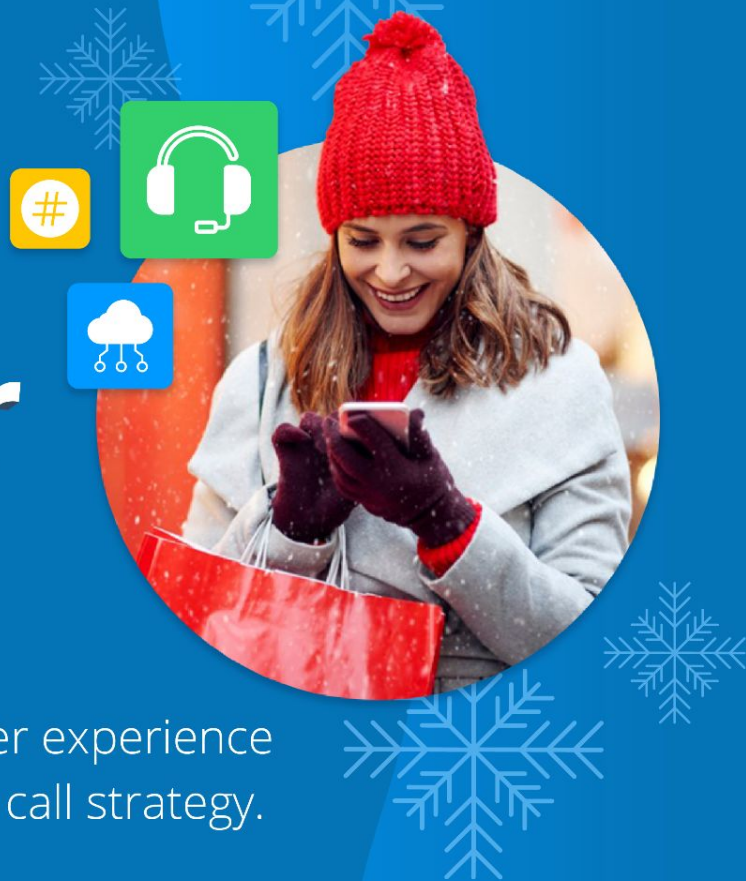


AVOXI.

'Tis the Season to
**Optimize Your
Call Strategy**

Gift your shoppers with a memorable customer experience this holiday season by optimizing your holiday call strategy.



Meet Our Presenters



Jennifer Hopkins

CMO

Presenter



Billy Boydston

Dir. Brand Strategy
& Operations

Presenter



Megan Evitts

Digital Events Manager

Moderator

AVOXI.

The

Holiday Season

is here!



The Rush is Here

During the holidays,
**inbound call volume can
more than double** and
support tickets

**Increase by
42%**



Holiday retail sales
are estimated to

Grow 7-9% More

than last year, with
eCommerce sales
growing 15%



Between Black Friday
and Cyber Monday,
call volume is expected to

Spike by 105%
on average



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**3 BIG obstacles
you're up against.**

Obstacle One

Ecommerce Trends Are Still High Due to the Pandemic

- This will by default increase the amount of inbound calls and support tickets.
- Consumers are **4 times more likely** to return items bought online than in store.



Obstacle Two

Supply Chain Disruptions Are Shaking Things Up

- Retailers are finding it harder than ever to adequately maintain inventory levels.
- Delays are expected and customers should be notified ahead of time.

CNBC

Record shortages, shipping delays expected this holiday season. Here's who shoppers blame

Record shortages, shipping delays expected this holiday season. Here's who shoppers blame. Published Wed, Oct 20 2021 9:00 AM EDT

3 weeks ago

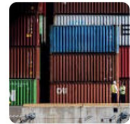


Vox

Supply chain problems and shipping delays aren't getting better. Here are some solutions.

Holiday season shipping is making supply chain problems worse, but there's hope for next year. By Rebecca Heilweil Nov 5, 2021, 12:30pm EDT...

3 days ago



Good Housekeeping

Holiday Shipping Delays 2021: How Will Supply Chain Issues

...

Due to the pandemic, online shopping flux, labor shortages, jammed shipping ports and other variables, holiday shipping delays and product...

6 days ago



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Obstacle Three

Staffing Call Centers During the Holidays is Still a Challenge

- Experienced seasonal or part time employees to support increased demand are scarce due to the global staffing shortage.
- With a reduced workforce, customers can experience longer hold times.



Retailers look to staff up ahead of holiday rush with workers in short supply

Retailers are staring down a triple whammy of challenges this season including labor shortages, supply chain woes and inflation.

3 days ago



Another unpredictable holiday season offers retailers another chance to shine

Around the world, retailers are dealing with severe staff shortages, ...Consider these numbers in a Quantum Metric survey on 2021 holiday...

16 hours ago



Retailers Scramble to Attract Workers Ahead of the Holidays

Retailers, expecting the holiday shopping season to be bustling once ... are scrambling to find enough workers to staff their stores and...

1 day ago



So, how are you preparing?

The background is a solid blue color with several white, stylized snowflakes of varying sizes scattered across it. The snowflakes have a simple, geometric design with multiple branches.

4 Tips & Tricks for **Making the Most Out of this Holiday Season**

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Tap into New Shopper Markets

Ensure your communications are setup to reach buyers in existing markets, but also new markets to convert entirely new shoppers.

How It Works:

Make sure you have a communications partner that provides **scalability and flexibility** with an **expansive number inventory including multiple number types** so you can:

Offer **local and affordable call options for shoppers in those markets**, such as:

- Toll free & Mobile numbers with flexible packaging options and competitive rates.
- Local DID numbers allowing you to establish a local caller ID for inbound/outbound dialing to build trust with new shoppers and increase engagement.

Assign **dedicated numbers to track campaign effectiveness**:

- Vanity numbers to “jazz up your holiday campaigns”.
- Dedicated platform to view analytics per number to gauge campaign success.

The Avoxi logo is located in the bottom left corner of the slide. It features the word "AVOXI" in a bold, white, sans-serif font, with a registered trademark symbol (®) to its upper right. The logo is set against a dark blue background that includes a stylized globe and snowflake graphics.

Live Up to Shopper Expectations

Shoppers today want things quick and personalized.

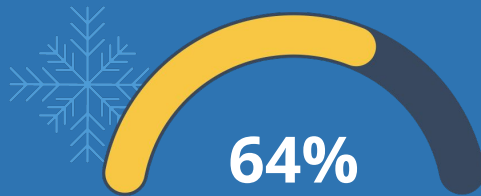
- **80% of shoppers prefer a personalized experience**

And if you're not making it easy for them, there's another store two clicks away.

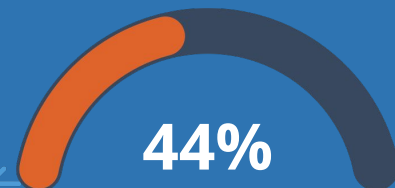
- **Customer retention rate for Retail is 63%** - Lower than other industries due to high competition and low entry/exit barriers.
- **26% of a customer's brand loyalty is directly related to the customer service** they receive.
- **56% of global shoppers have stopped doing business** with a company because of one bad customer service experience.



Customers expect immediate responses



Customers expect real-time responses



Customers expect it done right the first time

Omnichannel Support

Give your customers a variety of support options with an **omnichannel approach**.

- Chat
- Email
- SMS
- Phone

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Reduce Wait Times With a Smarter Call Distribution Strategy

To ensure you're continuing to support shoppers quickly, **leverage IVR and Advanced Routing.**

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Intuitive IVR

Provides customized menu options for inbound callers to quickly get to the right agent.

Skills Based Routing

Matches callers based on pre-set traits like spoken language or returning caller status.

VIP Routing

Provides dedicated support lines to prioritize your most invested customers.



- Over 60% of consumers say waiting on hold for even one minute is too long.
- 66% of consumers will consider switching to a competitor due to long hold times.
- Queue callback decreases abandoned calls by over 30%.



Nobody *Likes* to Wait on Hold.

Wait Time Cost:

Savings with Queue Callback:

Average Wait Time:

Daily Calls Received:

Bonus: Queue Callback Reduces Costs!

For example, If wait time cost = \$0.01 per minute and average wait time is 8 minutes, and you receive 100 calls a day Monday through Friday, you could save \$160 per month by offering a callback option.

Personalize the Shopping Experience

Connect your technologies to unify chat, email and phone support to provide the best experience possible.

Benefits:

- Know important customer details before answering a call.
- Reduce handle times and assist more customers.
- Automatically create and log support tickets to remove tedious work for agents.

86%

Of consumers say personalization plays an **important role in their buying decisions.**

87%

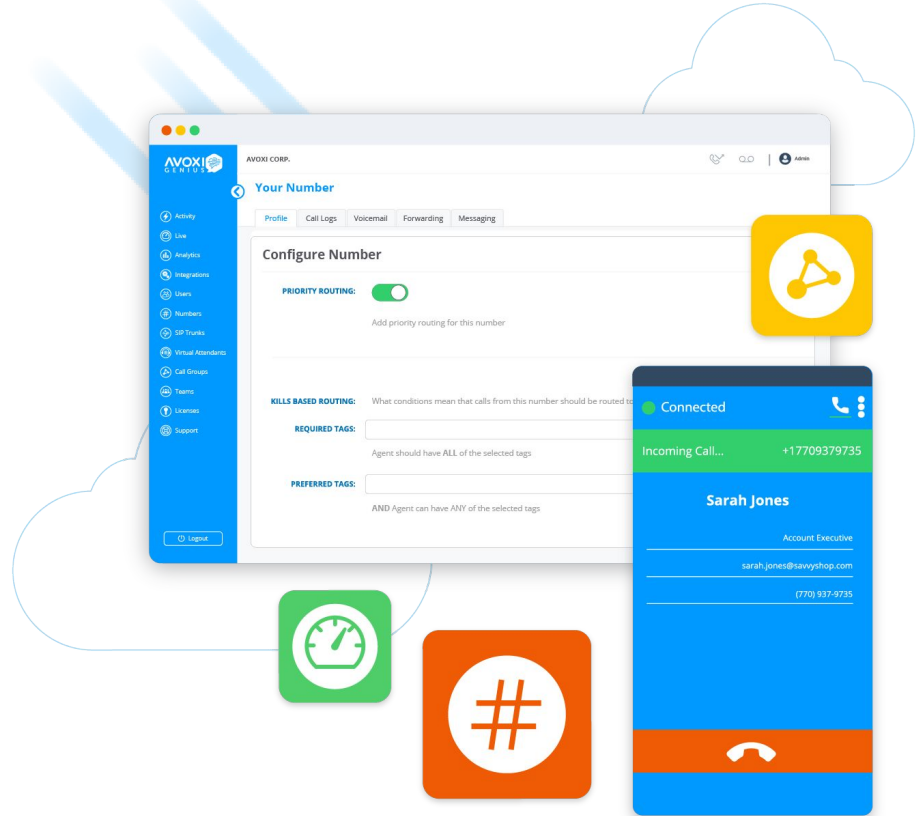
Of shoppers said that when online stores personalize, they are **driven to buy more.**

Plan for the Future.

As you crush this holiday season, don't forget the next one will be here before you know it.

- Continue building on this year's optimizations to provide an even better customer experience in the future.
- If you haven't already, consider moving to the cloud to implement even more beneficial solutions many Retailers are already enjoying.

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Thank You for Watching!

Want to learn more about how AVOXI can help support your unique business needs?

Contact: events@avoxi.com



www.avoxi.com