

New Retail Report: Live Chat, In-Store Pickup, and Ship to Store Boost the Retail Customer Experience

43% of online retail customers are more likely to purchase from a retailer that offers online chat

ANN ARBOR, Mich., August 23, 2019 – A new [retail report](#) based on a survey conducted by [CFI Group](#) and [Radial](#) shows that today's shoppers expect easy and immediate chat assistance online and flexible delivery options that fit into their busy schedules.

Live online chat during an online purchase has become ubiquitous. In fact, 25% of online retail customers reported they had used chat at least three separate times when placing an online order over the past 12 months, and 43% are more likely to purchase from a retailer when that retailer provides a live chat option.

Retailers must be careful, though. Solutions that attempt to provide chatbots instead of professional agents can backfire and cause customer frustration. The report shows that customers who use chat and have some or all of that interaction with a chatbot are 8% less satisfied, 4% less loyal, and 3% less likely to recommend the retailer compared to the average customer who contacts retail customer service.

“To provide the service levels consumers have come to expect, retailers must think holistically across support channels and avoid halfway measures such as chatbots without access to live agents,” said Ricardo Layun, Vice President, Customer Care Services at Radial.

Also growing in popularity are In-Store Pickup and Ship to Store, both of which provide greater flexibility for the customer. Of the online buyers surveyed, 61% said they had opted for In-Store Pickup at least once over the past 12 months, and 27% had used the Ship to Store option for an online order at least three times over the past 12 months.

However, retailers must do more than simply offer In-Store Pickup and Ship to Store as options. According to the report, when consumers contact customer service about an order, they expect the agent to have access to their full account history with the retailer for all In-Store Pickup (54%) and Ship to Store (39%) orders.

“It's not enough to provide various options for consumers,” said Layun. “It's also imperative that service agents have a full view of customers' order history as well as their preferences.”

Click [here](#) to download the report, or visit cfigroup.com to find other retail research conducted by Radial and CFI Group.

About CFI Group (www.cfigroup.com)

Since 1988, CFI Group has delivered customer experience measurement and business insights from its Ann Arbor, Michigan headquarters and a network of global offices. As founding partner

of the American Customer Satisfaction Index (ACSI), CFI Group is the only company within the United States licensed to apply customized ACSI methodology in both the private and public sectors. Using patented technology and top research experts, CFI Group uncovers the business drivers and financial impact of customer experience.

About Radial (www.radial.com)

Radial, Inc., a bpost group company, is the leader in omnichannel commerce technology and operations. Premier brands around the world confidently partner with Radial to deliver their brand promises, anticipate and respond to industry disruption, and compete in a rapidly evolving market. Radial's innovative solutions connect retailers and customers through advanced omnichannel technologies; intelligent payments and fraud protection; efficient fulfillment, supply chain services; and insightful customer care services – especially where high-value customer experiences are critical. We are flexible, scalable, and focused on our clients' business objectives. Learn how we deliver today's retail for you at radial.com and follow us on Twitter [@radialcorp](https://twitter.com/radialcorp).

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