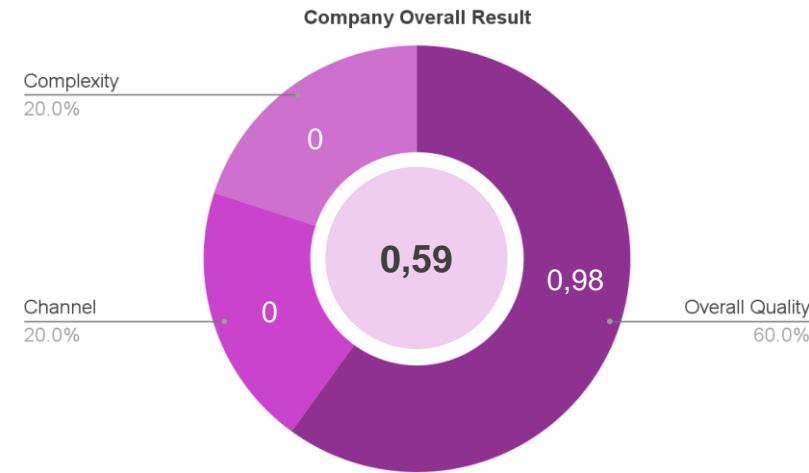


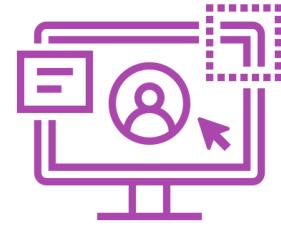


Boots

Retail - Cosmetics

- Boots offers a Chatbot.
- The response time was quick.
- The Chatbot occasionally provided the links in the chat.
- The Chatbot does not popup itself but starts with a greetings and short self-description when the chat is opened.
- The Chatbot constantly directed the customer either to call the customer care team or to contact the local store. The customer care contact number was provided within the chat.

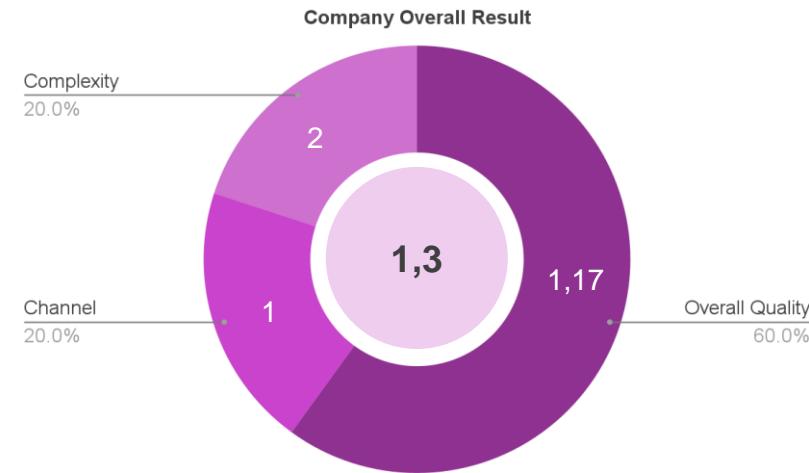




Dyson

Retail - Technology

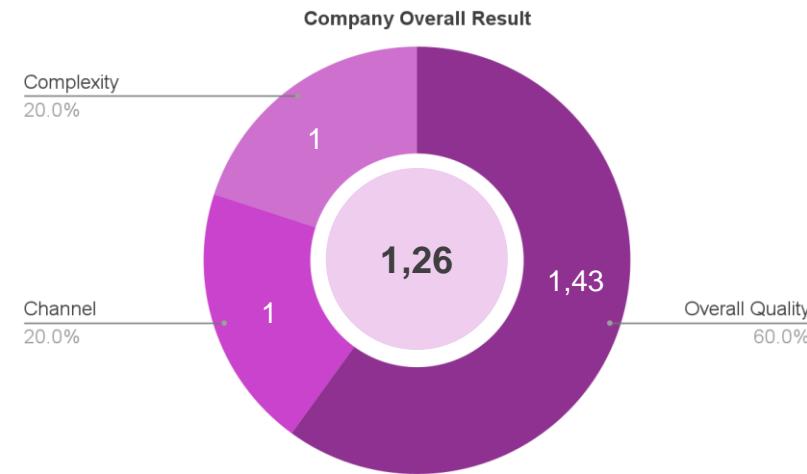
- Dyson offers items from vacuum cleaners to hair care products. A messaging service and Chatbot are available for contact.
- The Chatbot was very advanced. Besides prescribed questions, it also answered new questions very well.
- Product suggestions with pictures and links were constantly made.
- The Chatbot did not understand spelling mistakes or sentences that are not questions.

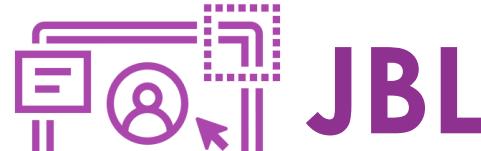




Retail - Technology

- At LG one can buy TVs, washing machines, and much more. Advice from employees is offered in the Live Chat.
- The conversation was very good, helpful advice was given and even a video demonstration was offered.
- When asked if it was possible to pay in the chat, the answer was yes, but this was untrue. One was redirected to the shopping cart and the normal checkout.
- The chat was saved even if several employees were involved.

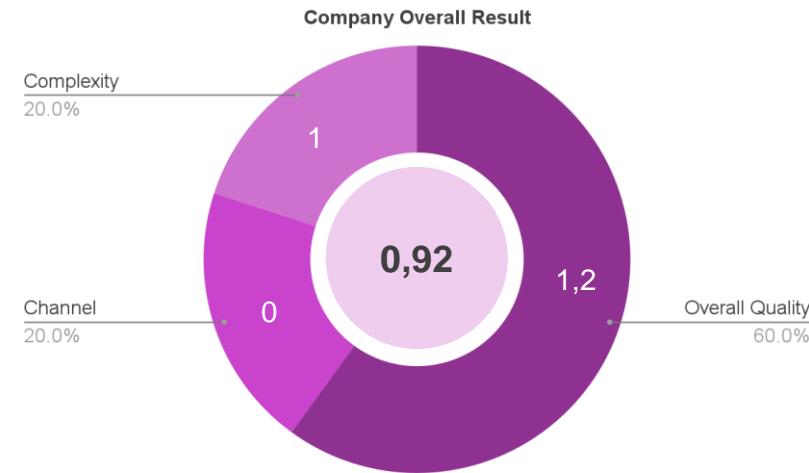


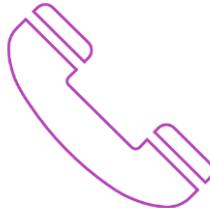


JBL

Retail - Technology

- At JBL you can buy speakers, headphones, and other equipment. The purchase advice takes place on the website via a Live Chat.
- Product and industry-specific questions were answered well
- One was very often referred to the website where the requested information would be found
- The response time was long (up to three minutes)

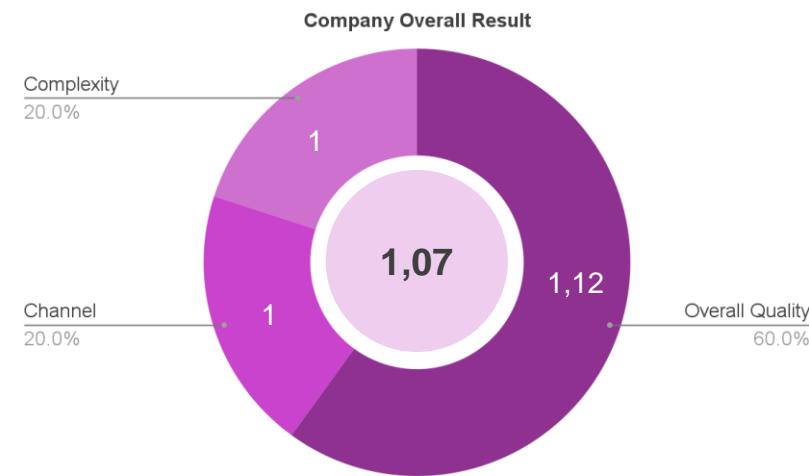


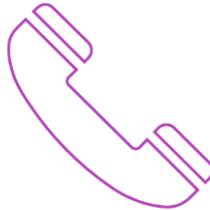


Vodafone

Telecommunication

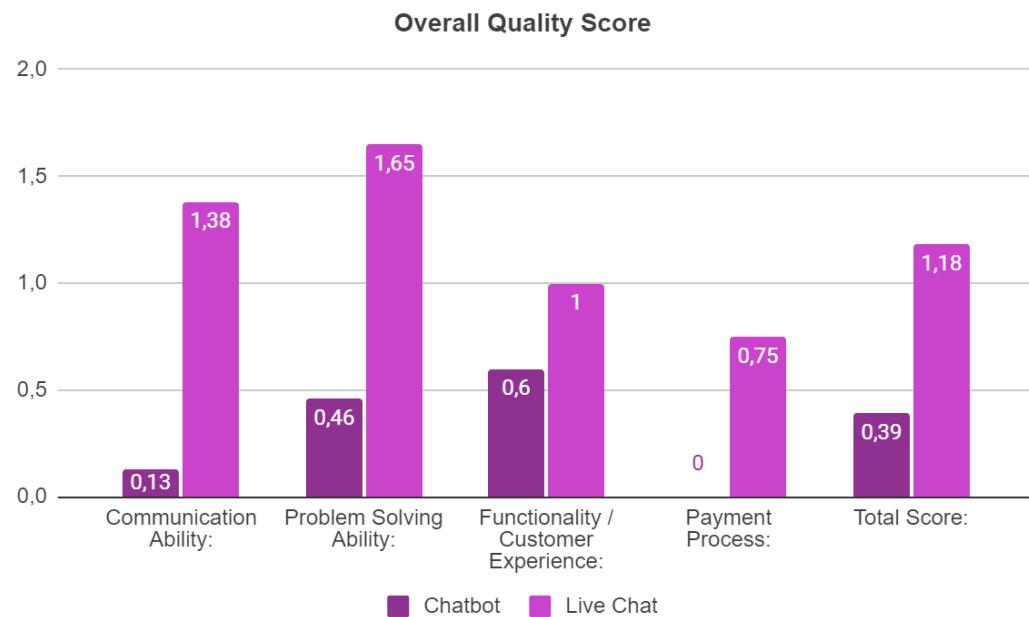
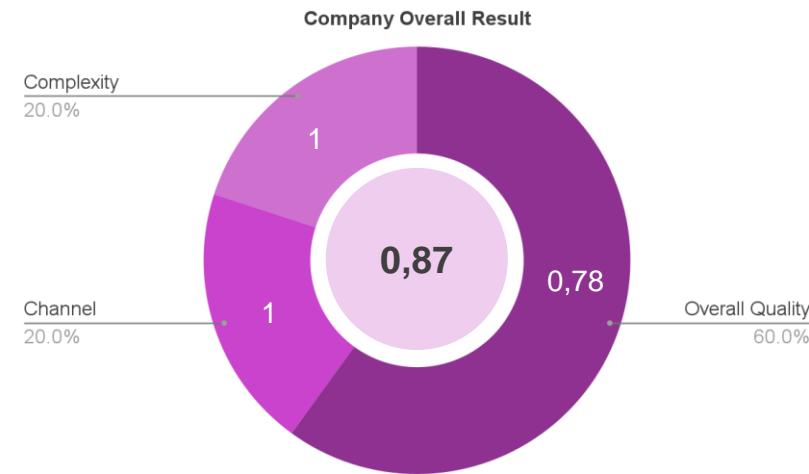
- Vodafone offers mobile phones with contracts, sim cards, and home broadband. A Chatbot and Live Chat are available for advice.
- It has the best result among the telecommunication providers.
- Solution-oriented Live Chat.
- Long waiting times until Live Chat starts.
- Expandable Chatbot with many standard answers.

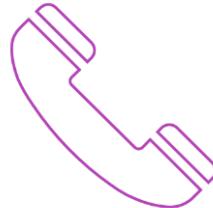




O2 Telecommunication

- The telecommunications provider O2 offers a Chatbot and Live Chat.
- The Live Chat was very helpful and personal, frequent addressing one with their first name, has encouraged one to make a purchase.
- Performs significantly worse compared to competitor Vodafone, mainly due to the weak Chatbot.
- It takes many clicks to find or get access to Chatbot or Live Chat.

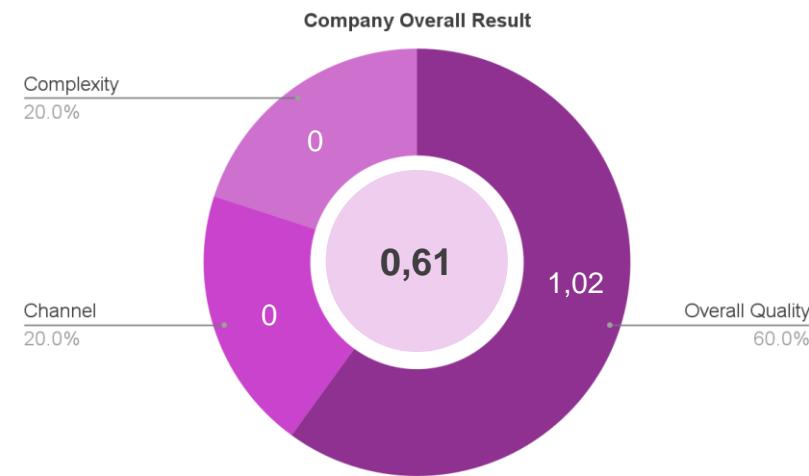




Lycamobile

Telecommunication

- At Lycamobile it is possible to buy sim cards and only a Live Chat is offered.
- The Live Chat can be found immediately on the home page, but it is necessary to enter contact information to start the conversation.
- The Live Chat was very unfriendly, the conversation was ended several times without a reason.
- Old-fashioned design and no sales-oriented advice.

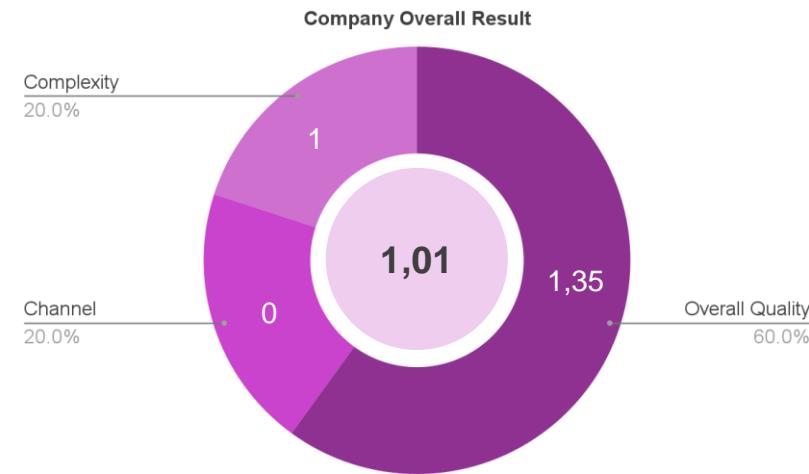




The Economist

Media & Publishing

- The Economist offers a Live Chat and provides answers to questions about the subscription models offered by the magazine.
- Strengths in communication and problem solving, good reactions, and detailed product-related answers.
- Only one channel and weak functionality.
- Live Chat is only possible with an account but without a subscription.
- No payment is possible in chat for data protection reasons.

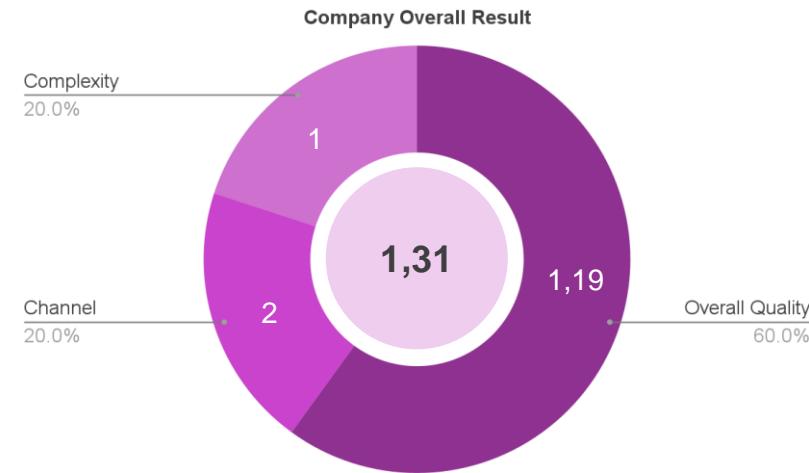


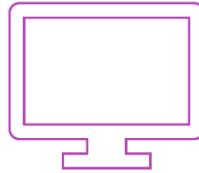


Waterstones

Media & Publishing

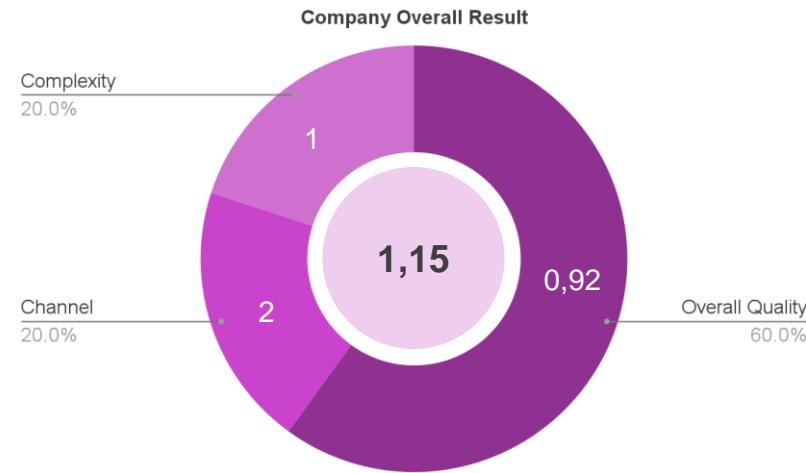
- Waterstones is on social media handles like Facebook and Instagram.
- Live Chat was taken into consideration.
- All questions related to “Problem Solving Ability” were answered well while using links in the chat.
- The customer preferences were taken into account.
- The Live Chat icon can only be seen when the live agent is available.
- The constant change in agents every 2-3 minutes was noticed, leading to disturbances in the conversation.

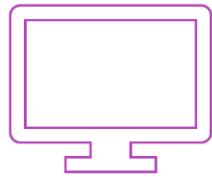




Disney + Entertainment

- Disney + is a subscription streaming service. In the UK, (potential) customers have the opportunity to write with their Chatbot or with a representative of the company.
- Before one starts to write with the bot or employee, one needs to type in their issue. While typing it in several links from the FAQ appeared, which can be clicked on.
- The Chatbot of Disney + is not able to comprehend the request of the researcher.
- Compared to their Chatbot, the Live Chat employees were really forthcoming and put a lot of effort into the conversation.
- The Chatbot and Live Chat must be searched for in the help center.

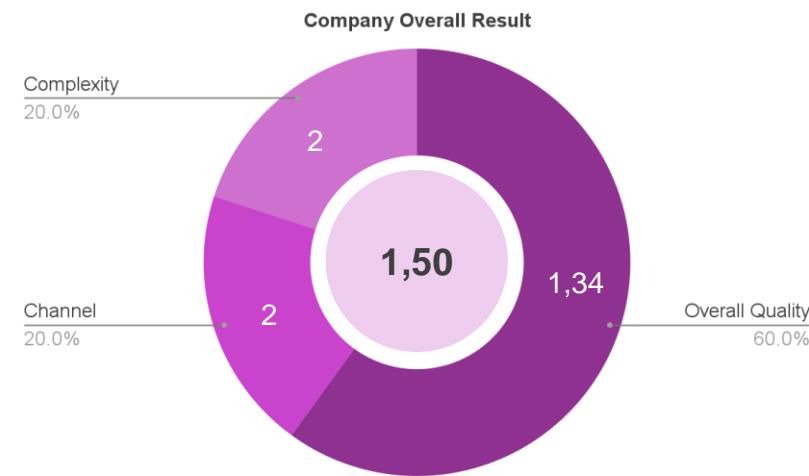




Netflix

Entertainment

- Netflix UK can be reached via Live Chat and other social media handles such as Instagram and Twitter.
- Fast answers, usually within less than one minute.
- No emotionality but all questions were answered really well.
- No payment is possible within the chat.
- Regarding possible discounts, the agent checked and then - despite a negative answer - added that they were looking for new marketing promotions in the future.

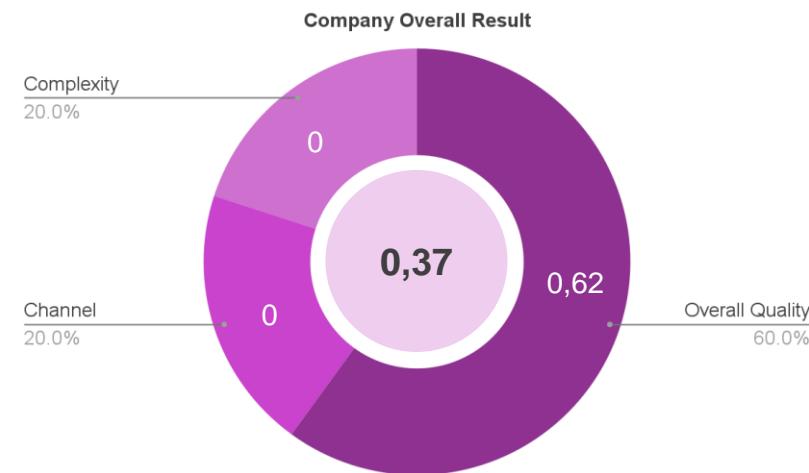




Hotels.com

Tourism

- Hotels.com offers a Chatbot.
- The Chatbot uses emoticons (☺).
- The Chatbot redirects one to connect to a customer care agent. However, the prolonged waiting time made it inconvenient to directly talk to a customer care agent.
- The visibility of the Chatbot was unavailable on the landing page. Therefore, it takes a little while to find its exact icon on the page.
- Sometimes, the Chatbot could not understand the request made.

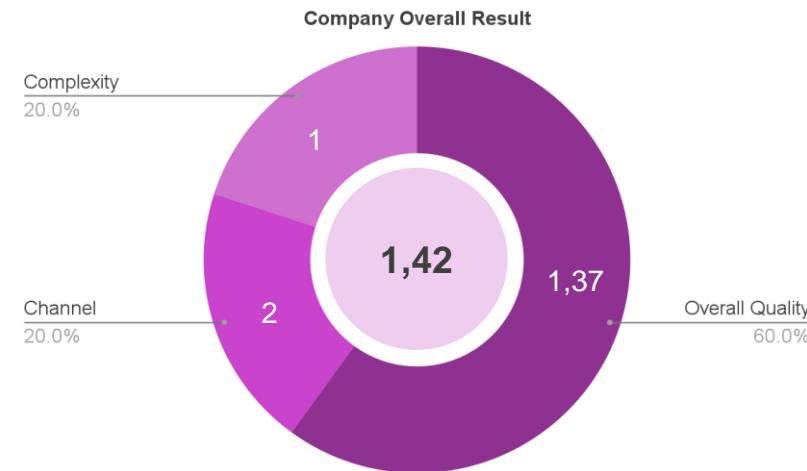




Expat Explore Travel

Tourism

- Expat Explore Travel is available on social media handles like Facebook and Instagram.
- Live Chat was taken into consideration.
- All questions about service and commerce were adequate.
- Good use of emoticons (☺).
- Travel suggestions were made using links in the chat.
- The agents kept on changing due to which the conversation was partially interrupted.
- The response time was quick for first the few questions but slowed down during the course of the conversation.

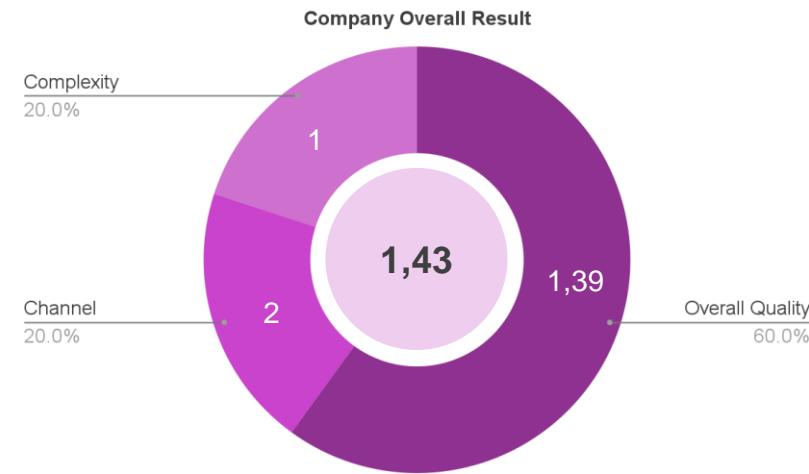




Trafalgar

Tourism

- Trafalgar is on social media handles like Facebook and Instagram.
- Live Chat was used to communicate.
- All relevant questions were responded well with good use of emoticons (☺).
- Travel suggestions were made using links in the chat in a detailed manner, ensuring a good customer experience.
- Regarding payment, secure payment over the phone was possible but not via chat.
- Live Chat is not always available.

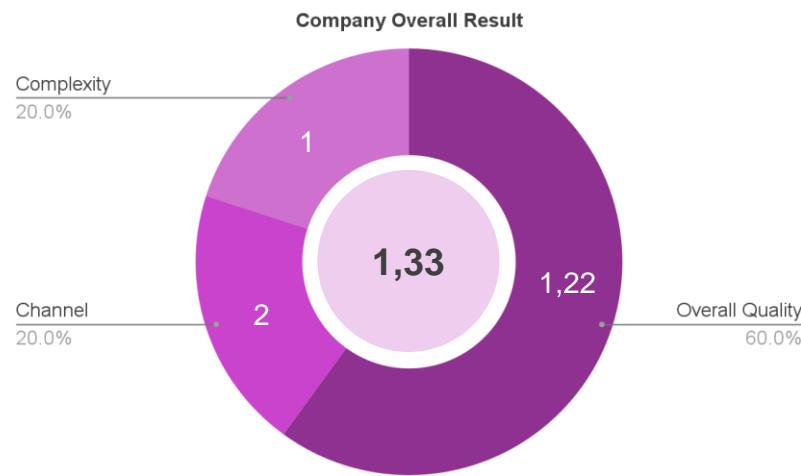




Evergreen Life

Health

- Evergreen Life is on social media handles like Facebook, Twitter, Instagram, and LinkedIn.
- Live Chat was used to communicate.
- Very short answer time, usually within one or two minutes.
- All questions were answered thoroughly, however, without any emotionality.
- No payment is possible within the chat.

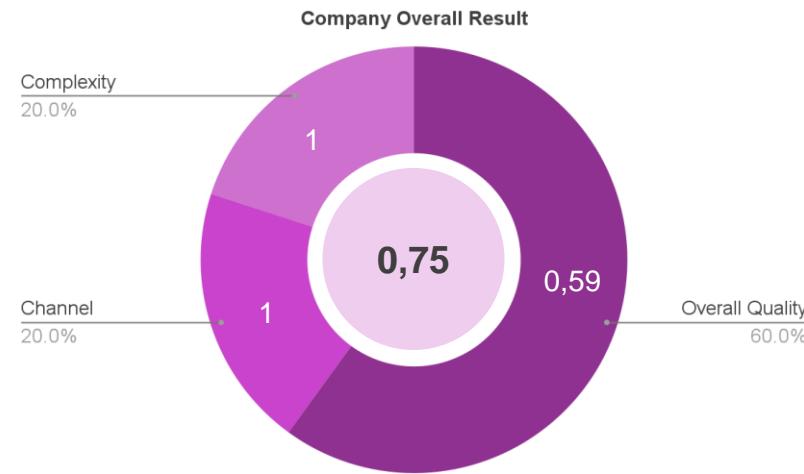




Healthbuddy+

Health

- The Chatbot can be reached via the website and via app.
- Could not answer most of the questions and instead made suggestions for possible answer options.
- Could only partially answer questions that included the word “covid”.
- More information-based and not focused on commerce.
- Good source for Covid-19 related information.

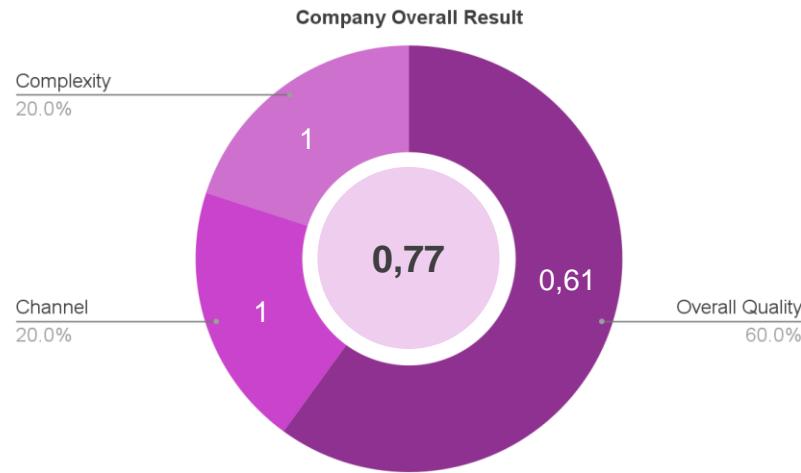




BUPA

Health

- BUPA is on social media handles such as Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- A Chatbot was used as a means of communication.
- Live agents were never available due to long wait time, instead, contact to members of the support team was suggested.
- The Chatbot could not answer most of the questions and instead made suggestions for possible topics.
- Misunderstood the questions often.
- No payment is possible within the chat.

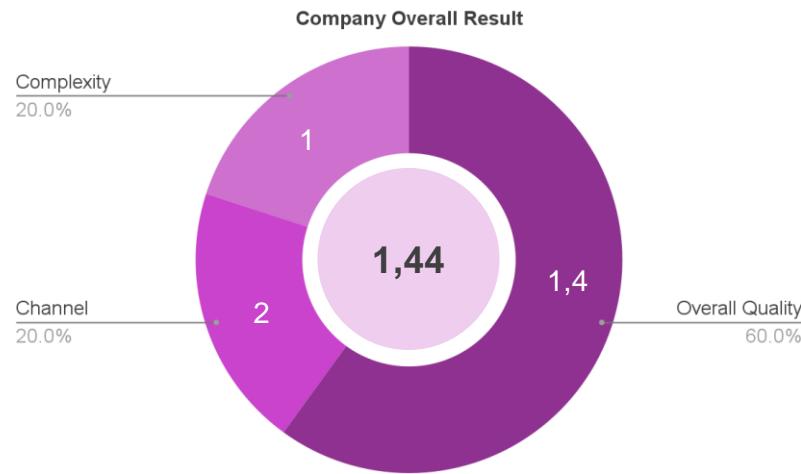




Ocado

Food

- Ocado is on social media handles like Facebook, Twitter, Instagram, Pinterest, and YouTube.
- A Chatbot, as well as Live Chat, was used to communicate.
- The Chatbot understood most questions but also often just explained the order process.
- Emotionally intelligent Chatbot.
- Very short answer time of the Live Chat, usually within one or two minutes.
- One live agent seemed annoyed and answered in short sentences while the other one was really friendly and made helpful suggestions that went beyond what was asked.
- No payment is possible within the chat.

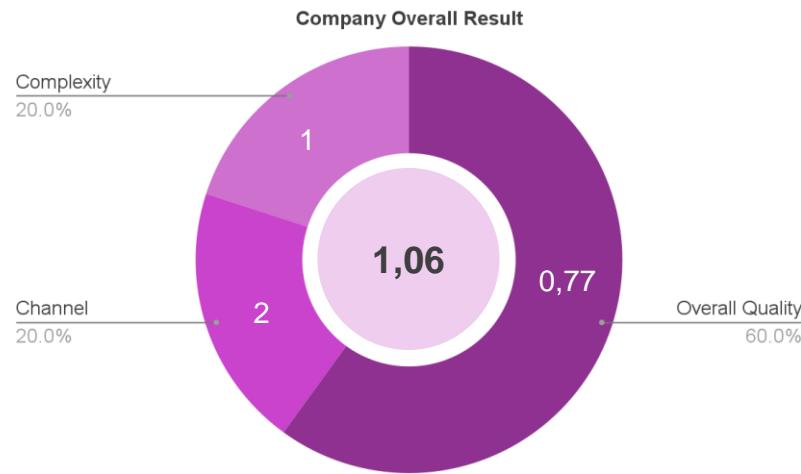




Oddbox

Food

- Oddbox is on social media handles like Facebook, Twitter, Instagram, and LinkedIn.
- A Chatbot was used to communicate.
- Some questions were answered well while for others only similar suggestions were made.
- No payment is possible within the chat.

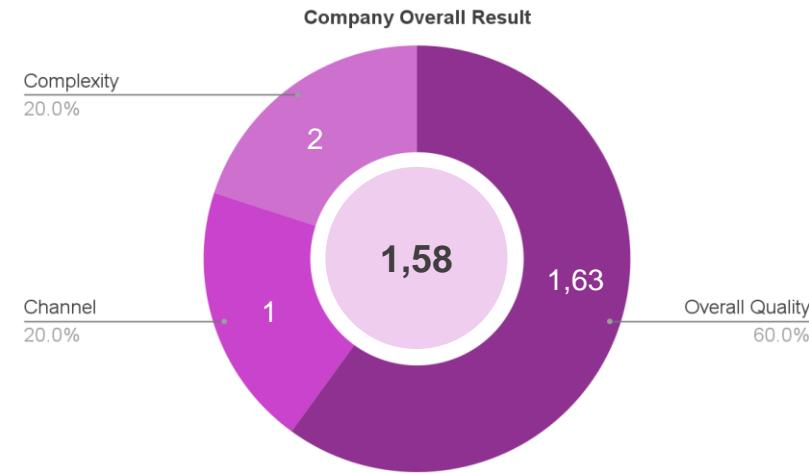




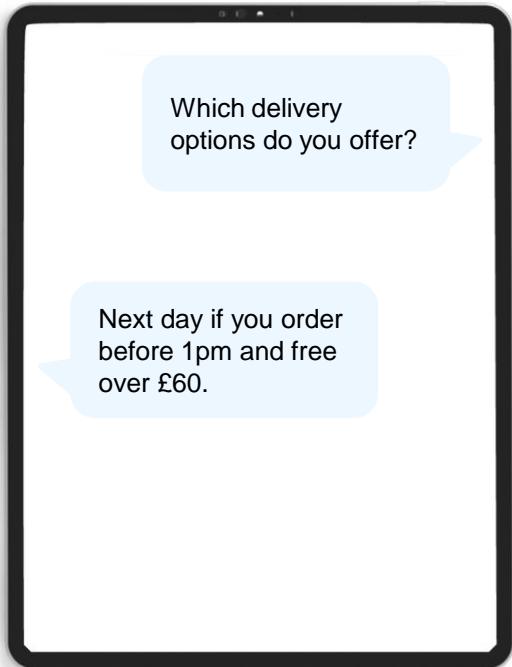
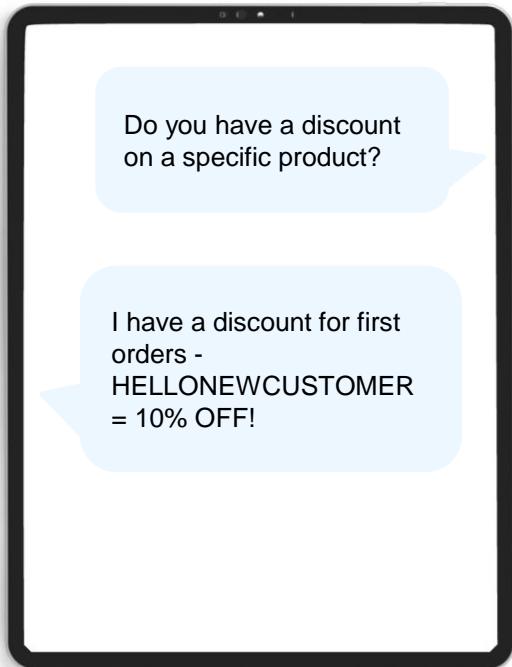
Craft Metropolis

Food

- Craft Metropolis can only be reached via their website or Email.
- A Live Chat with the owner was used to communicate.
- Really good and thorough answers combined with links to the corresponding product pages.



PRACTICE EXAMPLES





The image shows two smartphones side-by-side, each displaying a text message bubble. The left phone has a message from the user asking about supported devices, and the right phone has a response from Netflix. The Netflix response includes a note about a misspelling.

Which devices and platforms are supported?

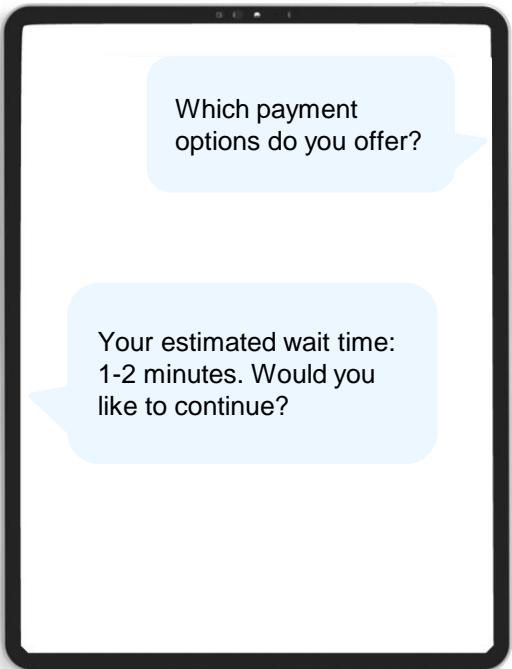
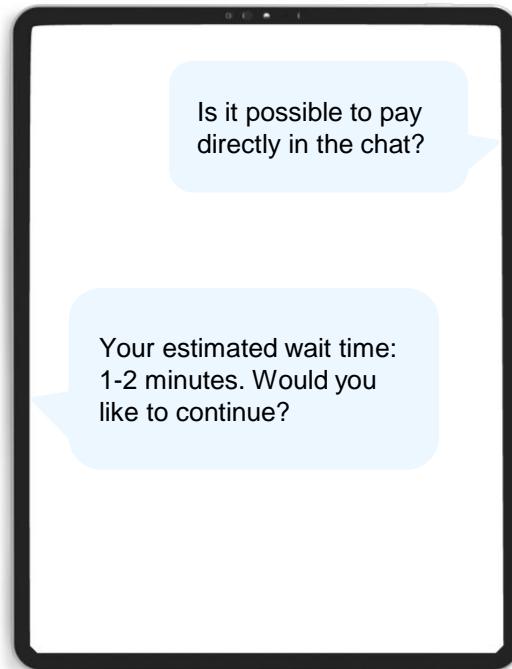
You can stream Netflix from any Internet-connected device that offers the Netflix app. Netflix-ready devices include streaming media players, smart TVs, game consoles, set-top boxes, Blu-ray players, smartphones, tablets, PCs, and laptops.

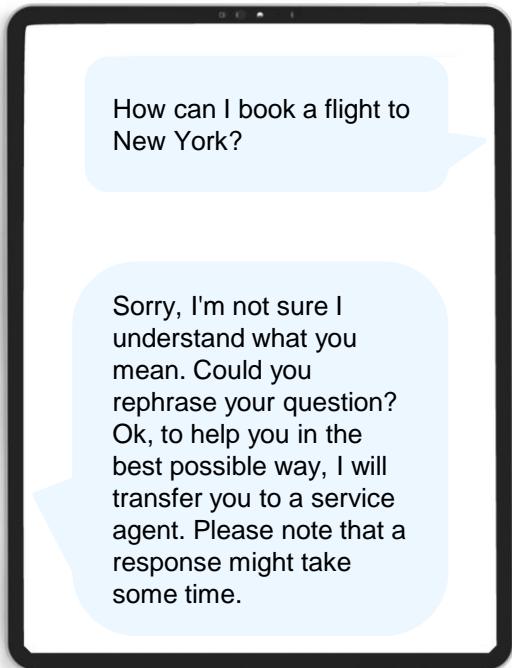
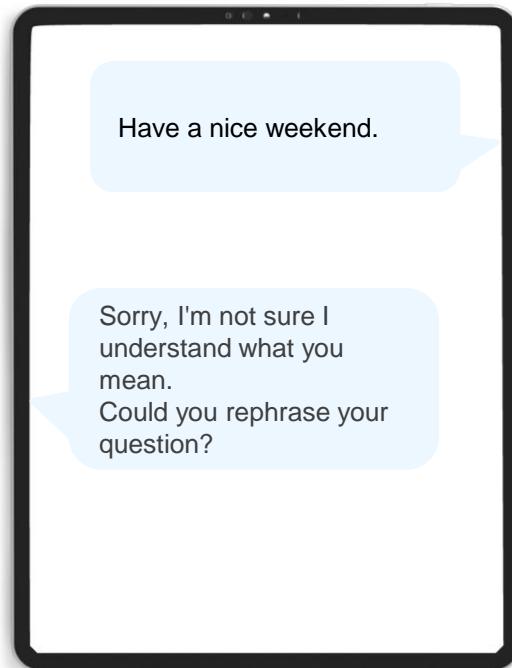
What are you offering?*

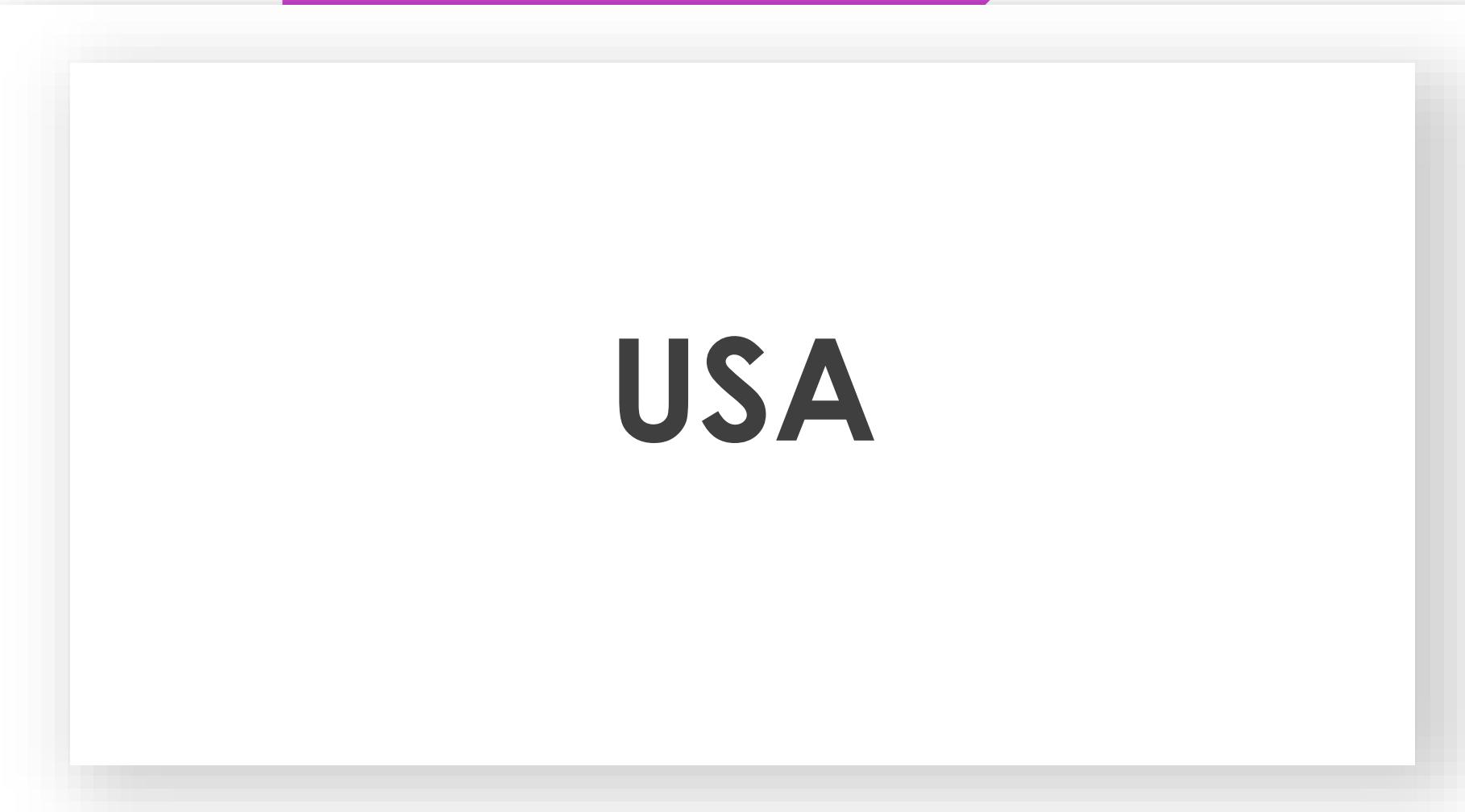
We offer thousands of shows on Netflix. You can check the titles on media.netflix.com for a peak of what shows or movies we are offering on the account.



* Deliberately misspelled, to test how well they can comprehend the text despite the spelling mistake





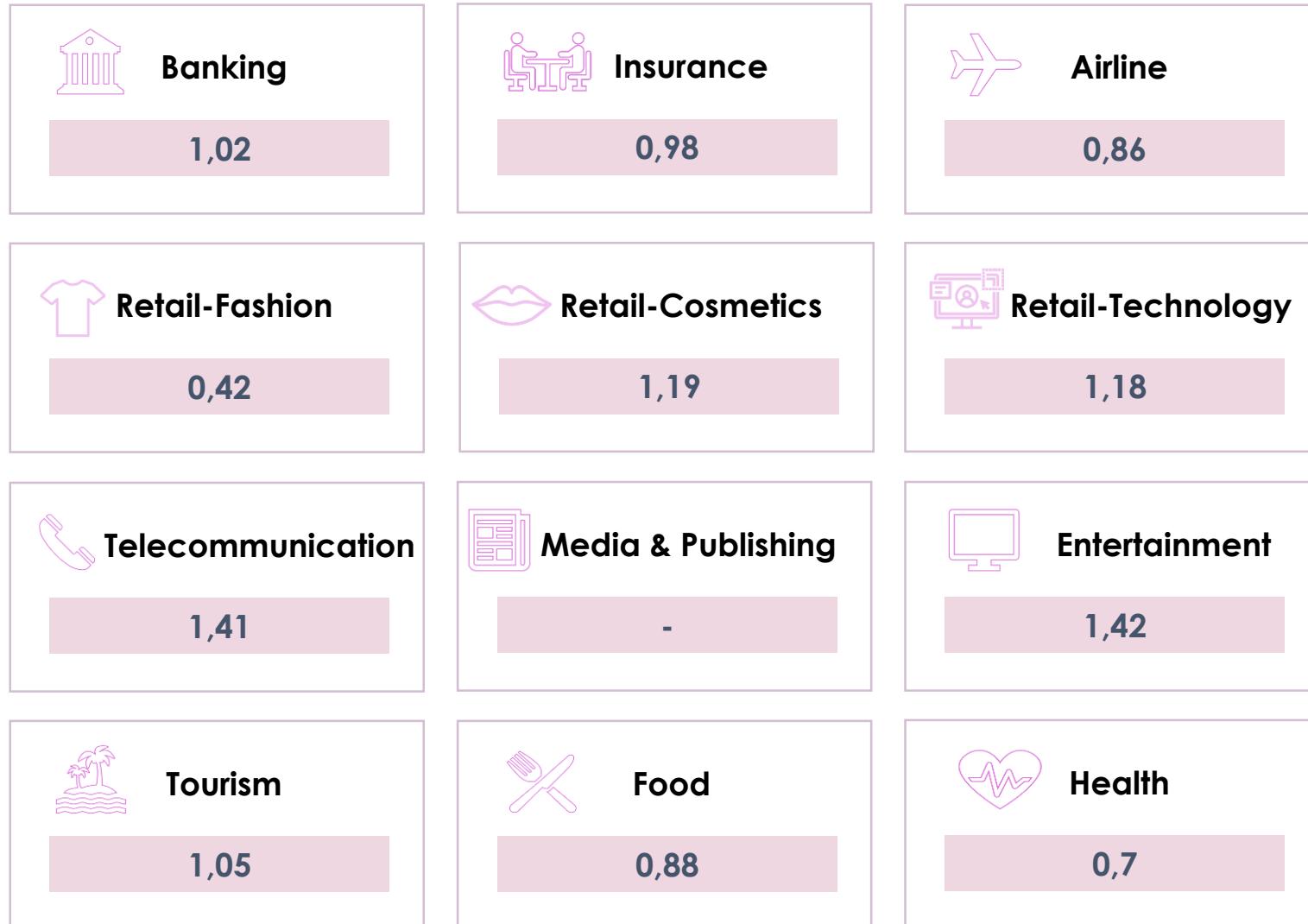


USA

Country & Industry Scores – USA

► USA's country score:

1,01

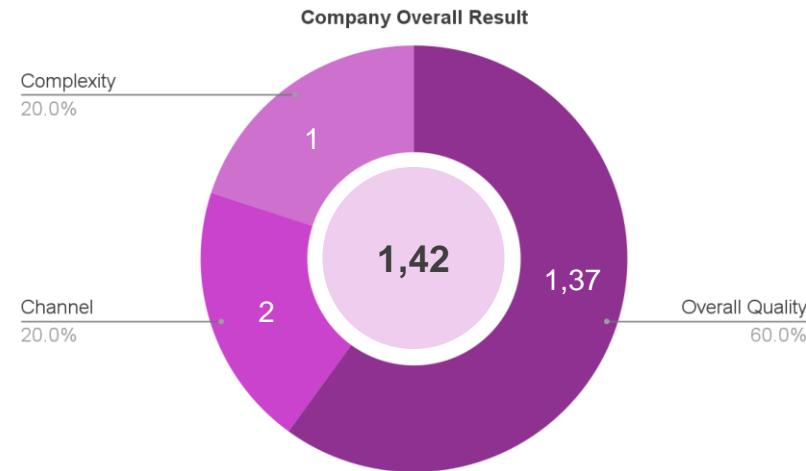




HSBC Bank USA

Banking

- Is an American subsidiary of the UK-based HSBC offering services like loans, mortgages, savings and investments.
- The Chatbot, which is called “AiDA”, main goal is to provide assistance with application questions.
- The virtual assistant is very easy to access with a chat-icon popping up on the website automatically. In addition, the Chatbot answers with very complex and versatile sentences.
- If an input is not understood, and a rephrasing of the sentence does not help, the bot immediately offers help of an human agent.

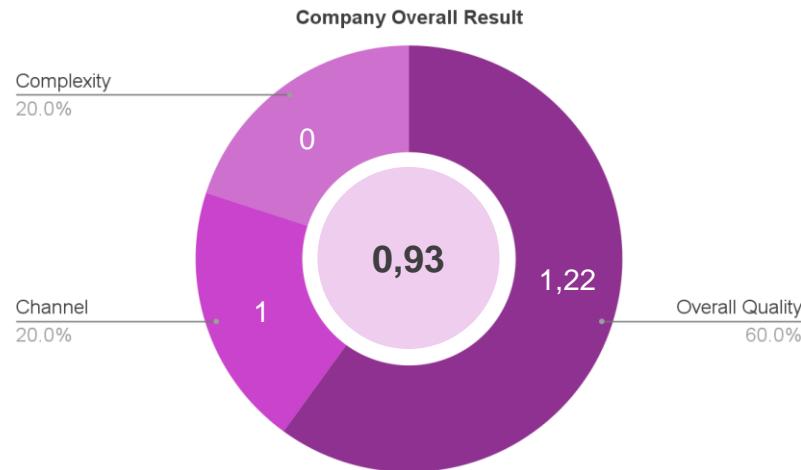




NatWest

Banking

- UK-based retail and commercial bank with branches and services in the US
- Chatbot “Cora” helps customers with a wide range of topics
- Very precise and helpful answers to industry specific questions
- In case of a failed conversations, the transition between Chatbot and human agent happens very fast

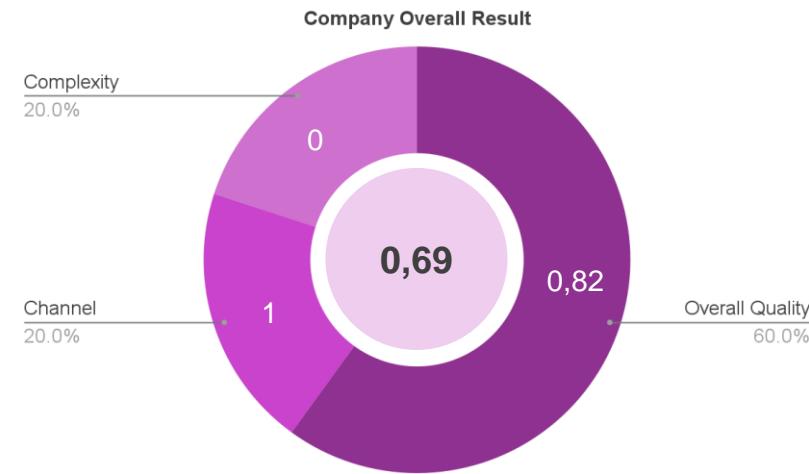




TD Ameritrade

Banking

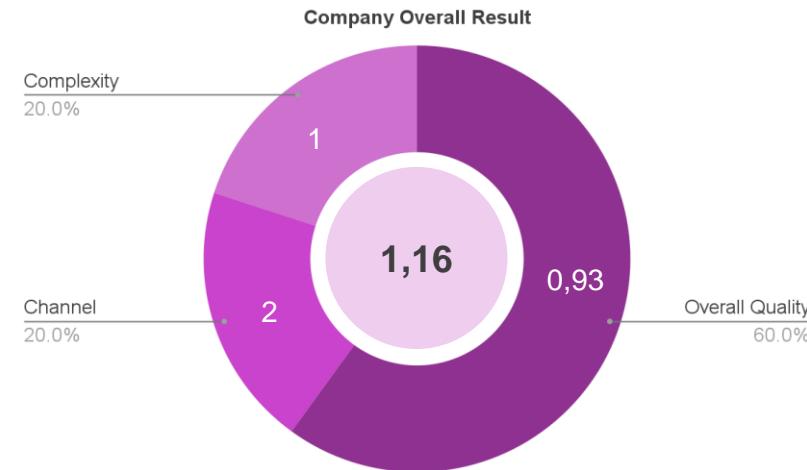
- A broker that offers an electronic trading platform for the trade of financial assets.
- A Chatbot is accessible through Facebook Messenger, although it is not mentioned on the website
- Overall a very low performance Chatbot which answers many of the asked questions with “I didn’t get that. Try asking a short question” without further options.



John Hancock Insurance



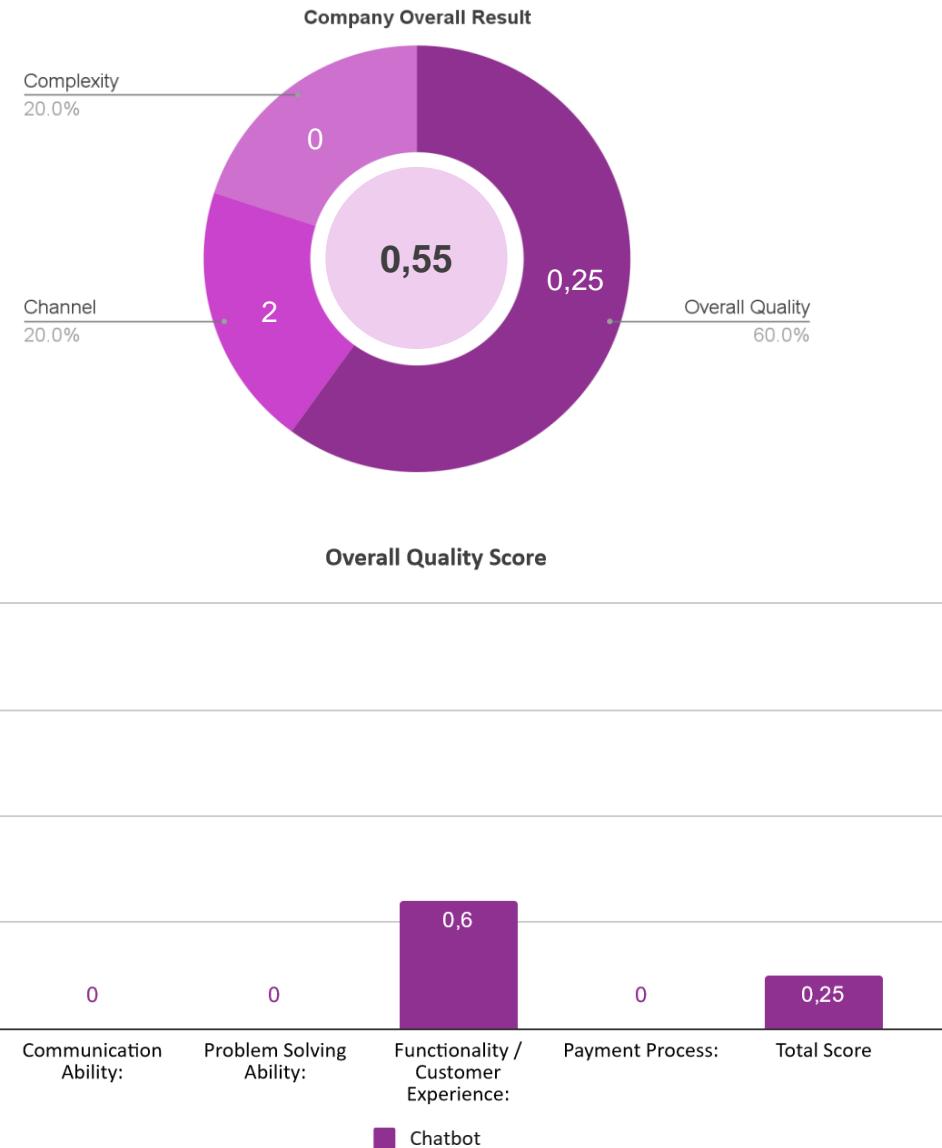
- provides insurances, retirements and investments. They use almost all main social media channels. Their Chatbot "John" is placed on the website
- The Chatbot focuses on answering questions to the provided products. These answers are precise and relevant. The user is guided with recommended questions through the process.
- There is no option to buy a insurance directly in the chat. Some answers are to short and open.
- If he can't answer your questions and understands what you're talking about, he tells you that this function is not available yet but in process.



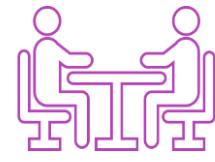
Northwestern Mutual Insurance



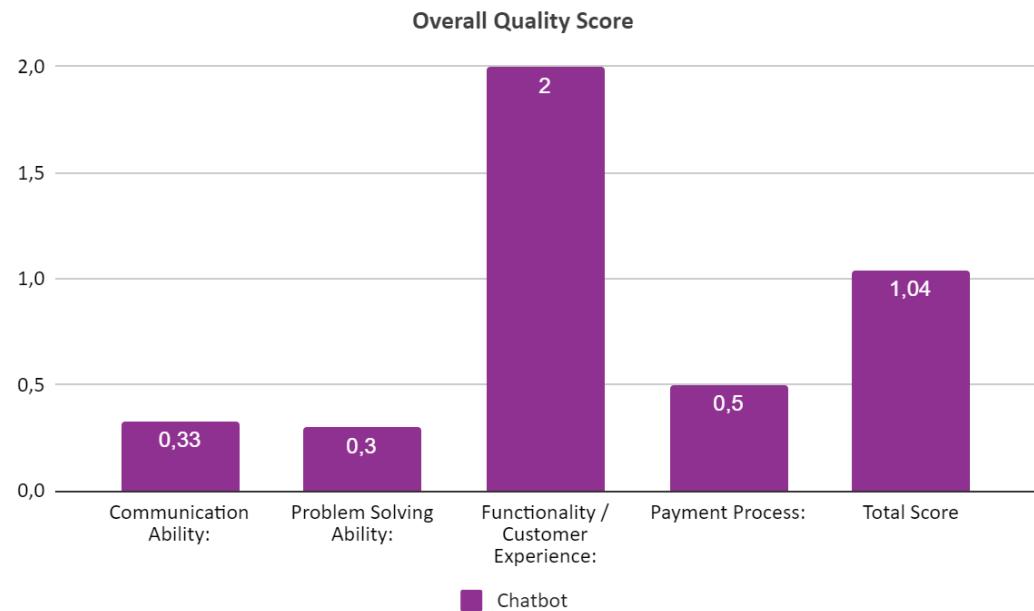
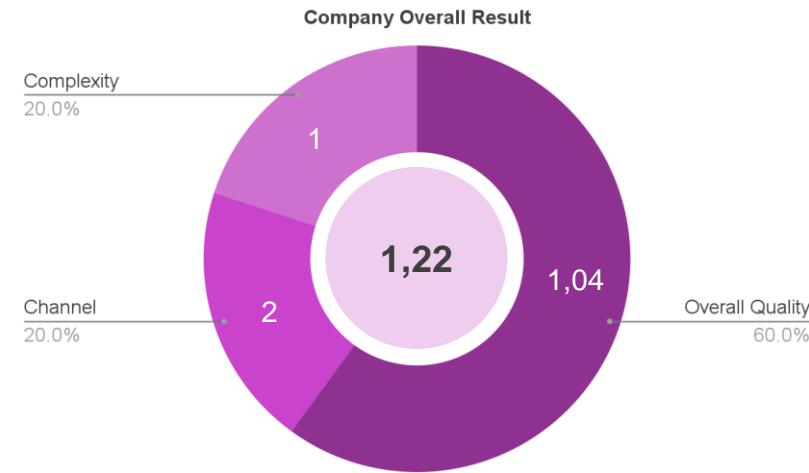
- Provides financial planning, insurance and investments. They're available on all main social media platforms. On Their website is a primitive Chatbot
- It is easy to find and answers directly
- BUT it seems to be just a poor enhancement of their FAQ. It doesn't matter which question you're asking it will leads you with an answered link to the FAQ.
- It only get some points by being easy to excess and fast answering



Embrace Pet Insurance



- Is an dog and cat insurance provider. You can find them on Facebook, Instagram, Linkedin and Pinterest. They got a "HelperBot" on their website.
- The bot is well animated and uses GIFs. Is answers quickly and gives relevant answers.
- Those answers are very a short and provides not that much information. Moreover they are predetermined and the bot quickly comes to an end.
- They are working on the bot. The first time it was tried out they had the opportunity of insert a own text and no pretend selection.

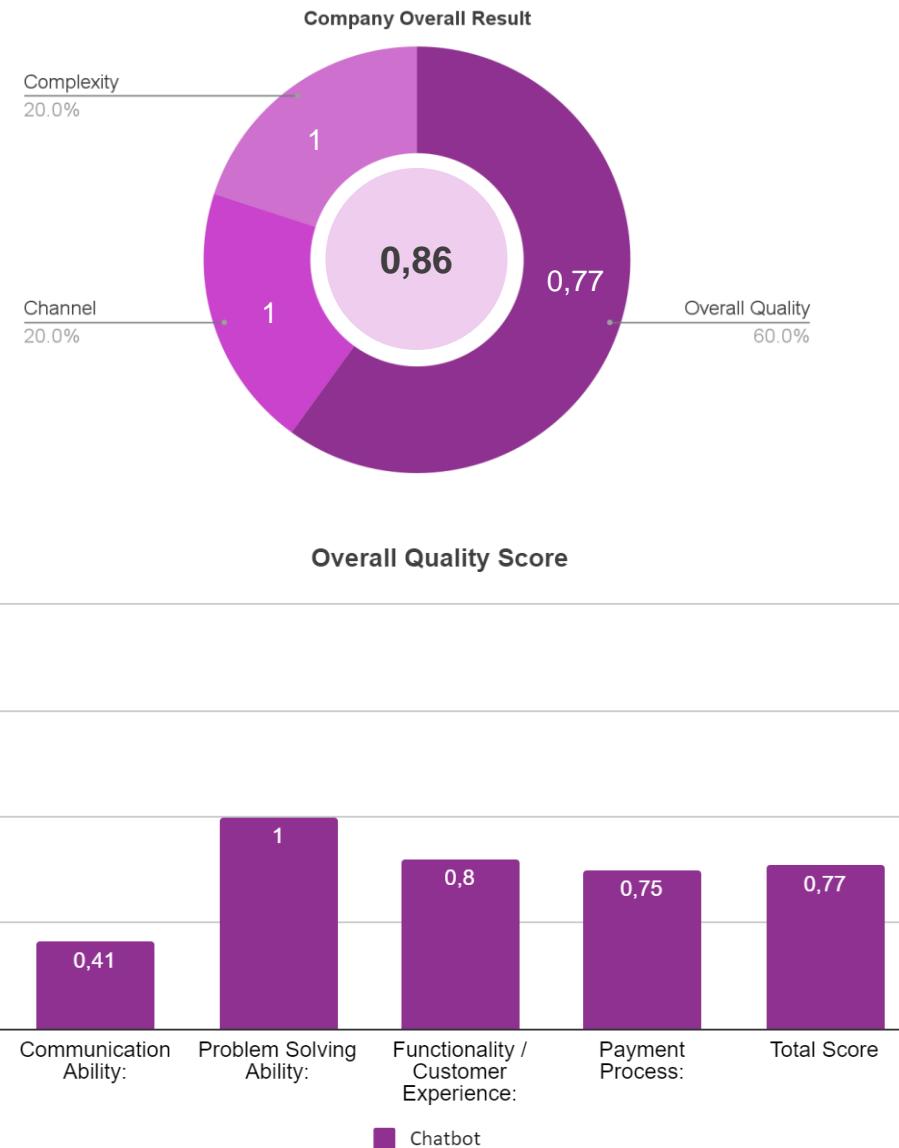




United Airlines

Airline

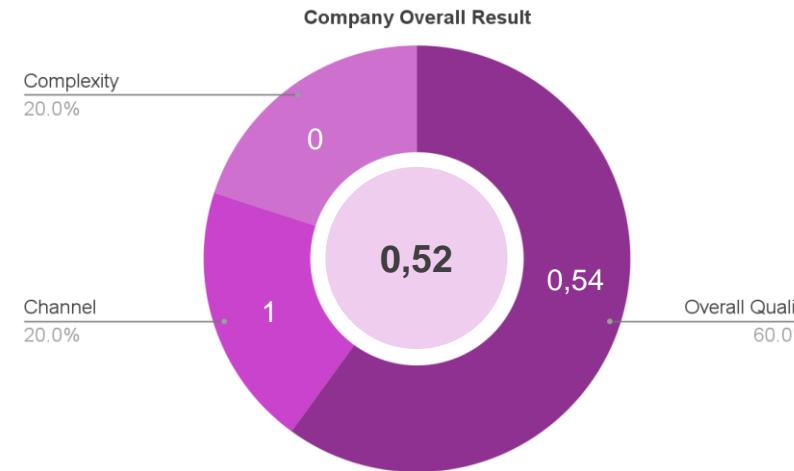
- United offers a Chatbot, which unfortunately is only accessible through their „Contact us“ page.
- Most questions could not be answered. In general, the Chatbot suffered a lag in the ability to understand basic sentences.
- The Chatbot took over the query of the flight data, then transferred to a live agent. This agent then took over the complete booking via chat, just like a booking over the phone.
- For this service, a non-refundable fee of \$25 was due.





IndiGo Airline

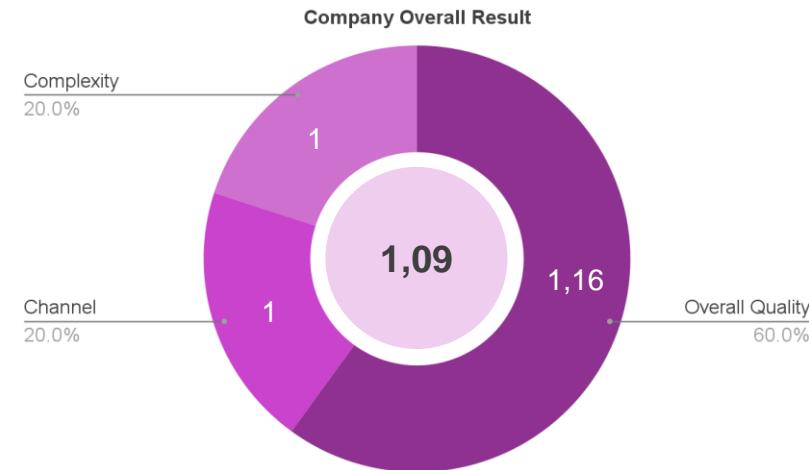
- Indigo offers a Chatbot called "Dottie". To chat with the Live Chat, IndiGo requires a phone number. Unfortunately, none of the provided phone numbers were accepted.
- It is easily possible to prepare a booking via the Chatbot, including the departure, passengers & date. However, the actual booking process must then be carried out on the website.
- Unfortunately, besides that, the Chatbot struggled with a lot of basic and supposedly easy questions and thus failed to provide a decent customer experience.





Norwegian Airline

- Norwegian Airlines offers a Chatbot, which pops up proactively on the homepage.
- Most service-oriented questions could be answered well, especially the ones regarding flights and related services like food, reservations, and luggage.
- Unfortunately, it was not possible to pay via the chat and there were limitations when it comes to the general communication ability.
- However, this was a decent Chatbot experience.

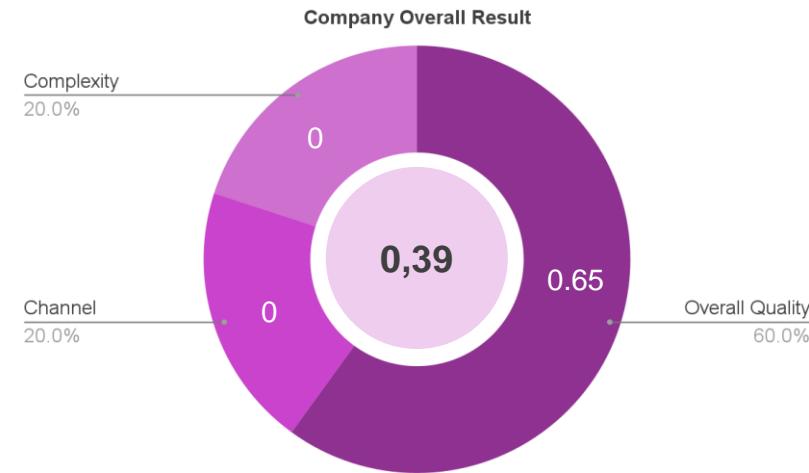




PLL Style

Retail-Fashion

- PLL Style offers a Chatbot, which has been evaluated. There is also the option for a Live Chat not even for existing customers.
- Chatbot: Most service-oriented questions (purchase options of other websites) could be answered well.
- However, there were limitations with payment process and problem solving.
- Shortcoming: Chatbot had to be actively recommend other websites.

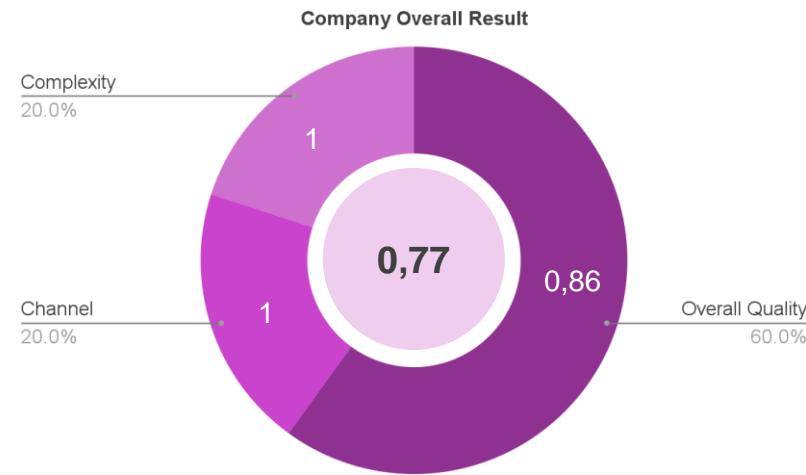




Burberry

Retail-Fashion

- Burberry offers a Chatbot and a Live Chat, which have been evaluated. There is also the option to chat via WhatsApp messenger, but only for existing customers with a customer number.
- Chatbot: Most service-oriented questions (delivery options, payment options, etc.) could be answered well.
- However, there were limitations with problem solving questions; most of the time the Chatbot forwarded directly to Live Chat. The latter was able to answer most questions well.
- Shortcoming: Chatbot and Live Chat had to be actively searched on the homepage

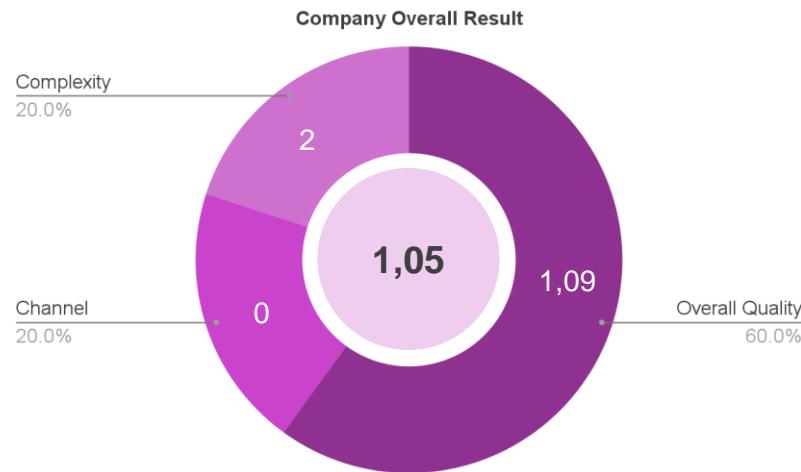




Benefits Cosmetics

Retail - Cosmetics

- Provides a sales-related Chatbot, who connects you with an agent in case of asking for.
- The Chatbot understands single descriptions, but understanding a whole sentence seems to be hard. Most time, he provides three different links with connected topics to the ask question.
- In case of not understanding what is meant, even a different sentence cannot provide the wanted answer.

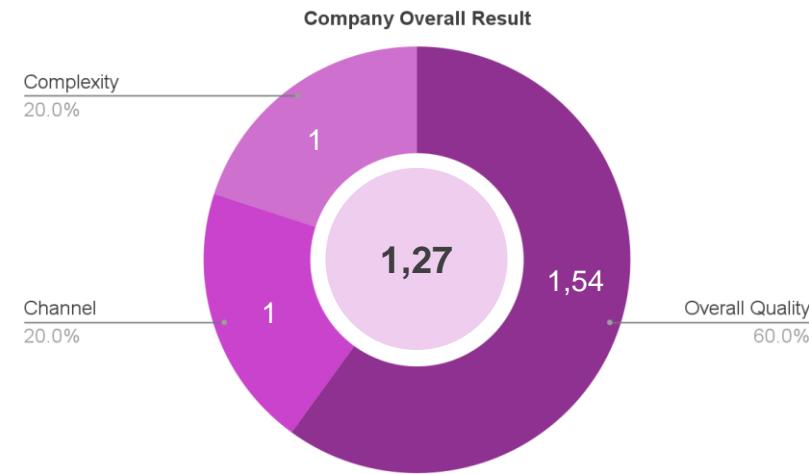




Shiseido

Retail - Cosmetics

- Provides a Live Chat with an agent as well as social media, where the possibility to chat with the marketing team is given.
- The Live Chat can answer various questions and provides the wanted information. A payment within the chat is not possible, but they provide each single payment method as well as the hint of no international shipping, without asking. Very polite agents answers every questions and provides every relevant information.
- To get a better understand about which product fits the best, the agent ask personal questions regarding your skin, etc.

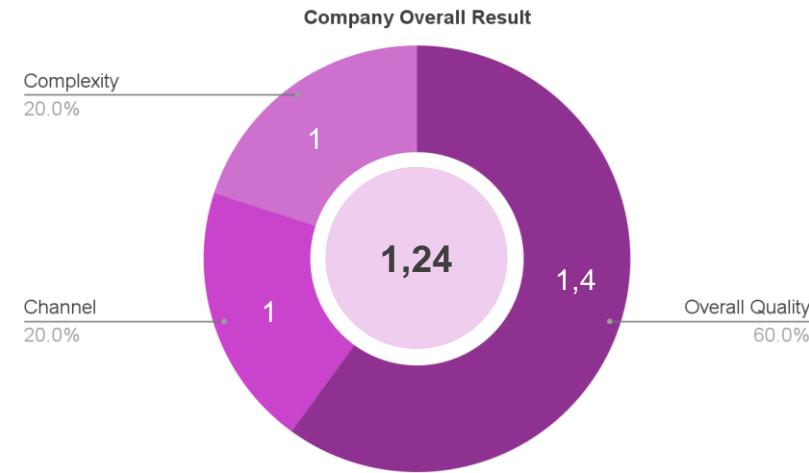


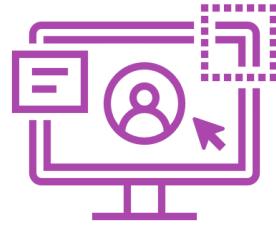


Nars

Retail - Cosmetics

- Nars Cosmetics provides two different types of Live Chats. The first one is a Live Chat with a sales agent, the second one with a beauty artist.
- In the beginning you need to enter your name, Email information as well as the topic you want to chat about.
- Nars provides every relevant information. Furthermore, they give you recommendations regarding products and how to use them.

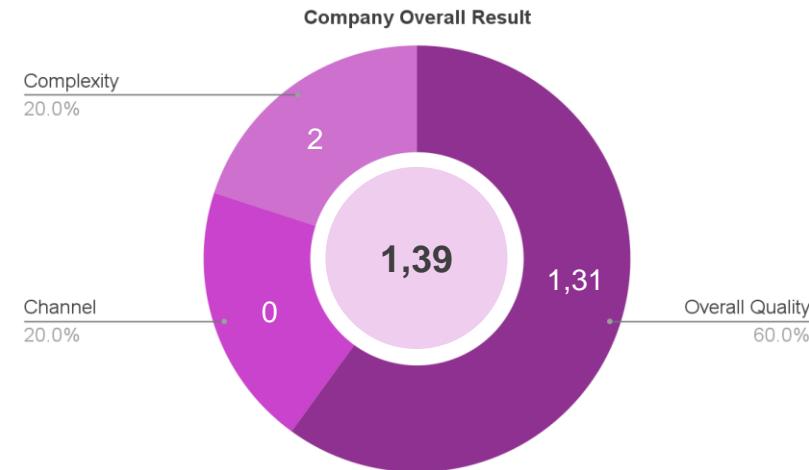


Zoom

Retail - Technology

- Zoom offers only a Chatbot, who provides links as well as text messages
- The Chatbot does not ask for a name or Email information in the beginning and do not link to an expert, except you asking for. He answers very fast with relevant links and text messages.
- It is not possible to start a chat again. You need to start from the beginning, in case of further questions.

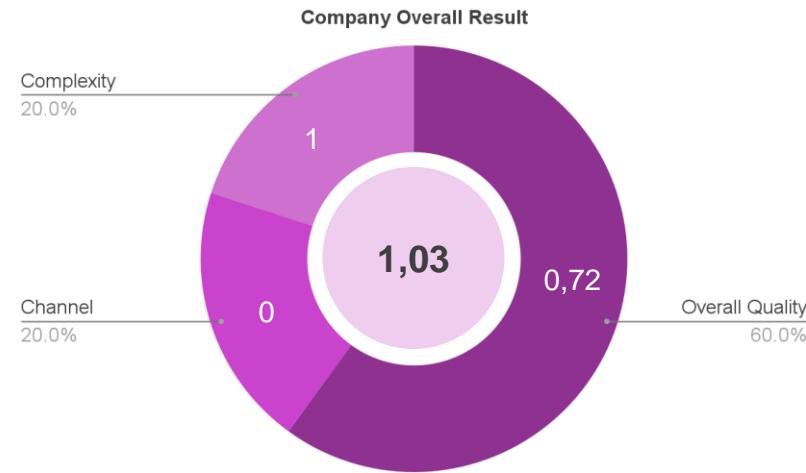


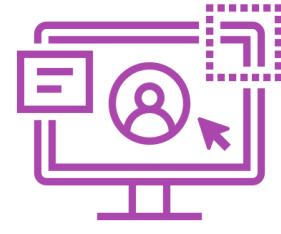


Klipsch

Retail - Technology

- Klipsch offers a Chatbot who only provides links to different topics.
- At the beginning of the conversation he provides the most relevant answers to frequently ask questions via link. Even if you are looking for the Chatbot on the american website, he answers in German.
- Most time the Chatbot provides similar links and no specific information to the ask questions. Asked question will not be answered in details.

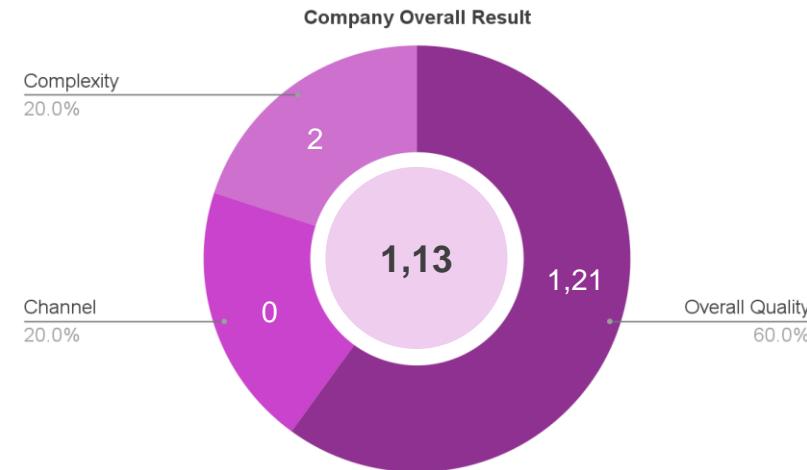


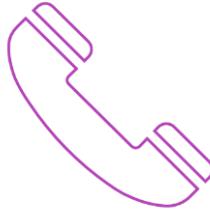


Samsung

Retail - Technology

- Samsung offers a Live Chat with different experts, who are answering your questions. It is possible to choose the topic for which help is needed. Afterwards, you get connected with an expert.
- The expert provides every relevant information within one minute. In case of a longer time of period, the expert ask to stay connected. An answer never took longer than 3 minutes.
- The Samsung-Expert asks for private information while creating your cart for the check-out. In case of not giving the information a cart cannot be build-up and they cannot connect you to the check-out.
- In case of re-connecting with the chat, the next experts know your details and can continue were the chat ended before.

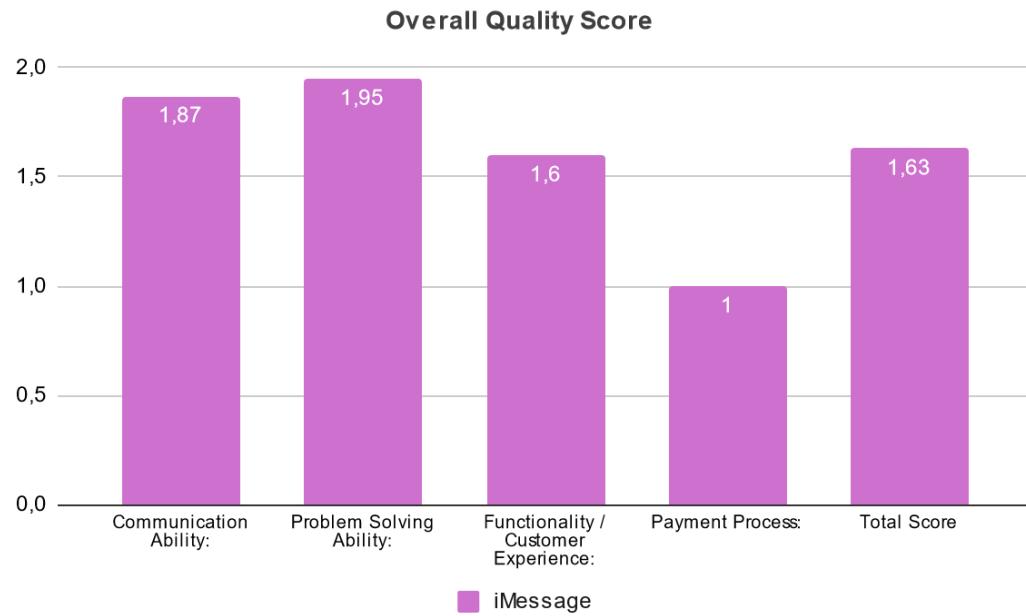
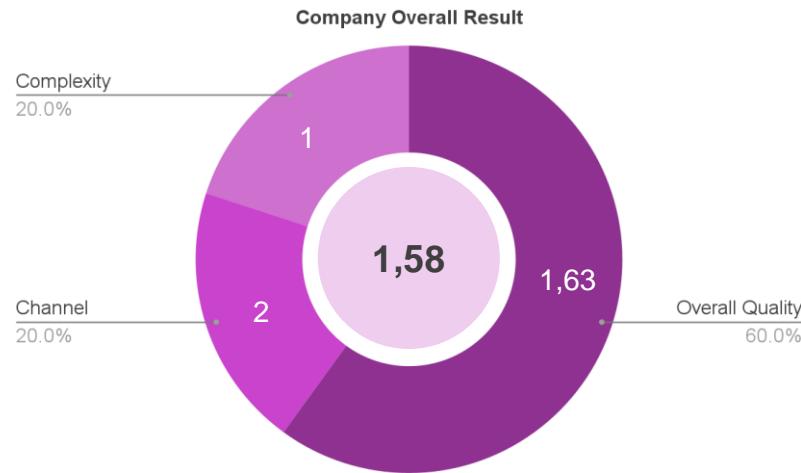


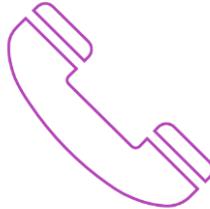


Sprint

Telecommunication

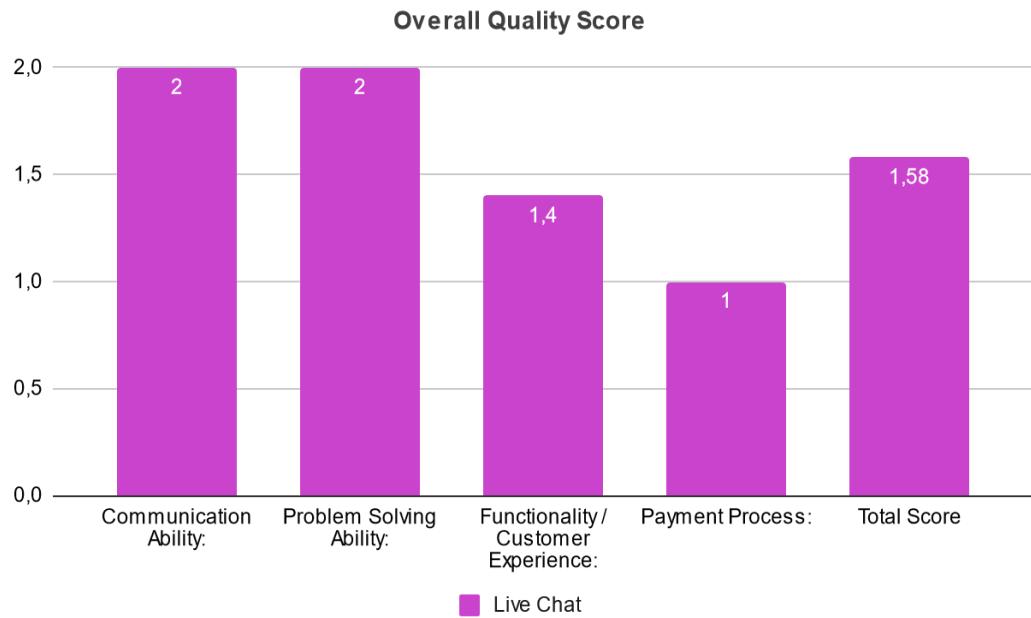
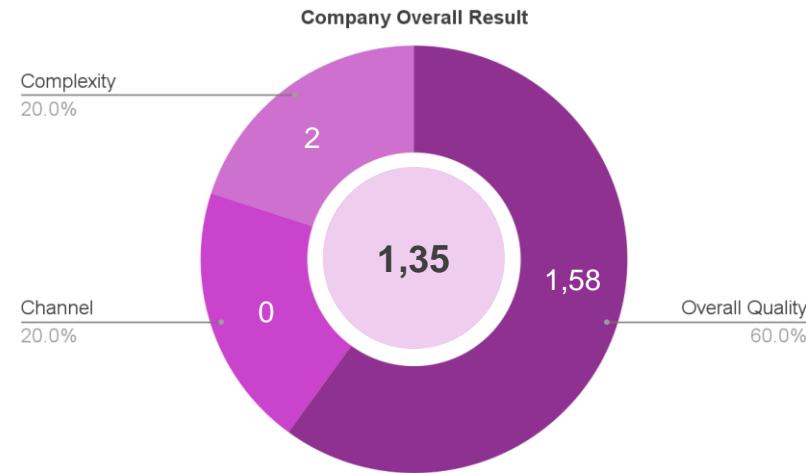
- Sprint offers a Live Chat with experts in the Apple Business Chat, on their website or in the Sprint App. There is an option for customers to get support in the same way by providing their phone number.
- The Live Chat is very polite and answers every question and in real time. The response time only takes longer when the agent is typing bigger texts.
- The agents are always excessively friendly and use many emoticons like hearts. They can only link to the product sites which means that they cannot add products to the shopping cart.
- In case of reconnecting a new Agent gets on the line who doesn't have any information and you can't continue where you stopped.





Visible Telecommunication

- Visible provides a Live Chat on their website in the help center. After writing the first message the customer gets automatically connected to an agent.
- The expert provides every relevant information within one minute. In case of a information research, the expert asks to stay connected.
- The agents are answered up to five messages on every question given. The reason given for not paying in the chat is security.
- In case of reconnecting a new Agent gets on the line who doesn't have any information and you can't continue where you stopped.

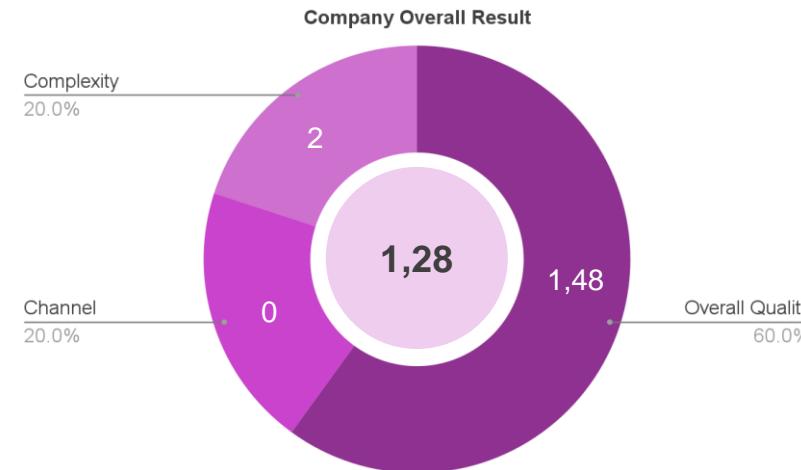


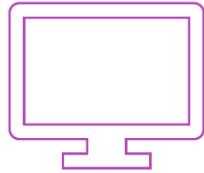


Cox Communications

Telecommunication

- Cox Communications provides a Chatbot called “Oliver” on their website in the section “contact us”. By starting the chat the virtual assistant provides a menu of different options to select from.
- There is also the possibility to type in a message which also works well. By answering some simple questions it is possible to get a personalized plan for yourself.
- When going more into detail the Chatbot comes up to its limits. There is also no possibility to get payment information.
- After ending the chat, the history gets deleted so no continuing is possible.

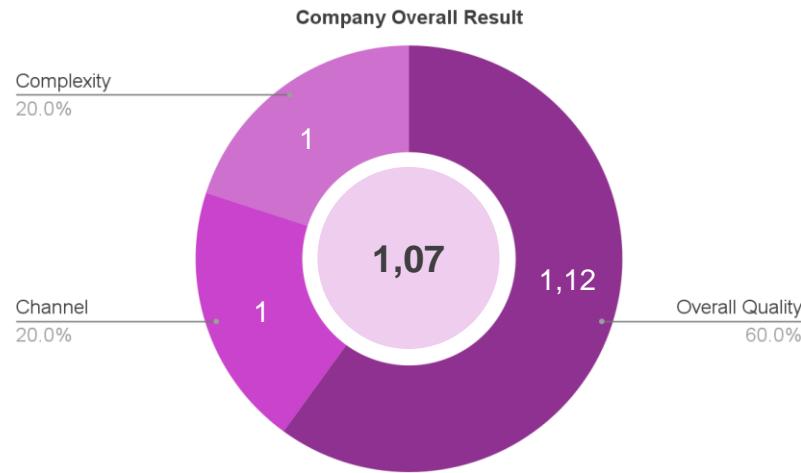


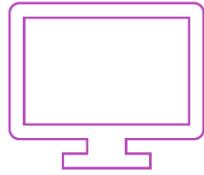


DIRECTV

Entertainment

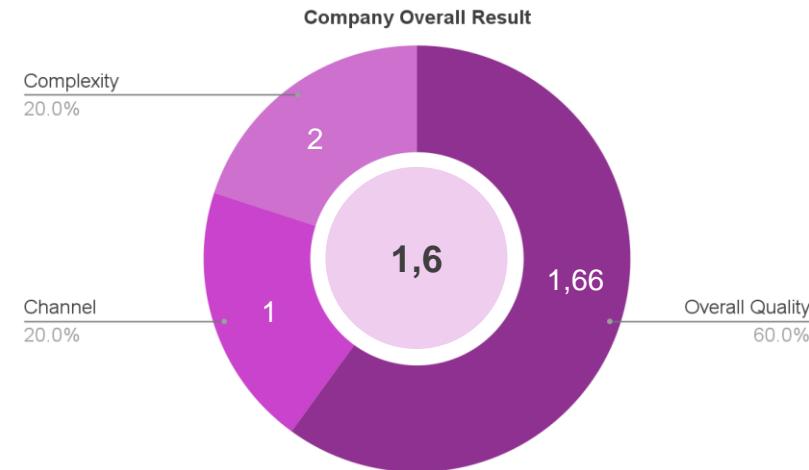
- DIRECTV offers a Chatbot on their website at the help center and in the Apple business chat. The Chatbot provides options to choose from as well as a typing field.
- With an existing account the Chatbot is able to create a “package” in form of a shopping cart for the customer who then can get directly to the checkout.
- The Chatbot counter questions almost every message with options to choose from and has an overall limited understanding of messages.
- After ending the chat, the history gets deleted so no continuing is possible.

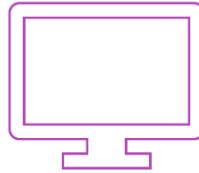




Disney + Entertainment

- Disney+ offers a Live Chat on their website and their App. There is an option for customers to get support in the same way by providing their account data.
- The expert provides every relevant information within one minute and has every information ready so no longer response times at any point.
- The agent makes grammatical mistakes several times. There is no possibility to pay in the chat or to get directly to the checkout.
- After ending the chat, the history gets deleted so no continuing is possible.

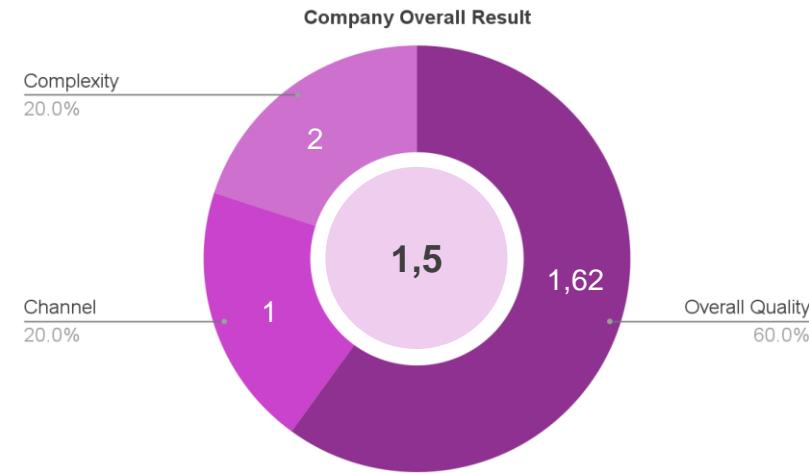




Netflix

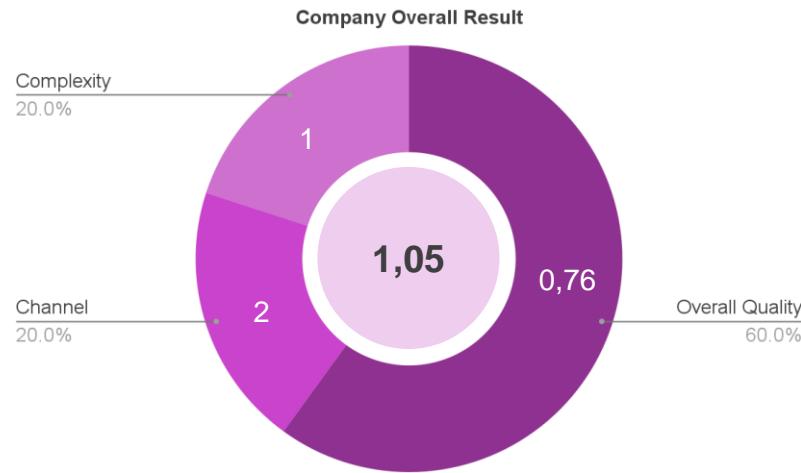
Entertainment

- Netflix offers a Live Chat on their website and their App. There is an option for customers to get support through the same way by providing their account Email.
- The expert provides every relevant information within one minute and has every information ready so no longer response times at any point. The agent sends Emails with all information and website-links to the customer
- On the other side, no links are provided in the chat neither for payments nor for checkout or product sites.
- After ending the chat the history gets deleted so no continuing is possible.





- Offers to book flights, stays, car rental, cruises and all together. They're active on all main social media channels. On the website you can find their Chatbot "virtual agent".
- It answers fast and seems to have practical functions like change a booking, resend a confirmation Email and so on.
- The problem about testing this bot comes with its function. You must have a booking and a login to use it.

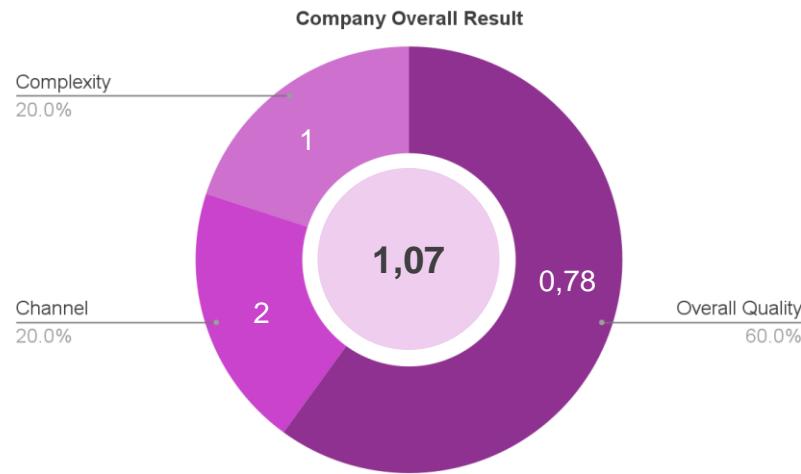




Travelocity

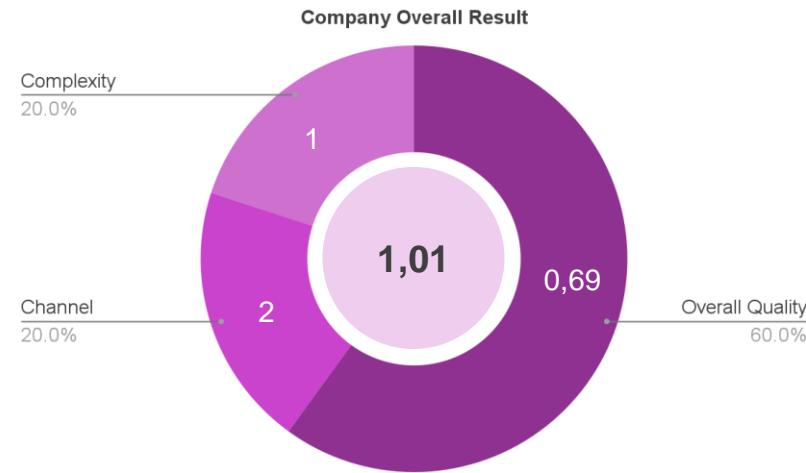
Tourism

- Provides flights, hotels and whole vacations. They're active on all main social media channels. On the website you can find their virtual agent.
- It answers fast and seems to have practical functions like change a booking, resend a confirmation Email and so on
- The problem about testing this bot comes with its function. You must have a booking and a login to use it.
- Travelocity is a part of the Expedia group. Therefore the bots are likely the same





- Offers to book flights, stays, car rental and all together. They're active on all main social media channels. On the website you can find their Chatbot "virtual agent".
- It answers fast and seems to have practical functions like change a booking, resend a confirmation Email and so on
- Same as Travelocity, the problem about testing this bot comes with its function. You must have a booking and a login to use it.
- Orbitz is a part of the Expedia group. Therefore the bots are likely the same

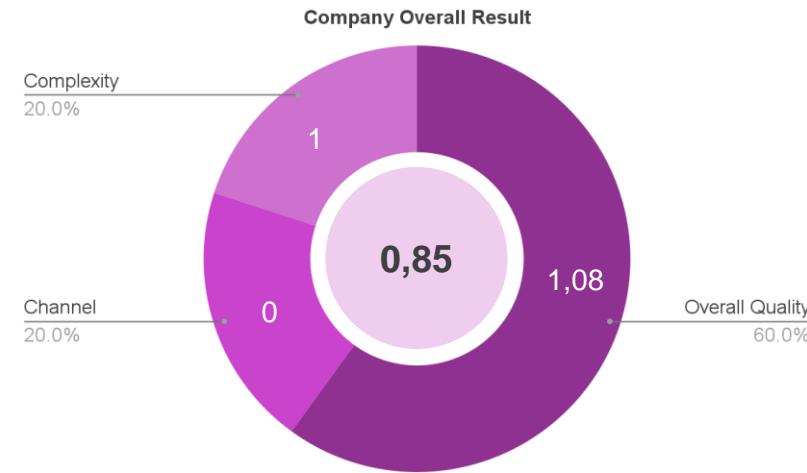


Cornerstone4 Care

Health



- Resource for diabetes care and support
- The Chatbot "Sophia" provides information about diabetes and diabetes management
- Chatbot pops up automatically on landing page and gives emotionally highly elaborated answers
- Absolutely not robust to grammatical mistakes

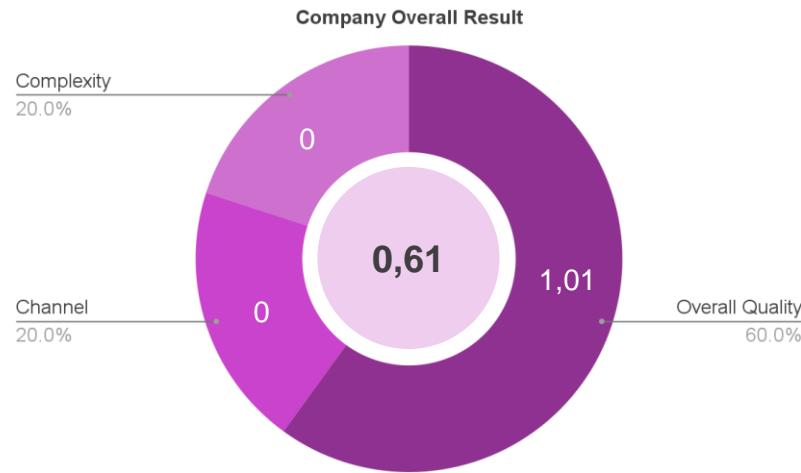




PLENVU

Health

- PLENVU is a prescription medication used by adults to clean the colon before a colonoscopy
- The Chatbot “AVA” is designed to answer patient’s questions 24/7 concerning the medication
- If medication related questions are asked, the Chatbot provides very precise information
- Unfortunately, if the question cannot be answered by the bot, it did not offer further options like calling a hotline, etc.
- Chatbot option is very hard to find

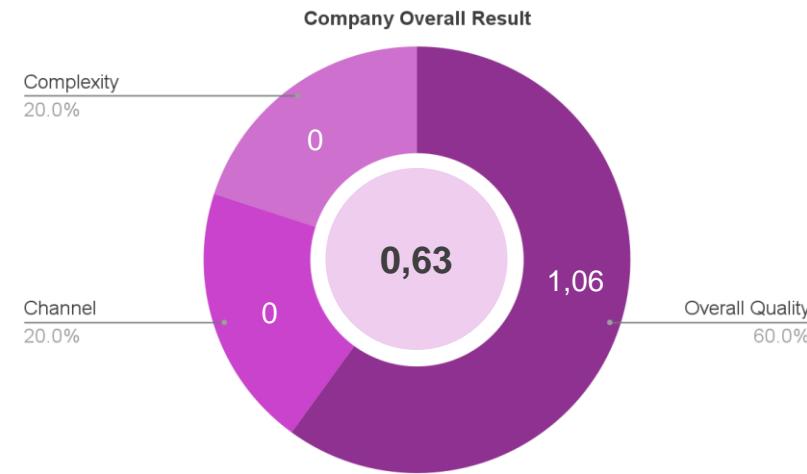


Jennifer COVID-19 Chatbot

Health

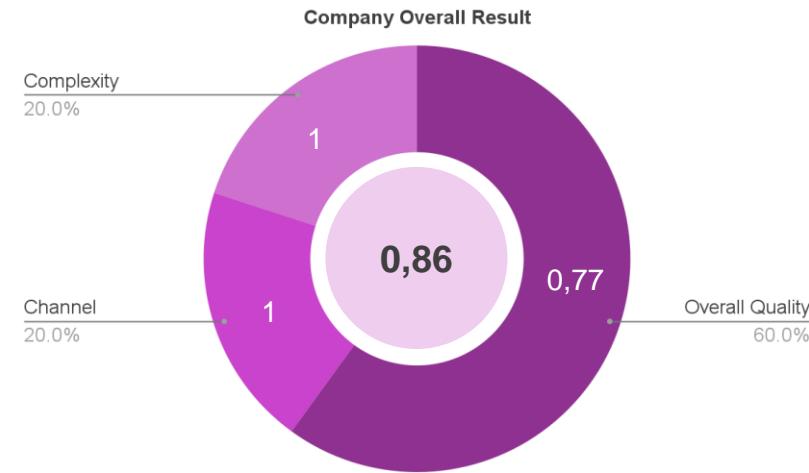


- Jennifer is an AI-based Chatbot launched by the National Academies of Science in order to combat misinformation around COVID-19
- Provides information about COVID-19 in general as well as specific symptoms, tests and vaccines
- Great accessibility on Website and Facebook Messenger and very easy to use or navigate through.
- In order for the Chatbot to understand the input, sentences must be short and simple. It cannot process complex information.
- Information provided is strictly limited to COVID-19





- Freshly offers a Chatbot called "Fiba", which is directly accessible through the homepage.
- Most service-oriented questions (FAQs, payment options, etc.) could be answered well.
- However, there were limitations with commerce-related questions and the communication ability in general.
- Fiba is available in English and Spanish.

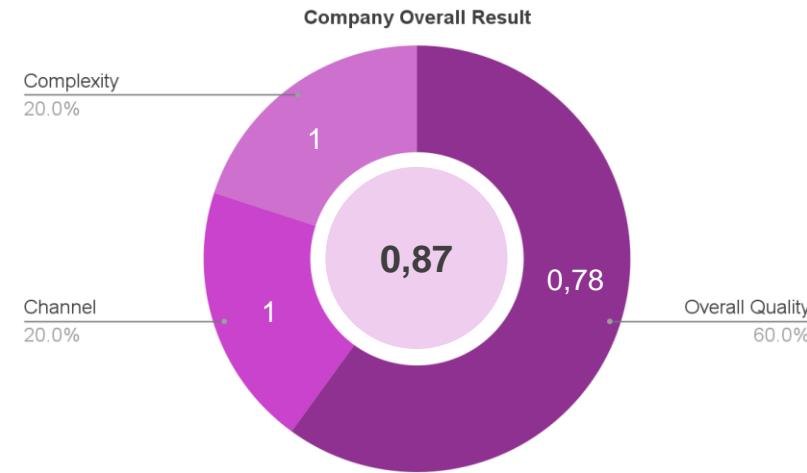




Dominos

Food

- Dominos offers a Chatbot called "Dom", exclusively to order food for delivery or carryout or to track your current order. The service has its own website and is only accessible via the use of a VPN Client.
- Most order-oriented questions (delivery options, payment options, etc.) could be answered well.
- However, there were limitations with problem-solving questions and the communication ability in general.
- The reason for this is the specialization of the Chatbot in a specific area of operation -> order processes.

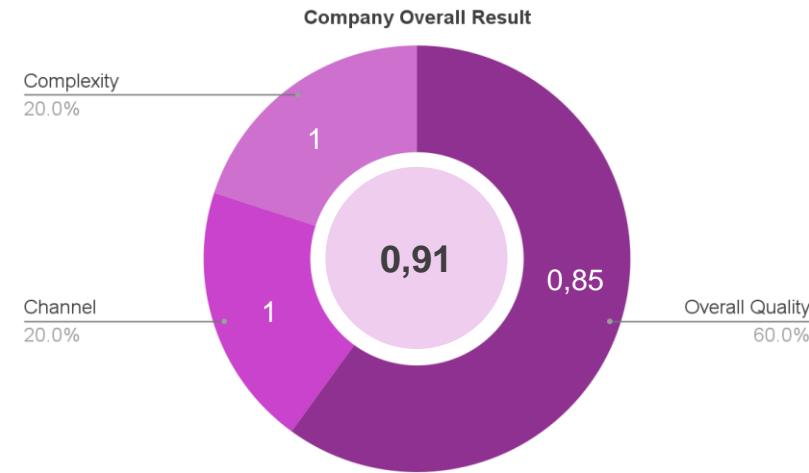




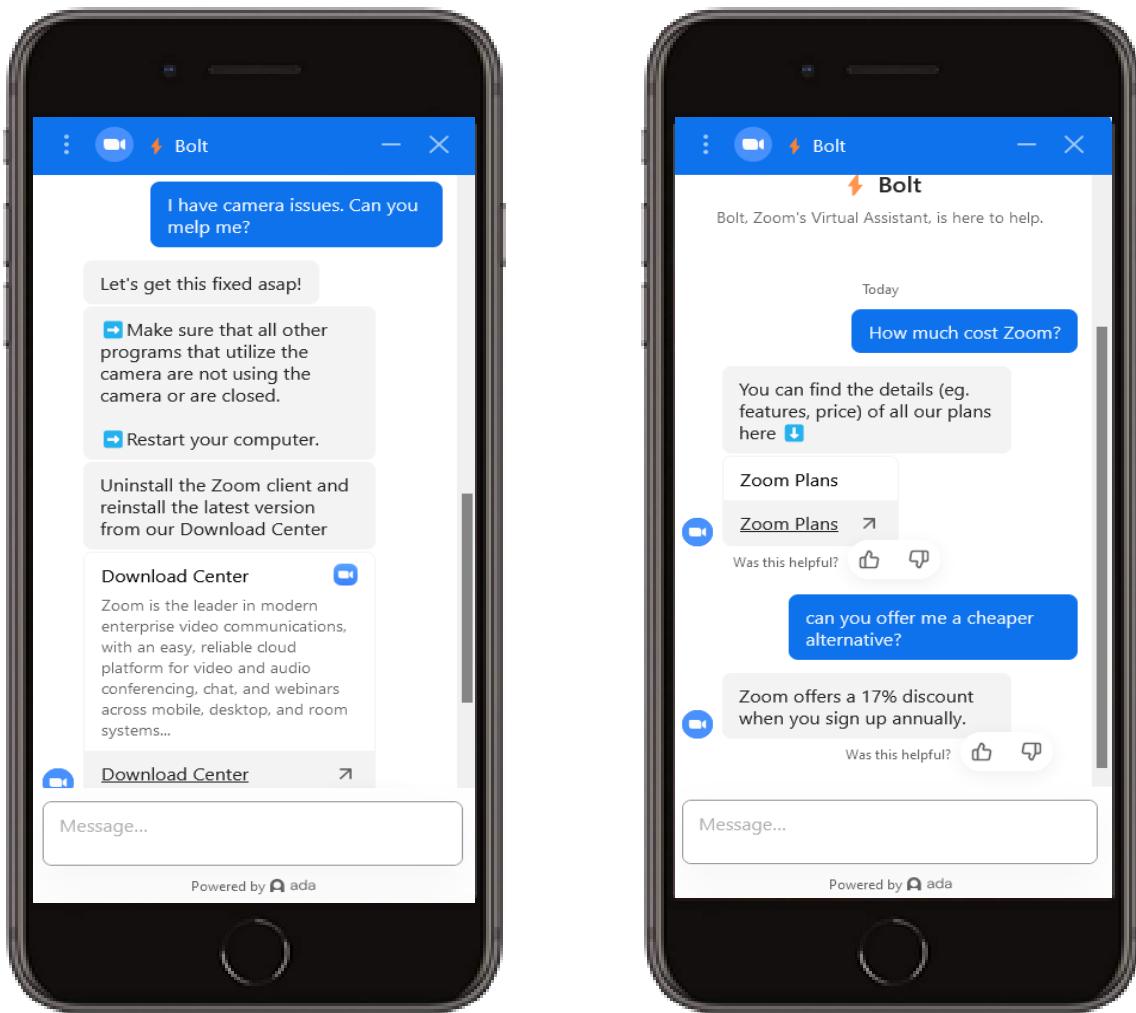
Chipotle

Food

- Chipotle offers a Chatbot called "Pepper", which is unfortunately only available through the „Contact us“ page.
- Most product-related questions (discounts, different meals, etc.) could be answered well.
- However, there were limitations with commerce-related questions, and most of the time the Chatbot forwarded directly to Live Chat.
- On top of that, the Chatbot had to be actively searched for and is mostly service-oriented



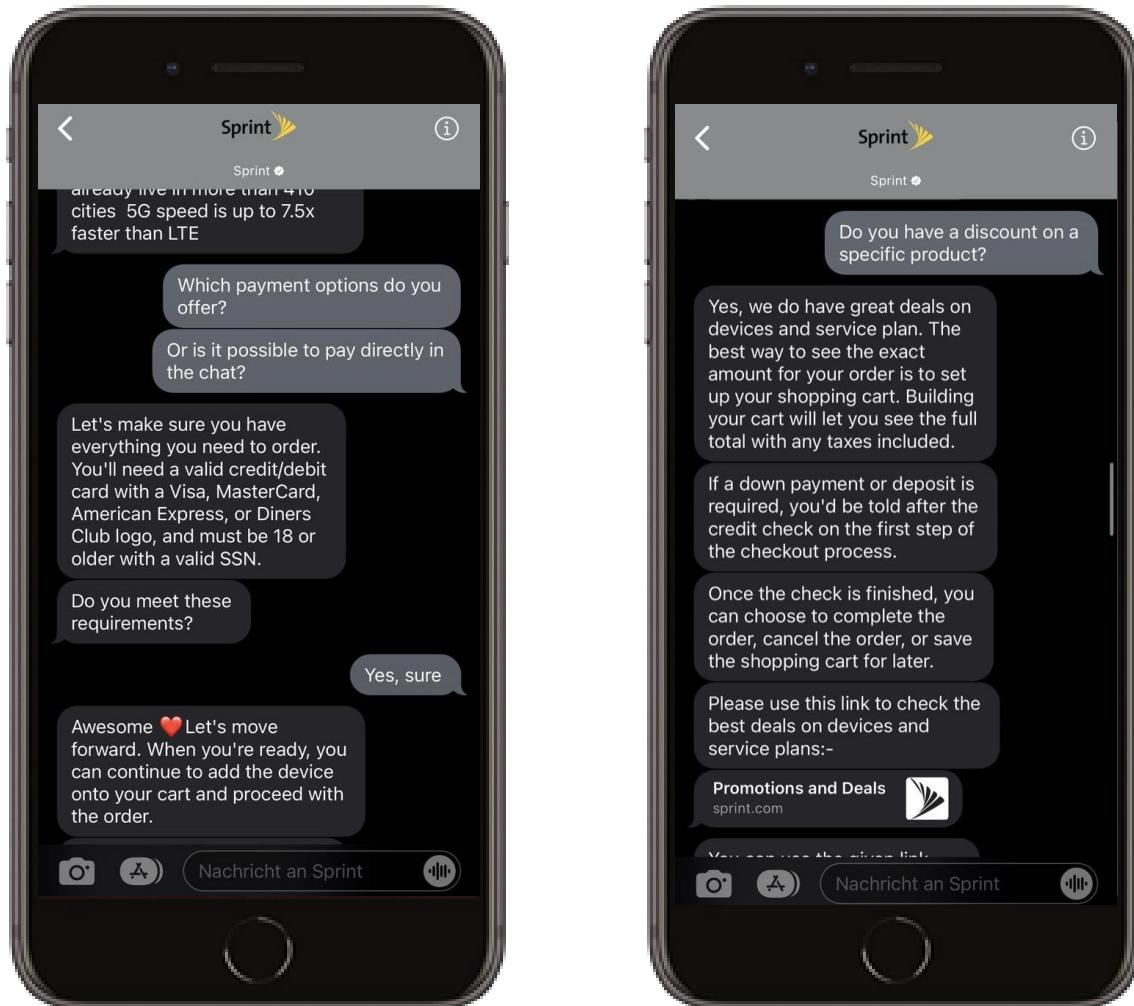
PRACTICE EXAMPLES



Best-Practice Example

- + Accuracy of answers
- + Media usage (providing relevant links)
- + High grade of empathy
- + Customer centricity (asking for Feedback)





Best-Practice Example

+ Detail of answers

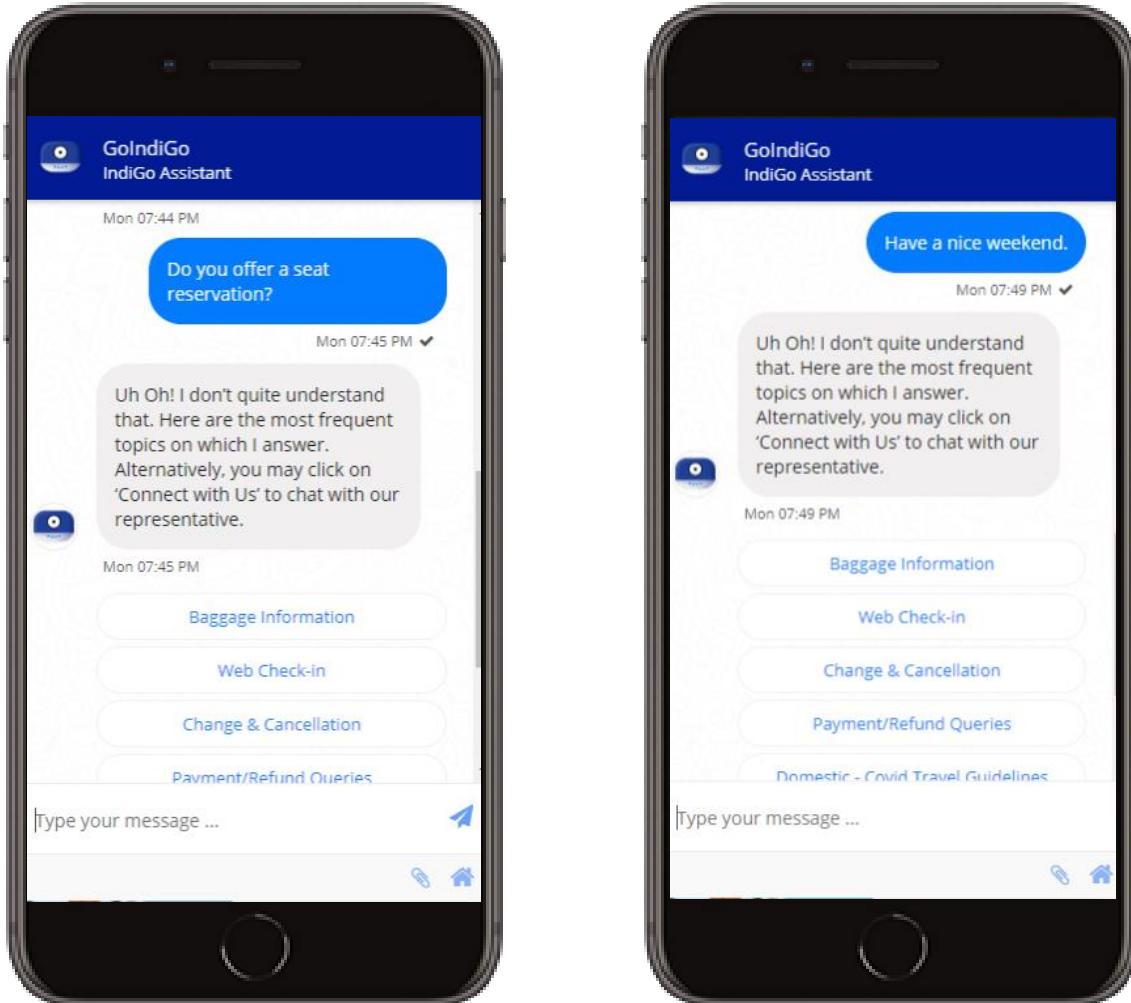
+ Media usage (providing relevant links)

+ High grade of empathy (provides feeling of being someone special)

+ Email transcript of the chat possible



Sprint



Worst-Practice Example

- None of the provided phone numbers were accepted
- Chatbot struggled with a lot of basic and supposedly easy questions
- only 6 out of 22 questions were answered

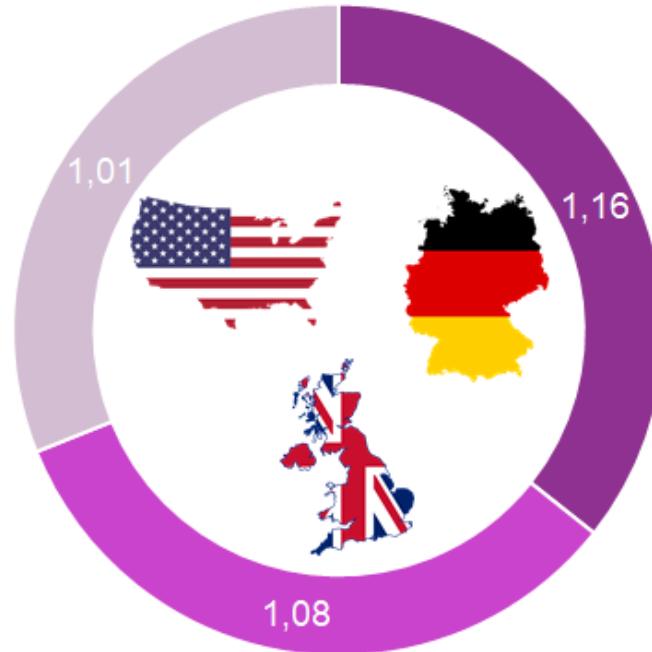
IndiGo

COMPARISON

Country Comparison

USA

- The analyzed Chatbots (24) have difficulties in answering the asked questions appropriately.
- Live Chats (7) improved overall score, due to their good responds on questions.



Germany

- High frequency of Live Chat reviews, therefore tending to higher results.
- Positive development especially in the retail sector in Germany.
- Many channels are offered, some are not yet fully developed.

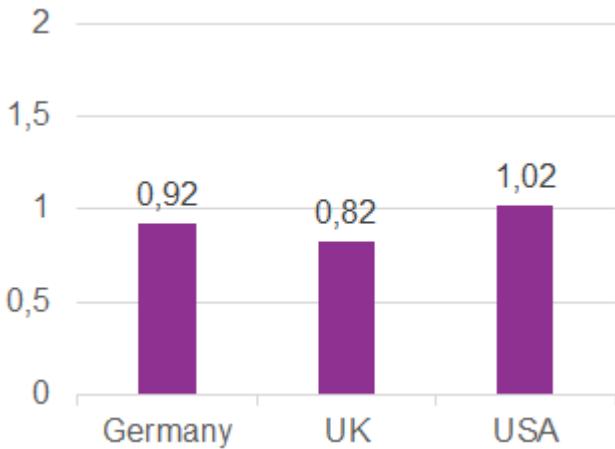
UK

- Chatbots do not have a problem-solving ability.
- The communication ability of the Chatbot was not as good as of a Live Chat
- Live Chats were surprisingly helpful.

Industry Scores worldwide



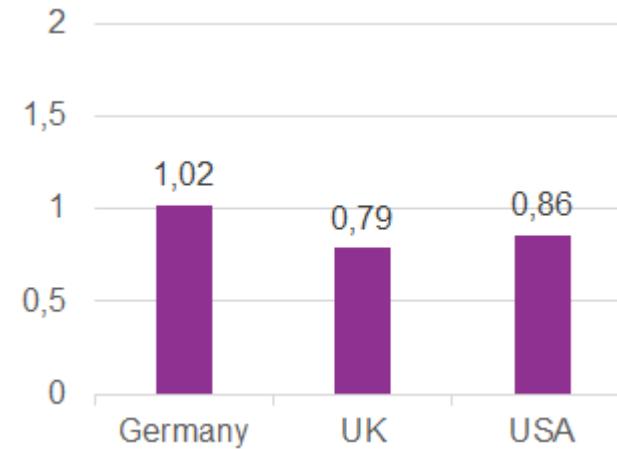
Banking



Insurance



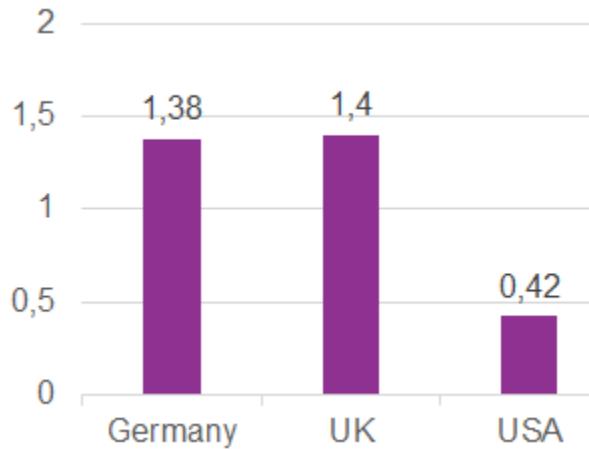
Airline



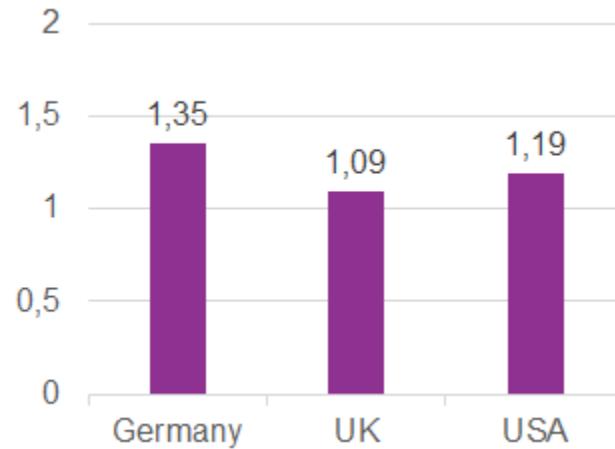
Industry Scores worldwide



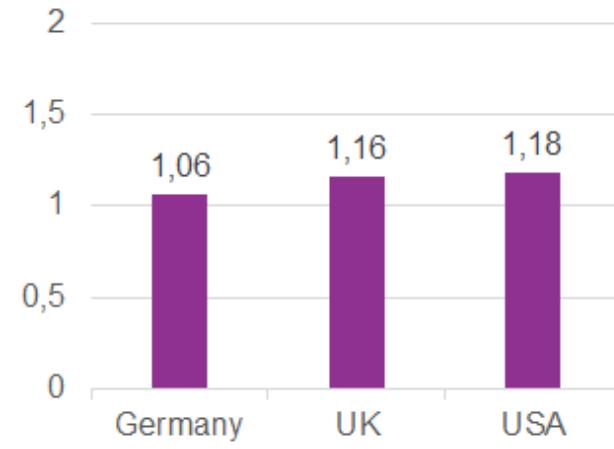
Retail-Fashion



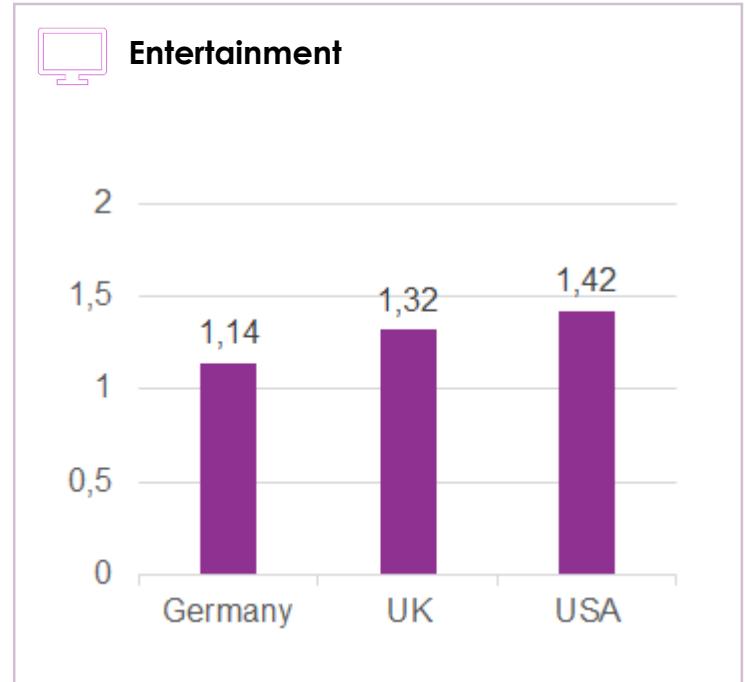
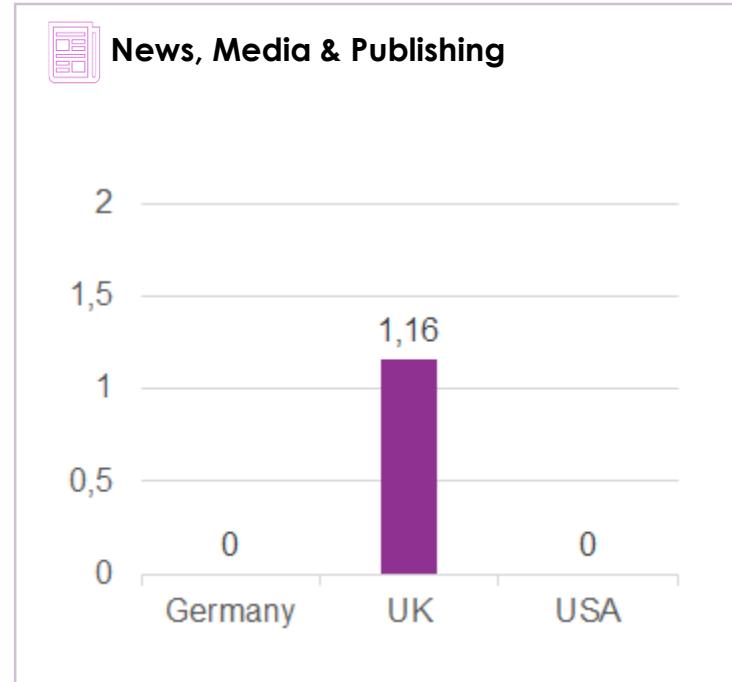
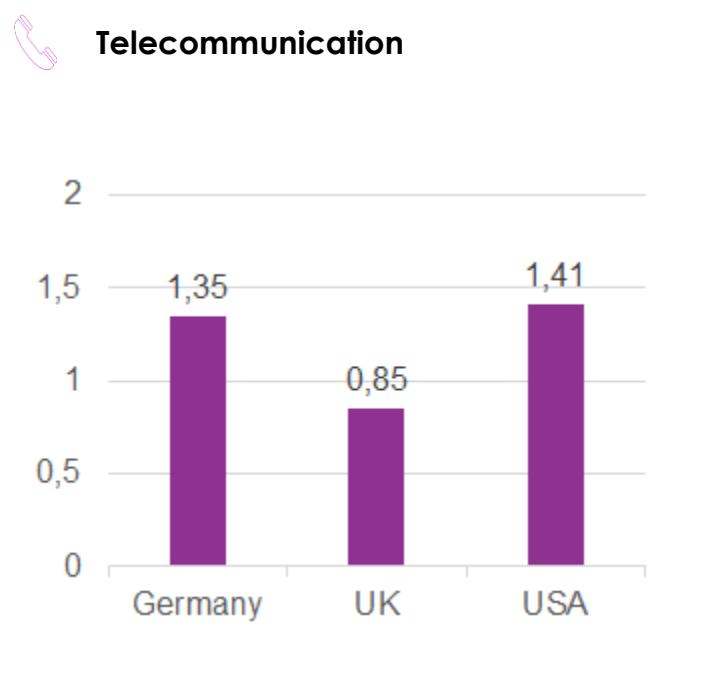
Retail-Cosmetics



Retail-Technology



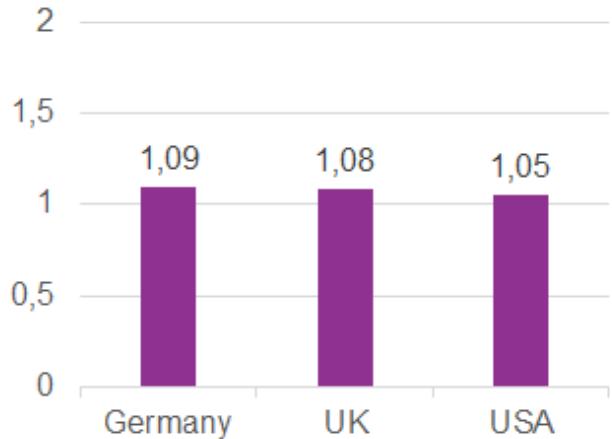
Industry Scores worldwide



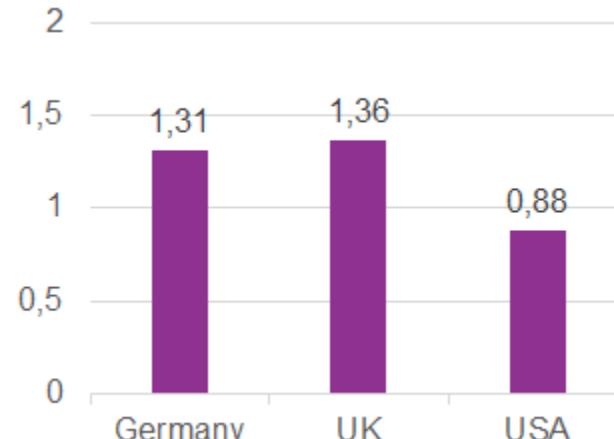
Industry Scores worldwide



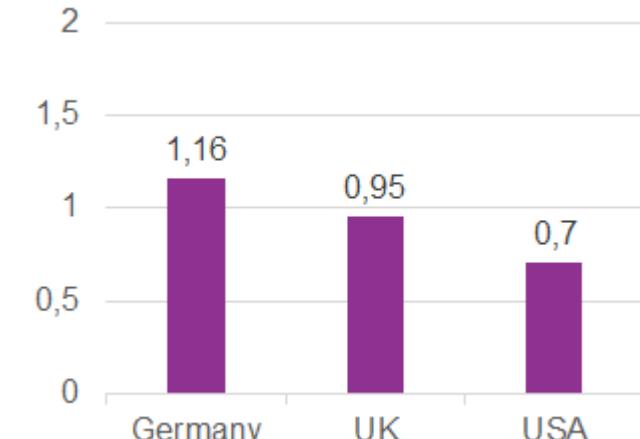
Tourism



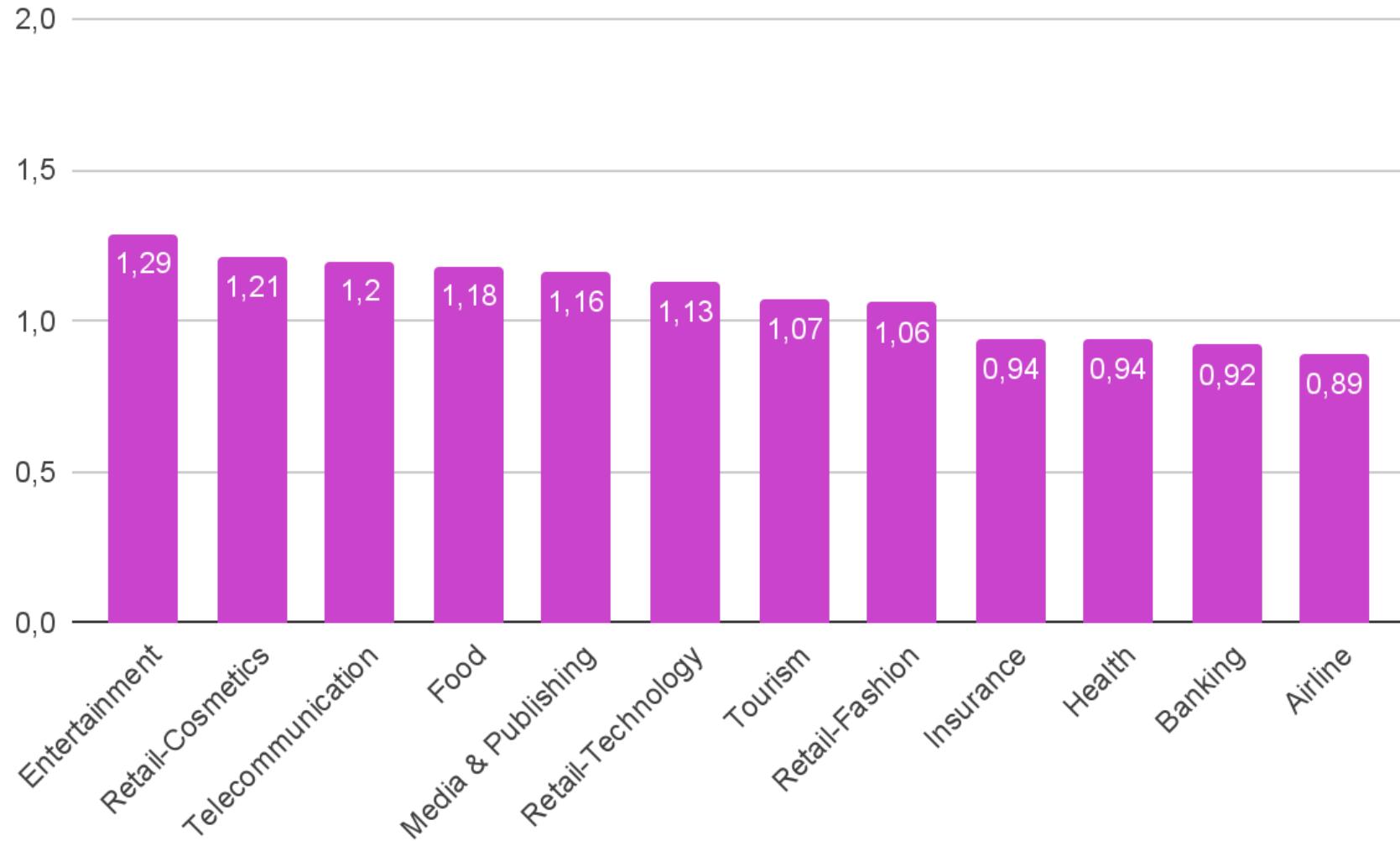
Food



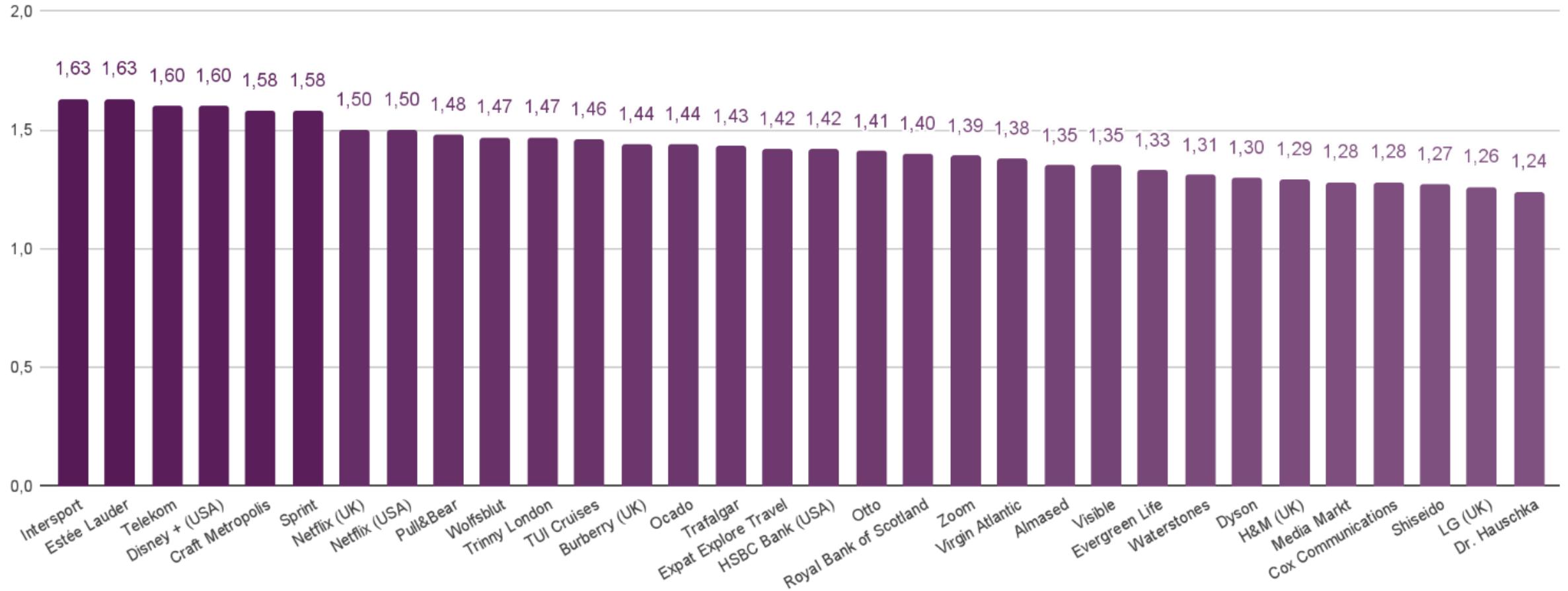
Health



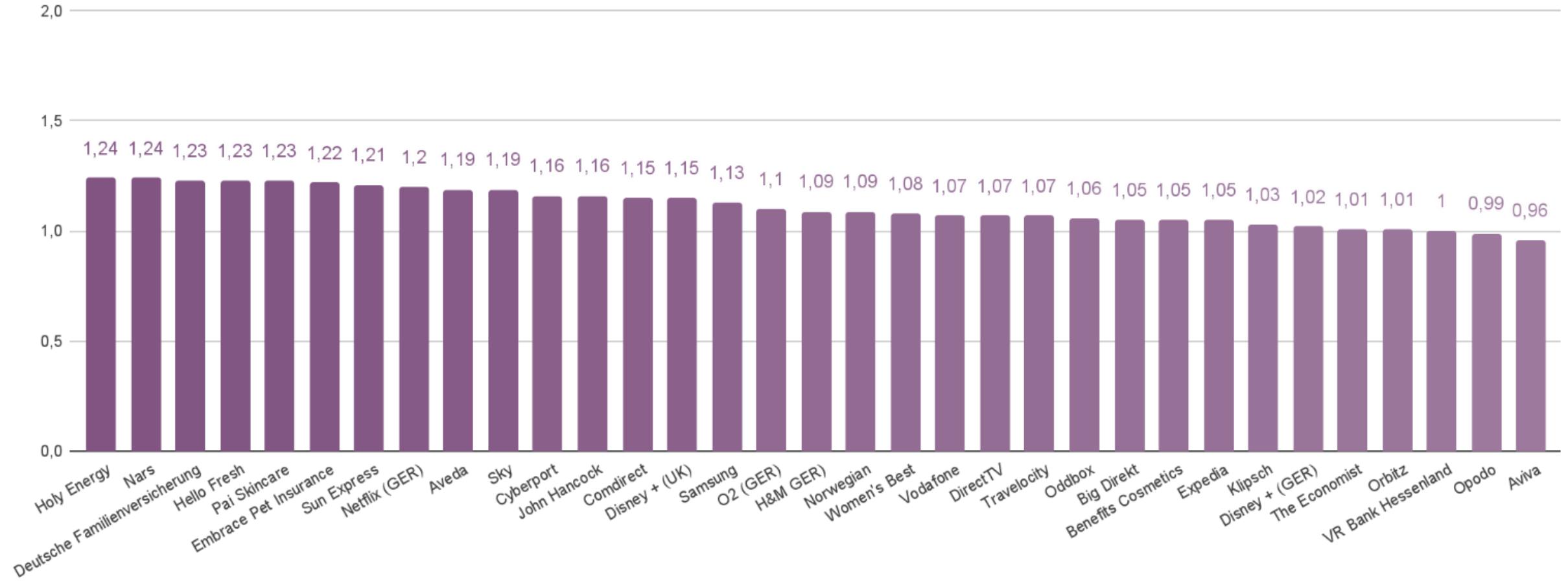
Overall Industry Scores



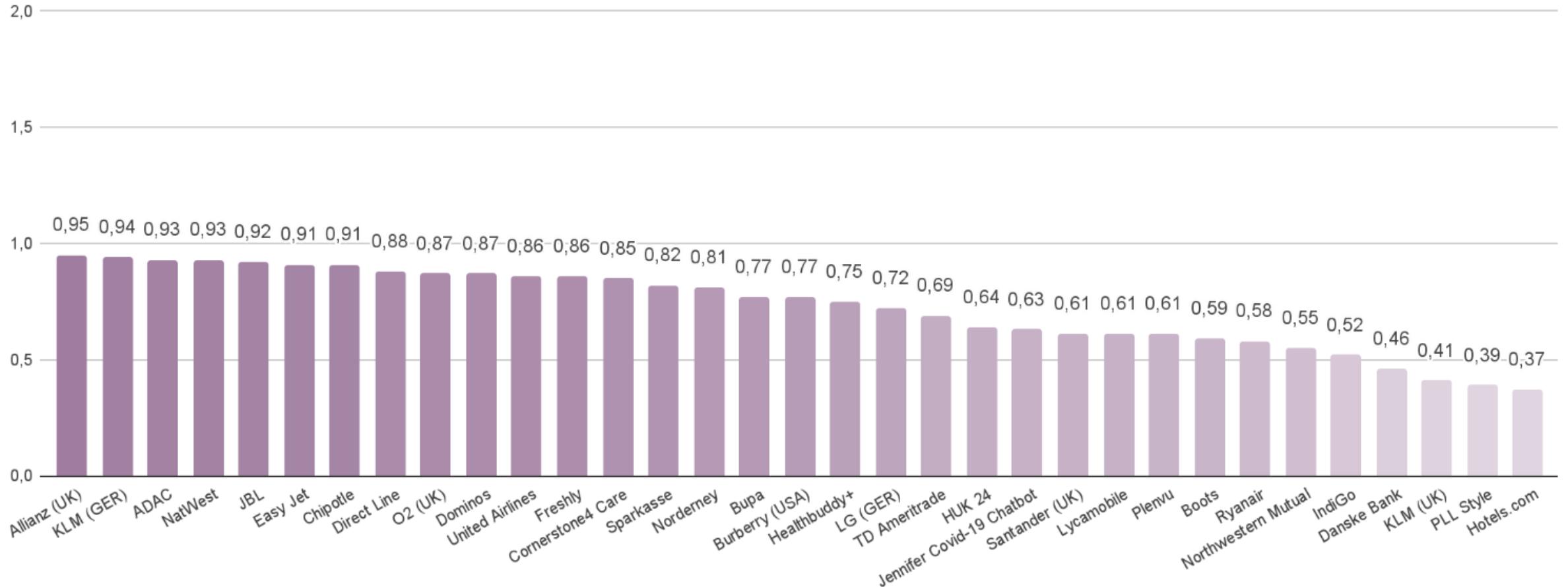
Total Score of each company 1/3



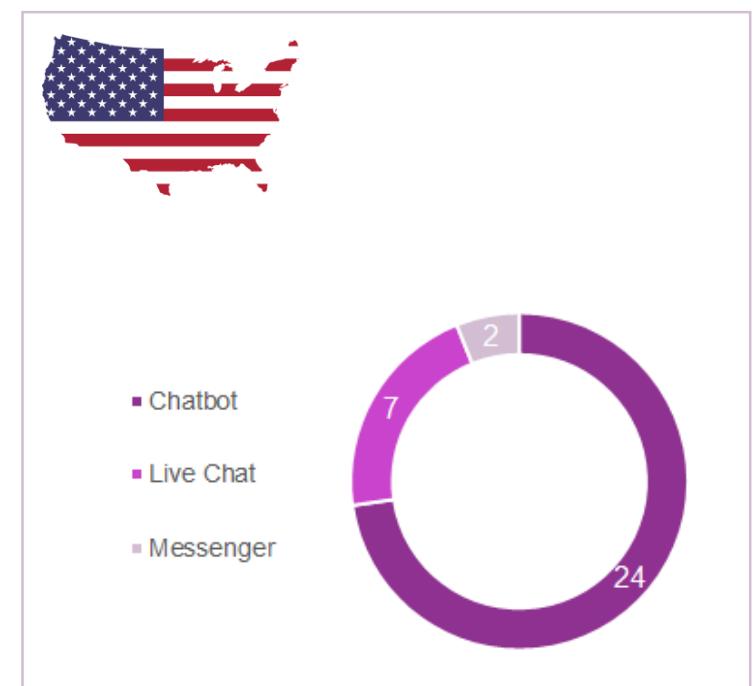
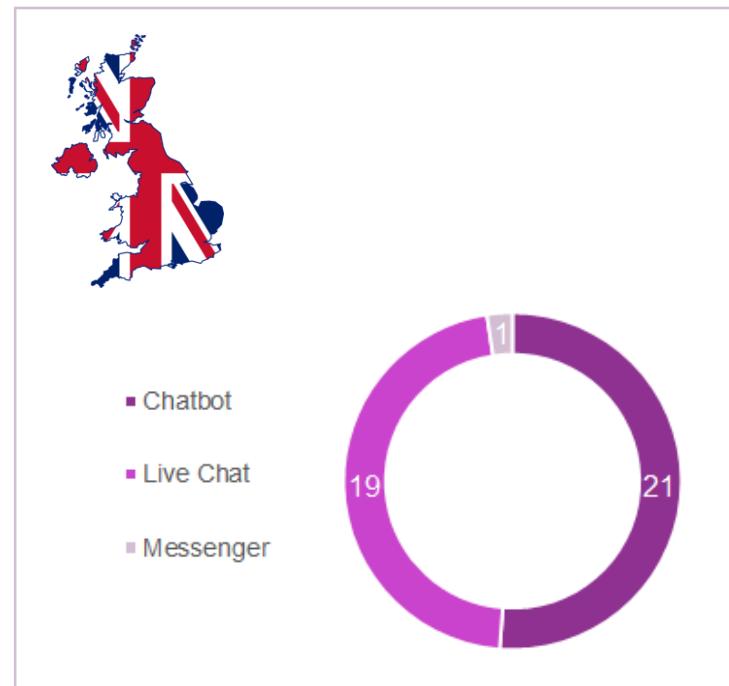
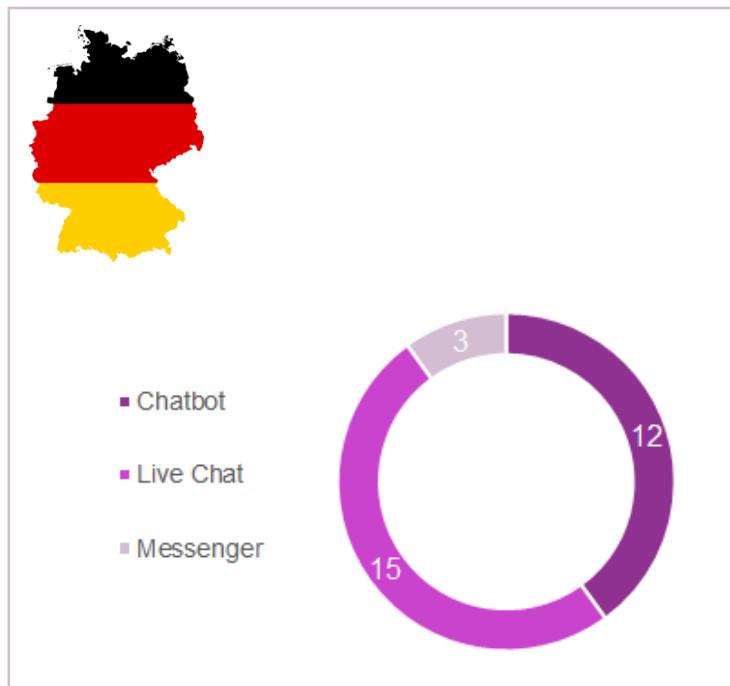
Total Score of each company 2/3



Total Score of each company 3/3

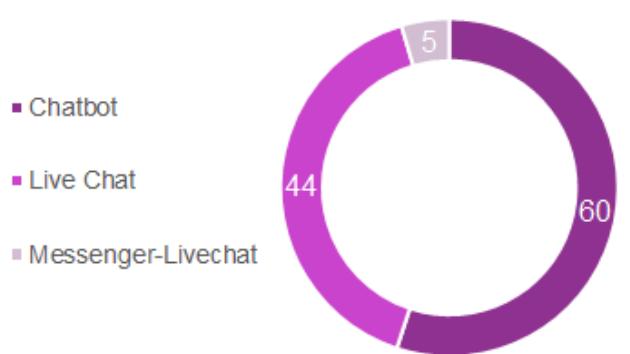


Utilization of Chatbot / Live Chat



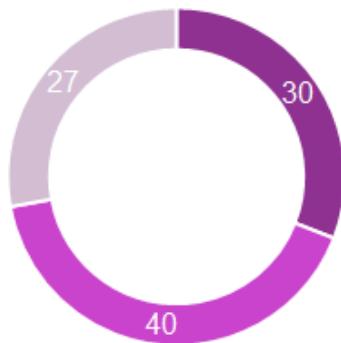
Worldwide Comparison

Chatbot / Live Chat



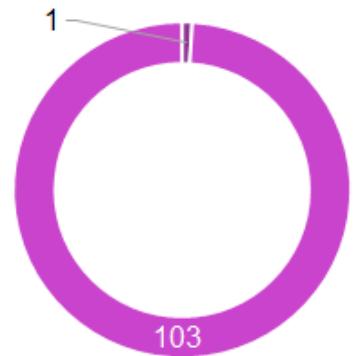
Channels

- 1 Channel
- 2 Channels
- 3+ Channels



Payment within chat

- possible
- not possible



COMPANIES

COMPANIES INVESTIGATED IN THE STUDY



KEY FINDINGS

Key Findings (1/2)

- ▶ Live Chats / Chatbots > Messenger: Live Chats and Chatbots are still the dominant solution, followed by Messengers like WhatsApp, Facebook and Apple Business Chat. Few companies are currently able to leverage the value of AI to optimize chatbots well.
- ▶ Considering all selected countries, the industries "Entertainment" "Telecommunications" and "Retail - Cosmetics" are in the leading position, which could be related to the fact that consumer-oriented industries place a higher emphasis on retail services and commerce.
- ▶ On the other hand, "Banking" and "Airline" industries perform the worst. Also the industry of "Media and Publishing" does not offer any capabilities for conversational commerce in Germany and the U.S. and could not be evaluated in this context.
- ▶ Overall, the response quality of automated systems is significantly worse than Live Chat solutions with human agents.
- ▶ The selected German companies are in general ahead of UK and US when considering the overall score, which is mainly due to the higher frequency of Live Chats.

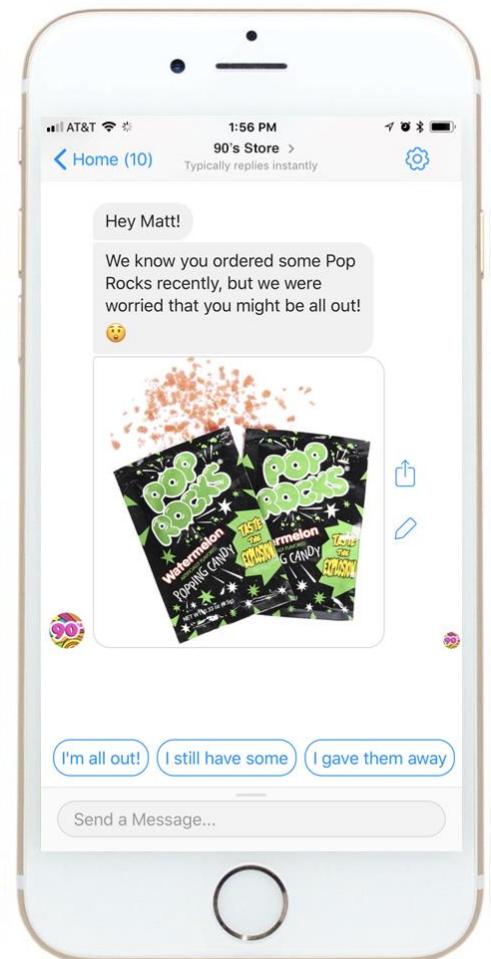
Key Findings (2/2)

- ▶ Some of the solutions called Best Practice in the press, such as KLM, show considerable deficiencies in the empirical practice check.
- ▶ The Study showed that the systems tested still lack answer quality for them to be truly helpful, especially payment and commerce specific questions were answered poorly on average and most of the time there was no option to pay directly within a chat.
- ▶ In many industries, such as health, insurance and banking, the focus was not on commercial sales, but rather on service-related information transfer, which can be explained by the types and services those industries offer.
- ▶ Very often more than one channel was provided by a company, e.g., a Chatbot and a Live Chat, but the Chatbot was just not very well developed using AI, whereas it was mainly referred to the existing Live Chat after each question. The quality of the other channels was often unsatisfactory.
- ▶ The response time regarding the investigated companies differed significantly.
- ▶ Research shows that previous Best Practices such as "Ralph the Giftbot" of LEGO are not available anymore, which leads to the conclusion that especially AI-based Chatbots are not market-ready.
- ▶ However, Best Practices examples like Intersport, Estée Lauder and Telekom illustrate the growing potential of conversational commerce.

OUTLOOK

Customer Journey Map

Stage	Awareness		Consideration		Decision		Delivery & Use		Loyalty & Advocacy	
Customer Actions	Sees advertisement	Visits the online store	Considers the offerings	Adds product to cart	Pays for product	Places order	Order is shipped	Order arrives	Revisits the store	
Expectations	Find out more about advertised products	Fast loading time and well structured website	Find the best solution / Get inspired	Select products easily	Quick & easy payment process	Place the order effortlessly	Get notified about shipment	Check product and get help if problems appear	Find similar solutions	
Experience										
Conversational Business	Send information and advertisement to user through messenger newsletter or push communication	Seamlessly connect with the customer	Chat with the customer directly from the online store / via Messenger Offer consultation	Add items to shopping cart Remind customer about remaining items in shopping cart	Offer payment directly within chat	Let the customer know that their order has been made	Let the customer know that their order has shipped	Confirm with customer that package arrived and ask for their opinion Offer customer service / Troubleshooting	Recommend products based on purchase history and customer data that has been collected conversationally Ask the customer if they are ready to reorder a replenishable product	
Customer Touchpoints	Messenger	Messenger Chatbot Live Chat	Messenger Chatbot Live Chat	Messenger Chatbot Live Chat	Messenger Chatbot Live Chat	Messenger Chatbot Live Chat	Messenger Chatbot Live Chat	Messenger Chatbot Live Chat	Messenger Chatbot Live Chat	



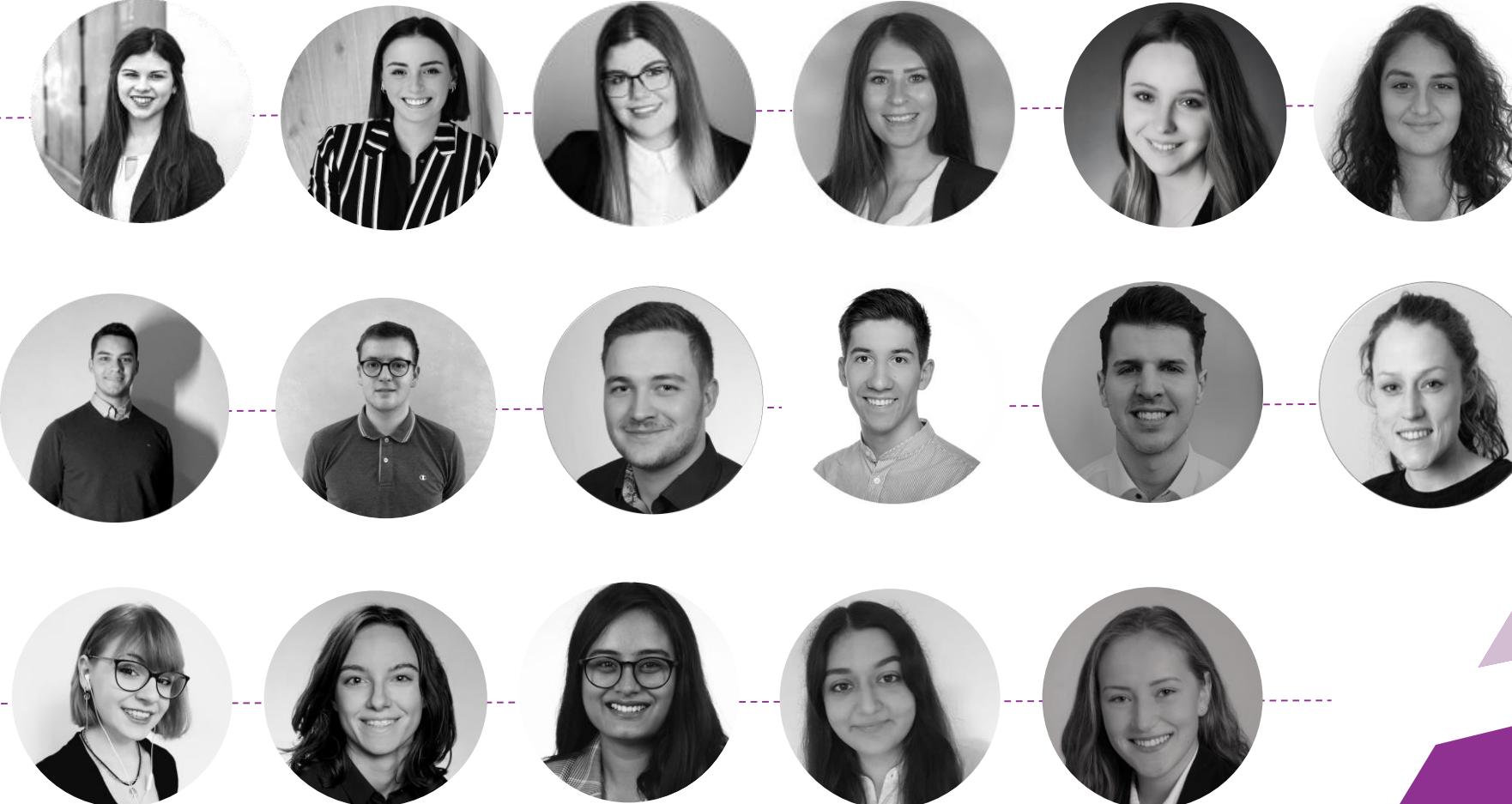
Outlook

- ▶ In near future, the industries shall incorporate and invest in humans like Virtual Assistance (VI) to facilitate Conversational Commerce.
- ▶ Messengers (e.g., Facebook Messenger, Apple Business Chat, WhatsApp) and Live Chat shall serve as a tool to conduct Conversational Commerce.
- ▶ The verbal communication of VI or Live Agent shall be human-centric and shall serve as an essential tool to assist the customer through their decision-making process along the customer life cycle, therefore, having a colossal impact on conversational commerce.
- ▶ The traditional method shall slowly fade away as personalized assistance/consultation to buy a product is emerging among the new generation.
- ▶ AI as one big “ BOSS “ to assist customers and trusted guidance to talk to the customers.
- ▶ The companies shall focus on building strong customer relationships and invest in data for making valid decisions regarding Conversational Commerce.
- ▶ The future for Conversational Commerce shall be giving a sense of convenience by offering a secured check-out option within the chat. However, the companies utilizing Apple Business Chat already have the technology to facilitate a check-out option within the chat.
- ▶ In some countries, for example, Germany, data protection could be one of the major issues that need favorable intervention to execute Conversational Commerce. On the other hand, China's WeChat is the best practice displaying impeccable potential for Conversational Commerce.
- ▶ However, it is advisable to conduct further research on the functionality of Conversational Commerce Channels within different domains to evaluate, if they are overpromising and under delivering.

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CONVERSATIONAL
BUSINESS



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