



CHAT SELLS

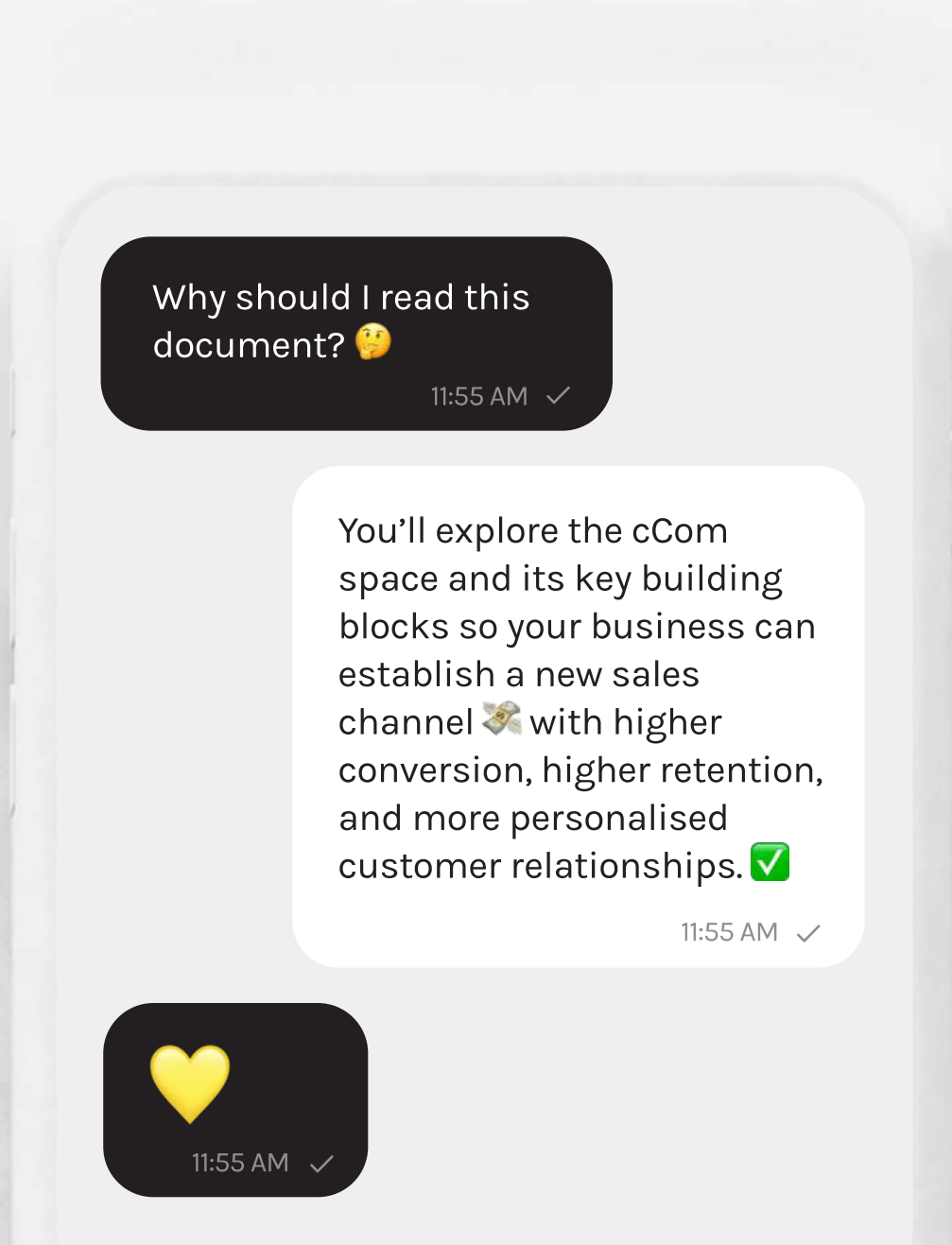
The 10 min guide
to Conversational
Commerce ✓✓

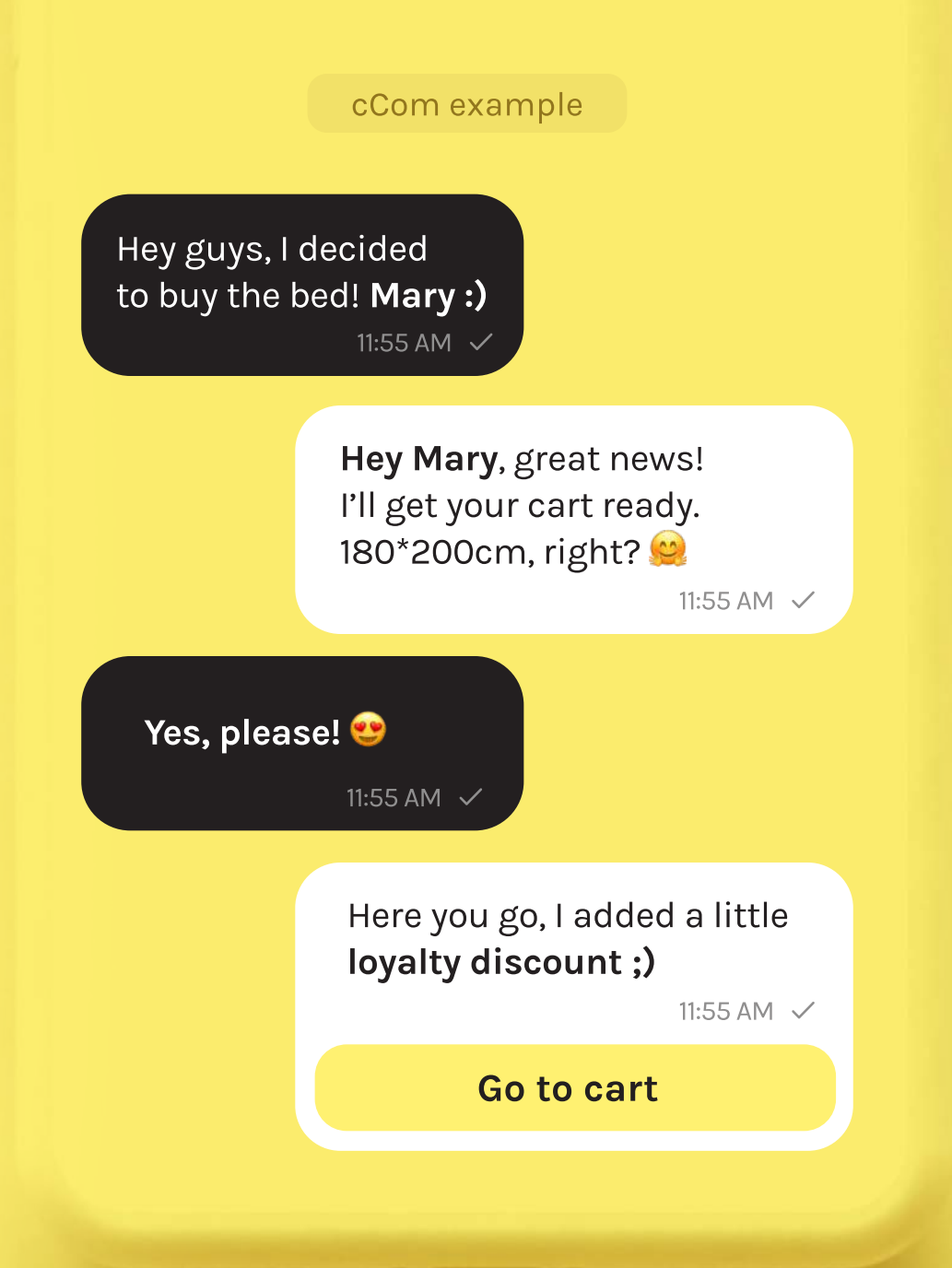
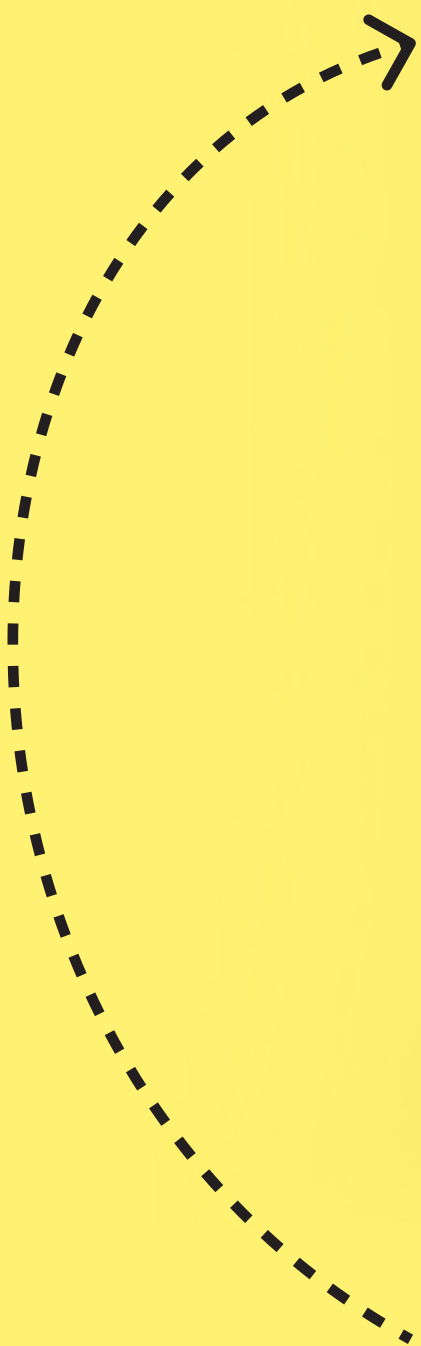
Why it's better to have a **conversation**

charles

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What is cCom?

“Conversational Commerce is when people and brands connect through chat with the intent to drive purchase of goods or services.” ✓✓

Chris Messina, Uber

But there is so much more...

● **It combines** the warmth of retail with the speed of eCommerce, becoming the 3rd big pillar of commerce.

● **It unlocks true personalization** via uniquely identifying customers with their phone numbers.

● **It humanizes commerce.** Making it more conscious & conversational, like chatting with a friend.


The Evolution of Chat in

Businesses will move from servicing customers with insufficient chatbot automation over to offering an end-to-end and sales-driven customer experience in chat, building lasting relationships on the way.


2015 Service

In Europe, **chat's sole purpose lay in servicing customers** with chatbot automation. Bots worked well for businesses with standardised customer requests such as airlines or transforming FAQs into chat format. However, customers realised that chatbots were incapable of fulfilling complex & multidimensional requests. Meanwhile, in Asia, chat is already more human-centric, and businesses are selling via chat.

2021 Sales

Businesses in the west adopt the human-centric model from Asia and **sell products and services via chat**. This trend is fueled by the growing number of customers moving into chat due to Covid-19 and enjoys as much customer attention as email in 2000 or Instagram in 2014. Hence, a new generation of startups emerges to deepen chat integrations and refine use cases for cCom. More on this later 

2025 Relationships

cCom will be the 3rd big pillar of commerce among eCom and retail, gluing together all channels and **unlocking the full potential of personalisation** via the unique identification of customers via their phone number. Meanwhile, chatbots have become more robust, and the most innovative tools enable seamless collaboration between humans & machines. Brands that missed this trend will have their CEOs asking: "Why are we only starting now?  Didn't we make the same mistakes with E-Commerce before?"



"Conversational commerce is emerging as a critical channel that's set to completely reshape the way brands interact with their customers."
Luca Bocchio, Partner at Accel

Now it's time to pioneer

We have reached a cCom tipping point, driven by advancing technology, growing consumer habits, and Covid-19 acceleration.

 **3.675 B**


WhatsApp, Facebook Messenger, and Instagram Direct active accounts worldwide

Statista, 2021

 **28 min**

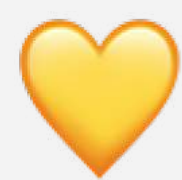
are spend by the **average consumer on WhatsApp daily**, and 77% have notifications turned on

Pew Research, 2021

 **0**

apps are downloaded monthly by the average person. So it makes sense to integrate with existing apps

a16z, 2020

 **75%**

of people would be **more likely to make a purchase** if they could get answers over messaging

LivePerson, 2020

 **19/20**

of WhatsApp business messages are opened compared with 1/20 in email

Charles, 2021

 **+ 60%**

Customer Lifetime Value (CLV) for customers who chat with businesses compared to those who don't

Facebook, 2019

 **175M**

people message a WhatsApp business account every day. **↑ 40% more chatting** during the height of Covid-19

Techcrunch, 2020

 **20-40%**

in chat conversion with cCom. Imagine 100 people on your website vs. 100 people in 1:1 chats...

Charles, 2021



“We are seeing tremendous growth. It's still early, and **now is the time** to engage with our over 2 billion via WhatsApp.” **Ajit Varma, Head of Business Products at WhatsApp**

What is Facebook planning for its 3,675B active accounts worldwide?

Dominant Messengers Worldwide



Facebook’s Vision: “Make business messaging the primary way people and businesses communicate.”

Emile Litvak, Facebook, F8 Conference, June 2021



What is cCom - Facebook’s Vision

How cCom creates value?

An authentic conversation
has the power to start a
relationship that results in
trust, loyalty, and happy
customers. ✓✓

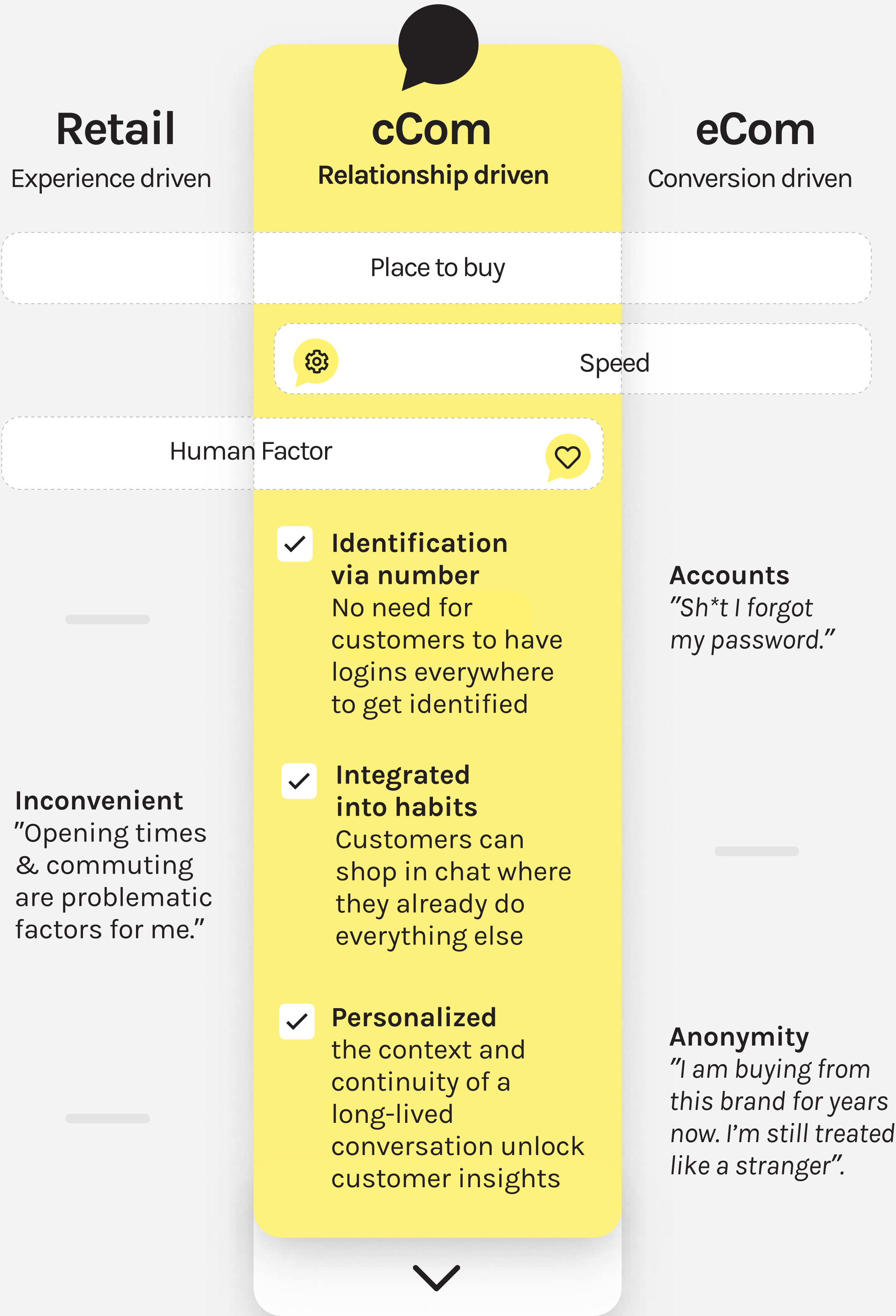


“Conversations are needed to make
any form of progress across all aspects
of our lives.”
Sheryl Sandberg, COO at Facebook

Why it's better to have a conversation - Value for customers

Why customers ❤️ it.

Conversational Commerce combines the warmth of retail with the speed of eCommerce, giving customers the best of both worlds.



Conversational Commerce closes the gap between consumers & brands.

Why businesses ♥ it.

In times of exponentially growing customer acquisition costs, cCom offers a new way to convert the traffic you bought better and retain the customers you won longer.

1. Attention:

Push notifications in chat apps are seen 90% of the time. Like email back in 2000.

20x

Opening Rate
(vs. email)

3. Service

Answer customers quickly in chat. Use chatbots where it serves the customers and avoid returns via conversation.

+25% NPS

Net Promoter Score

4. Retention

Use ongoing & personalized conversations to build trust, loyalty, and relationships with customers. Make it easy & exciting for them to come back.

2.5x CLV

Customer Lifetime
Value (CLV)

2. Conversion

Stay close to your customers during their consideration, especially if your products & service are priced high or need explanation.

Up to 90%

In chat Conversion

E2E Customer Journey >

Why it's better to have a conversation - Value for businesses

Enhance with automation

Ever been frustrated with a **chatbot**? 😞

Since Day 1, chatbots play a significant role in cCom. They have proven to be great in automating simple and recurring service cases like FAQs or generating and qualifying leads. However, after the initial hype, it has also become clear that they are still incapable of sensing the context of complex human conversations, which often leads to frustrating customer experiences.



Today, we need a **collaborative human-machine model**.

Invest in human agents & real conversations

Humans are best at building trust and using context to personalize.

So, train your agents to drive conversion, retention, and NPS instead of replacing them.

Automate recurring answers & actions

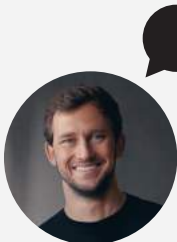
Machines should supplement, not substitute humans.

However, processes such as FAQs, lead generation, order & tracking updates, etc., are still a great for automation.

Modern tools offer collaboration between both

Rather than having either humans or machines, you can combine their strengths.

For example, you could have suggesting answers to human agents.



“**Conversational AI** will manifest and lower the burden on the end-user by making assistants more accommodating of the way humans think, but this will take some more years.”
Andreas Tussing, Co-Founder at Charles

Find your Use Case!



Conversion

Your average order value (AOV) is relatively high, or your **offering is complex**, to help your **customers decide** is vital.



Retention

Your business relies on your **customers coming back**. Whether to **re-order** or find something new.



Retailer

You have a **physical presence** & you need to make the best of your sales reps and **neighborhood**.

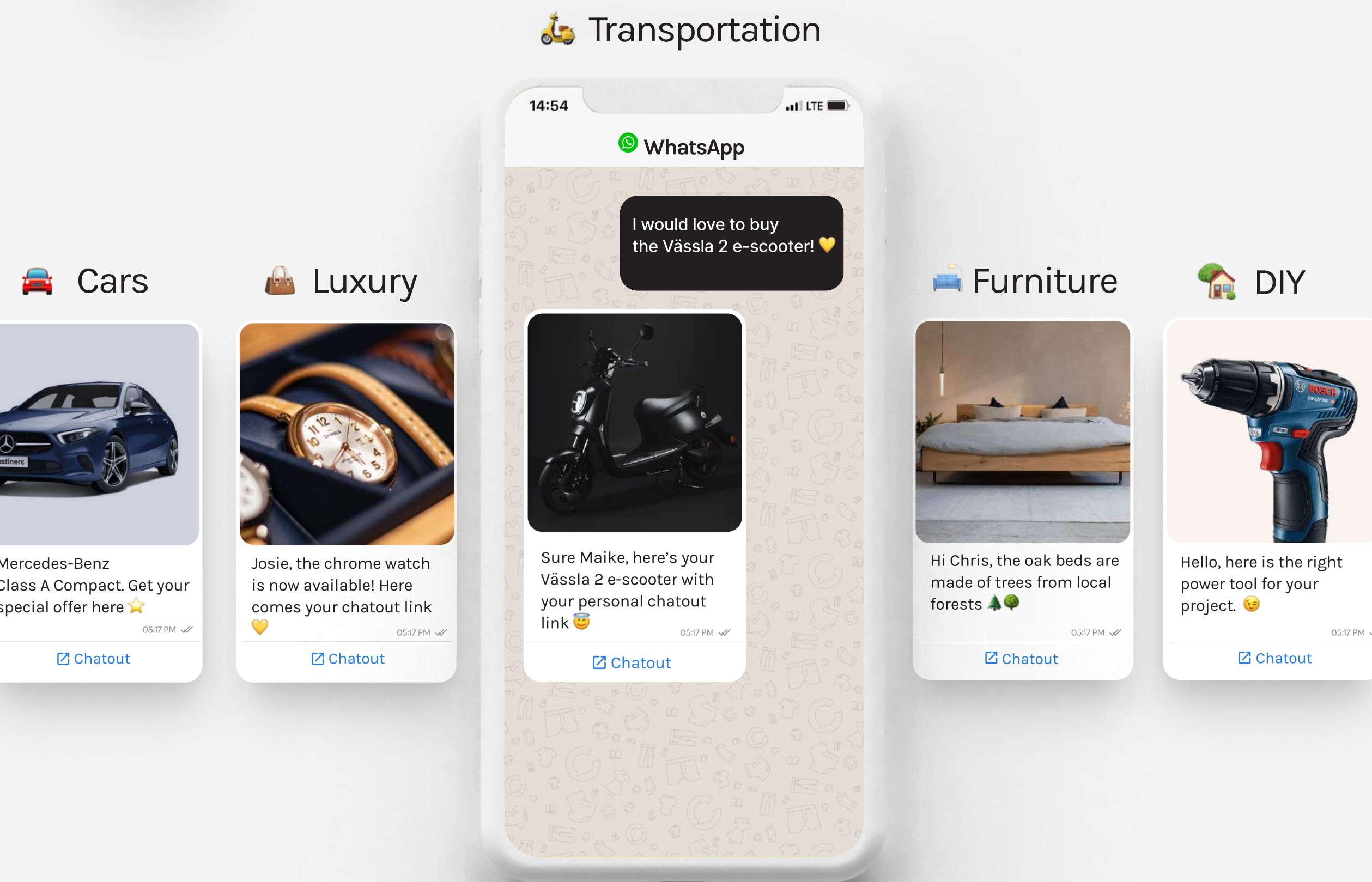


"Don't worry if your company profile fits with several use cases. **Together we identify the right strategy** for your business."

Artjem Weissbeck, Co-Founder at Charles



The Conversion Case



“Before I buy, I have a question 🤔”



Your Company Profile

- Your average order value is relatively high, or your offering is complex.
- Your team might already drive transactions via email, chat, or phone.
- You want to invest in initiatives that **improve your conversion rate**.



Your Customer Profile

- Your customers face a research-heavy decision and need trust.
- Even after knowing which product they want, questions remain.
- Some might not care about the price but demand excellent service.



Top 3 cCom tricks to drive your conversion rate

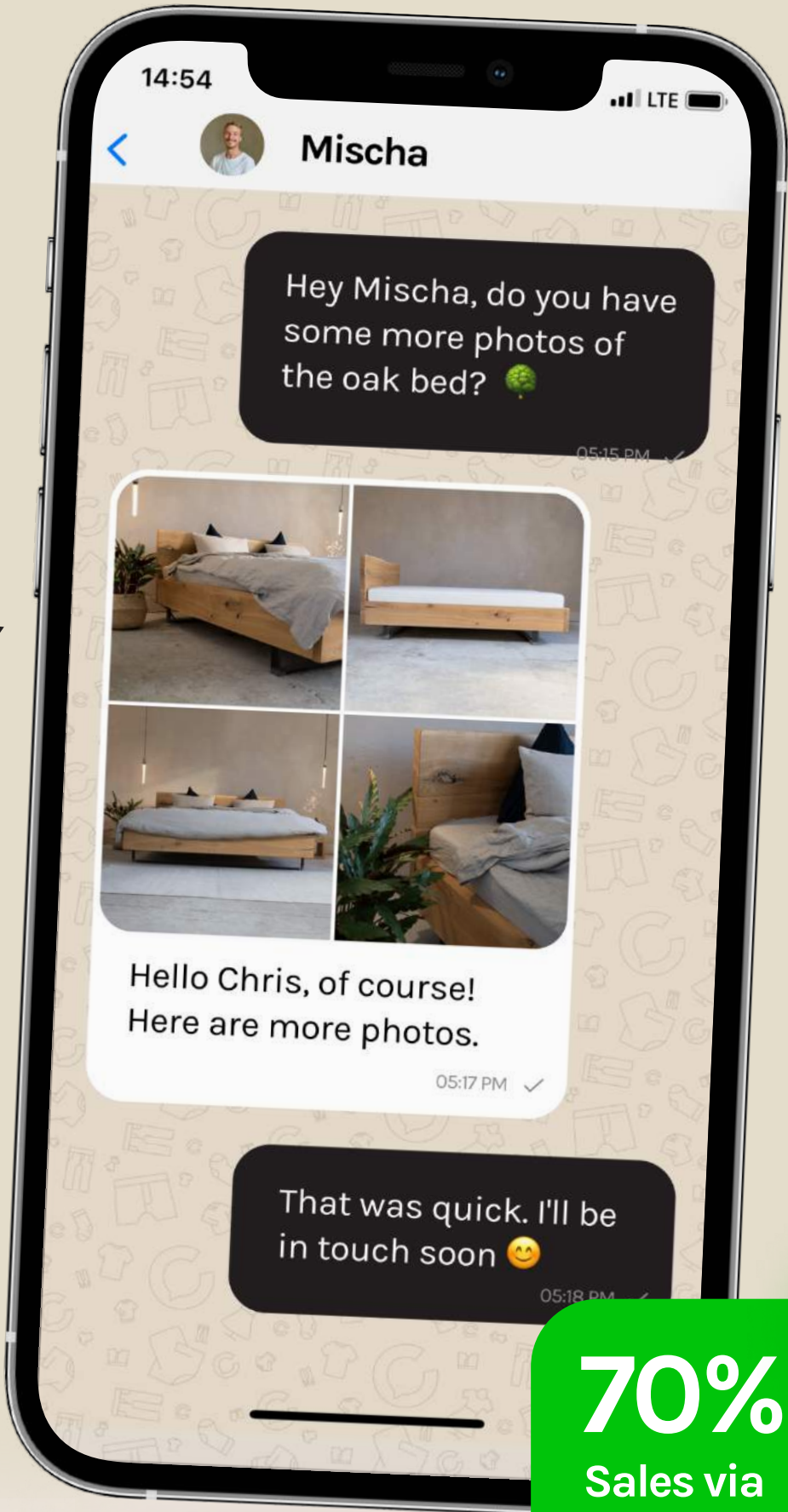
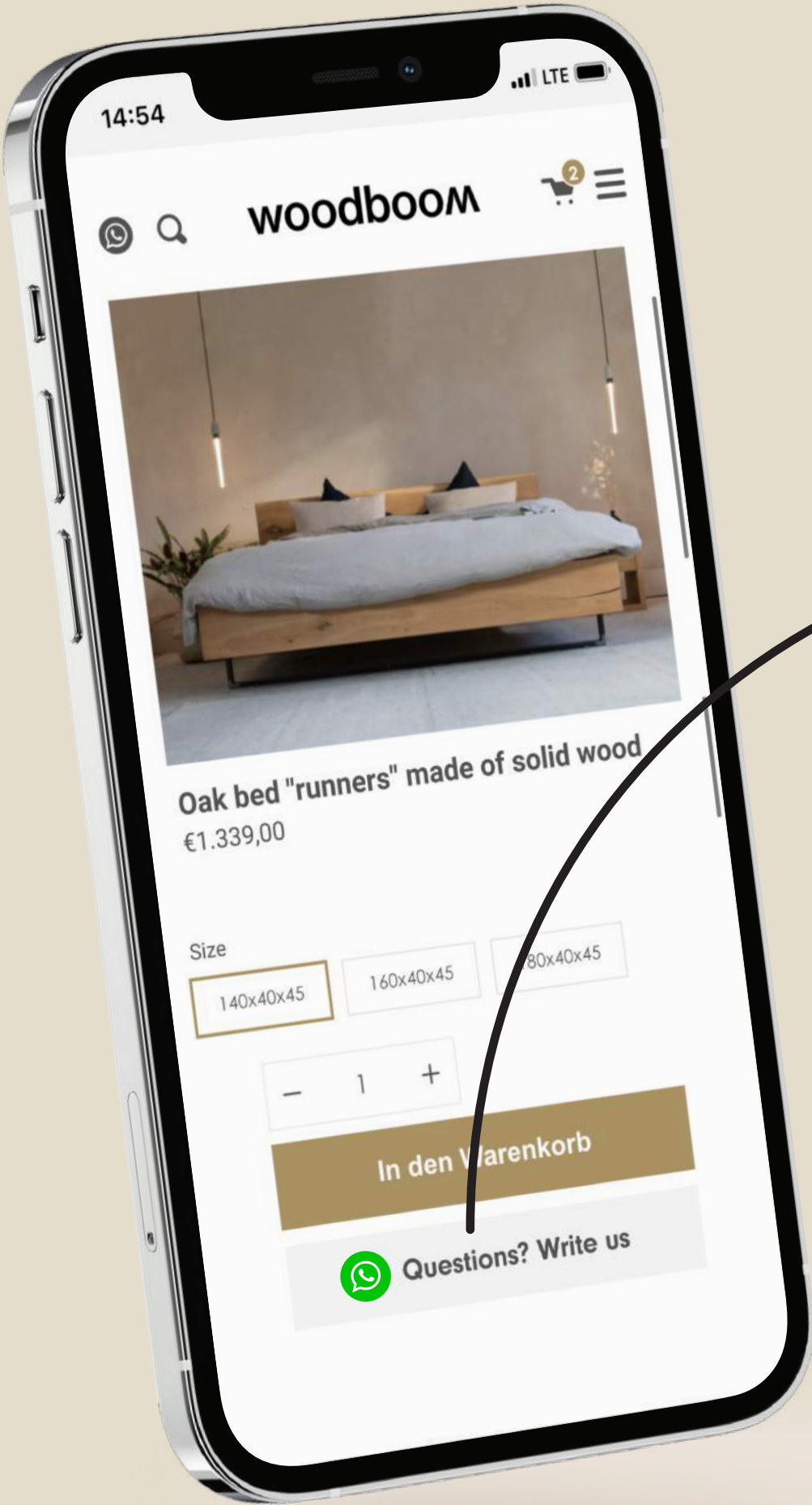
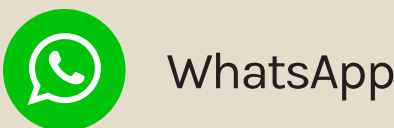
- **Add** a “Ask & Order via WhatsApp”-Button on your website
- **Answer** incoming chats quickly & personally, then send a link to pay.
- **Use** politely reminding notifications in chat if the link is not used.

woodboom

A conversion-first success case in furniture,
with WhatsApp becoming their #1 sales channel



“As a premium furniture company, our bestseller is a 1500€ bed. Our average customer had 7 questions over 2-4 weeks before buying it. We lost many on the way. After implementing WhatsApp, we shortened the sales cycle to 2-4 days while raising the conversion rate with love.”
Mischa CEO Woodboom



70%
Sales via
WhatsApp

How they did it



Integrated prominent
Go-To-WhatsApp-Buttons
on all major pages



Branded WhatsApp
Chat as “talk to the
founder”



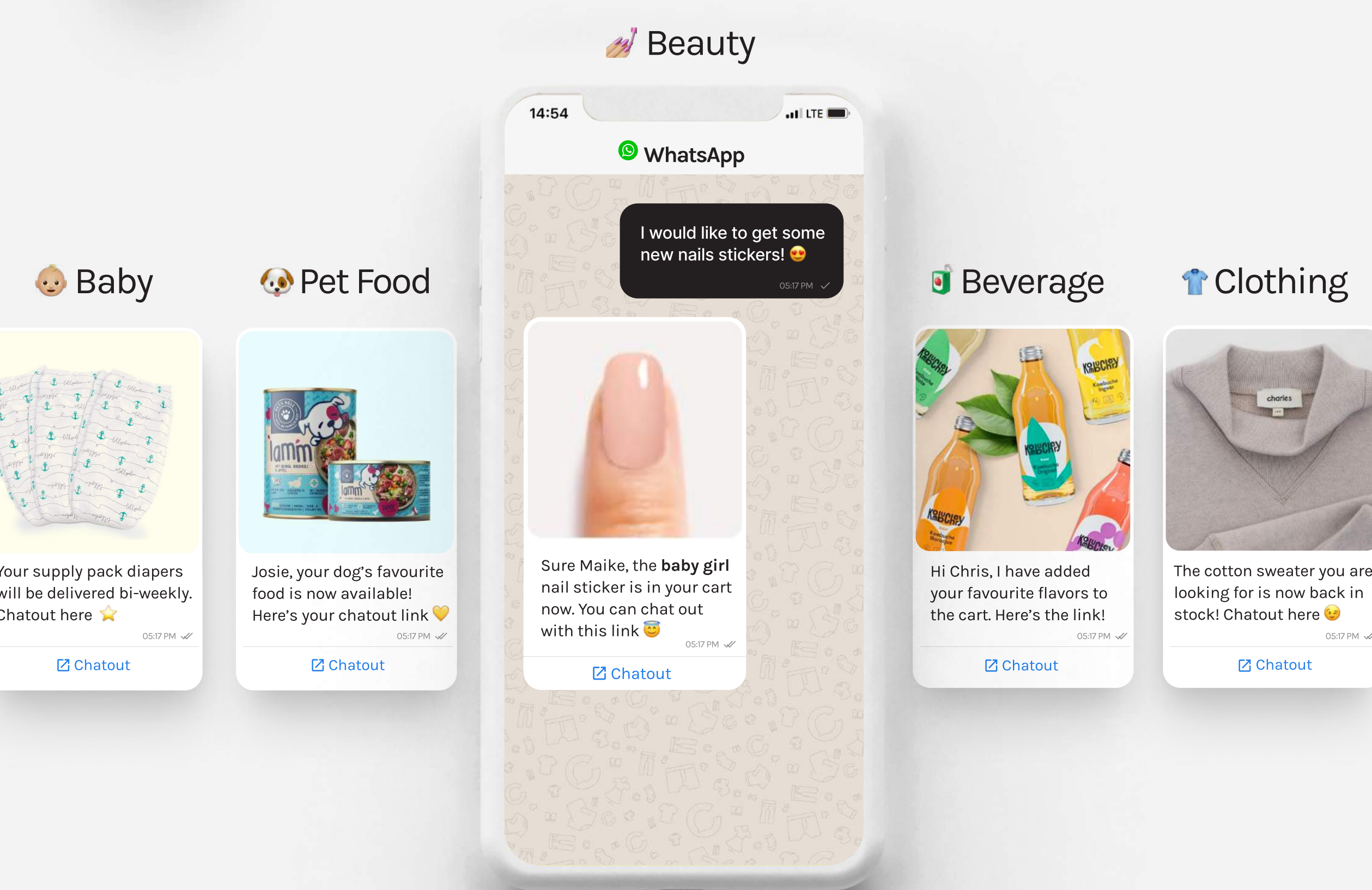
Agent team is
trained to sell remotely
in chat with 🧡



**Furniture Influencer
Campaign for launch:**
showing unique buying
experience with Instagram
Swipe up to chat



The Retention Case



“Same as last time, please 😊”



Your Company Profile

- You offer products and services that are relatively “fast-moving”
- The health of your business depends on customers coming back, making your **retention rate a critical KPI** (CLV/LTV).
- A robust CRM, opt-in collection & newsletter are essential for you



Your customer Profile

- The core of your customer base is frequently re-ordering fans.
- They would love a personalized experience as a reward for loyalty.
- Many others order once and then forget about you.




Top 3 cCom tricks to drive your retention rate

- **Identify** where you currently collect E-Mail Newsletter Opt-Ins
- **Replace** them with In-Chat Notification Opt-Ins instead for 10x opening rates and a more modern customer experience
- **Invest** in a Chat VIP Concierge for your best customers or even all!

MANIKO

A retention-first success case in beauty, with WhatsApp as their fastest-growing Service & CRM channel



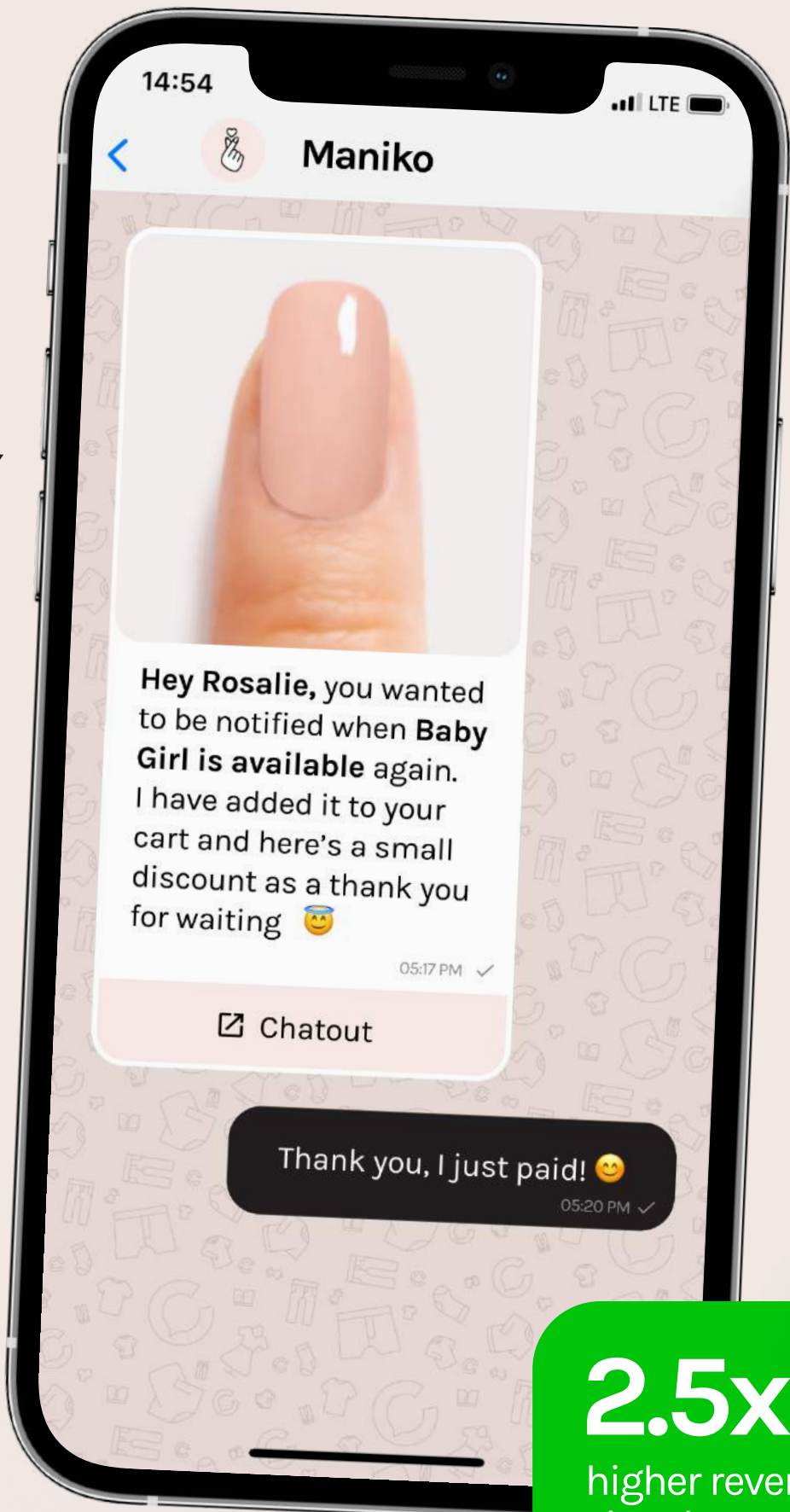
“Our customers can chat with our nail expert to find out which nails suit them, get informed about new styles, or quickly re-order. Especially, fans love the easy & personal touch. Our service agents love to talk about more than just problems and frustration. We as founders see it manifested in cCom cohorts showing significantly higher retention rates. It is the future.”
Max Co-CEO Maniko



Website



WhatsApp



2.5x
higher revenue
via WhatsApp
vs. average
customers



How they did it



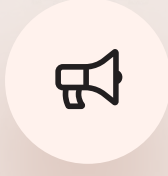
Integrated WhatsApp as a channel with focus a on service and notifications



QR codes that lead into WhatsApp are integrated into the packaging



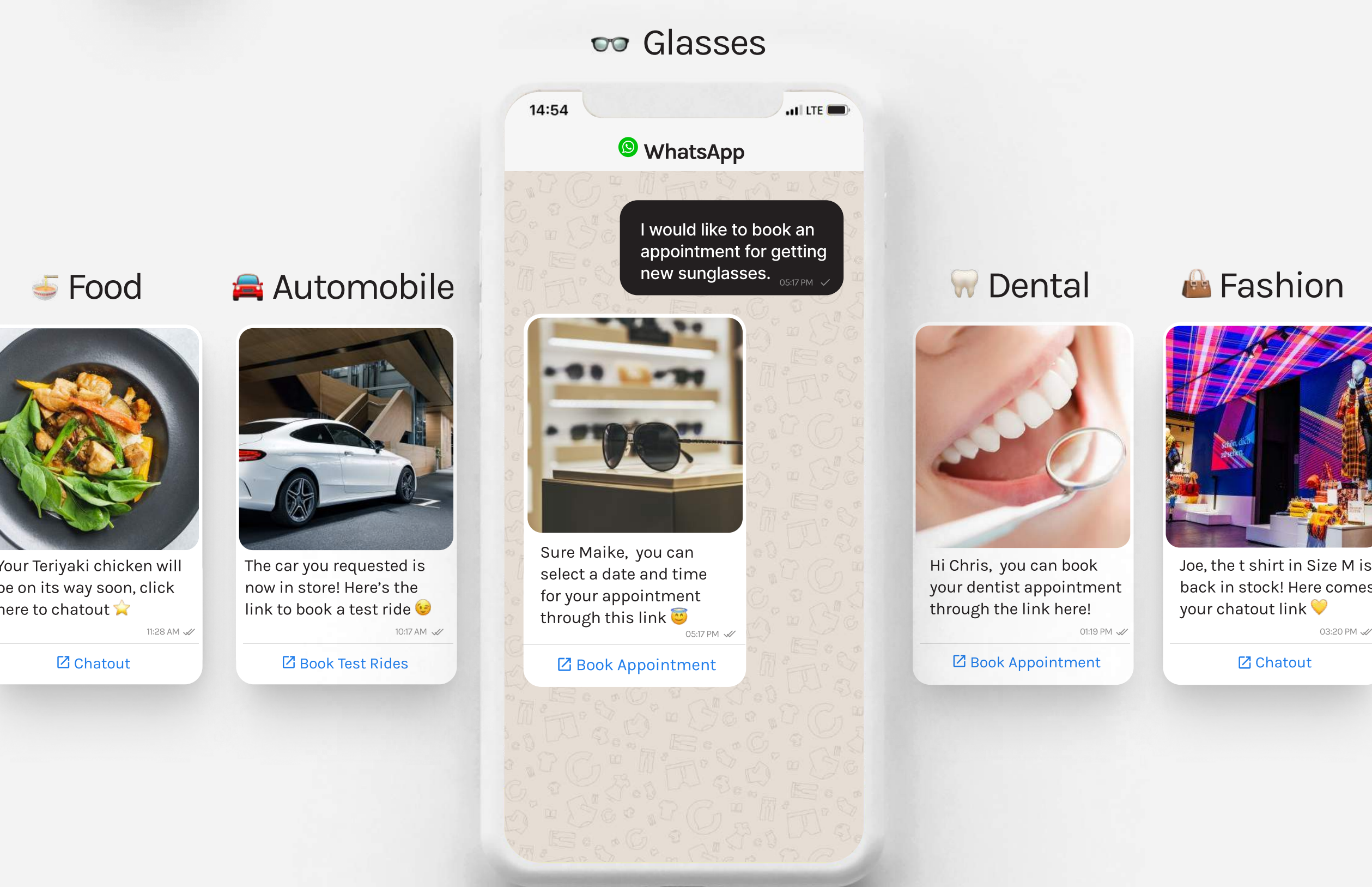
Easy chat re-order „Hey Maniko, the same nail stripes again, please“



WhatsApp Notifications with 20x times more sales than email for new product drops



The Retail Case



“I visited your store and **want to buy** the product from home ❤️”



Company Profile:

- You are offering goods and services in physical stores alone or next to your digital presence. Having between 1 to 100+ stores
- Your loyal customers in each neighborhood are vital to you
- You have existing sales associates with free capacity



Your customer Profile:

- Your customers would love guidance via a digital channel before and after they visit your store.
- Also, some customers might not be digital natives, and WhatsApp offers an app that is familiar for them.



Top 3 cCom tricks to drive your revenue

- **Leverage** floor staffs capacity by letting them serve & sell in chat
- **Offer** your neighborhood WhatsApp notifications for specials
- **Allow** customers who are unsure in-store to buy later via chat



A retail-first success case in fashion, with WhatsApp & Instagram chat as an innovative channel for the neighborhood



“With cCom, we were able to optimise our store staffs capacity by bringing their sales know-how into chat. Also, we can prepare everything for our regular customers in chat so they can conveniently order from home while strengthening their relationship with our employees and brand.”

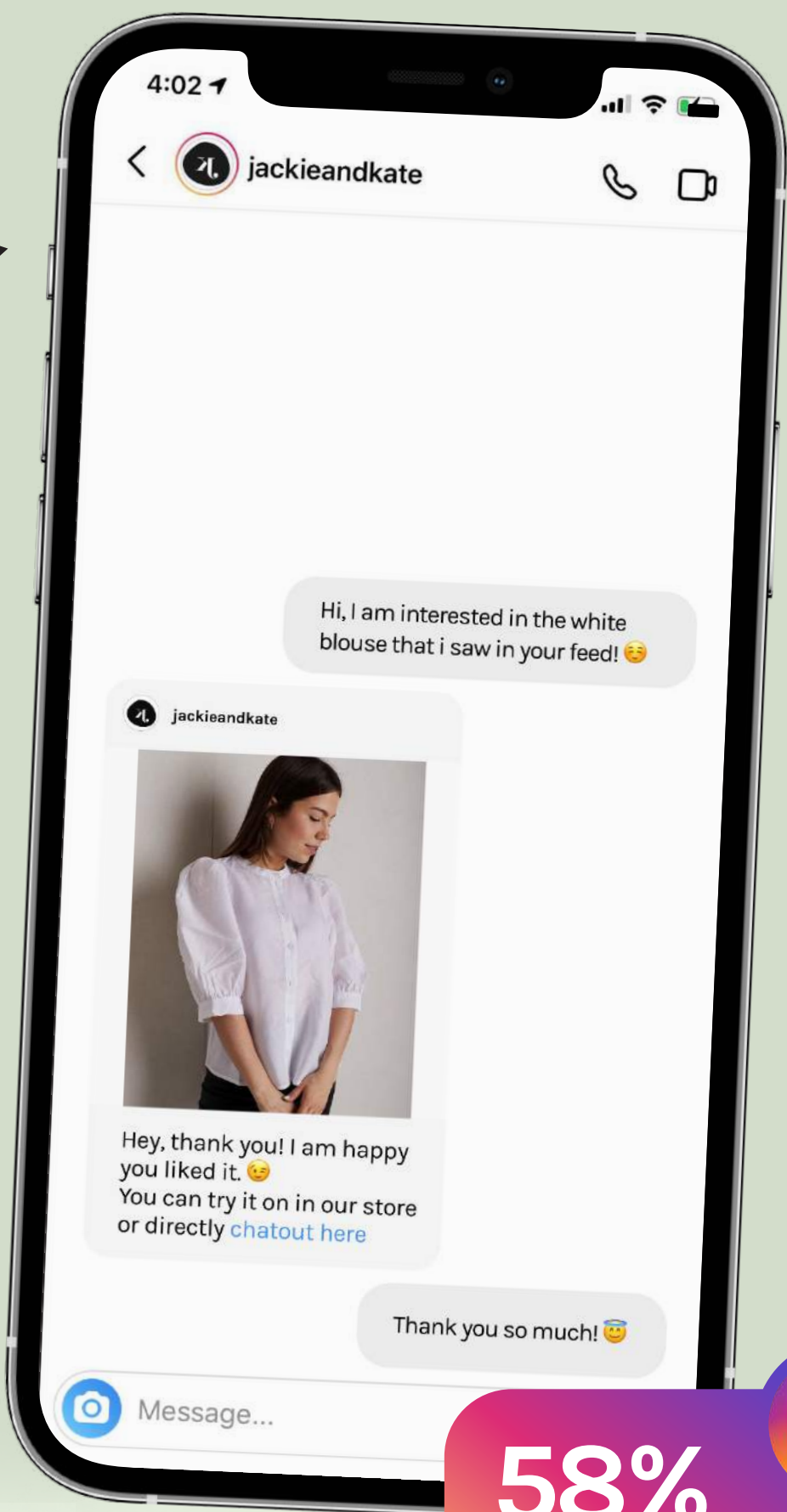
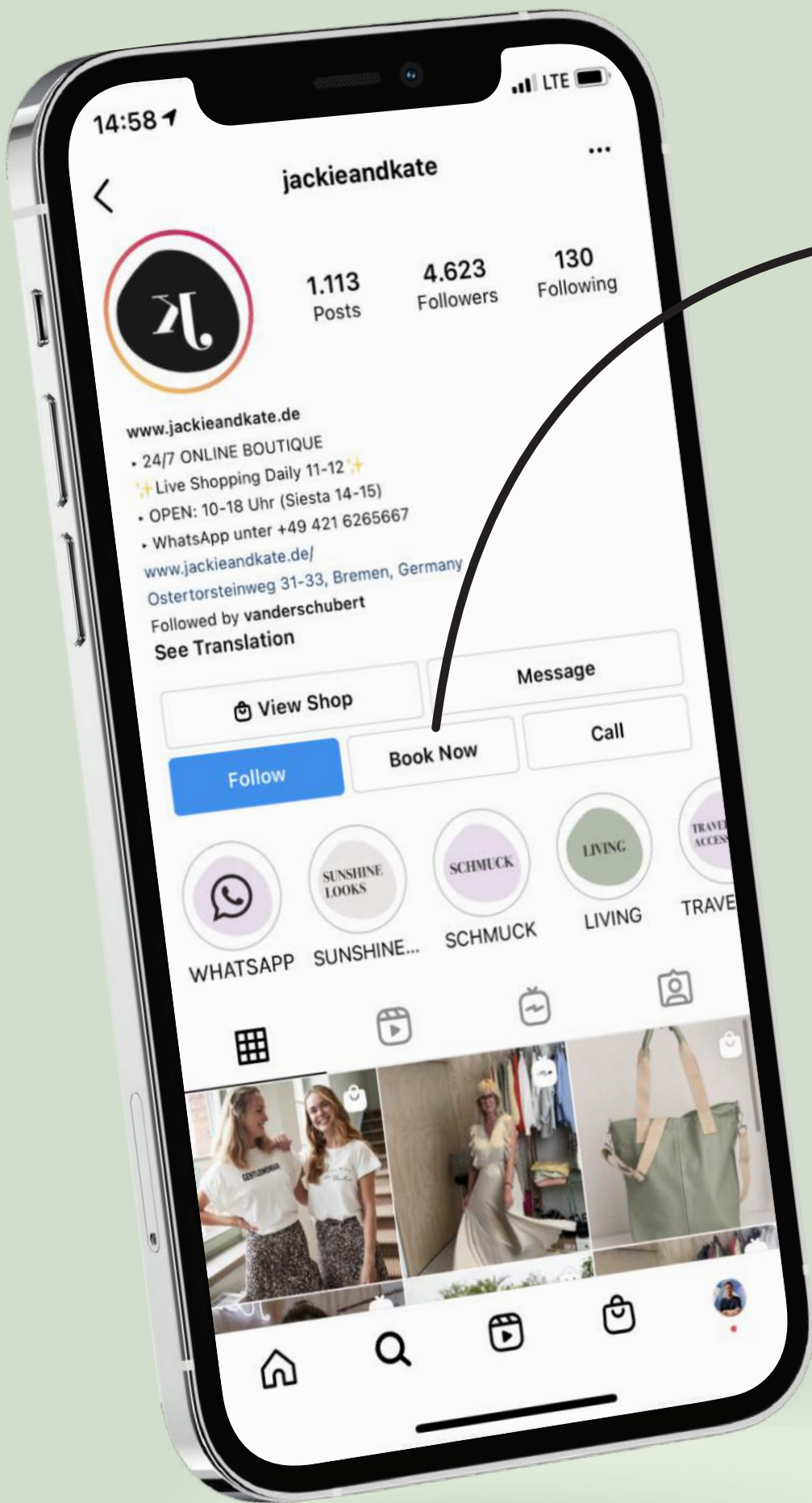
Eva Maria Grube, CEO jackieandkate



Instagram



Instagram Direct



58%
of chat orders
came from
existing clients

How they did it



Button on website and QR Codes at cash-desk



Trained staff to offer chat actively to customers & personalize the experience



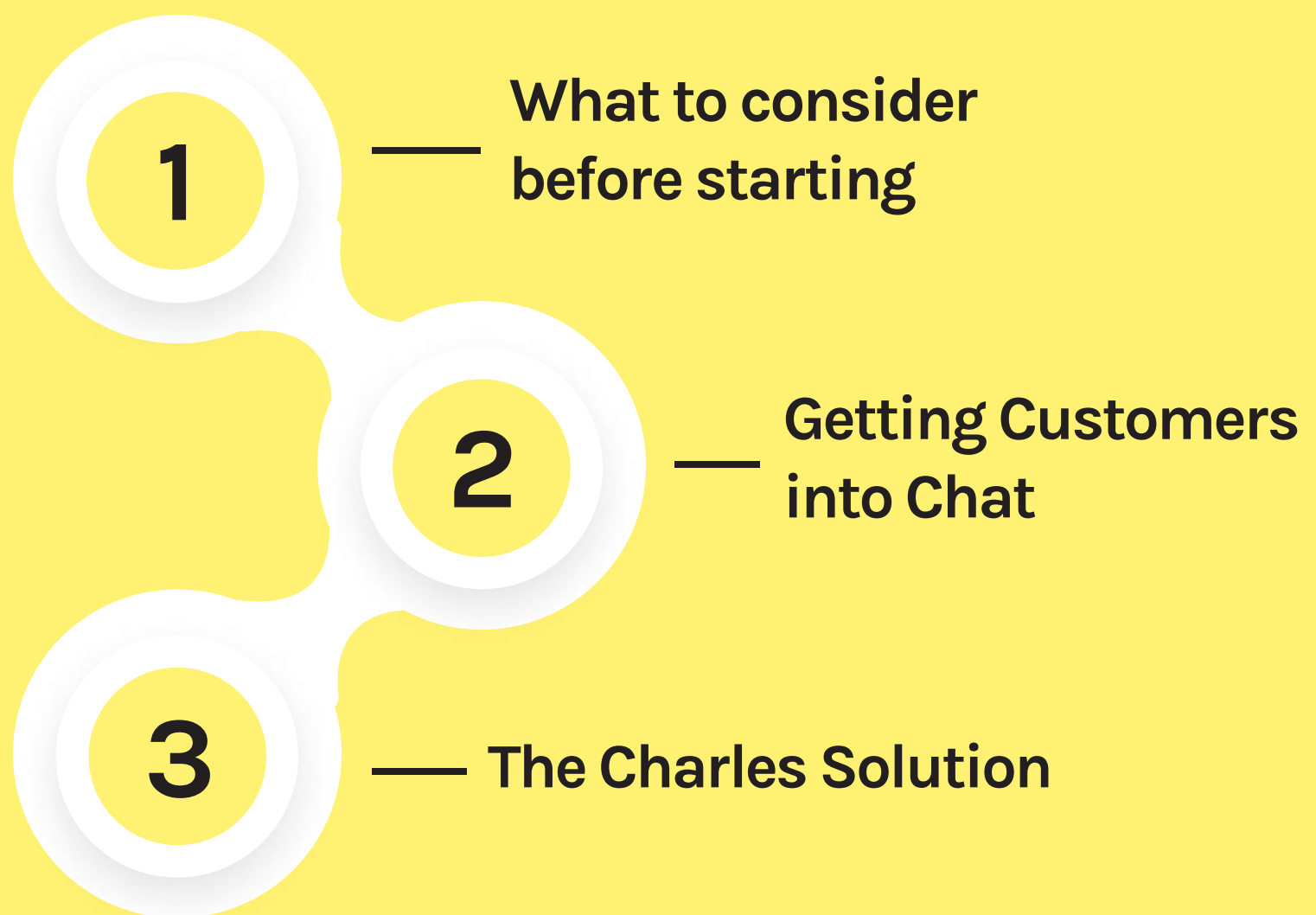
Book appointments for personal/virtual shopping or order from home



WhatsApp/Instagram Concierge with special service & opt-ins via chat to maximize customer convenience

Get started with cCom

Now, you should have a good understanding of the cCom space and we can get hands-on. The following section will provide you with the **correct Chatiquette**, best practices on **getting people into chat** and the right tool, and its features to get **started today**.



1

What to consider before starting



Who is chatting?

Find Chat Champions within your organisation that own the cCom channel.



For Retail

Leverage your **existing sales associates'** capacity & competence in chat.



For eCom

Turn your **service into a sales** center by enhancing your agents' capabilities.



How are they chatting?

Equip your Chat Champions with the right Chatiquette.



Personal

Learn from your customers and tailor the chat experience



Visual

Design an intuitive dialogue and keep messages short & sweet



Quick

Automate basic messages and use pre-written messages



GDPR Compliant

Collect opt-ins as early as possible and conform with data privacy



"Our success team provides you with **hands-on guidance** and advises you at every stage of the cCom journey."
Teresa Tschoep,
Customer Success at Charles

2

Getting customers into chat

Every conversation begins somewhere. Businesses have many opportunities to bring customers into messenger apps, from links in the online world to QR codes in an offline environment.



Offline QR/NFC

- Packaging
- Flyers/Posters
- NFCs
- POS Screens
- Product Tags
- Sticker
- Business cards



Online Links

- Website
- PopUps
- Topbar/Footer
- In email
- IG Swipe Up
- Product Page
- Chat Bubble



Natively

- Saving your WhatsApp number like with friends
- Following your Instagram

How does this work?

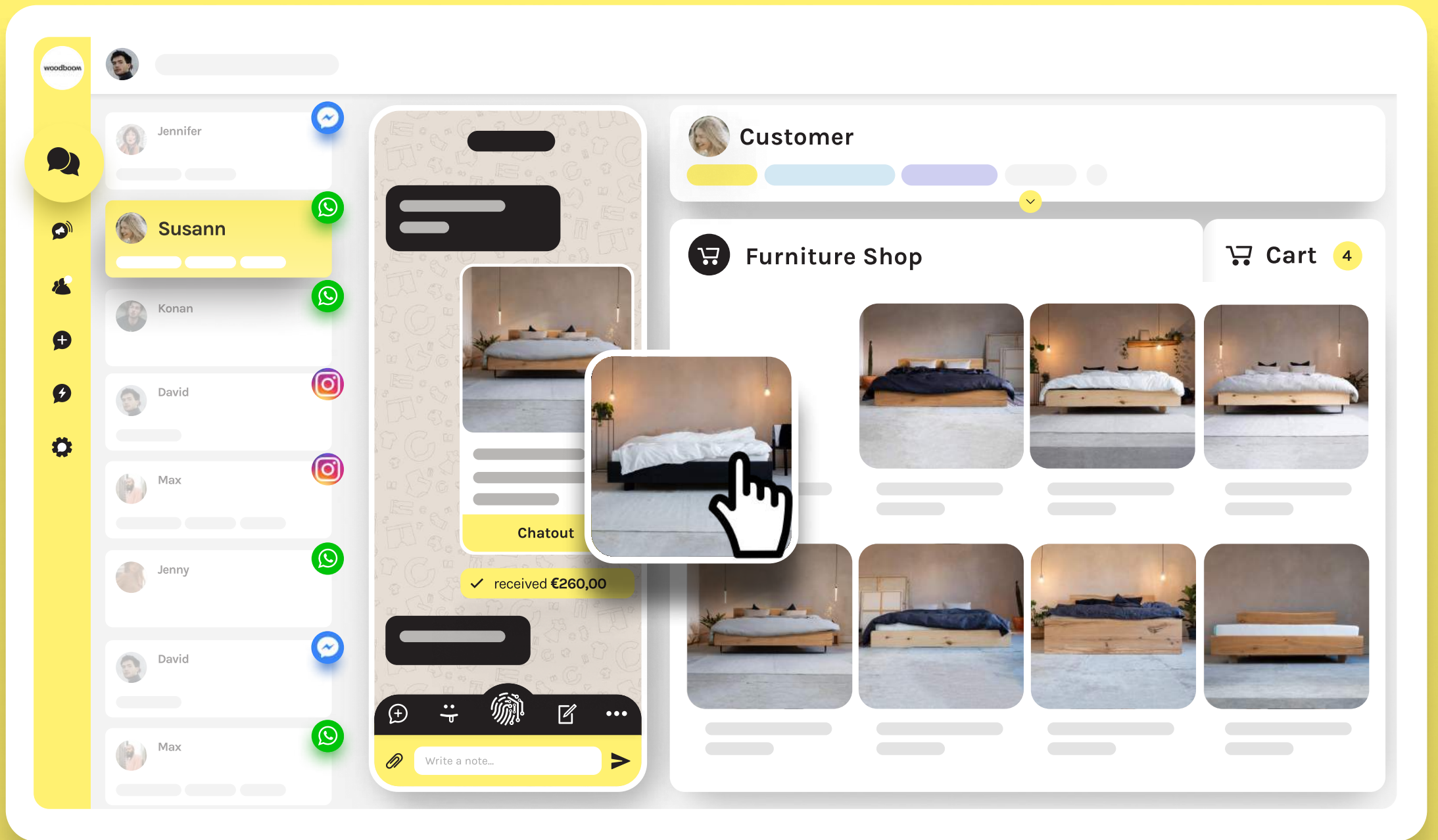
With so-called **“WA.ME Links”**.

They allow customers to begin a chat with a pre-filled message with you by clicking on a button-link or scanning a QR code.

Hey 🖐️

3 charles

The Charles solution. Where **Conversation and Conversion** meet in one place with a **seamless design** for your chat agents.



Chat Automation

Automate flows like FAQs, out of office, order notifications & **opt-in collection**



Personalisation

Integrate **personalisation fields** based on custom properties and variables



Order Management

Send **tracking links**, **easy re-order**, and return notifications



Chat Newsletter

Build your **contact book** and send tailored notifications or **VIP offers**



Cart Assembly / Chatout

Drive the entire customer journey in chat and **offer carting & checkout in chat**. We call it **"chatout"**



Data Privacy

Be **GDPR compliant** with your Opt-Ins, Privacy Policies and T&Cs



Official WhatsApp Partner

We are a **Facebook Business Partner** and work directly with **WhatsApp** as one of few companies worldwide

Integrate your existing tools

The tools that are required for a seamless and scalable customer journey in cCom are fragmented. You need an end-to-end relationship management solution to provide a superior customer experience via chat. **Integrating chat with your Shopsystem, your CRM, and your POS** is just the beginning of building a sustainable relationship with your customers.



Get started with cCom - Integrate your existing tools



“Our tool is **super flexible** and can integrate with your E-Commerce software as well as your enterprise tech stack.”
Robert Lindstädt, CTO at Charles

Book a free demo

Discover all possibilities and tailored options for **your business**. Let's schedule an in-person demo call to kick off a new chapter.✓✓

Get your demo



"We will guide you through the entire journey and make you a successful cCom pioneer!"
Christopher Schubert, Sales at Charles