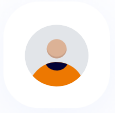


Using RCS to Save Abandoned Shopping Carts

SMS abandoned cart recovery was
14% more effective than email



About the Customer

Our customer was an online toy store retailer based in the United States. The customer had a long-term relationship with MessageWhiz, using our SMS services for sales promotion activities.



Challenge

The retailer was experiencing a high volume of abandoned shopping carts on its site. They had been using email to try and recover sales, but had limited success, and wanted to test messaging as a recovery tool.





Solution

MessageWhiz proposed an RCS solution that would allow consumers to complete their purchase directly in the messaging window.

Using triggers, the retailer automatically sent an RCS message to the customer 15 minutes after the cart was abandoned. The message asked customers if they wanted to finish their purchase, and included a Yes or No button.

When consumers touched No, products were released from the cart. When consumers touched yes, they were asked if they would like to complete their order in the chat window. Those who clicked yes were presented with a payment field, while those who clicked no received a link back to their cart.



Results

The retailer saw significant improvement over email results. Many consumers who did not want to complete their purchase clicked "No," freeing up the merchandise for other customers.

Customers who clicked yes had a seamless way to complete their purchase through RCS, which included auto-filled fields for customers who had a credit card on file.

The retailer saw an overall 14% increase in abandoned shopping cart recovery over email.



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.