

Creating Competitive Advantage for the eCommerce Experience

Top Trends in revolutionizing digital brand experiences



The use of AI technology that is personal, relatable, and comprehensive is already important. As the top trends among ecommerce pioneers show, those qualities will only become more important in the future as retailers and DTC brands focus on selling products and services online.

Trend 1

Customer Demands are Evolving

As executives know, 2020 was a banner year for online retailers. Let's review the numbers briefly. According to IBM's 2020 U.S. Retail Index, the pandemic-fueled economic climate accelerated online shopping by roughly five years. In 2020, North American ecommerce experienced 129% year-over-year growth. Consider this: In 2021, more than 50% of China's retail sales are expected to come from ecommerce, a historical first for any nation.

Takeaway

Customer demand for ecommerce has skyrocketed and will keep growing and evolving. With more options in the marketplace, customers are asking more from their retailers. Smart brands are adopting flexible, scalable technology to accelerate their digital transformation and thrive in the market despite the increased consumer demand.



\$112B

in retail sales will be fueled by AI-powered conversational interactions by 2023

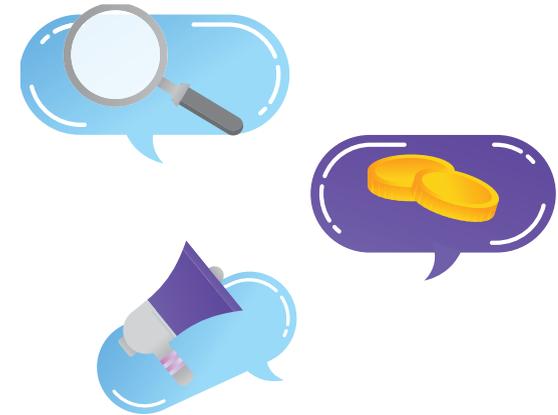
Trend 2

Quality CX Deepens Customer Engagement

Improved CX leads to meaningful customer engagement. Many Soul Machines™ clients view the customer experience as their most important competitive advantage. Other top executives agree. Recently, CX has overtaken price in importance to consumers and is nearly as important as quality, according to Conversocial's State of Customer Experience Trends 2020 report. The value of CX to your customers and your bottom line will continue to grow over the course of 2021. Improving CX to strengthen the emotional bond between customers and your brand is a vital strategy for retaining customers.

Takeaway

As ecommerce grows at an unprecedented rate, your brand must focus on deepening customer engagement at all levels of the buying process to increase conversions and keep the brand relevant in the future.



\$40B

of consumer
spending in voice
commerce by 2022

Trend 3

Conversational Commerce Drives CX, Conversations, and Sales

One-to-one conversations are the most successful method for replicating the offline shopping experience online. Channels with the biggest growth will include mobile chat (60%) and video support (98%).* The importance of personal conversations in marketing and sales channels will continue to grow. Shopify reported a 72% increase in conversations between merchants and customers on their business hub. **Online shoppers who chatted with a merchant were 70% more likely to convert; sales attributed to chat interactions increased by 185%.**

To scale mobile chat and video support, brands must automate without sacrificing the human touch. Up to 95% of customer interactions are expected to be supported by artificial intelligence by 2025. Conversational commerce using chatbots, virtual assistants, and other AI-powered innovations are being used more and more to keep up with demand and optimize call centers.

* According to Salesforce's State of Service report



4.6X

more online shopping conversions, with Digital People.

Takeaway

AI-powered conversation lets you scale digital experiences that convert. High-quality, flexible technology for AI-automated experiences (like Soul Machines Digital People) doesn't sacrifice the human touch that drives conversions. Customers rate Digital People highly in roles as virtual brand ambassadors, salespeople, product guides, support representatives, and more.

Trend 4

Mobile is Big and Getting Bigger

The growth of mobile commerce is rising fast. An estimated 24% of the population uses a mobile phone to shop at least once a week, compared with 23% using a PC and 16% using a tablet. By 2022, mobile commerce could drive nearly 50% of ecommerce sales, according to eMarketer.



Takeaway

M commerce is big and getting bigger. Online retailers ignore the quality of mobile CX at their peril. Find mobile-friendly and automated AI experiences that scale.

50%

of ecommerce sales
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mobile commerce
by 2022

Drive Customer Engagement and Revenue with Digital People

Soul Machines Digital People™ offer customers a technology far beyond chatbots and avatars. Driven by incredibly lifelike, high-quality computer graphics and a Digital Brain with Autonomous Animation that's based in neuroscience, Digital People can autonomously hear, see, and respond to end users, offering a scalable solution that's engaging, empathetic, and bias-free. Digital People trigger empathetic engagement with consumers and increase conversions at every stage of the buyer's journey as they provide product expertise, personalized advice, informed recommendations, or other services that reinforce your brand's positioning and values.

Digital People improve customer experience and engagement in ecommerce. They offer a personal yet scalable way for brands to connect with customers and deliver results throughout the entire buyer's journey, from memorable first-time visits, to higher cart conversion rates, to more responsive customer support. Our clients look to Digital People for a solid return on investment, flexibility and scalability, and a dynamic, multi-modal presence that inspires trust. In short, Digital People deliver bottom-line benefits.

One client, a major skin-care retailer, uses a custom Digital Person as a brand ambassador and customer advisor to answer skin-care questions from shoppers. Adding a Digital Person to the retailer's site increased online shopping conversions by 4.6X. Visitors who interact with the Digital Person are more than twice as likely to buy the brand's top 5 recommended products.

Unlike bots and digital puppets whose lips move in eerie isolation from the rest of their faces, Digital People appear comfortingly authentic. They are carefully tailored to autonomously respond to your customers' reactions. Digital People emulate natural responses such as surprise, delight, and uncertainty using advanced artificial general intelligence and proprietary CGI animation technology. Every element of a Digital Person's face adapts and responds to the customers' needs and conversation.

To consumers, the presence of a Digital Person is experienced as distinctly real, comforting, and trustworthy. To our customers, the use of a Digital Person brings a host of bottom-line benefits.



Digital People can help your staff when your site is experiencing high traffic, take over when staff is offline, speak multiple languages, and can hand-off more complex cases to your most experienced experts

Sell more and improve brand experience at scale.

Digital People can help your staff when your site is experiencing high traffic, take over when your staff is offline, speak multiple languages, and can hand-off more complex cases to your most experienced staff.

Scaling the power of the human touch.

In order to successfully scale unique digital experiences, brands must thoughtfully consider automation without sacrificing the human touch; a hurdle that chatbots, voice AI, and digital assistants struggle to provide. For brands that value efficiency and need a short-term solution to keep up with demand, chatbots certainly fit the bill. For those that value engagement and long-term innovation, consider Digital People.

Flexibility and scalability.

Digital People offer a personal yet scalable supplement to human interaction. They can be product experts, brand ambassadors, and support staff all rolled into one, at scale – without bias, available to serve 24/7, and able to connect with multiple customers at once.

Dynamic and multi-modal experiences.

Beyond the Digital Person, Soul Machines creates an engaging and interactive experience on-screen with the option to chat, speak, or type, depending on the customer's mood. Their interactions can be made deeper and more rich via video, images, games, and music directly on the on-screen user interface.

Built for trust.

Today's consumers expect a more dynamic relationship with ecommerce companies. Because buyers cannot physically test or examine what they're buying, trust is of utmost importance. Digital People help create this trust through empathetic, nonjudgmental interactions that build customer confidence. That is especially valuable in sensitive industries such as banking and in environments selling high-value products that require research.

Effective in a Number of Industries and Use Cases

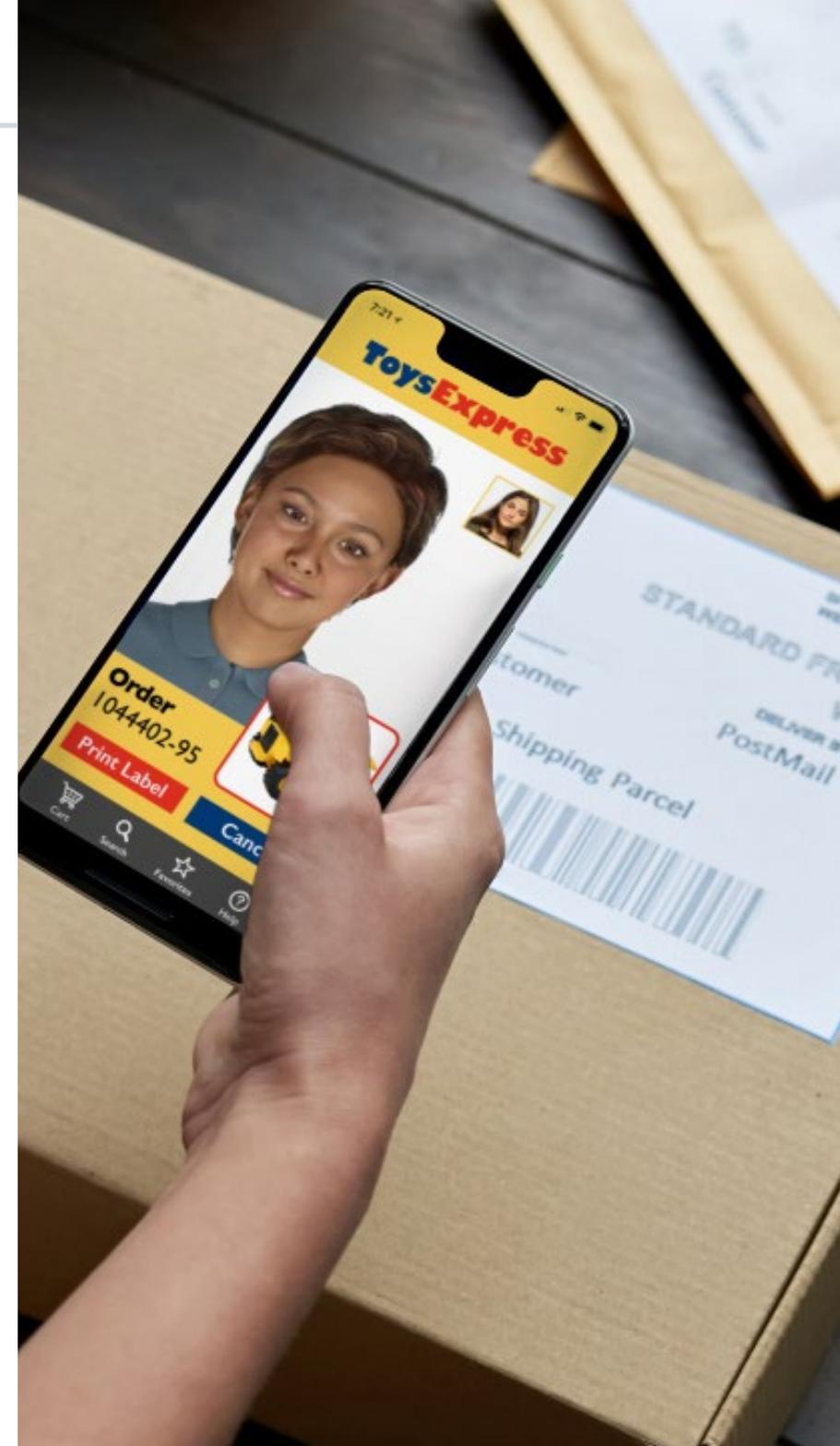
Our customers have experienced success with Digital People in many different scenarios. Banking clients, for example, report that people don't enjoy speaking to other humans about their finances. A skin-care client has discovered that customers seeking skincare advice prefer guidance from its Digital Person to a live customer representative. Our Digital People solve such problems by providing the information sought by customers in an empathetic, relatable, and nonjudgmental way.

Digital People help create this trust through empathetic, nonjudgmental interactions that build customer confidence.

Ecommerce companies can find many useful roles for Digital People. They range from virtual brand ambassador to digital salesperson to assistant to customer support representative to virtual influencer to, well, nearly anything you can imagine.

Digital People are especially well-suited to companies that need flexibility, because they can quickly pivot from one role to another as a situation demands. Digital People also scale up or down quickly in response to demand, and can be updated easily with new or amended information so that consumers receive consistent, timely advice.

Ultimately, companies themselves are the only limit to how Digital People can boost their businesses. "Digital People will inspire brands to reimagine their online customer experience," notes Shantenu Agarwal, VP of Soul Machines. "With Autonomous Animation, Soul Machines is able to capture and magnify the advancements in Conversational AI to create a trusted, collaborative, and highly-personal experience."



More human. Intelligent. Responsive.

Soul Machines' Digital People increase ecommerce and retail purchase conversion by helping consumers purchase the products that are right for them.

Soul Machines is the leader in humanizing AI. Its Human OS Platform, featuring a patented Digital Brain, makes it possible to deliver the goodness of human and machine collaboration, providing a safe, engaging, and powerful brand-to-consumer experience. This deep science and technology company has fused AI, computational brain models, and experiential learning to redefine customer and brand experience through new forms of digital interfaces. These interfaces can be used for service, support, sales, product, and many other applications.

To find out how your company can benefit from the power of a Digital Person like Yumi, request a demo.

