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Consumer data: How consumers use and perceive messaging and chatbots in eCommerce

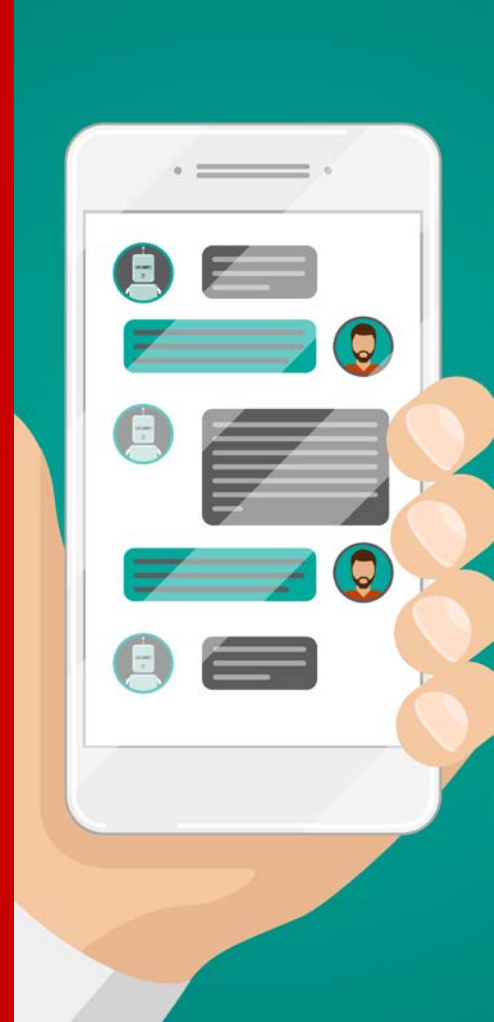
August 2018

Methodology

Conducted in partnership with Socratic Technologies utilizing the Socratic Forum online community

All Interviews conducted in August 2018

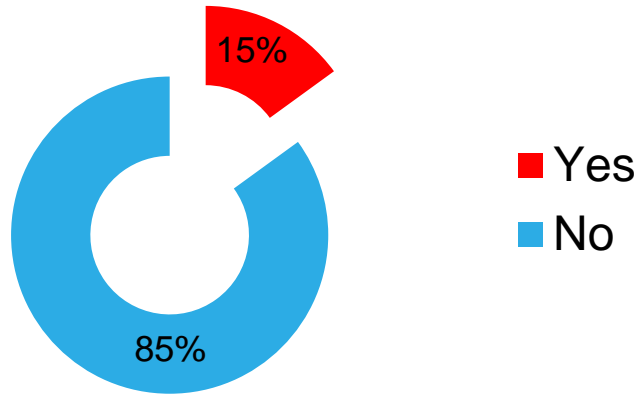
503 Consumers ages 18+



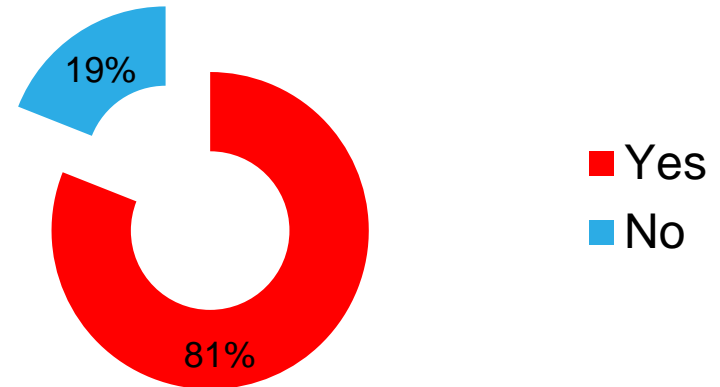
Key Takeaways

Few claim to have used a messaging or chat app to make a purchase (15%), but experiences are highly positive among those who have

Used a chat bot to make a purchase



Would make another purchase using a chat bot



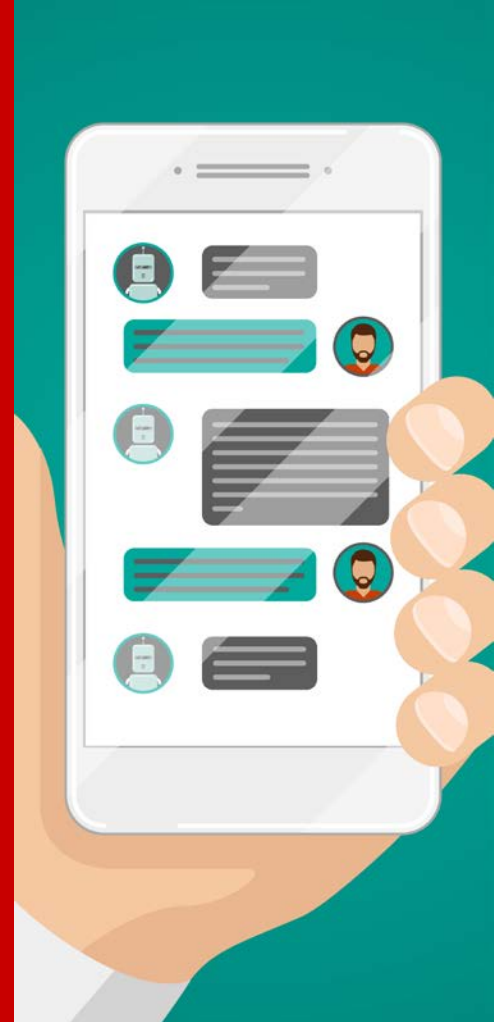
Key Takeaways

More than half (55%) have interacted with a business or retailer through messaging and chat apps

Acceptable usage occasions for chat bots are to receive **shipping related updates** (like confirming package delivery, shipping updates, and pick-up notifications) or to receive **better customer service** (like technical assistance and to connect directly to live help when needed)

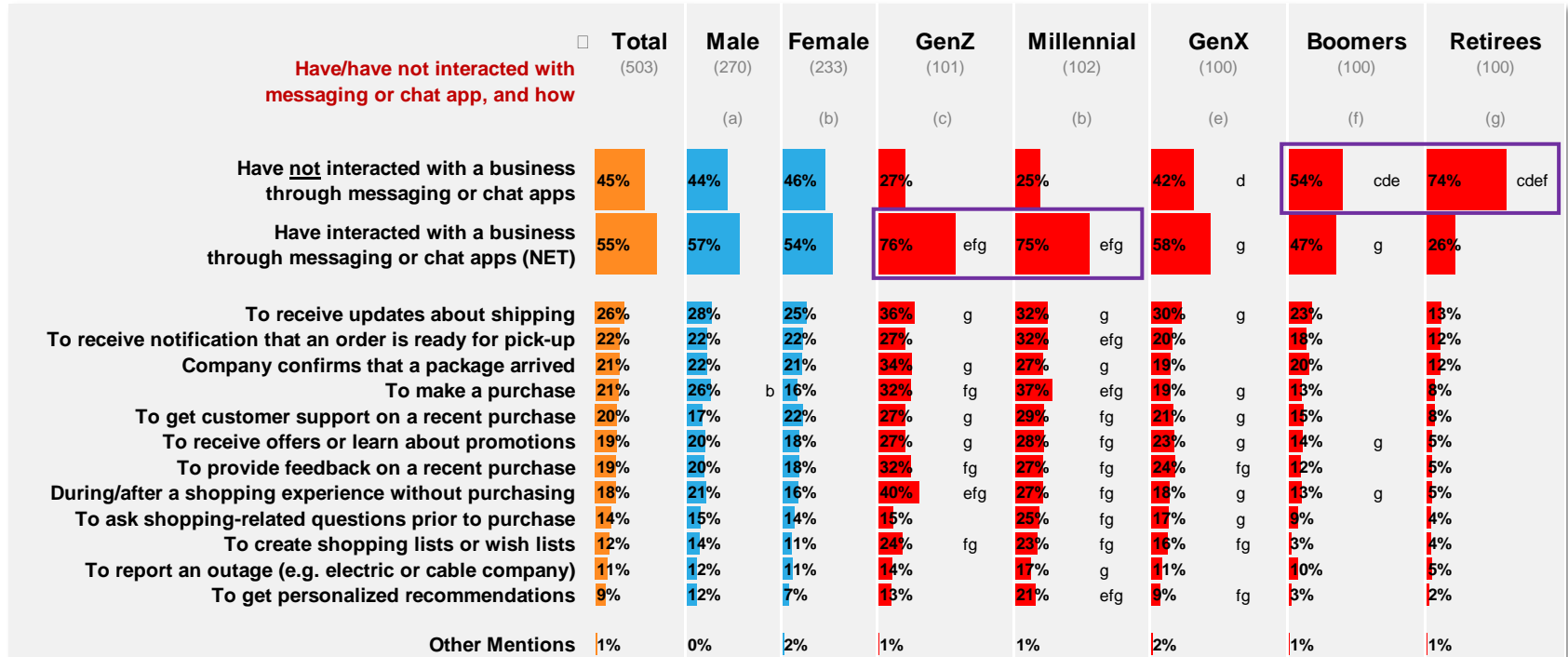
There is some positive interest in using chat bots **during the shopping experience** when researching products or in finding best deals, particularly among younger generations but not among Retirees

Data



More than half (55%) have interacted with a business or retailer through messaging and chat apps

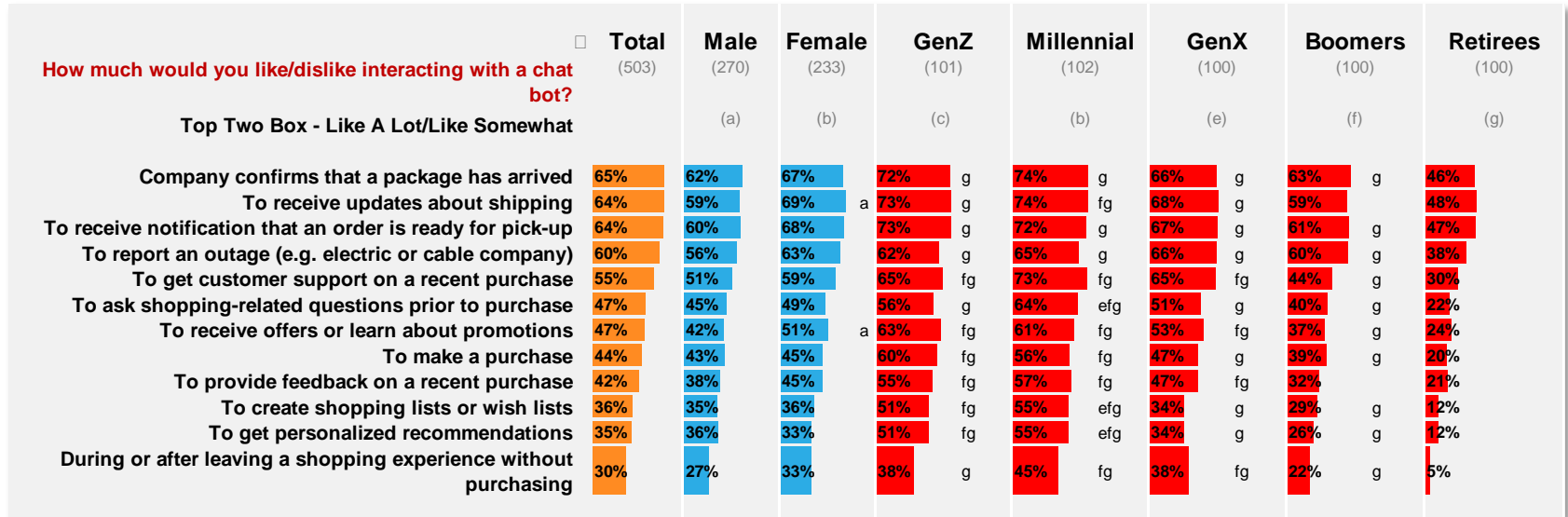
Skews more heavily toward younger generations



Base: Total Consumers

M430: For which of the following purposes, if any, have you interacted with a business or retailer through messaging and chat apps?

Greatest interest in using chat apps is for shipping related updates, like confirming package delivery, shipping updates, and pick-up notifications

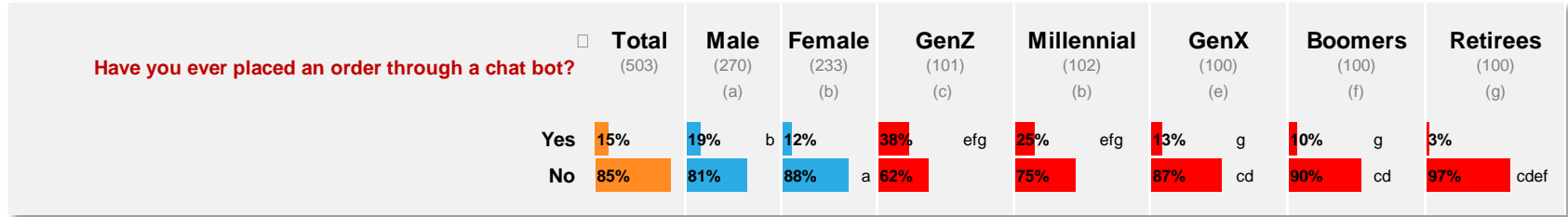


Base: Total Consumers

M431: How much would you like or dislike to interact with a business through messaging and chat apps like Facebook Messenger, WhatsApp, WeChat, SMS texts, or online chat via the business/retailer website for each of the following purposes?

Very few (15%) have used a messaging or chat app to make purchases

Skews more heavily toward younger generations

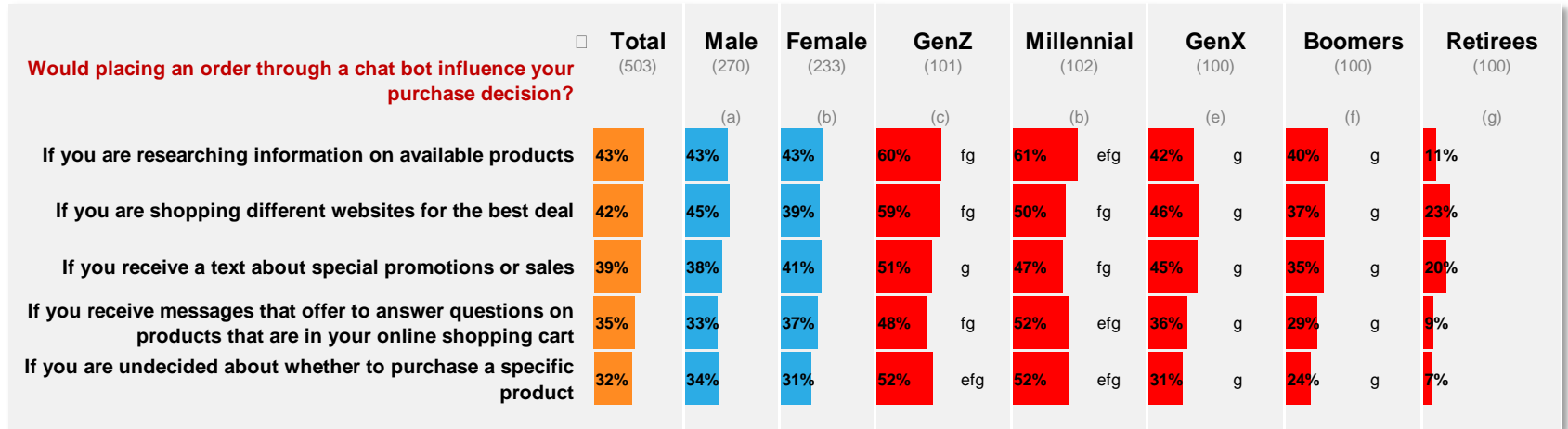


Base: Total Consumers

M432: You may have mentioned this already, but have you ever placed an order or purchased something through messaging and chat apps like Facebook Messenger, WhatsApp, WeChat, SMS texts, or other messaging platforms?

Yet, there is positive interest in using chat bots during the shopping experience (except among Retirees)

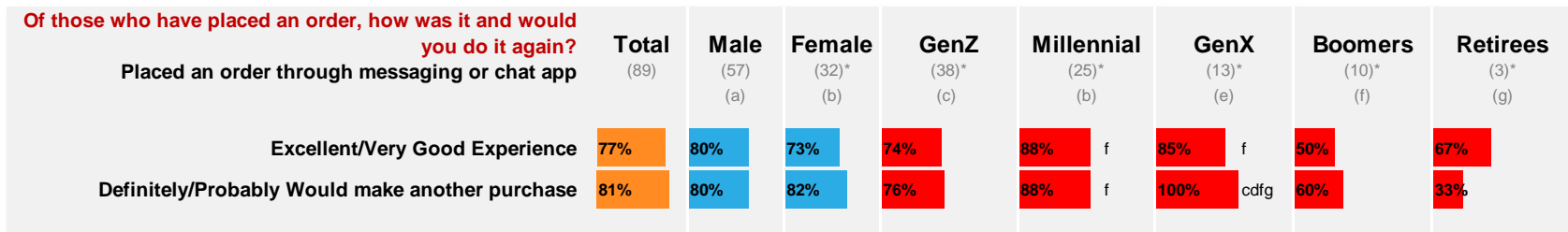
Younger generations are more open to chat bots during the shopping experience



Base: Total Consumers

M433: Whether you have or have not ever purchased something through messaging and chat apps, how much of an influence do you think these types of interactions would influence your purchase decision in each of the following situations?

Among the few who have used a messaging or chat app to make purchases, overall experiences are positive

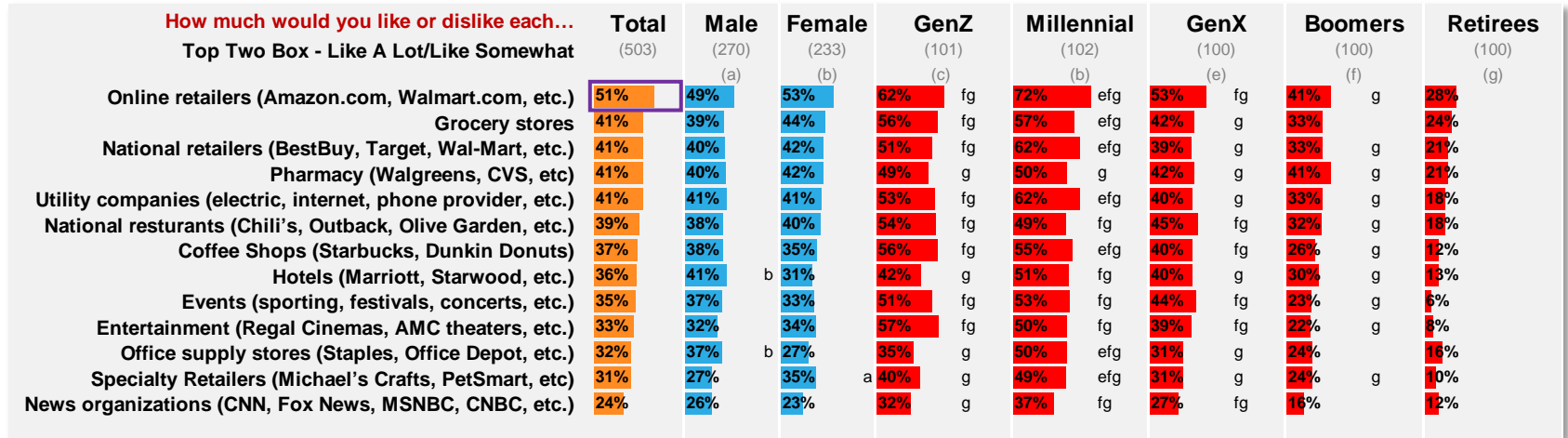


Base: Consumers who have placed an order through the a messaging app ** Very small base sizes

M434: How would you rate your overall experiences making a purchase through a messaging and chat app?

M435: How likely are you to make another purchase through a messaging and chat app in the next 12 months?

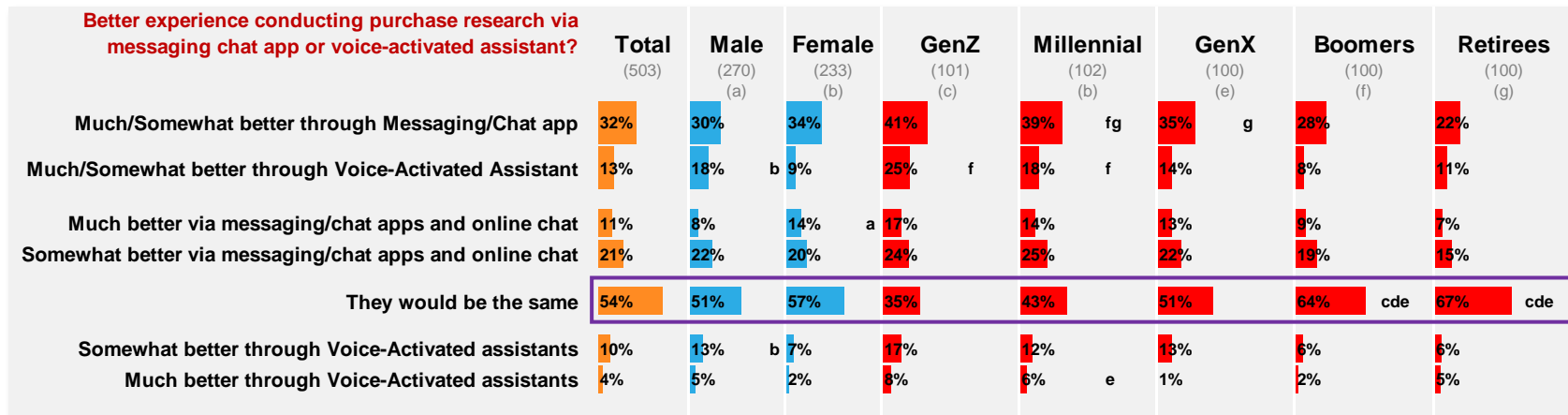
Chat bot usage is most accepted with online retailers, like Amazon.com or Walmart.com



Base: Total Consumers

M436. How much would you like or dislike to interact with each of the following types of businesses through messaging and chat apps like Facebook Messenger, WhatsApp, WeChat, SMS texts, or online chat via a business/retailer website?

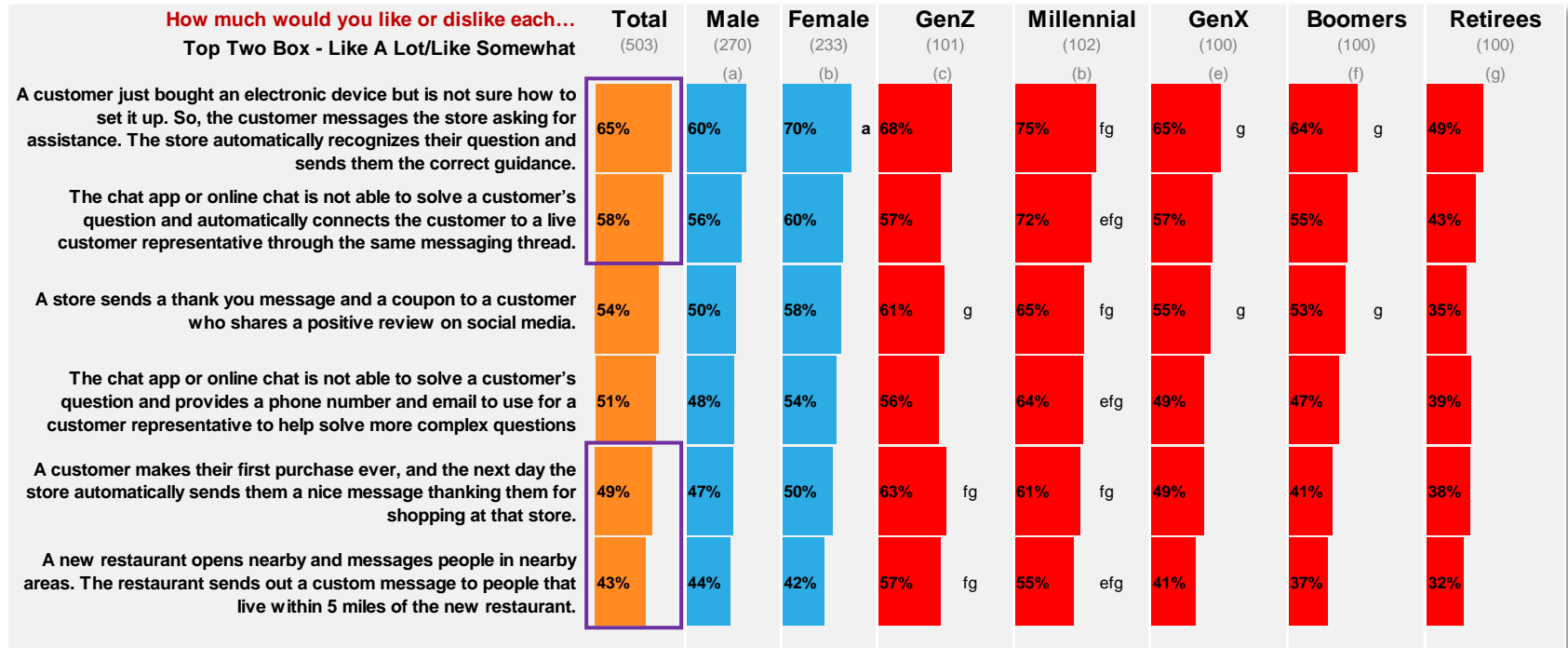
About half (54%) feel like their experiences researching purchases would be the same through a chat bot or through a voice-activated assistant (like Google Home, Siri, or Amazon Echo)



Base: Total Consumers

M437. For this next question, think only about occasions when you are looking for information prior to purchase or to make an actual purchase. Do you think your overall experience would be better through messaging chat apps, online website chat OR voice-activated assistants (like Google Home, Siri or Amazon Echo)?

There is a role for chat bots in helping provide better service, but there is relatively less interest in chat bot interactions for marketing



Base: Total Consumers

M438. Below are some examples of how a business may interact with customers through messaging and chat apps like Facebook Messenger, WhatsApp, WeChat, SMS texts, or through online chat via website. How much would you like or dislike to interact with a business through messaging/chat apps or online chat via website in each of these situations?

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