



UNITQ WHITEPAPER



3 ways to increase sales and provide exceptional shopping experiences during the holidays



When the consumer experience suffers, users may respond by moving to a different consumer application to get what they want. And unsatisfied customers may take to social media to voice their complaints. They might leave negative comments in app store reviews — and in the process lower an organization's app store star ratings.

App store ratings have high business impacts. Half of users polled won't do business with a company unless it has at least a four-star rating. What's more, nearly three quarters of users won't buy a product before they've read the reviews.

All of which is to say that it is critical that organizations prepare for the worst. But winning over shoppers or customers takes more than anticipating friction points along the customer journey path — no matter how well oiled your organization might be.

To avoid lost sales during the holiday shopping season, organizations must not let issues linger. The first step in not allowing them to persist is knowing about them in real time.

Listen to users in real time to identify trends and emerging needs

Having a real-time awareness of issues that are spoiling the customer experience is critical. The best resource for acquiring this knowledge is through your user base, by listening to what consumers are saying about your organization in real time and across every channel. An organization's user base is experiencing your products and services every day. Customers see it all, from every bug and update in every language and configuration, and on every single platform and device. User feedback is available in many different flavors and places like app store reviews, social media, Twitter, Reddit, Zendesk, Discord, chatbots and other channels including support tickets.

What we're talking about here is the Voice of the Customer. By leveraging it, it's possible to paint a clear picture of what features your customers enjoy, what they find hard to use or broken, and what bugs should be prioritized. Detecting, investigating, prioritizing and fixing issues identified by users bolsters your KPIs, enhances customer satisfaction and ratings in app stores, attracts new users and drives new revenue streams. The bottom line here is that accessing, and making sense of the Voice of the Customer is essential for an organization's brand reputation, and it's even more critical during the holiday shopping season.

Scale your feedback analysis efforts with AI technology

When users' experience with your app doesn't meet their expectations, they tend to let you know right away, by filing more tickets for your support team and submitting lower app ratings and negative reviews — all of which damage your brand. When support tickets and negative reviews pile up and your app store ratings drop, your reputation suffers. New users are less likely to try your product, your existing users become less engaged, and churn results.

In today's crowded app landscape, an exceptional user experience is more than just something that's nice to have. It's a true market differentiator that can help you scale efficiently and beat your competition.

One way to keep customers and obtain new ones is to fix issues that they identify —

About unitQ

[unitQ](#) is an advanced Voice-of-the-Customer platform that provides AI-powered insights from user feedback to help you craft high-quality products, services, and experiences. Category-leading companies like Spotify, Bumble, Pinterest, Chime, and HelloFresh rely on unitQ to drive growth, reduce churn, and build loyalty.

Want to know what users think about your app? Get a [free CX report](#).

To learn more about unitQ, request a [demo](#).



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