

UNITQ WHITEPAPER



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



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Organizations of all sizes are likely to see a spike in customer-churning issues in their mobile applications if the holiday shopping season is anything like what happened during past high-volume shopping periods — periods that begin Black Friday and eventually end around the New Year, according to a unitQ analysis.

Our analysis of 250,000 user reviews of 200 of the top shopping apps on the Apple App Store and Google Play Store found a sea of issues blemishing the customer experience — despite organizations knowing in advance that revenue goals are largely dependent on sales volumes during this six-week holiday shopping sprint. The top-of-mind issues from users impact every touchpoint of the customer journey — from shoppers' inability to claim rewards and checkout, to being charged twice and not getting their products delivered, or shipped on time.

Below: The percentage increase for major issues that shoppers complained about in Apple App Store and Google Play Store reviews from two weeks before to two weeks after Black Friday last year:

	Can't claim rewards	84%	40%	Password reset email not received	
B	Cannot check out	47%	27%	Charged twice	
	Can't buy gift cards	46%	10%	App crashes	
	Orders canceled for no reason	42%	9%	Shows item delivered when not	

*To produce the results of this analysis, unitQ ingested user feedback from the top 200 shopping apps in the Apple and Google app stores and parsed the feedback through our advanced AI, machine learning and proprietary algorithms.

These destructive quality-of-life or customer-churning issues occurred even though organizations were getting ready for and anticipating the holiday shopping frenzy in hopes of delivering an exceptional shopping experience. Despite an organization's best intentions, supply chains unlink, inventory unexpectedly dwindles or gets lost. Staffing and delivery issues arise unexpectedly.

And an organization's consumer-facing application may break down at worst and suffer from hiccups at best — regardless of whether it's the holiday shopping season.

Learn how iOS software updates <u>plague mobile apps</u>, despite organizations' best efforts and advanced beta testing.





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 Al 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 -



immediately. But many companies manually process customer reviews left on app stores, social media, Reddit, Twitter, Discord and you name it. The manual process to parse user feedback, sentiment, and product-related issues leaves the door open for error, doesn't account for languages, and takes way too long.

And that's a problem, especially during the holiday shopping season. Why not discover and correct issues impacting the customer experience immediately, instead of in weeks or months? During the holiday shopping season, every minute counts to avoid lost sales.

Becoming a user-centric organization requires a deep and personal understanding of the people using the product. Machine learning and AI technology can be deployed to capture user feedback in real time in any language from dozens of feedback sources — including the Apple App Store, Discord, Google Play Store, Reddit, Twitter, Facebook, Instagram, and among others YouTube.

Rally teams around what matters the most to users

With user feedback data and the right AI powered technology, organizations can make informed decisions along every touchpoint of the customer journey to ensure an exceptional shopping experience. The final step to increase sales and provide an outstanding experience to shoppers during the holidays is having the real-time insights and actionable intelligence necessary to identify and fix issues that are the immediate concerns for customers.

Your Voice-of-the-Customer platform must contain customizable real-time charts and dashboards to break down silos between functions so teams can more easily collaborate, prioritize and act on issues that are top of mind to customers. When everyone has access to accurate and real-time information, team members can focus on improving the customer experience rather than arguing whose data is more reliable.

What's more, it's essential that your Voice-of-the-Customer platform integrates with your team's existing tools to quickly take action, whether that is sending automatic alerts to collaboration tools like Slack when an issue is spiking or creating tickets in systems like JIRA to accelerate resolution. If teams are not empowered with the information they need in a timely manner, addressing critical issues impacting the user experience can take longer than customers are willing to wait.

Conclusion

Organizations are throwing tremendous amounts of resources at building and maintaining their tech stacks.

There's systems for auditing, for monitoring security and the performance of applications, microsystems and infrastructure as a whole.

Organizations are providing these and a myriad of other tools to support their companies' continued success. However, to drive growth and build loyalty, organizations must deploy a Voice-of-the-Customer platform as part of their tech stack.

Voice-of-the-Customer data is live streaming every day, and it's the single source of truth about your product's user experience, performance, features and capabilities. User feedback data, when parsed through advanced AI, is a weapon that gives organizations a clear advantage over their competitors — new and old.





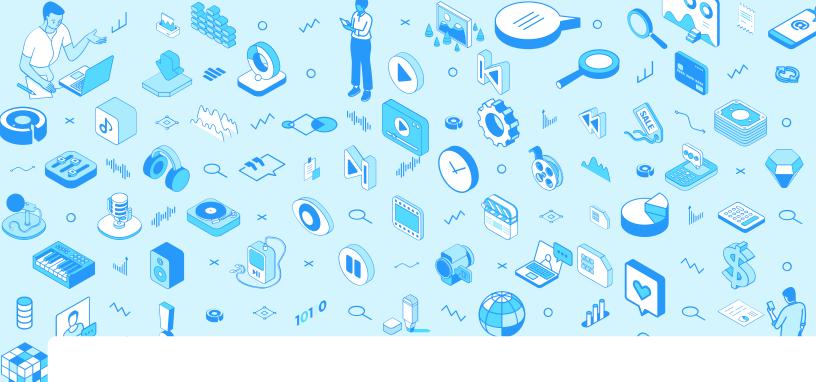
About unitQ

unitQ is an advanced Voice-of-the-Customer platform that provides Al-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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