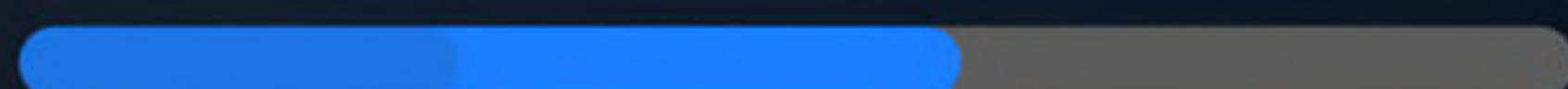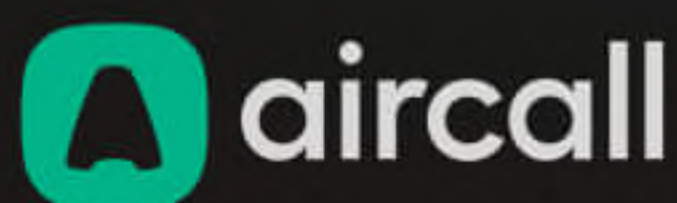# Richpanel

The Ultimate eCommerce Customer Experience Guide to BFCM

Self-Service Performance

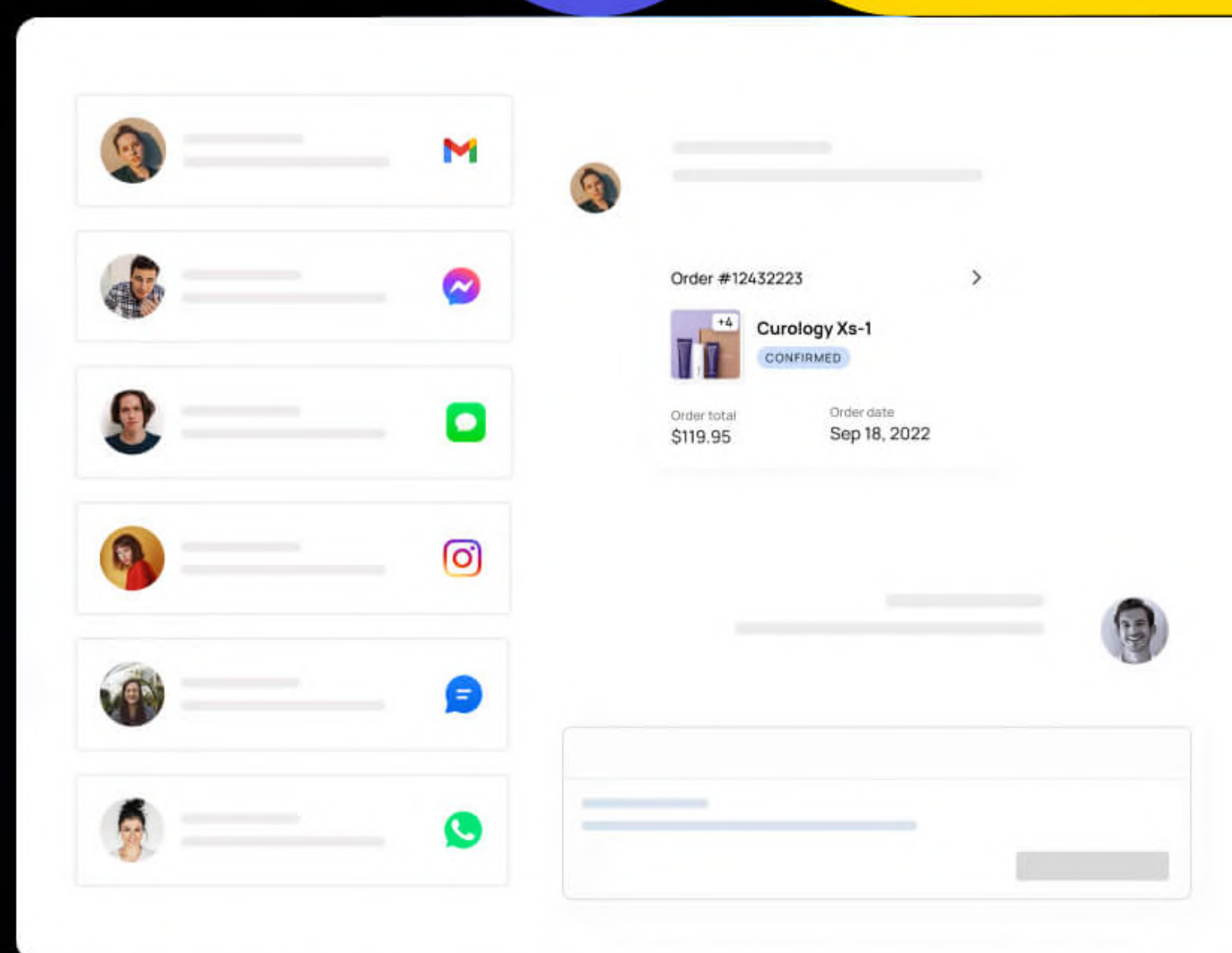## 59.41%

59.41% conversations were automatically closed by self-service.
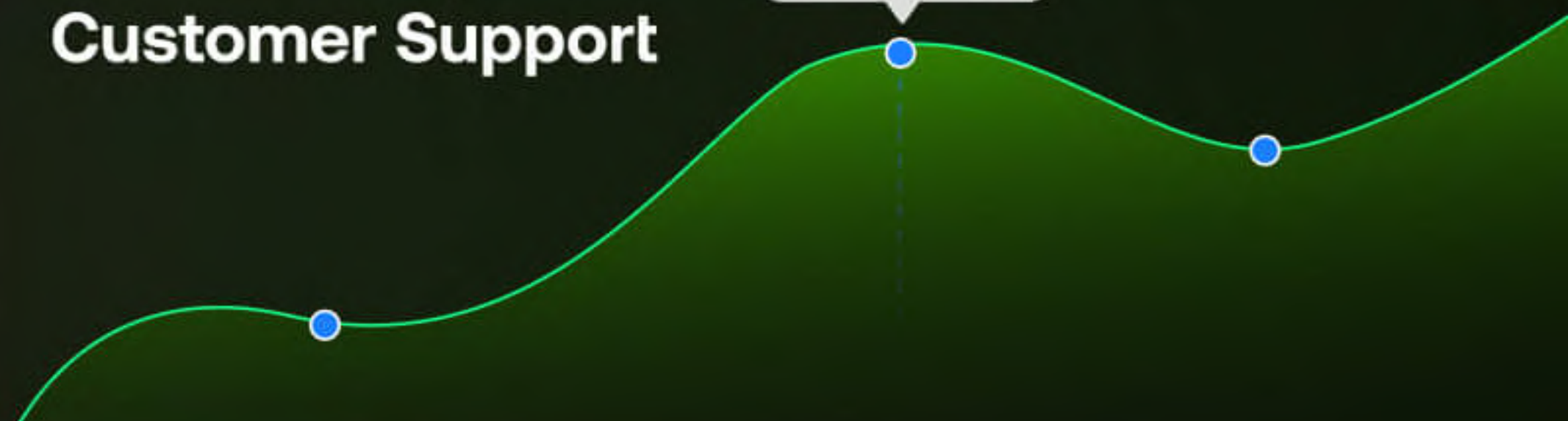
aircall
LTVplus⁺

Richpanel
Okendo

Order #12432223

Curology Xs-1
CONFIRMED

Order total
$119.95

Order date
Sep 18, 2022

Revenue
Influenced by
Customer Support

$98,516.96

Topics to Cover

Forecasting your Holiday support load

Shri Mithran
VP Marketing | Richpanel

Q4 is the most happening season for E-commerce brands for undeniable reasons. Brands prepare for the holiday or peak season for several months. Businesses certainly do not want to make the same mistakes as the previous years. Some core aspects, such as logistics, inventory management, marketing spending, and email marketing campaigns, get a lot of attention and thorough research.

Whereas the customer service readiness is often not thought through, this often leads to a burnt-out team at the end of the holiday season. The most common readiness approach is to increase the headcount and hire an interim team to manage the support load. Some probably invest in chatbots to handle the volumes, only to frustrate the end customer and leave a bad reputation.

How can customer support and service teams adopt a data-driven approach to better handle their preparation to finish the year on a high? Let's get started. We have built a simple calculator for you to input key metrics and walk away with the forecasting plan.

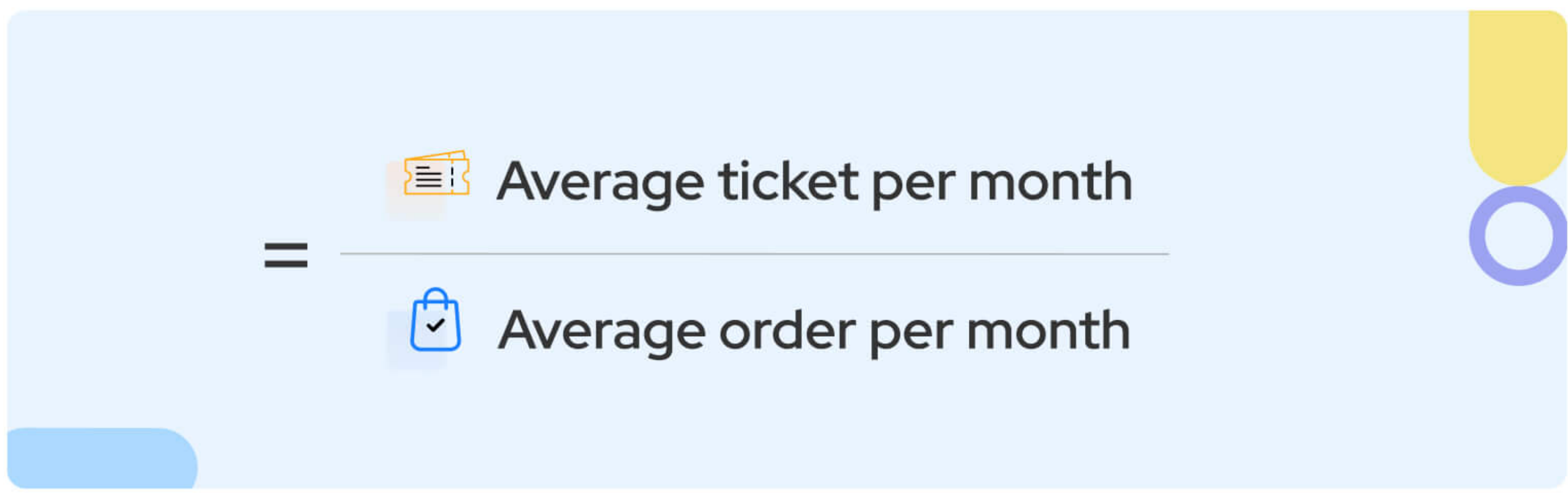## 1. Calculate the last six month's Ticket to Order Ratio

Let's kick start by understanding why the Ticket to Order Ratio is an important metric to understand the efficiency of a customer service function. In a world of social media shopping, one-click checkouts, and hyper-personalized shopping experiences, it is pretty outdated to measure

the success of a customer service team purely based on metrics such as CSAT and resolution times.

Those are evergreen metrics to stay on top of your support team's performance, it doesn't entirely give you a holistic view of the customer experience journey you have laid out for your customers. We are heading to a reality where the best customer experience is the one with no agent interaction. This expectation shift forces brands to solve customer experience beyond agent-based conversations and ticket resolutions.

Ticket to Order is the accurate yardstick of your customer support effectiveness for modern buyers. It forces CS teams to ask, 'How to avoid the support queries'?

$$= \frac{\text{Average ticket per month}}{\text{Average order per month}}$$

The ratio varies based on a few factors, such as your target audience's demographics, the buying process's complexity, and the overall post-purchase experience you have set up for your customers.

Brands that are just starting to streamline their support process, typically brands with <1M in revenue, would see a very high Ticket to Order ratio of ¾ or 75%. As more systems and processes are in place, this number eventually comes down to about ½, which is still very steep. Support teams should aspire to get it down to 10-15%.

Calculate your Ticket to Order Ratio for the last nine months.

Chapter 1

2. Calculate your average agent efficiency

Short-term hiring is a commonly adopted approach to handle the holiday spike. But before we resort to that solution, let's identify if there is room to improve the productivity of the existing agents.

> 🎟️ **Total tickets in a given time period**
>
> 🎧 **# of active agents in the same period**

Agent efficiency gives you a realistic idea of how much you can expect from a live agent. Again this metric depends on some obvious factors such as the complexity of the products, seasonality, the choice of support channels you have enabled for your customers.

And there are usually overlooked reasons, such as agent enablement, ease of information gathering, the tech stack, and ease of collaboration between agents.

Calculate agent efficiency for the last nine months. If you have a large CS unit, it might make sense to break this down by channels and the nature of queries solved.

3. Simulate the expected spike in orders.

The easiest way to calculate this would be to gain access to the marketing and growth plans for Q4. But since we are already too deep in building a

data-driven CS org, let's turn to last year's metrics to simulate this year's expected growth better.

Compare the nine months of 2022 to 2021 to calculate the growth rate in orders and revenue. And now, compare the ticket trends for the same time. If it's linear, then you are sorted. You could just apply the growth rate your brand has been experiencing this year and use it to simulate Q4 orders and revenue. This simulation is purely indicative and not accurate; your marketing plans would be closer to reality!

Our calculator will just simplify this for you. Your time and mind space is better spent thinking about your customers :)

4. Forecast support load.

> *"Automating any and all CS responses is imperative. You should have as many go through Self service resolution as possible. Last year we would have had to hire 2 people to cover the volume that was resolved through self help."*
>
> Terri DeAnzo, Head of Customer Service, MyTeaDrop

You now access three key metrics :

1. Ticket-to-Order Ratio
2. Expected spike in orders
3. Agent efficiency

You will now have a good sense of the expected ticket spike and how many agents you would need to cover. But then, before you go that route, there are two questions we encourage you to ask:

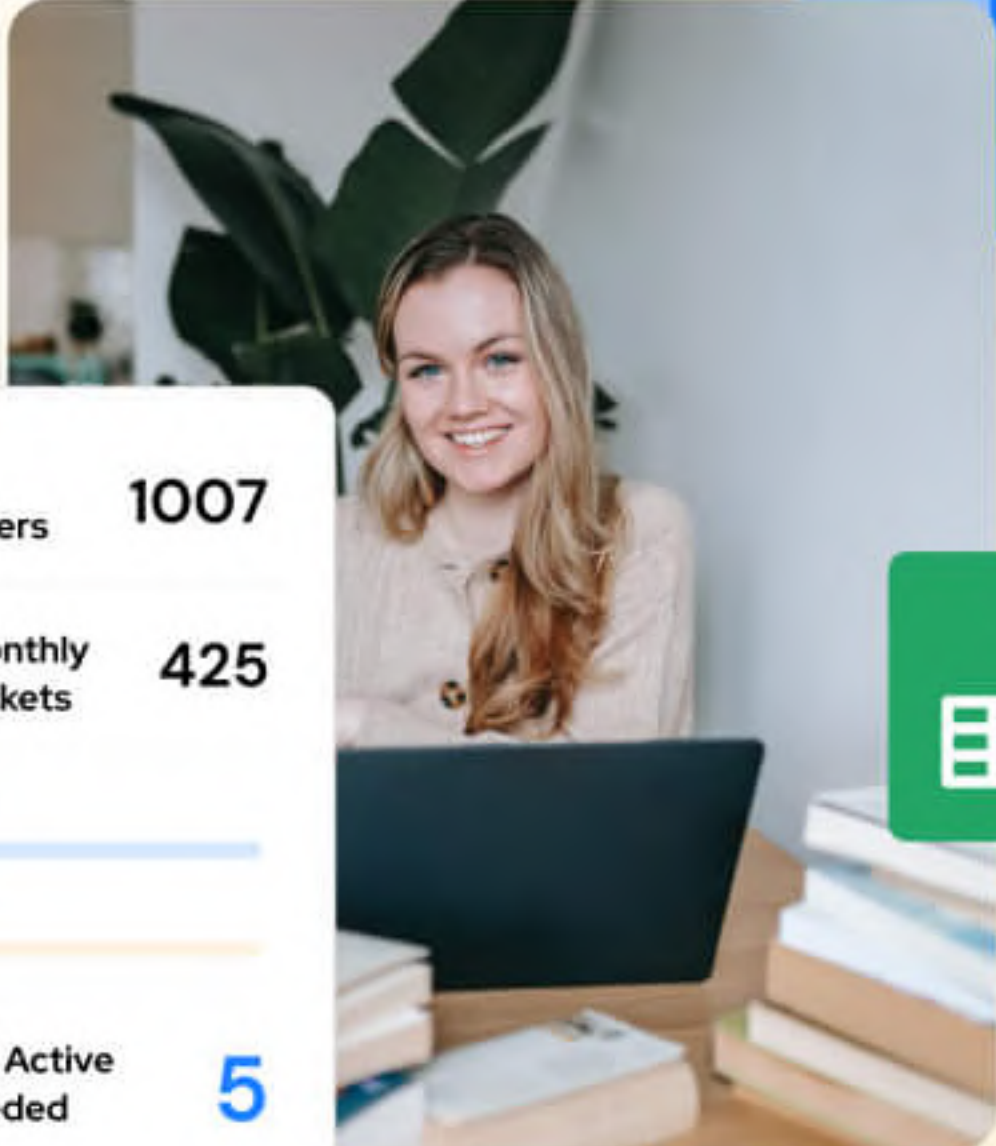1. How to avoid the ticket spike?
2. How to increase the number of tickets one agent can handle?

And yes, the answers are in the following chapters..

Forecasting your Holiday support load

Download our Forecast Calculator or our BFCM Guide.

Get this free resource

Average Monthly Orders	1007
Average Monthly Support Tickets	425
Number of Active agents needed	5

Hiring, training and outsourcing - by LTVPlus

Regina Mae Ongkiko
Content Marketing | LTVplus

Black Friday 2021 generated $8.9 billion in sales, while Cyber Monday 2021 generated $10.7 billion. Can you imagine how many shoppers and transactions there were during that one weekend?

BFCM weekend is the biggest eCommerce season and it's usually a double-edged sword. This season can get you a lot of new customers and can help you experience record-breaking sales. At the same time, it's also an opportunity to boost your customer retention and create more loyal customers.

But, if you fail to plan out every single aspect of your BFCM, you could have dissatisfied customers, negative reviews, and a damaged brand reputation.

However, a well-prepared customer support team can help reduce customer friction, satisfy your customers, and offer an overall positive experience during the BFCM flurry. Additionally:

- 90% of customers share that an "immediate" response (which the majority defined as 10 minutes or less) is crucial when they have a question for customer support (HubSpot)
- 40% of holiday shoppers admit they're more likely to buy from a brand they can message directly (Facebook survey)

That being said, here are some tips on how you can ensure your customer support team is fully equipped to handle the mad chaos of BFCM:

1. Prioritize capacity planning to ensure you can meet the surge in demand

BFCM 2021 had a 50% increase in ticket volumes. From November 26 to 30, ticket volume stats were more than 3 million in number.

Do a quick review of your customer support team's capacity. Imagine if the support tickets you usually receive increase by 50%. Can your team still handle it without burning out?

If your team is already at maximum capacity prior to BFCM, then it's likely time to add more members.

Other things you can do as early as now:

- Optimize your self-service options, knowledge base, and FAQs.
- Install a live chat box to answer repetitive questions from new customers, freeing up the time of your human agents to handle escalated concerns.

It's important to do your capacity planning as early as possible because you'll still need to onboard and train your new members.

2. Invest in quality training for your customer support agents

The quality of your customer support will set your brand apart from others. This boils down to how you train your agents and your standards of success and quality.

It's important to train both your new hires and your current team members so you can get everyone ready for BFCM.

> *Make sure that you are hiring quality over quantity. You can get through the entire holiday season workload with a few good team members and the right software. More does not mean better. Train your employees and give them the knowledge and the tools to tackle anything.*
>
> Christina Ebersole, CS Manager, Bumpboxx.com

Here's a quick punch list of what to include in your training program:

- Review or feedback on last year's BFCM support tickets and frequently asked questions
- Exercises for improving communication skills and product knowledge
- Conflict resolution examples
- How to use your tools and tech staff effectively and efficiently

Remember, when customer support is exceptional, it resonates with customers.

3. Consider outsourcing an entire team that can offer 24/7 support

Yes, BFCM season needs all hands on deck and a fully-equipped customer support team. But before you proceed to hiring and training, ask yourself these two questions:

Was the volume of support tickets last BFCM way above your regular days? If the answer is yes, you might end up having team members who will have too much idle time after BFCM.

Do you have the resources to devote to hiring, training, and managing the additional manpower? If you don't, you'll need to look for those resources as well.

Outsourcing entire eCommerce customer support teams is a solution you may want to look into. That way, you can focus on preparing for BFCM while hiring and training are being taken care of in the background.

> "
>
> *"Be sure to have everything in place by October. Most agencies will start charging more for agents and their services, and the price increases throughout the month. Try other options like direct seasonal hires, or agencies that will take a line of volume (social channel, VM, SMS) off your plate."*
>
> Christina Ebersole, CS Manager, Bumpboxx.com

Key takeaway: exceptional BFCM customer support matters

Customers of today are used to getting answers fast and as soon as possible. This BFCM, fast and excellent customer support may make the difference between eCommerce brands that succeed and those that will not.

Start warming up while it's still early. Proceed with capacity planning and make your next move.

Reduce Tickets by 50% through self-service

Shri Mithran
VP Marketing | 🔷 **Richpanel**

Every digital brand and technology that consumers interact with continuously shapes and evolves digital behavior. Brands such as Amazon, Uber, and Doordash have successfully made customer self-service the default choice for interacting with consumer brands.

While customer behavior is driving more and more brands to adopt self-service, it is becoming a significant efficiency driver for customer service teams. Richpanel customers see up to 60-65% of their customer queries not requiring an agent to step in. Beyond saving hiring costs, it also helps their agents focus on complex queries and power through them in a shorter time as they are now distraction-free.

> *If you have the answers ahead of time, and your customers can easily find them, they will drop into self service and be satisfied with that rather than waste their precious holiday time on the phone or emailing customer support. You can always delete self-service flows later, but it's better to start with too many.*
>
> Terri DeAnzo, Head of Customer Service, MyTeaDrop

There is no better time to test the efficacy of self-service than the holiday season. While most brands agree with the sentiment, they often find

themselves stuck in inertia and continue to stick to their status quo of more live chats and email conversations. We have compiled the must-have self-scenarios for this holiday season which will reduce your support queries by up to 50%.

If you are using Richpanel, setting up these scenarios takes a few minutes. If you would like to try Richpanel self-service, our implementation team would be happy to set it up for you.

1. Where is My Order?

Let's get the obvious one out of the way. WISMO (Where is my order) takes between 20-40% of E-commerce support tickets based on how well your post-purchase communication is set up.

Consumers are used to the pampering of Amazon. Convenience trumps everything for a consumer. Expecting consumers to wait on a live chat or send in an email ticket to understand the status of orders is akin to shooting yourself in the foot.
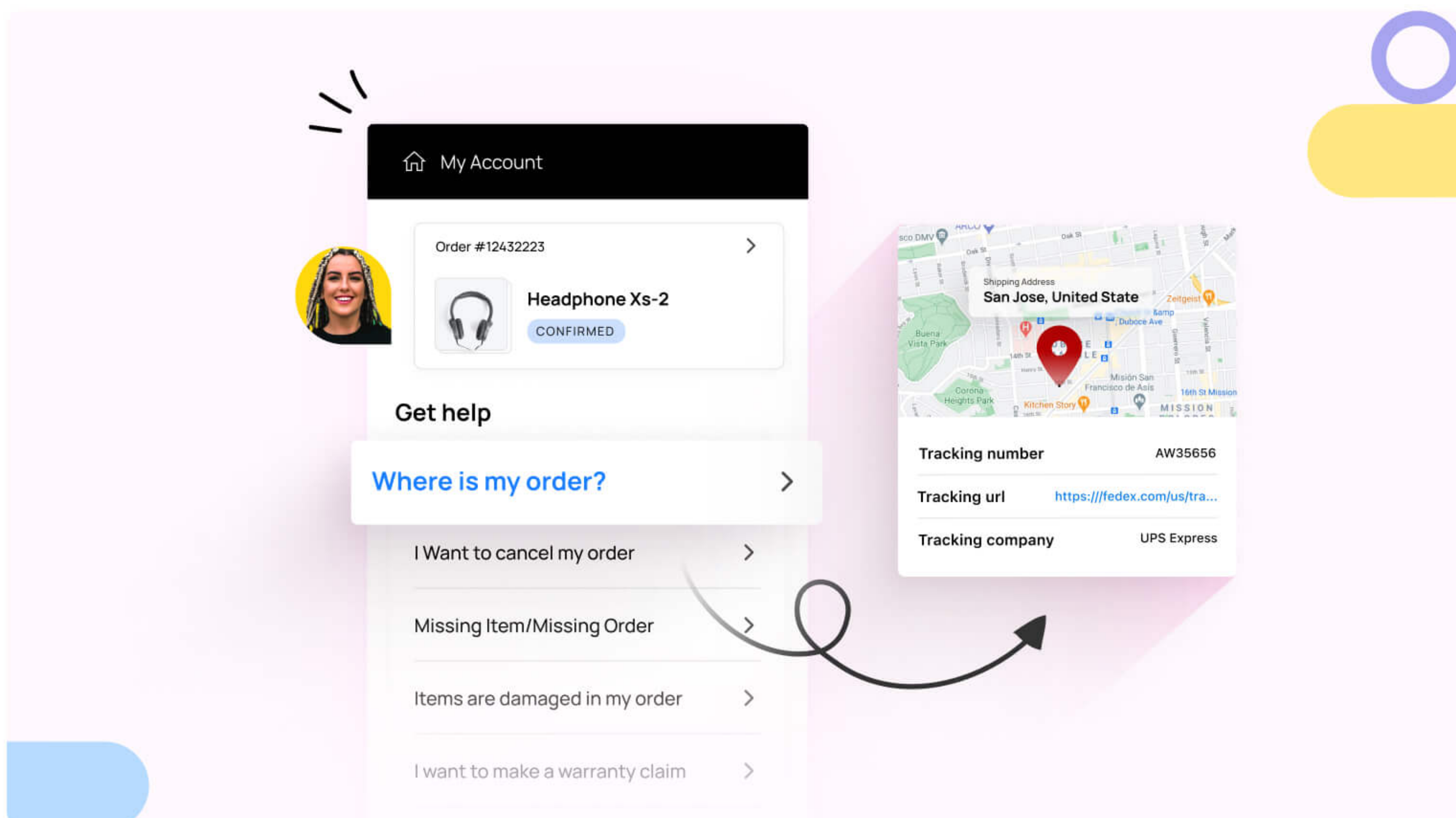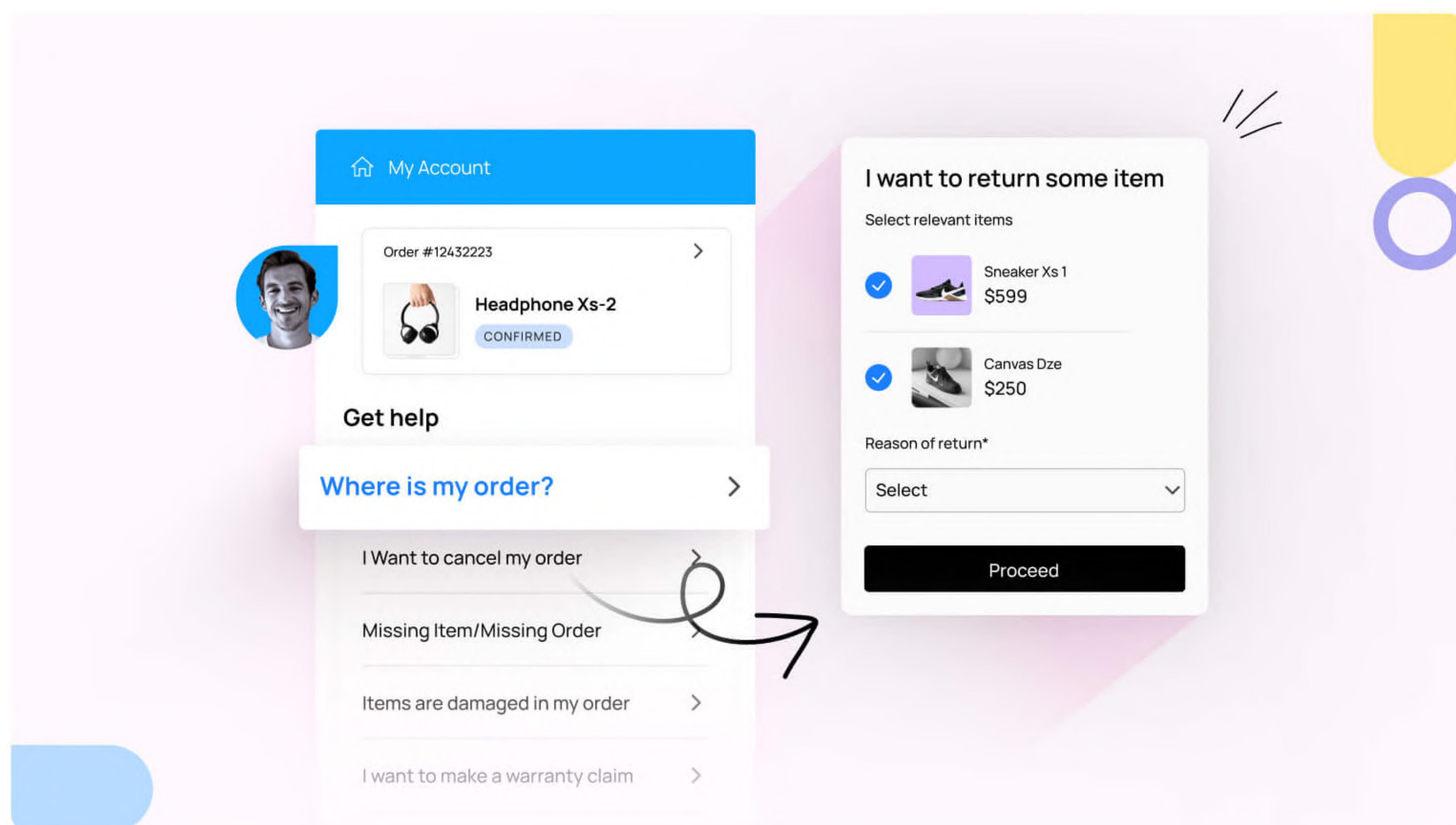
2. Return Requests

The holiday season gives consumers more leverage, and they will maximize the same. So expect a flurry of returns. The information gathering behind every return request is just way too tedious. Agents are expected to ask the reason, check for the validity of the reasoning, then cross-verify if the return can be processed based on the policies of that particular order/ product.

Simplifying it for everyone involved by creating a self-service flow to process returns. Implement a neat flow incorporating multiple scenarios using decision trees.

You could also connect your returns portal to this self-service flow and completely automate the end-end scenarios without human intervention. Richpanel integrates seamlessly with Loop Returns and Returnly.

3. Exchange and Refund Requests

Similar to returns, exchanges would be a regular support fixture. Simplify your exchange policy and make it easily accessible through contextual FAQs. To expand on that, one shouldn't have a global exchange policy and then restrict that for specific products. Let customers access the exchange policy for their purchase and enable them to raise an exchange request.

The agent will just need to approve and can instantly create a new order for the customer or issue a refund in no time.
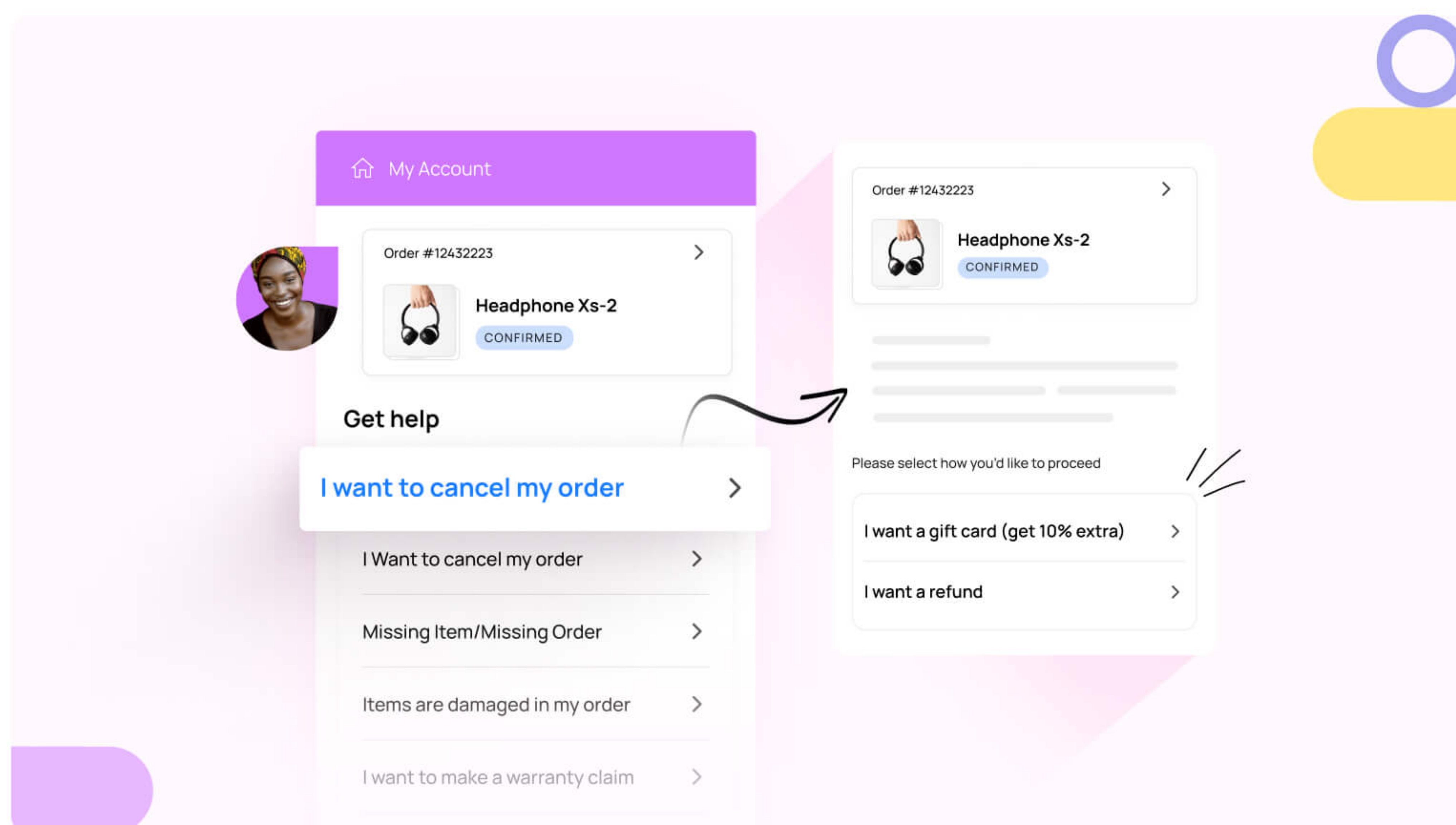

4. Forgot coupon code

Discounts and coupon codes will be the order of the day, come BFCM. With that, you should also expect a surge in tickets where customers want to edit their orders with a forgotten discount code or have chanced upon a new and better one (your marketing team is at it!)

Some brands ask customers to cancel the previous order and place a new order with the discount code applied. But they overlook the logistics mess that this would create. Instead, simplify it for end customers to edit their order and update it with their discount code. You could also stipulate a time window within which this could be applicable.
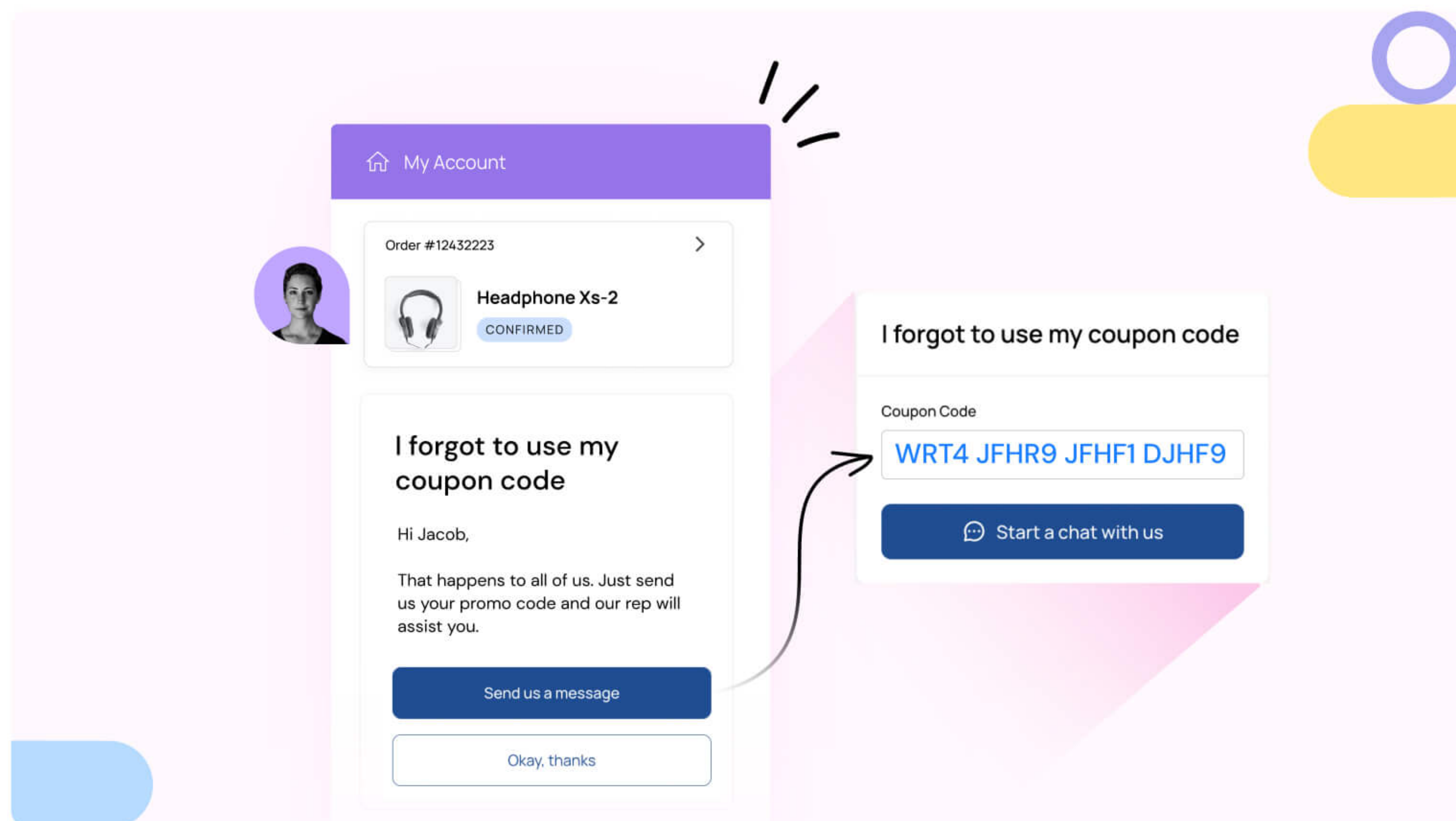

5. Damage Claims

Damage requests are another category of query where the information gathering for an agent is quite a lot. Create a seamless flow where the customers can upload pictures of the damaged order, choose from a list of reasons on what kind of damage/ fault they are displeased with, and direct it to your support/ claims department only to approve and proceed with the claim.

You can also provide multiple scenarios on their preferred next steps. 1) Process a refund 2) Issue a credit 3) Ship a replacement 4) Shop a similar product.
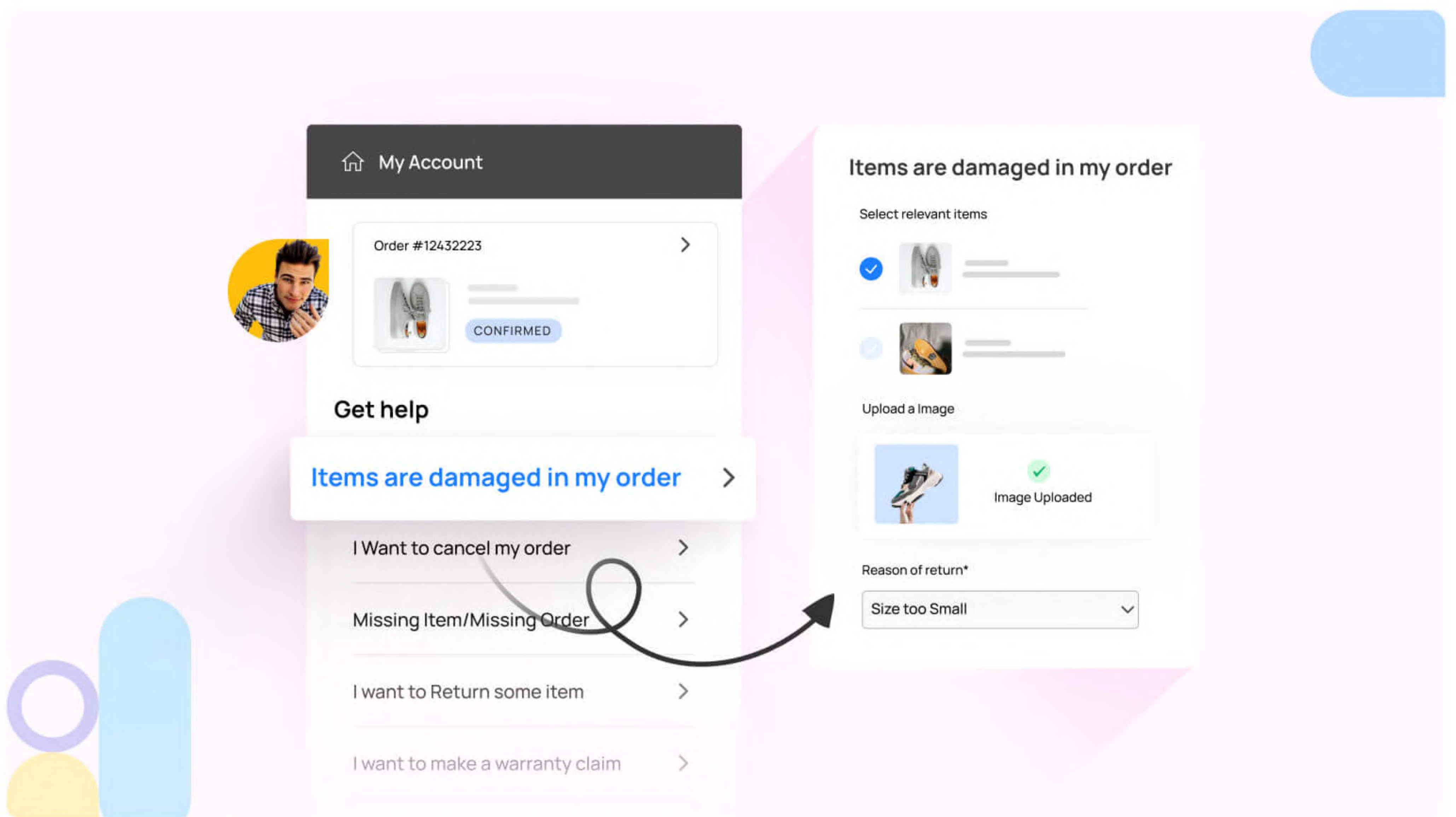
6. Account updates

The number of first-time customers of your brand will massively spike, and many of your infrequent shoppers will also come back for your deep discounts and new product ranges. Save your agents time for complex scenarios and revenue-driving conversations. Eliminate mundane account update requests such as changing billing/shipping addresses, changing communication coordinates, or updating passwords.

A simpler self-serviceable 'My account' section should be able to handle these scenarios and spare your agents' bandwidth.
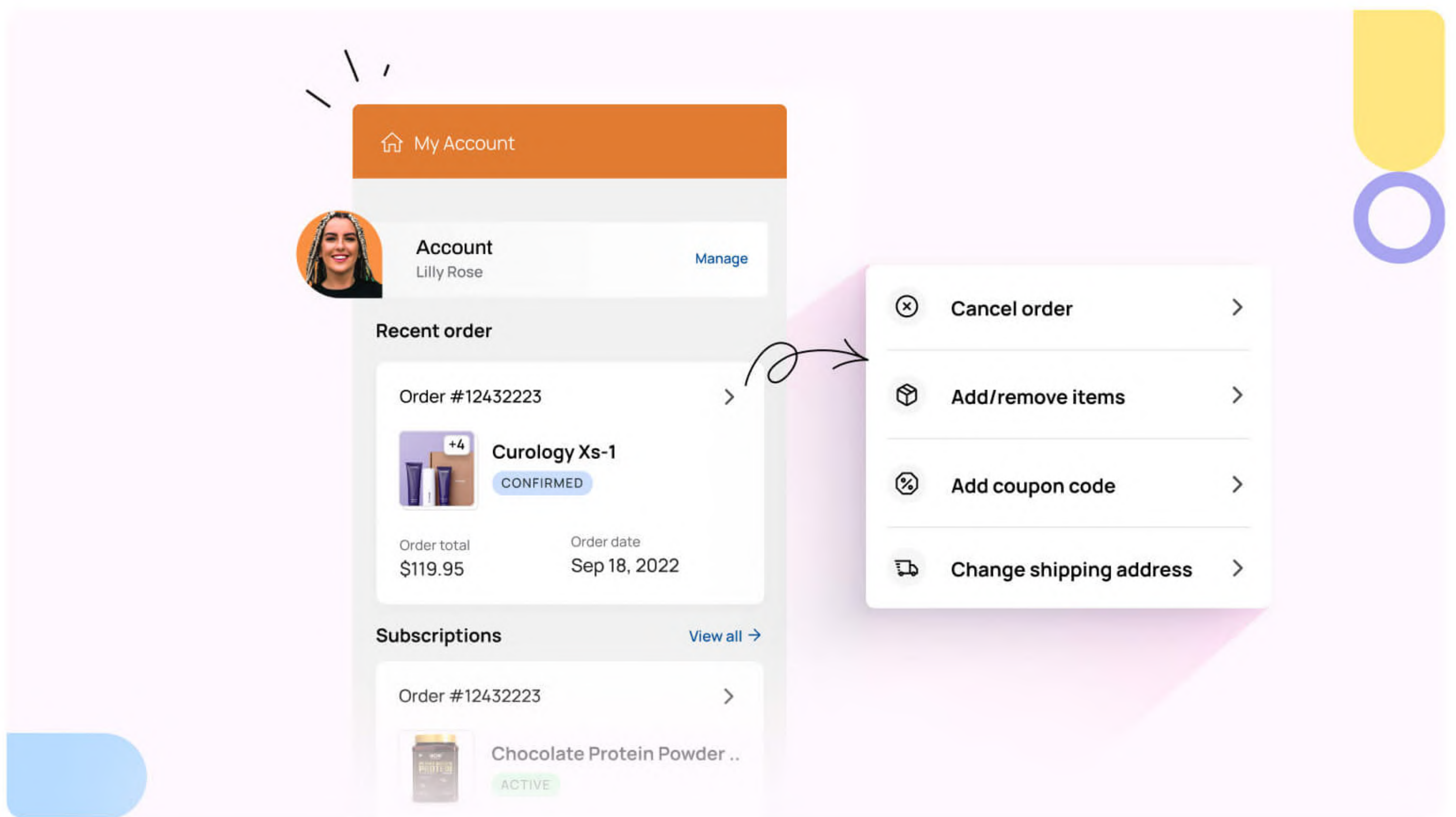
7. Guided Selling flows

With the expected traffic increase, your support team will not only face post-purchase queries. They will be expected to help customers choose the right product, guide them with discount related queries, and several other pre-purchase scenarios might pop-up.

It is quite impractical to train support agents on every single product information. But it is possible to do this at scale through pre-purchase self-service flows. It could be in the form of guide selling flows or product discovery quizzes.
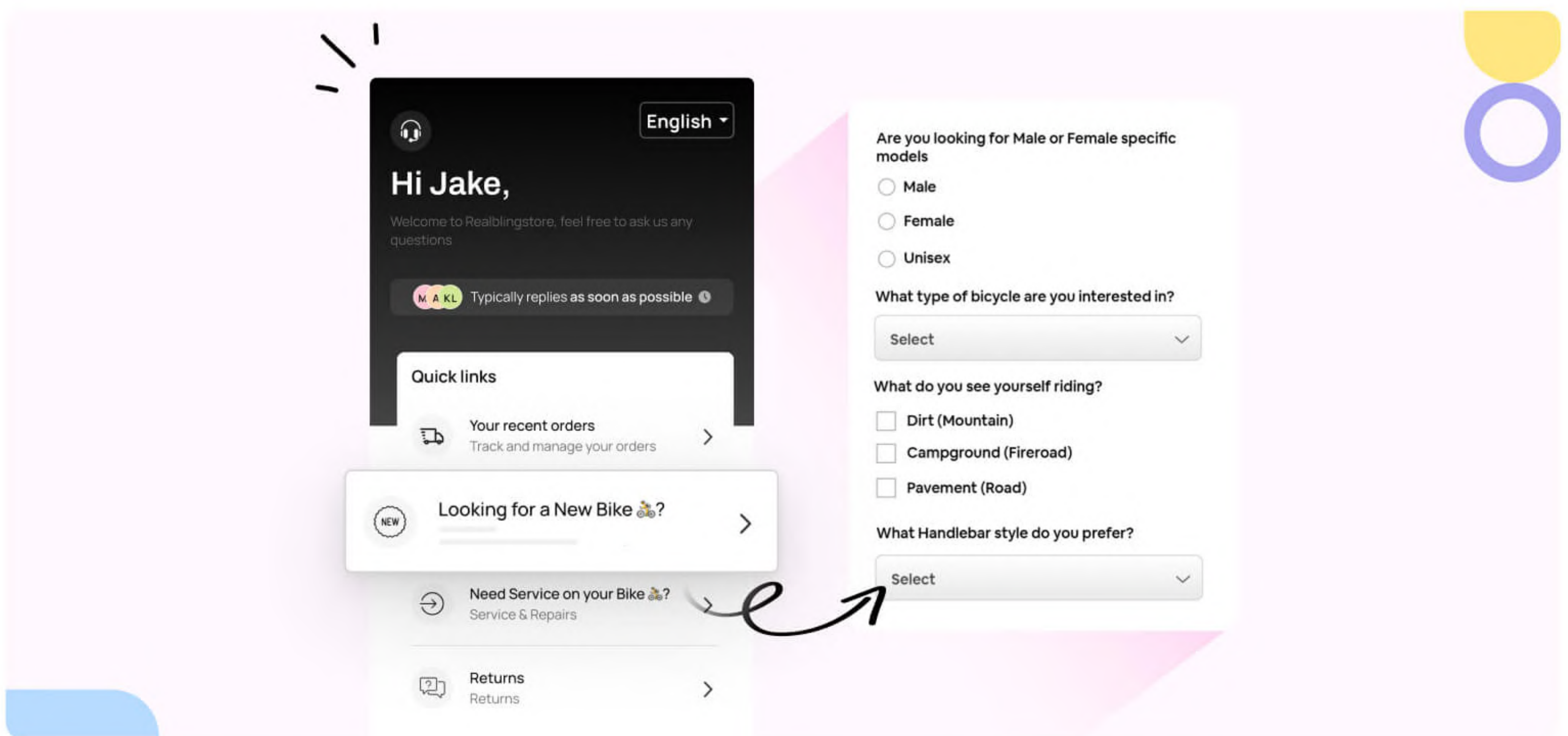
8. Unboxing/ Implementation/ Set-up helps

Pre-empt the typical implementation, setup, and how-to-use questions that might come in from your customers for your products. Create easy-to-consume guides and offer them as quick links on your customer self-service portal.

You could also invest in creating video demos of your products or common troubleshooting scenarios based on your product and the YouTube links in the self-service portal.
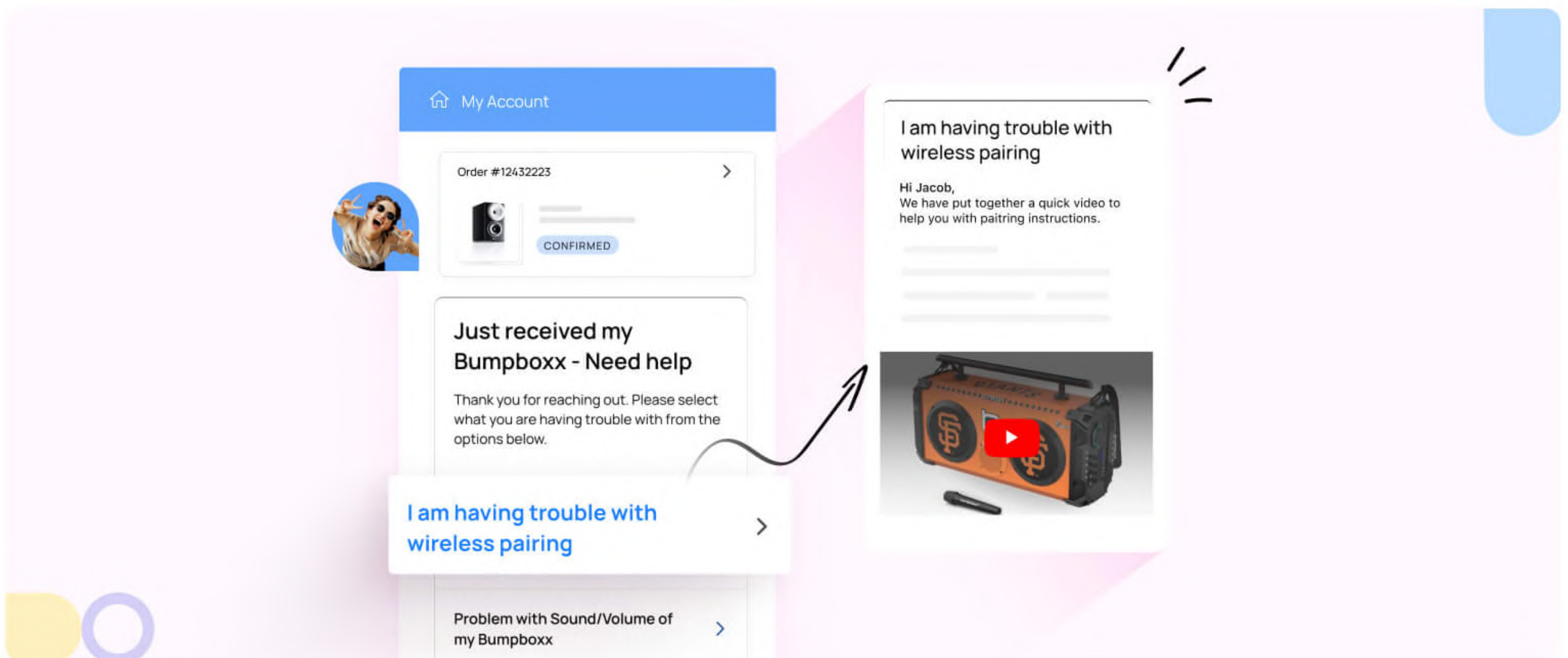
Agent Enablement - 2X your Agent Productivity

Shri Mithran
VP Marketing | **Richpanel**

Attrition during the BFCM season is the last thing one would want to handle as a customer service head. But one can't rule out the possibility of the same. It's not an easy gig, and it's not for everyone. The holiday rush makes it a few notches more difficult for support agents.

It's imperative for CX leaders to spend enough time in agent enablement. The enablement includes tech stack investment, setting up automation workflows, clearly planning out assignment & triage logic, and setting up enough training sessions to ensure consistency in the CS process.

No one enjoys burnout; the implications of burnout are harder on the agents and your customers. In this chapter, we have compiled a checklist of actions that CX leaders should ensure before going into the BFCM/ holiday season.

1. Customized Agent Views; One window to rule them all

A well-organized agent dashboard is arguably the best productivity hack for your support team. Sort out the basics, such as having a unified multichannel inbox and enabling collaborative conversations.

If you haven't invested in an E-commerce CRM/helpdesk, now would be the best time to make the switch. Such systems would ensure no toggling of tabs between your E-commerce platform and helpdesk. Imagine the time saved if the agents could access the entire order history of the customer they are interacting with. Even better, if they have access to do basic order

actions such as returns, cancellations, and re-orders without moving out of the helpdesk window.

Additionally, customize your customer profile with the most helpful information, such as the last order, frequency of shopping, last refund issued, and other pertinent information, so the agents can contextualize the conversations.

Simplifying the views for each agent or group of agents can help your team power through the tickets. Here is a list of customizable views to help agents prioritize and close tickets faster.

- Query-based views; Refunds and returns can take the highest priority.
- Channel-specific views; To give instant channels such as live chat and phone support immediate attention.
- Views for review management; React to negative reviews with a specific focus.
- Product-specific views - create views to tackle queries around similar products or product groups.
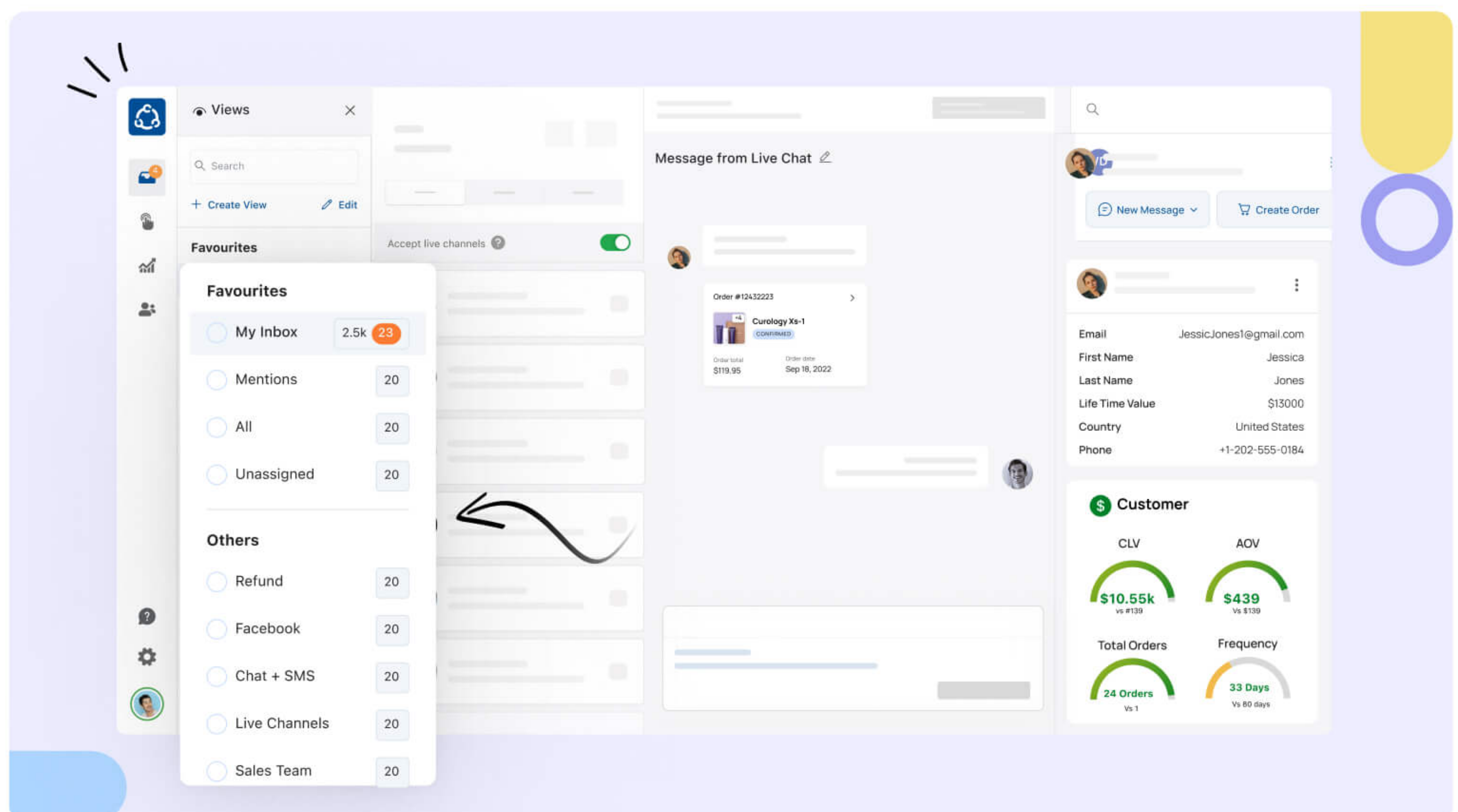
2. Assignment Rules and Smart triaging

Time spent creating factions in the team and assigning specific roles will exponentially reduce the resolution times and increase agent efficiency. Particularly around the BFCM/ holiday season, context switching is a paramount expectation from your agents.

Create micro-pods in your team and assign them specific nature of queries. A combination of channel-based and query-based segmentation could also be explored to ensure the SLAs of each channel are maintained.
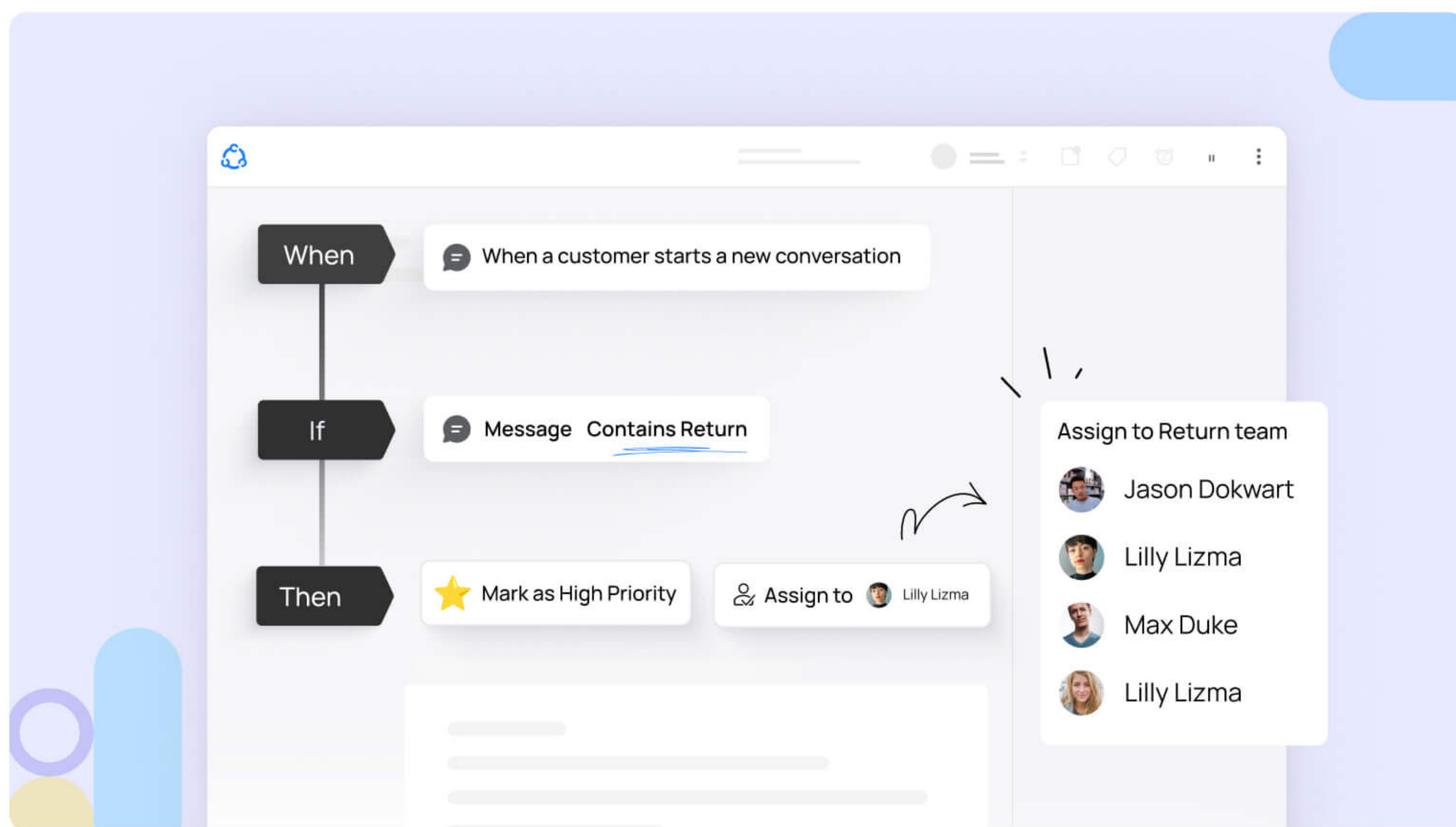

3. VIP treatment for your premium customers

The holiday season could be a make-or-break season for building customer loyalty. It would hurt to lose your regular and premium customers because of the sudden spike in ticket volumes.

Every customer deserves a best-in-class experience, and the ones who drive up your AOV and revenue deserve a little more. Create an automation

rule to single out conversations from premium customers based on the order value and assign them to your most trusted agents.
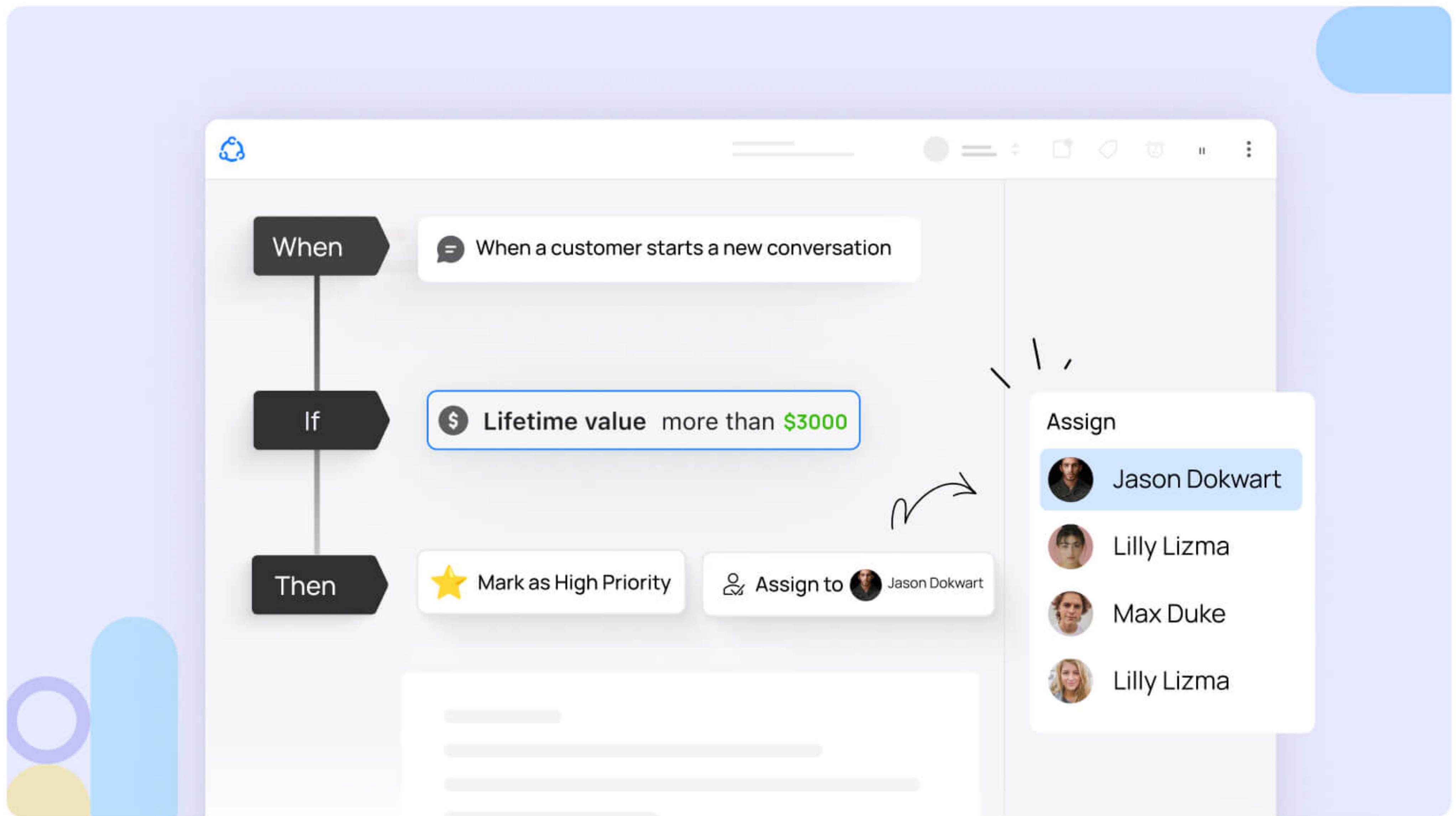

4. Social Media Monitoring

Distractions deserve no space, and social media is the most significant source of distraction. Social media channels have become mainstream support channels for E-commerce brands. But separating signal from noise continues to be a major problem for CS teams.

With promos, discounts, and coupons flying around, you should expect your social channels to buzz every few minutes. Some are going to genuine queries that deserve an agent's time; the rest could be consumers sharing their love or becoming evangelists of your brand on socials. To avoid combing through the clutter, create an automation rule that identifies the query's intent from social media and only routes genuine customer problems to the support team. The rest can be directed towards the marketing team to engage and bolster the engagement.
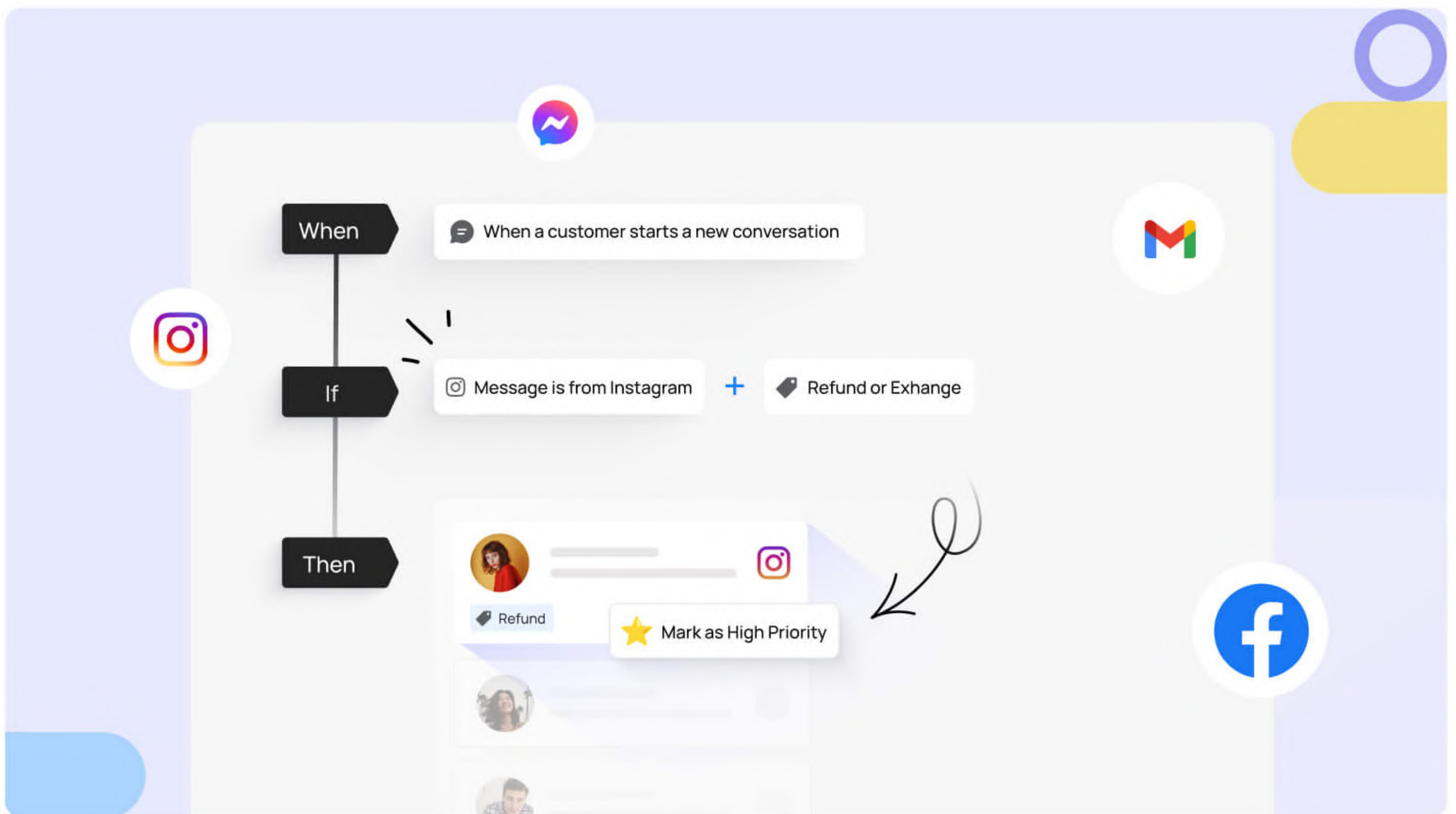
5. Warranties and Damage Claims

We discussed the need for micro-pods earlier. One such critical pod would be to process your damage and warranty claims. A casual oversight might cost you a lot of logistical damage and needless confusion for your operations team and the customer.

Auto-tag the damage and warranty requests and route them to the warranty team, who would be enabled with the appropriate procedure to handle them.
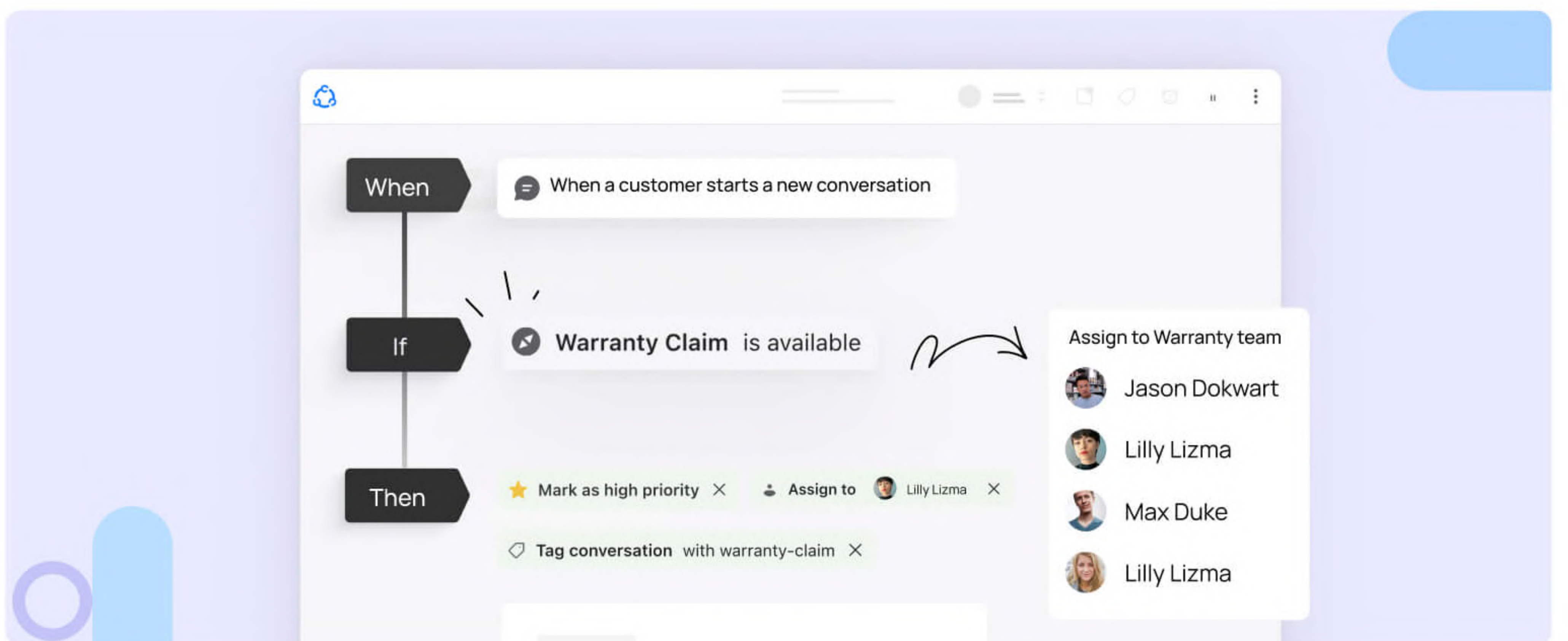
6. Automate the mundane through Macros

If you are struggling to get your team to adopt macros and shortcuts, there wouldn't be a better time. Your support team would find their new best friend in the form of these templates and macros that will cut short their time to sift through basic queries.

Create macros for all common scenarios. If you are using a tool like Richpanel, you would be able to pull in personalization tokens from Shopify, Magento, or any E-commerce cart platform. This would ensure the customers receive personalized treatment without buring out your agents.
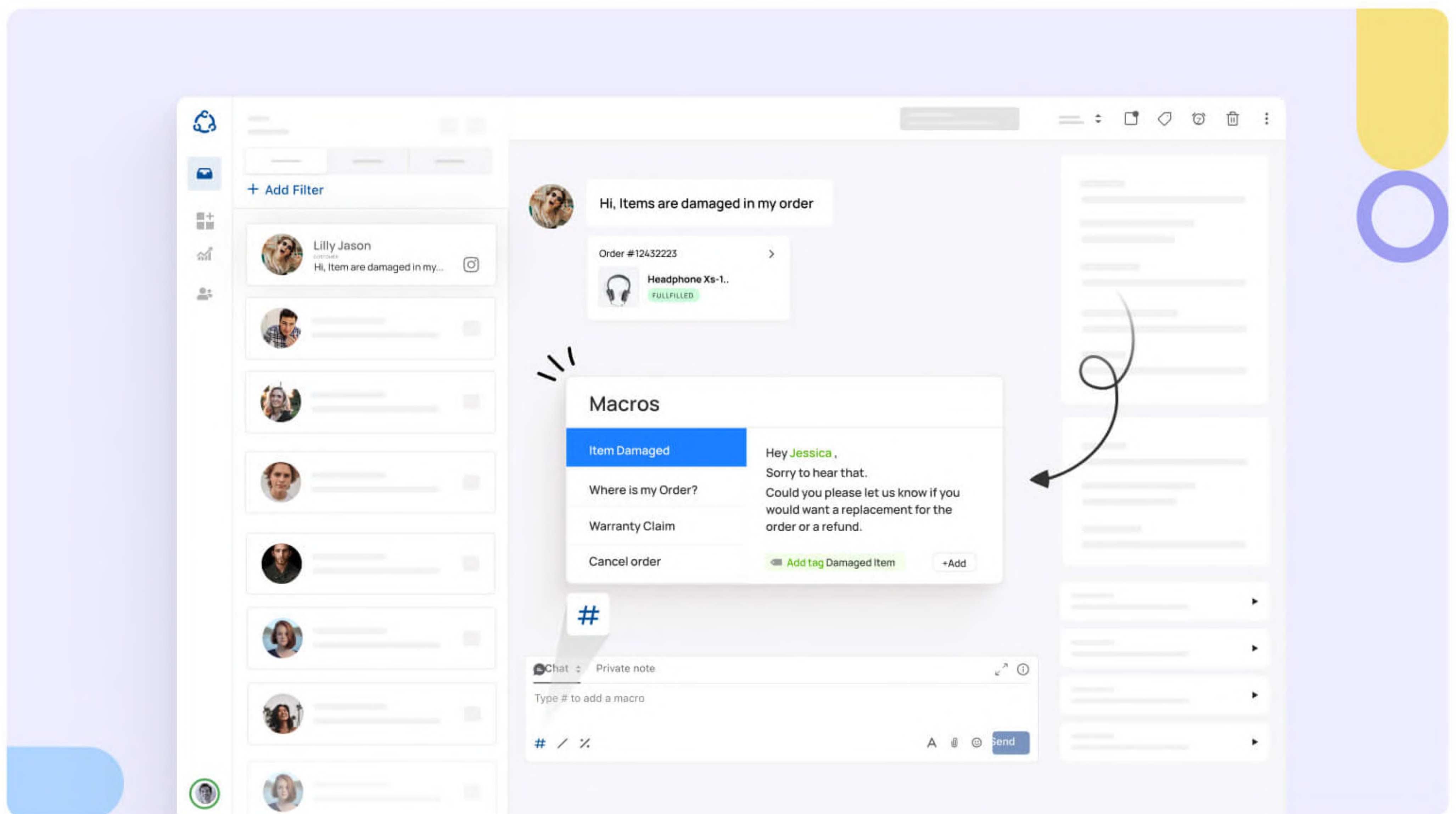

7. Review Management

There would be enough firefighting during the holiday season. You wouldn't want one more in the form of bad reviews tanking your sales. Instantly act on bad reviews and convert them into a successful sale.

Having a SWAT team to act on the reviews would be ideal. Create a separate view to stay on top of new negative reviews. If you are using a reviews app, connect that with your helpdesk and create tickets for all the negative reviews. Create SLAs and guidelines to act on these reviews. It's crucial to ensure consistency on these issues as the brand reputation is at stake.
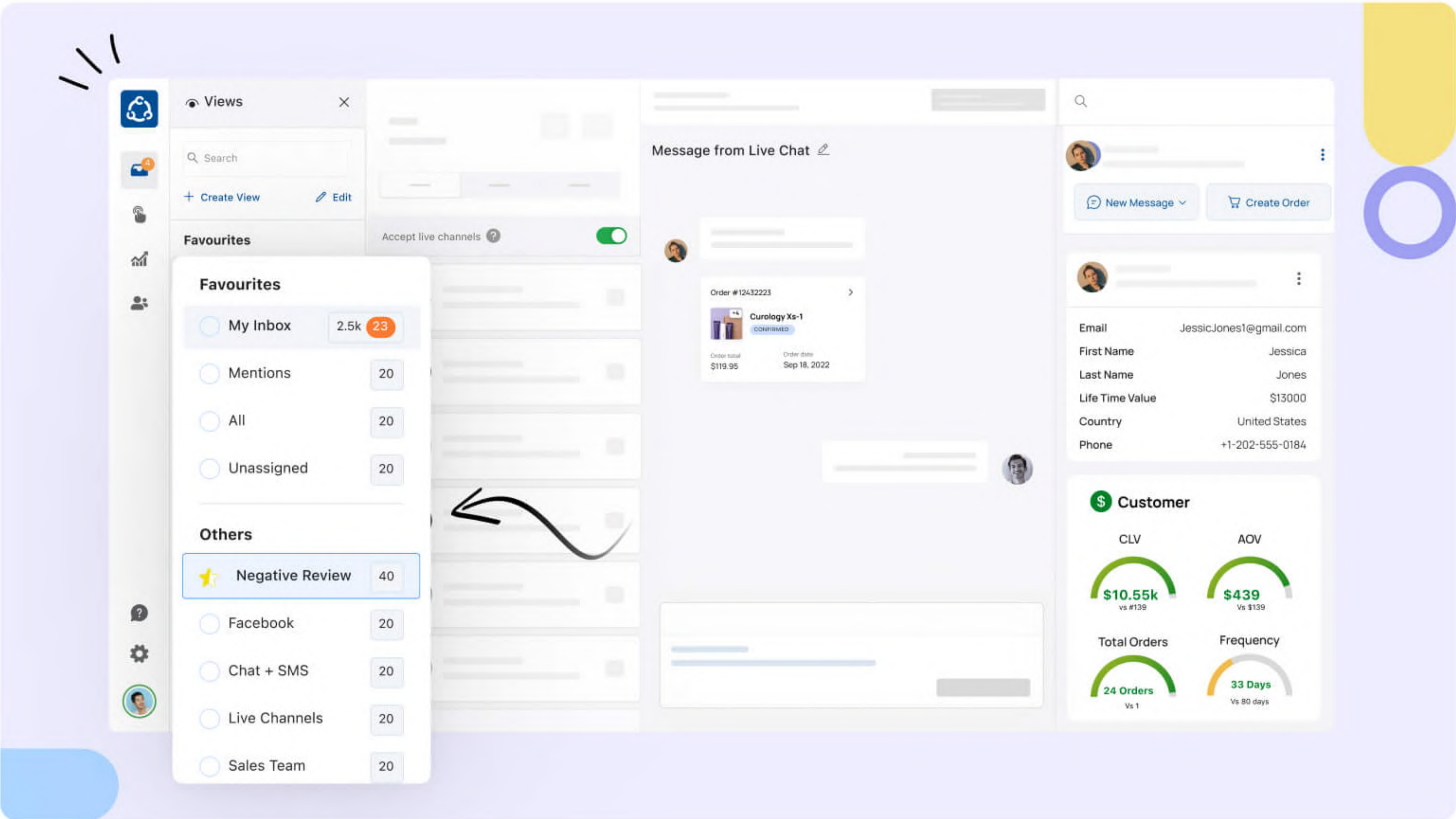
Maximize Effectiveness of your Phone Support

Emily Gregor
Sr. Content Marketing Lead | aircall

Phone support has stood the test of time, the advent of new support channels and the introduction of AI and automation. The reassurance provided by a human who personifies your brand has an unparalleled advantage. How do you ensure you make the most of your high-impact support channel?

1. A Connected Tech-stack

Many customer support teams treat their call support/ call center teams as a separate unit. While it eases the operational load and sometimes allows outsourcing it to a BPO, it comes in the way of consistent customer service.

Connecting your cloud-based phone system to essential business tools will save time and money while providing a stronger customer experience. You'll have access to essential customer information, including contact info, names, and order numbers. You'll have everything you need to get customer queries answered fast while keeping track of every conversation.
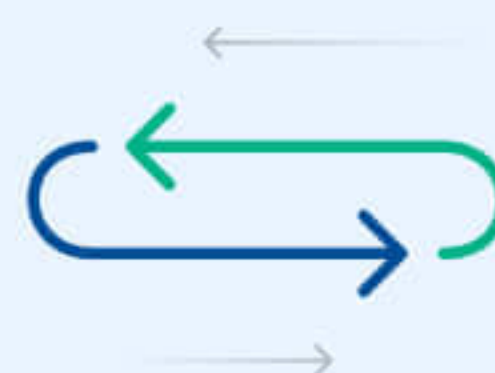
Richpanel ⇄ aircall

2. Obsessive Focus on Metrics and SLAs

During the busy holiday season, setting your team up for success is critical. To help them perform at their best, ensure you're tracking the right call metrics.

Some of our go-to call metrics include:

First-call resolution rate

In our 2021 survey of nearly 6,000 eCommerce shoppers across seven countries, 33% of respondents considered first-call resolution rate as the gold standard of customer service interactions.

To achieve a higher rate, you need to equip your staff with the tools and customer service skills they need to resolve issues. This could be developing a comprehensive knowledge base or training agents to listen actively and respond to a customer's pain points quickly and empathetically.
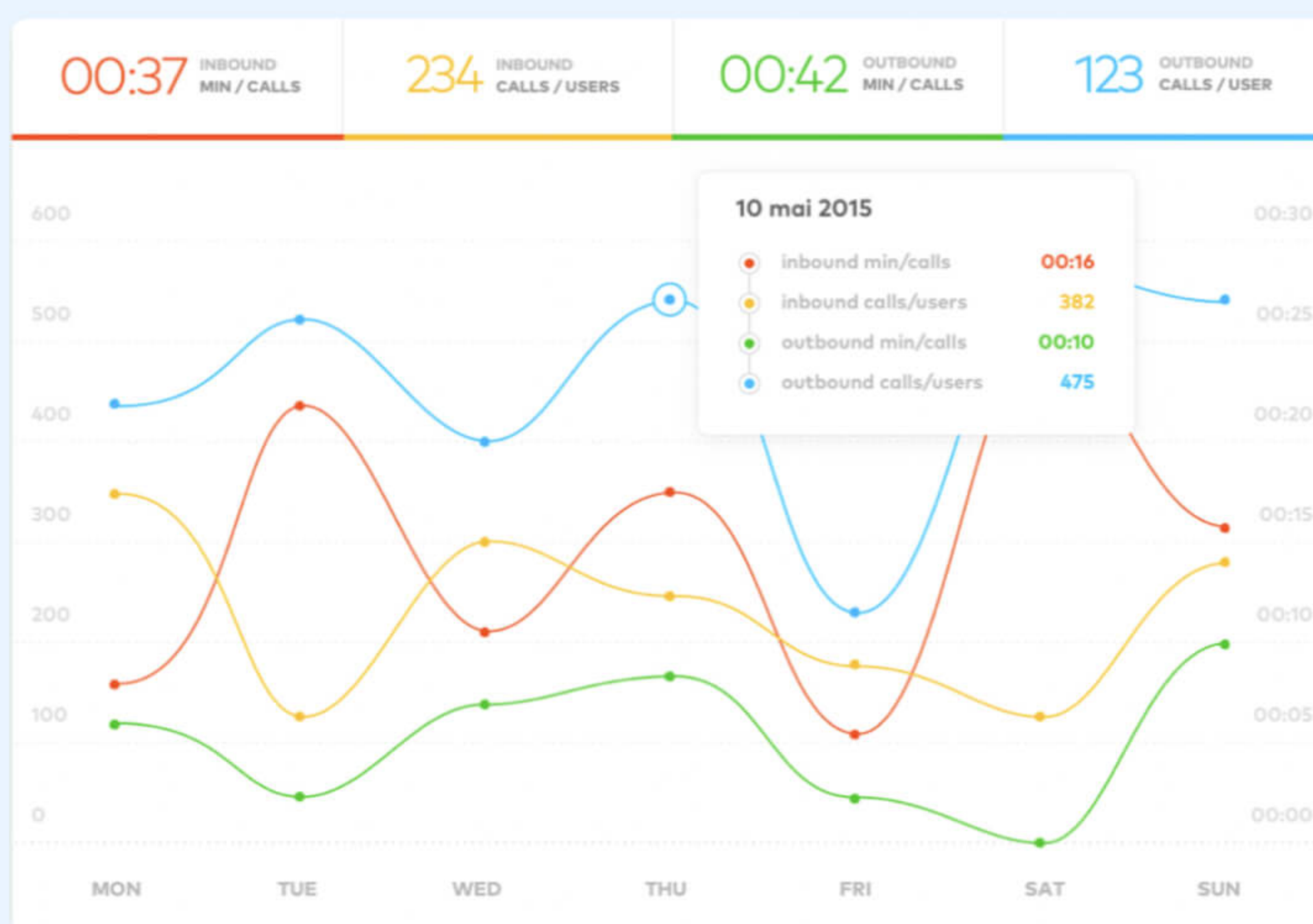
Average Wait Times

If customers have to wait longer than five minutes to get a response, you're pretty much guaranteed to lose them.

If your average wait time is consistently high, there are a few areas to focus on. First, make sure you have enough people on your team to handle busy periods. Beyond that, make sure that you provide strong onboarding materials and offer ongoing training to keep your team's skills sharp.

One way to gauge whether or not you have enough people in the first place is to take a look at your call volume during the holiday season and compare it with how many people were available to take incoming calls (you can also take this time to look at your missed-call rate).
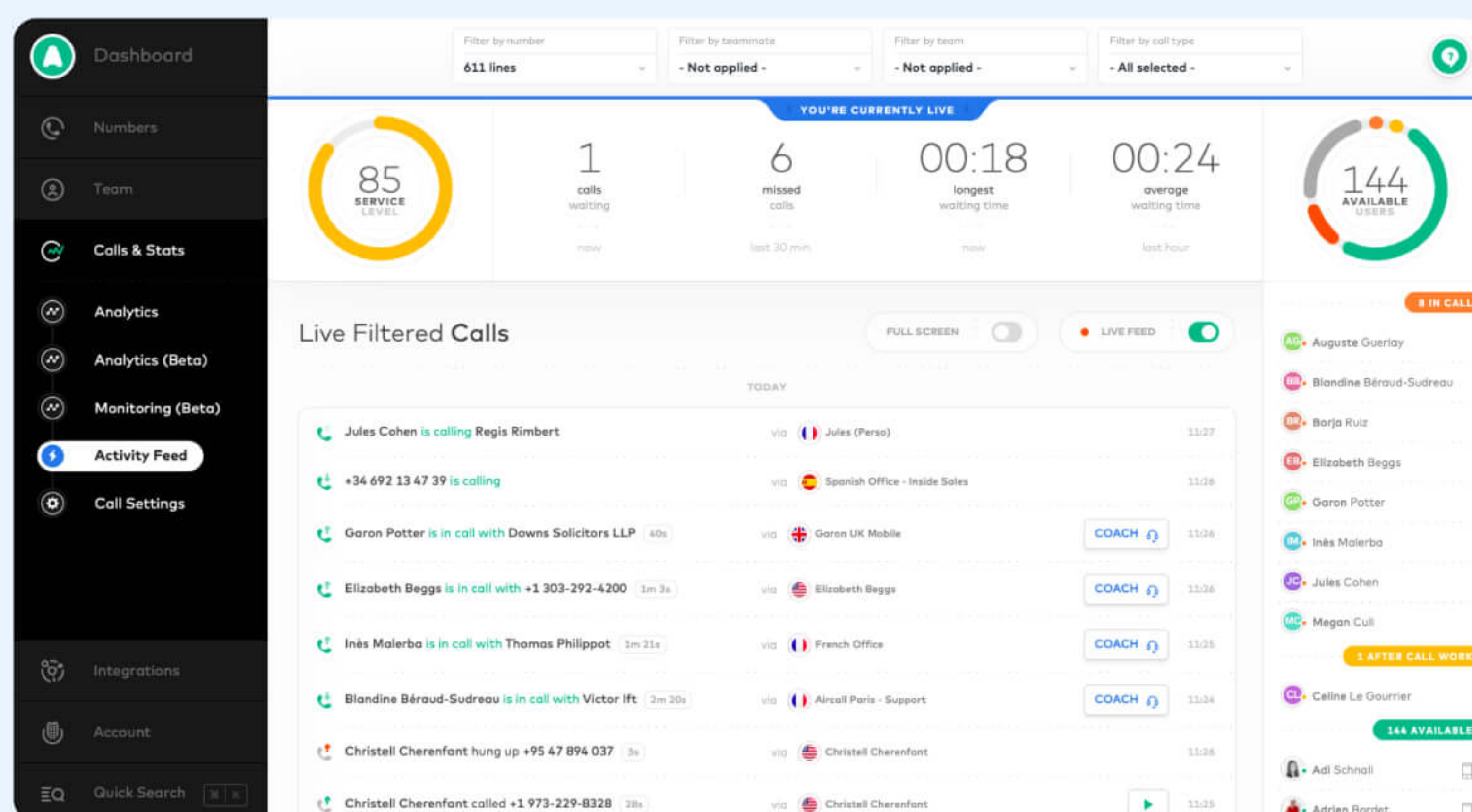

Average Call Length

Another call metric to keep in mind is call length. While you want to make sure your team is providing thorough answers to customer questions,

if call lengths are too long, you might need to provide more thorough training to help agents answer questions more quickly.

It also could be a sign that your self-service options (like knowledge bases and FAQ pages) need a refresh.
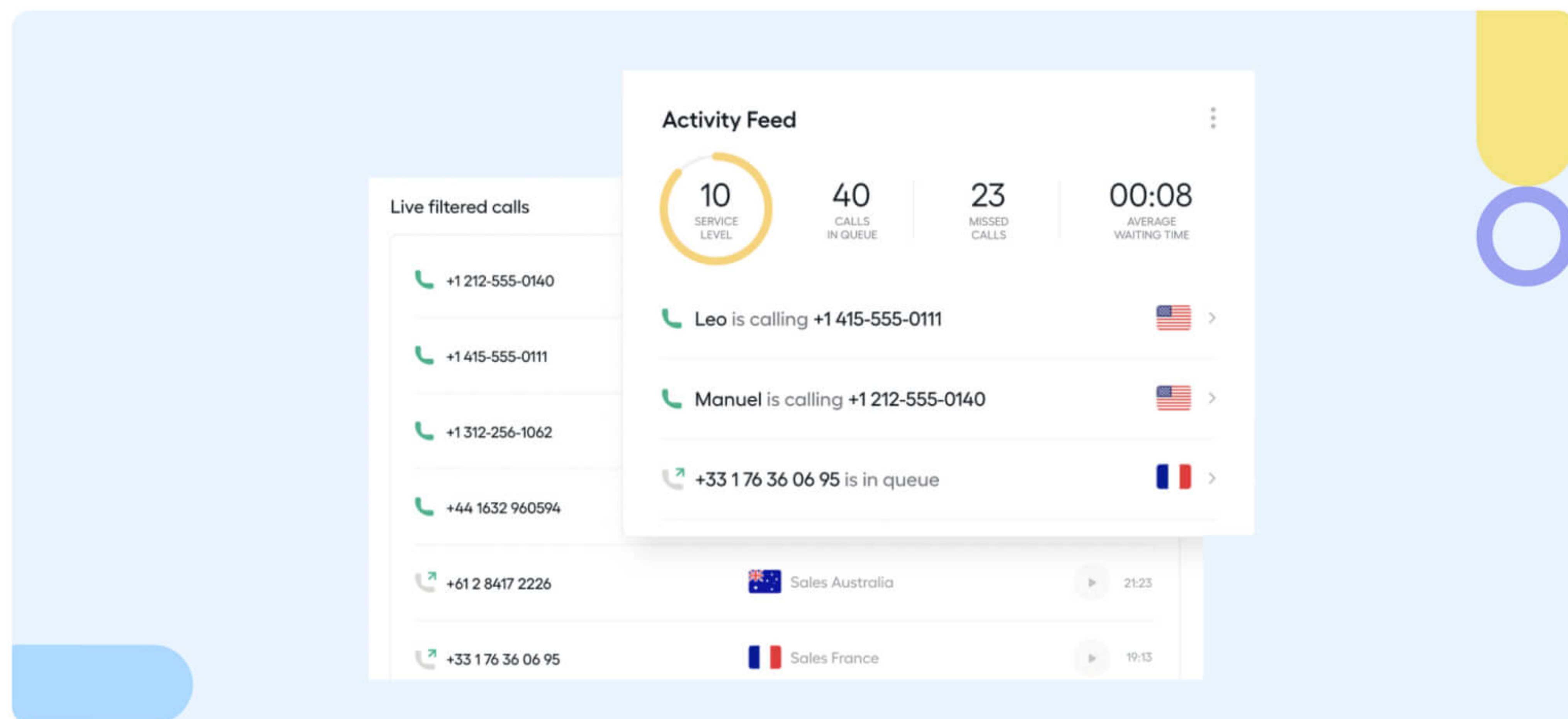
3. How to Prevent Mistakes

While we can't wave a magic wand and guarantee you'll have a seamless holiday season, we can give you the tools you need to start on the right foot.

The best way to prepare for a busy period like the holidays is to start early. And we mean early. Start onboarding new team members three to six months beforehand to ensure they're ready to handle the Black Friday/Cyber Monday rush.

We also recommend setting up analytics dashboards and KPIs up-front to fine-tune your team's performance over time instead of switching things up at the last minute.

Ultimately, the better your holiday prep is, the better your busy season will go.

Converting your holiday shoppers into loyal life-long customers

Lindsay Kolinsky
Partner Marketing Lead | **Okendo**

Trust is one of the most important factors that consumers take into account when choosing to purchase from a brand. One of the most powerful strategies to create trust with prospective buyers is for eCommerce brands to leverage their most powerful asset–their customers.

65% of consumers reported that they trust user-generated content, like customer reviews, more than brand content.

This is precisely why eCommerce brands must invest in gathering and showcasing customer reviews and user-generated content (UGC) as social proof for use in their marketing efforts.

With BFCM around the corner, social proof is essential to nudge shoppers into buying. However, social proof not only allows brands to convert window shoppers into one-time holiday purchases, it allows them to collect zero-party data to fuel a personalized customer experience to convert holiday shoppers into loyal customers.

Here's how eCommerce Brands can Leverage UGC to Level Up their Customer Experience:

1. Engage customers post-purchase with reviews & ratings

Shoppers have notoriously small attention spans, and they may have a million things to do other than write reviews for items they bought online,

You've Earned a Coupon

OKRQ-AF8KW-K3F3

15% off your next order

Shop now
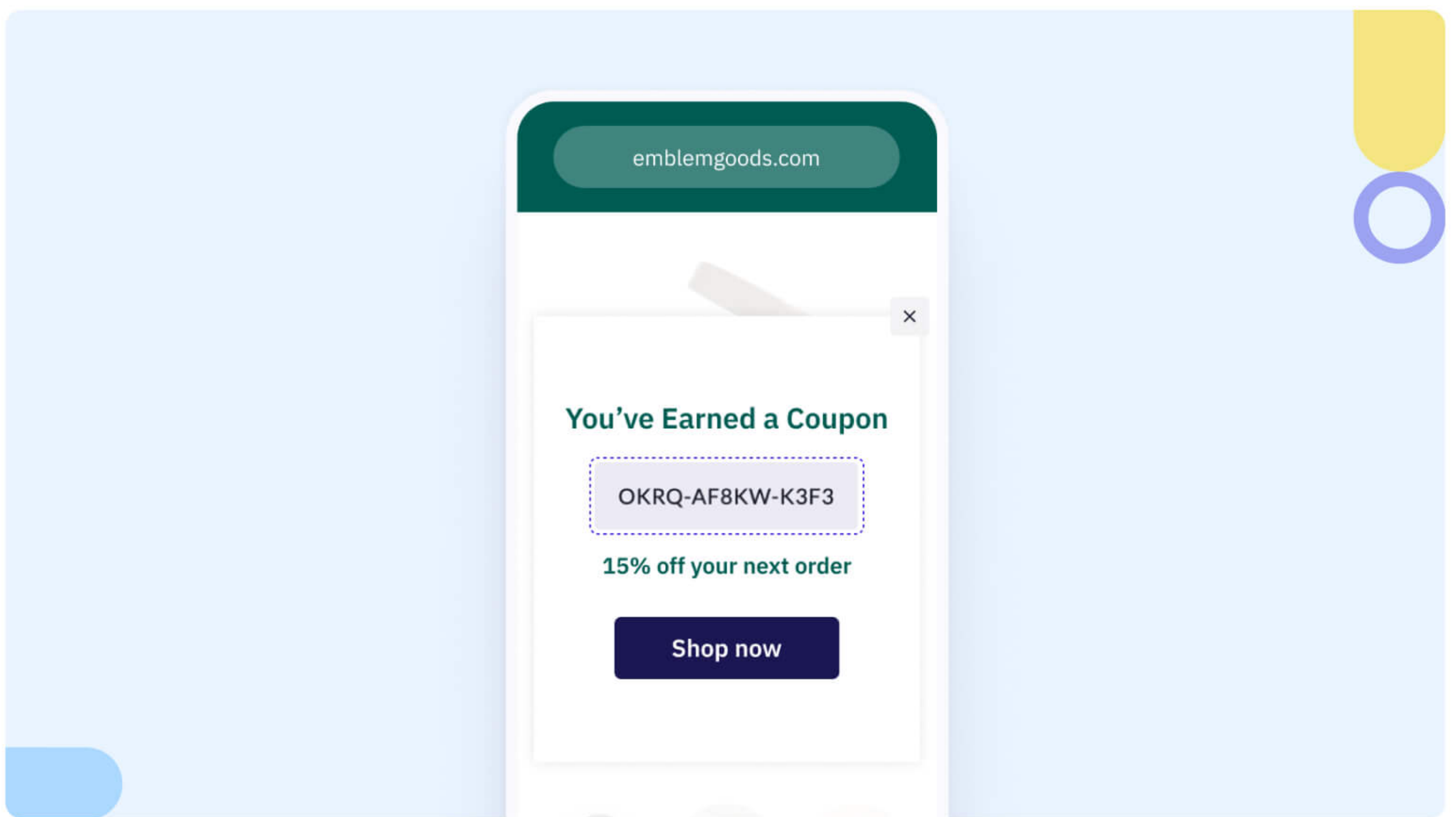
But most of them are willing to share their opinions if you frame your ask at the right time with the right incentives.

Depending on the product, you should ask for a review within a few days to a few weeks after the delivery date . For example, for items related to fashion, electronics, food, and other consumables, it's ok to ask for reviews the next day after delivery. Whereas, for skincare and wellness, it makes more sense to ask after a few weeks when your customer has used your product and seen the results you promised.

It's crucial to make it easy for your customers to submit reviews; people are willing to contribute when it's effortless. With 75% of product reviews coming from mobile, keep it simple with a single page review submission form that allows customers to leave a testimonial and attach photos or videos with only a few clicks.

Utilize this opportunity to strengthen your relationship with your customer by personalizing the ask and ensuring the customer feels valued in exchange for feedback.

Rewards in the form of coupons, discounts, or loyalty points are a good way to boost reviews. With an incentive, you sweeten the pot for customers to write a review, and you may even provide higher incentives if they add a photo or video.. In addition toncreasing review generation rates, incentives encourage customers to make future purchases, converting shoppers into repeat buyers.

Engaging with your buyers by collecting reviews and ratings is even more critical during BFCM as shopping skyrockets during the holiday season. Brands can manage powerful user-generated content on-site and start a two-way dialogue with their customers about their products and shopping experience.

2. Turn negative interactions into positive ones.

Let's face it, you can't always please everyone; some of your buyers are bound to be dissatisfied. While we acknowledge that a few bad reviews are part and parcel of doing business, focusing on and responding to negative reviews as much as the positive ones is essential.

Negative reviews can also help you build trust and transparency with your customers by showing them how your business responds to criticism. In fact, product detail page conversion is highest when a product's average star-rating is between 4.2 and 4.7 stars, proving that customers aren't trusting of products that don't receive any negative reviews.

Negative reviews are an opportunity for you to tune in and listen to your customers about friction in customer experiences or feedback about your product quality. In some cases, negative reviews can even be quickly resolved and turned into an opportunity to delight the customer. In other cases, there is little that you can do beyond receiving the feedback.

In any case, your support team should respond publicly and privately to negative reviews, acknowledge the problem, apologize for the customer's inconvenience, and offer solutions.

For example, if a customer has an allergic reaction to a skincare product, you can offer them a refund, or suggest another product that might be better suited to their skin type.

Be proactive and prepare your support team to handle negative feedback before the holiday season to ensure you're not compromising on your customer experience.

By engaging with negative reviews and offering solutions, you show your customers that you are proactive with customer support and make them feel valued. You also build a new level of trust and confidence with prospective shoppers who can see that you provide excellent customer service.

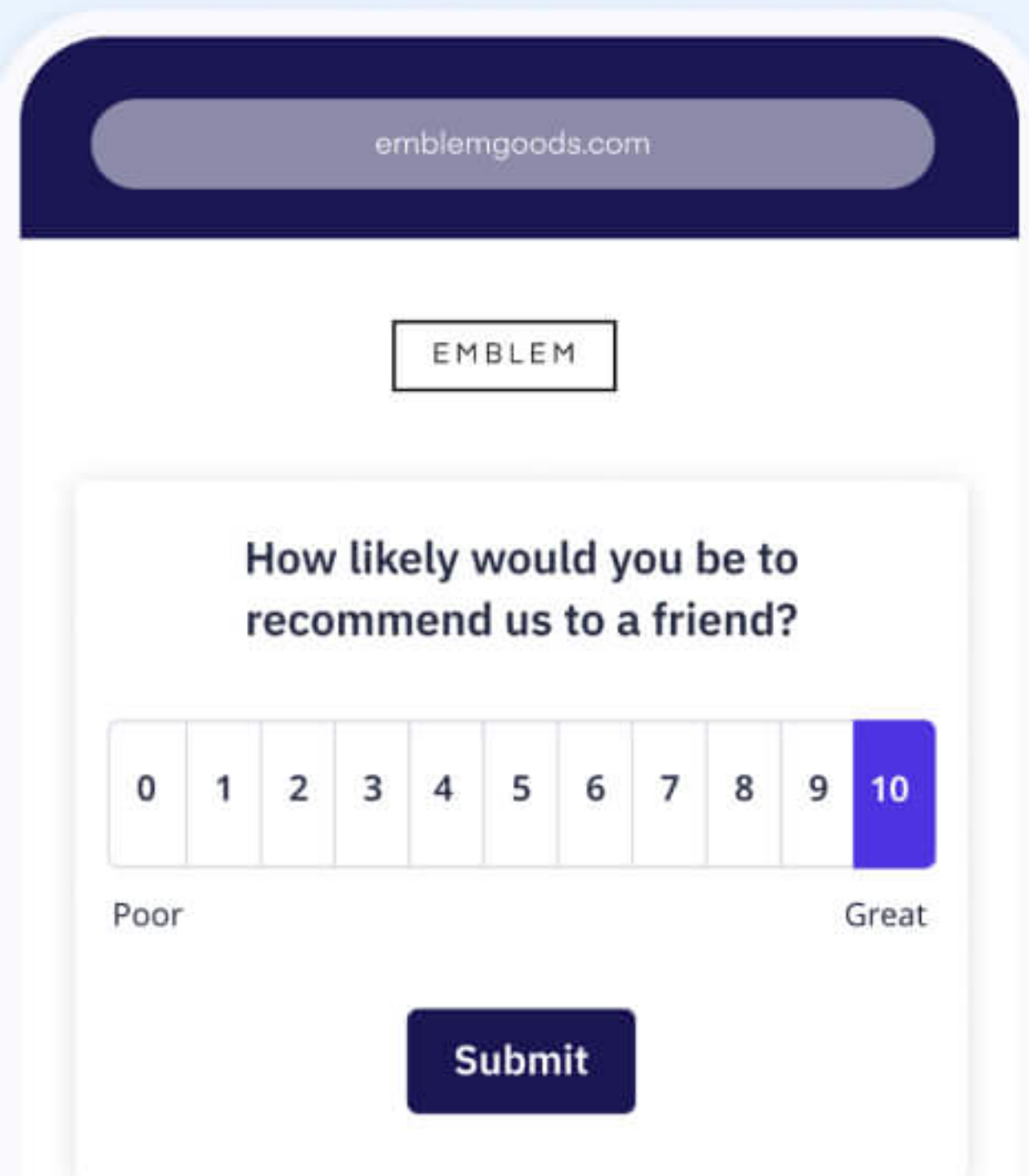## 3. Capture Zero-Party Data to fuel your personalization efforts
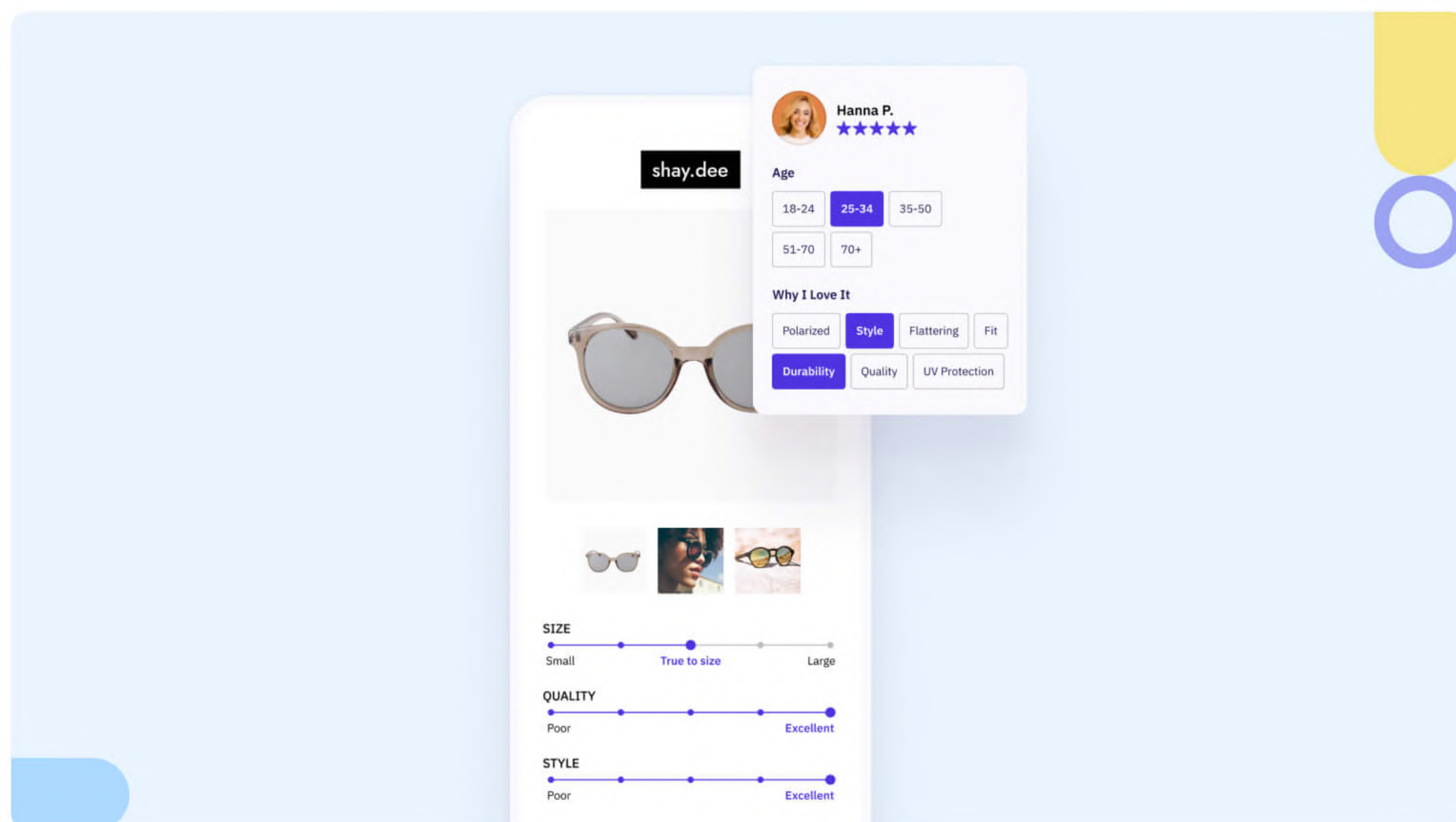
Reviews can be a goldmine of data if utilized correctly. Apart from being user-generated content that you can utilize to building trust with your potential customers, you can use reviews can also be used to collect data about your customer's preferences, behaviors, demographics, and more. Collecting this data directly from your customers is becoming increasingly important with the Google, Meta, and Apple privacy changes, so brands should capitalize on the increase in sales during Black Friday to collect as much customer data as possible through reviews.

By including customer attributes in your reviews , you can collect valuable zero-party data directly from your customers and use it to personalize your customer experience. It also helps you to accurately segment your customers, identify attributes of your ideal customer, and double down on catering to their interests.

For example, an athleisure brand might ask customers to provide their height, body type, and their favorite type of workouts with their review. With this information, this brand can provide more accurate product recommendations, or send theis customer articles or local event invites that they might find interesting based on their workout of choice.

4. Collecting Feedback with Micro-Surveys

In an ideal world, every customer would leave a review. But in reality, brands should have more than one means for collecting feedback during the holidays (and all year round). One such method is to embed micro-surveys throughout the customer experience, including the on-site and post-purchase experience.

Micro-surveys are surveys that have 1-2 questions maximum. These surveys take the consumer less time to complete, and therefore have a much higher response rate compared to a lengthy questionnaire.

There are many different types of questions that brands could ask in a micro-survey. One popular use case is to monitor the customer experience using a NPS, CES, or CSAT framework. Brands can use these frameworks to accurately measure customer satisfaction and loyalty levels, identify specific drivers of customer frustration and happiness, and take informed actions to optimize the customer experience as needed. This level of insight is especially important for customer service teams to understand during BFCM when both sales and ticket-volume are at an all-time high for the year.

Micro-surveys can also be used to collect zero-party data from your customers. Even better, with contextual targeting, brands can ask relevant questions to specific groups of customers. Let's take the same athleisure brand we mentioned before. If a customer doesn't leave a review on their first purchase, that brand can ask the customer their favorite workout in a micro-survey that pops up on their next visit to the website. However, if another customer left a review after their first purchase and the brand already has the data about their favorite workout, they can ask a different question to that customer on a pop-up survey, such as their preferences for leggings color. With the increase in web traffic and orders during the holiday season, contextually targeted micro-surveys provide a huge opportunity for brands to collect as much information about both their prospective buyers and repeat customers to drive conversion and build loyalty.