

# WE MAKE IT EASY FOR CUSTOMERS TO DO BUSINESS WITH YOU



Today, everyone has their preference in how they connect, communicate, and transact with each other, organizations, and businesses. **Even you.**

**AIDEN** prefers face-to-face and phone calls over other forms of communication.

**84%** of customers say the experience a company provides is as important as its products and services<sup>1</sup>

**JORDON** is partial to SMS and text messaging.

**62%** of customers think experiences should flow naturally between both physical and digital spaces<sup>2</sup>

**DEVEN** prefers to engage with chatbots and virtual assistants.

**54%** of customers say companies need to transform how they engage with them<sup>1</sup>

As your organization strategizes on how to improve the customer experience, you should include conversational commerce in your plans. Conversational commerce is a customer engagement strategy that enables businesses to interact with their customers through real-time, personalized conversations across various communication channels such as messaging, text, email, chat, social media, voice, video, and more.

## CONVERSATIONAL COMMERCE CAN

## BENEFIT YOUR BUSINESS BY:

### INCREASING SALES

Customers who use multiple channels spend **10% more online.**<sup>3</sup>



### ENHANCING CUSTOMER LOYALTY

**52%** of consumers are more likely to remain loyal to a company that offers live chat support.<sup>4</sup>



### PROVIDING CONVENIENT AND PERSONALIZED CUSTOMER EXPERIENCES

**59%** of consumers believe businesses should use the collected data about them to personalize their experiences.<sup>2</sup>



### REDUCE OPERATIONAL COSTS

Offering live web/mobile chat **reduces call center cost per ticket from \$35 to \$16.80**, implementing an AI chat bot can further reduce the cost to just \$0.80.<sup>5</sup>



### IMPROVE SECURITY AND COMPLIANCE

Multi-factor authentication and robust security features **improve security and compliance** for all communications to combat common threats.<sup>6</sup>



Here at Paradigm Technology, it doesn't matter to us how or when your customers and prospects want to communicate with you. We can help you offer every possible means for your customers and prospects to communicate with you.

Our expertise is in IT, Telecom Strategy, and Education, and we love to solve problems that help businesses like yours do more with less time, money, resources, and risk.

We'll take the complexity out of creating and implementing your Conversational Commerce plan so you can create more meaningful relationships with your customers, at scale.

## CONTACT US TODAY FOR A CONSULTATION. WE'D LOVE TO HEAR FROM YOU.

### ANY WAY YOU WANT:

CALL [630-862-8452](tel:630-862-8452) TEXT [630-701-9446](tel:630-701-9446)  
EMAIL [SALES@PARADIGMTG.COM](mailto:SALES@PARADIGMTG.COM)  
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#### References:

<sup>1</sup> <https://www.salesforce.com/form/conf/state-of-the-connected-customer-3rd-edition/>

<sup>2</sup> <https://cxtrends.zendesk.com/trends/trend-2>

<sup>3</sup> <https://www.salesforce.com/eu/blog/2020/12/omnichannel-strategy-benefits.html>

<sup>4</sup> <http://kayako.com/live-chat-software/statistics/>

<sup>5</sup> <https://blog.ifs.com/2022/06/how-omnichannel-itsm-improves-quality-speed-and-cost/>

<sup>6</sup> <https://www.techfunnel.com/martech/communications-platforms-as-a-service/>