Solutions for Apparel & Footwear Retailers: Increase conversions and reduce returns with TurnTo Q&A

Q: How can online retailers make shoppers feel more confident buying footwear and apparel sight-unseen when so much of that purchase decision is an emotional response to the look/feel/fit of the item?

A: By giving shoppers the ability to address their specific questions and concerns with fellow shoppers who own the item and have already seen/felt/worn it!

Challenge

Buying footwear and apparel often comes down to intangibles that are difficult to discern online: fit, fabric, comfort, appearance, style, performance, etc. Websites can create robust copy, rich photos, and even video for these products, but shoppers' fear of making a bad choice can frequently deter purchases. Furthermore, shoppers often take advantage of liberal shipping/return policies, driving costly return rates of up to 40%. So how can online retailers of apparel and footwear help shoppers purchase items that they'll want to keep?
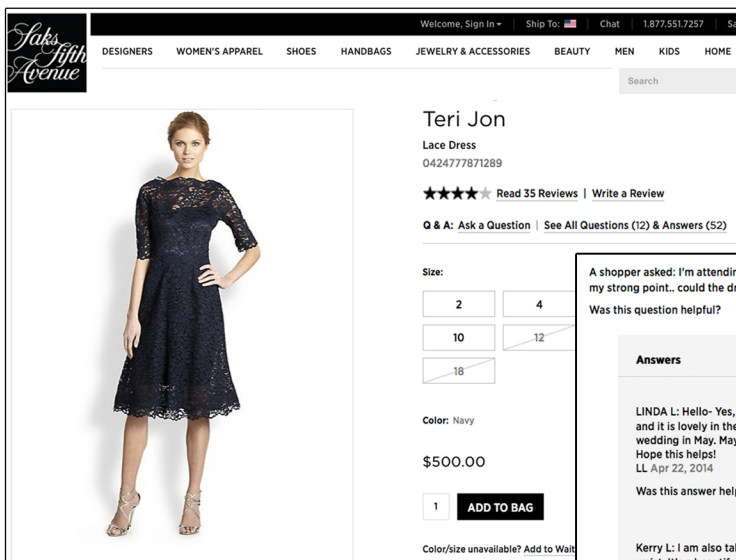
Solution

Enable online shoppers to get their product questions answered quickly by fellow customers who own the item, as well as by your most expert team members.

Imagine if a shopper could ask other people who have purchased and received that exact item anything they want? "How does it fit? What's the fabric like? Is the color more blue or green in person? Is it comfortable?"

Benefits of TurnTo Q&A
- 3-7X Conversion Lift
- Increase Loyalty
- Reduce Returns
- 25% Reduction in Call Center Volume
- 20% Increase in Organic Search Traffic
- Gather Unique Merchandising Insights
- Generate 2-4X More UGC Than Customer Reviews

TurnTo Q&A on SaksFifthAvenue.com

■ Why Shoppers Love TurnTo Q&A

- Shoppers can ask specific questions, in their own words, and get multiple perspectives in response
- Answers from fellow customers are trustworthy
- People who own and use the product provide thorough, well-informed answers

■ Why Retailers Love TurnTo Q&A

- Shoppers who use Q&A (asking or answering questions) are much more likely to make a purchase
- When the community answers most of the product questions, your valuable staff can be more efficient by addressing only those questions requiring their expertise
- Questions and Answers provide great insights to your merchandising team that can be used to optimize product descriptions and promotions

■ How It Works

Shoppers type their question into a simple text box – an experience familiar to anyone who has used Google – right on the product page. The system first consults the knowledge base, which combines past Q&A with content from FAQs and your help center. Most of the time, a similar question has already been asked and answered, and the shoppers get their answers instantly. If not, the shopper submits a new question, which is automatically routed to the most appropriate resource: customers who own the item, customer service or category managers, or representative of the manufacturer (for merchants). For question sent to the community, the first answer generally comes back in under an hour, with 4-5 answers arriving in the first 24 hours.

Additional Features

Checkout Chatter: Capture and share real-time feedback from buyers at checkout about why they made their purchase

Mobile: Full mobile support for shoppers on the go, as well as mobile tools to support store associates

Product Reviews: A state-of-the-art Ratings and Reviews system seamlessly integrated with our Community Q&A platform

Delivering The Fastest Answers From The Most Appropriate Sources

Shopper types question → Instant search of knowledge base (Q&A, FAQ) → Answers found → Question Answered

Answers not found → Answers generated from most appropiate source: Community (PRODUCT OWNERS) / Experts (BRAND REPS, STORE STAFF, FANS) → Answers sent → Question Answered

Added to knowledge base