

RETAIL

Industry Insider



See how our partner Glance tackles challenges in the retail industry. From big-picture problems to the specific needs of a customer experience SVP, Glance has it covered.

Glance offers guided customer experience solutions that let your representatives join your customers face to face – inside your website or app – right at their moment of need.



Here's how Glance can help a retail organization like yours.



Increases CSAT: customer satisfaction.

Seeing a friendly face at the right moment is powerful.



Improves customer and employee interactions.

Companies using Glance see an average satisfaction rating of 97% and improve NPS (net promoter score) as much as 18 points.



Drives revenue growth by increasing brand loyalty.

When customers' questions are resolved quickly they will come back again and again.



Keep reading to learn how Glance could help a customer experience SVP set her company's brand apart and renew customer loyalty in an increasingly competitive market.

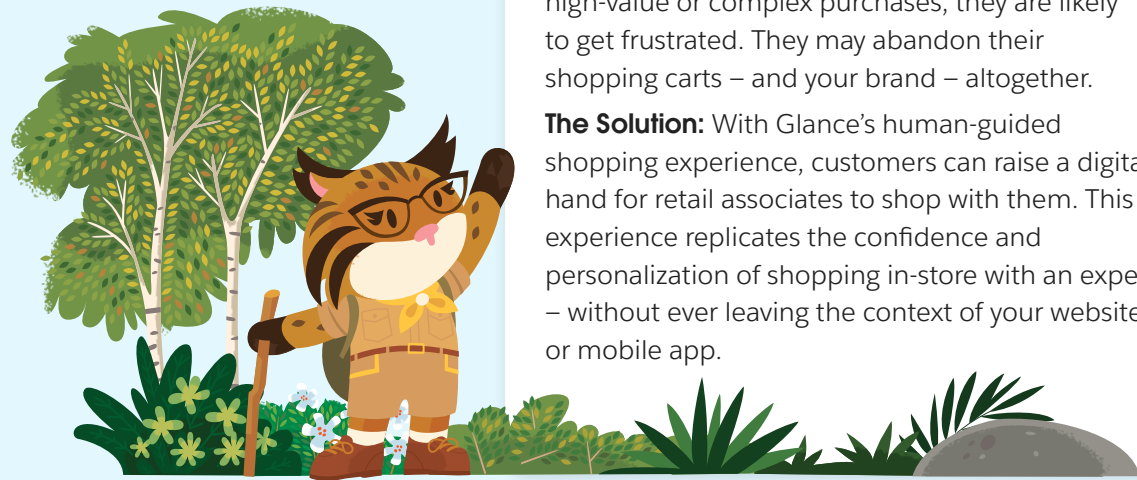
The Solution

Glance personalizes the entire ecommerce journey from human-guided shopping experiences to face-to-face digital customer support.

Provide personal shoppers.

The Challenge: When customers are pushed to self-service or bots to answer questions about high-value or complex purchases, they are likely to get frustrated. They may abandon their shopping carts – and your brand – altogether.

The Solution: With Glance's human-guided shopping experience, customers can raise a digital hand for retail associates to shop with them. This experience replicates the confidence and personalization of shopping in-store with an expert – without ever leaving the context of your website or mobile app.



Resolve issues with guided support.

The Challenge: For purchases that include high-tech, appliances, fitness, or even high-dollar-value fashion, having to contact support when the item isn't performing as expected, or has a flaw, is often a frustrating experience.

The Solution: Glance lets customers and service agents see, show, or share anything to troubleshoot and resolve issues from within a website or mobile app. If the item can't be fixed, the agent can collaborate with the customer on returns and replacements within the retailer's website or service portals.

Elevate service offerings.

The Challenge: Building brand loyalty and elevating the customer experience requires constant innovation on the products and services retailers provide. Not only can it be expensive, but it can be slow to scale.

The Solution: Glance allows retailers to create a marketplace where customers can connect and shop with trusted, third-party experts inside the retailer's existing digital properties. Experts can offer their services on demand, driving new shopping experiences that include everything from styling consultations to technical advice. With Glance, companies improve sales and generate new revenue streams.



Train brand ambassadors.

The Challenge: Competitive pressures, fast-changing trends, and challenging economic conditions can make hitting sales numbers in the retail world feel like a roller coaster. Competition is even fiercer when products are high value, have a highly-emotional attachment, or have especially complex purchase processes.

The Solution: Glance helps you create a white-glove experience for your customers by training customer-facing employees, brand ambassadors, and influencers within your existing website or app.



The Scenario

In this example, let's imagine how an SVP of customer experience uses Glance to develop valuable experiences that create meaningful differentiation and brand love.

Cecelia CX

SVP, Customer Experience

Cecelia is responsible for helping the CCO drive innovative business initiatives that will elevate the customer experience, set their brand apart, and renew customer loyalty in an increasingly competitive market.

Her Goals:

- Increase revenue opportunities like average sales per transaction
- Increase customer/brand loyalty and customer satisfaction
- Increase employee effectiveness and efficiency
- Increase employee satisfaction
- Decrease cart abandonment rate
- Increase gross margin and total revenue

Her Challenges:

- Friction in customer purchase and support journeys
- Pressure to personalize the shopping experience while driving efficiencies
- In-store sales have not returned to pre-pandemic levels
- Maintaining a constant connection with the customer with a leaner organization
- Differentiate the brand's CX in a sea of similar digital experiences



Glance solves Cecelia's challenges by helping her to:

Increase average sale value and decrease cart abandonment rates.

Glance enables a human-guided shopping experience that customers love.

Increase customer satisfaction and deepen brand loyalty.

Glance has helped Cecelia increase FCR (first contact resolution), CSAT (customer satisfaction), and NPS (net promoter score) by providing “wow” moments even during difficult interactions.

Accelerate time to market and time to sales.

With Glance, Cecelia's teams can quickly and effectively transfer knowledge about brands, products, and services with employees, ambassadors, and influencers using the company's existing digital properties (website or app).

Elevate the brand experience.

Cecelia connects her customers with trusted experts from her company's ecosystem, allowing them to personally join customers in the company's digital retail properties to provide advice, consultation, or support. She can now increase customer satisfaction, brand loyalty, and profitability with new revenue streams.

[Learn more about Glance](#)