

# What marketers are saying about the customer experience in 2021

ModernRetail | + Gladly

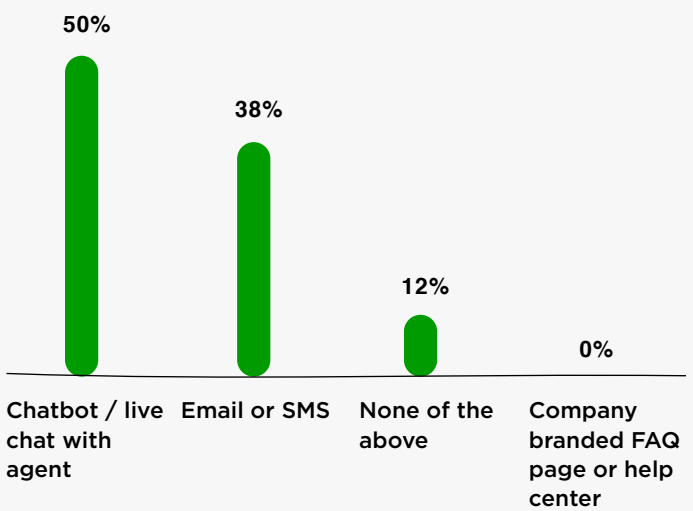
At the heart of every conversion is a conversation — and that's the core of the customer experience for brands and retailers.

In 2020, as customer expectations expanded swiftly and e-commerce surged rapidly, brands and retailers were tasked with crafting new customer experience strategies on the fly, putting new attention on modern CX features and tools — and the all important factor of feedback.

To learn more about what the customer experience looks like now, Digiday and Gladly polled the viewers of the 2021 Modern Retail Summit on April 22 and 23. The charts below, and the insights that accompany them, highlight what we learned.

## Q1.

**When shopping your favorite brands online, with which tools or features are you most likely to engage?**



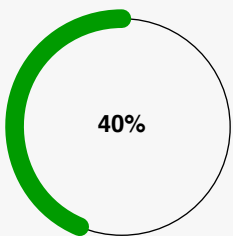
### The takeaway:

It's clear that our Modern Retail respondents — consumers themselves — want to talk about their shopping journey. And most of them want to do it in the moment, with 87% citing live chat, chatbot, SMS (plus email, which can be speedy) as the preferred environment

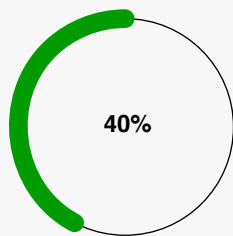
to sort out a purchase or find out about products. This comes as no surprise — human and AI-powered conversations, particularly of the mobile-friendly kind, have been powering effective CX, especially in the DTC space.

## Q2.

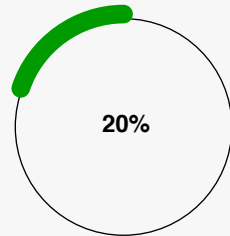
**How is your customer experience currently set up to help drive revenue?**



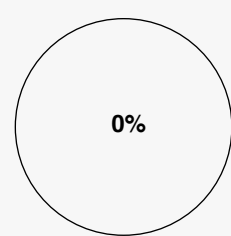
We proactively reach out to customers



We take opportunities for upsell and cross-sell



We're not set up and no plans at this time



We're interested, but require external expertise to start

### The takeaway:

The best outcome of a well-structured online customer experience strategy is a happy customer. And it should come as no surprise that happy customers are more

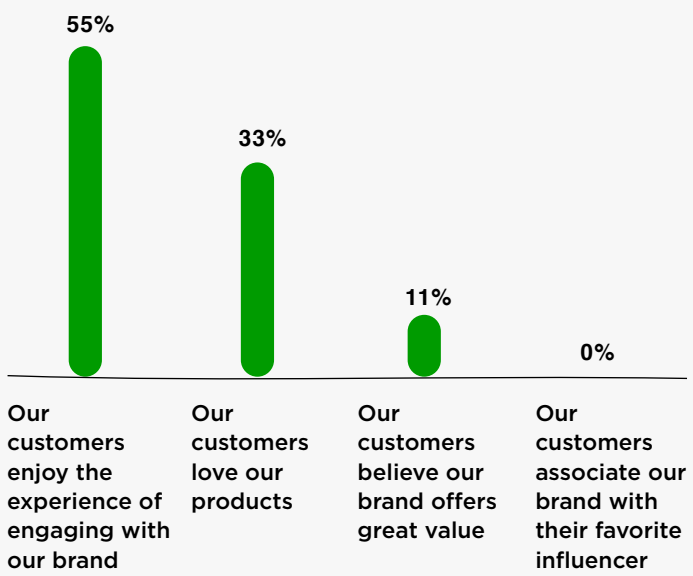
likely to press the purchase button. Whether it's by one of the channels our respondents highlighted in the preceding chart, or something else, 80% our poll-takers told us they're

reaching out first, and then using the resulting engagement as an arena for adding inspiration to the mix. It might be hard to imagine a brand without a CX setup in place, but those

20% are clearly teams ready to explore partnerships for widening their reach when it comes to their customers and revenue.

## Q3.

**What do your customers appreciate the most about your brand??**



### The takeaway:

It's the brand, the product and the value that the CX includes that matters most to our respondents. Influencers may well be driving a live stream shopping revolution for

many, but when it comes to brand-to-customer interactions, it's the shared passion for what that brand represents that keeps shoppers coming back.

## About Gladly

Gladly is a radically personal customer service platform. Unlike legacy customer service platforms, Gladly is designed with people at the center (not tickets) and uniquely enables a single lifelong customer conversation

from voice to modern messaging. Gladly powers some of the most innovative consumer companies like REI, Warby Parker, and TUMI to deliver exceptional customer experiences.

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