

## Consumer Insights | September 2021



The future is intelligent and it is here. With the pandemic accelerating digitization capabilities of firms: newer, robust technologies are being integrated to build organizational resilience and drive customer demand. From conversational commerce to AI-driven algorithms and intelligent supply chains, this issue examines the continued rise of smart technologies and how they enhance customer satisfaction.

### **B2B | Netscribes**

#### **[Staying customer-first with intelligent supply chains](#)**

Last year, supply chain costs across industries rose by up to 50%. Changes in consumer buying behavior patterns, lockdowns, and increased stay-at-home demand have put tremendous strain on supply chains to change their traditional models and adapt to the new normal. As a solution, organizations are adopting intelligent supply chain models. Find out how these models are incorporating a combination of intelligent automation and customer feedback to build resilience in CPG businesses.

**[Read more](#)**

### **B2C | Business World**

#### **[Smart technologies are shaping consumer buying behavior patterns](#)**

Technologies today have given rise to smart consumers. From discovery to purchase, technology has a crucial impact on the consumer purchase journey. By 2025, 95% of customer interactions will be handled entirely by AI.

**[Read more](#)**

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#### **[Customer talk : The rise of conversational commerce](#)**

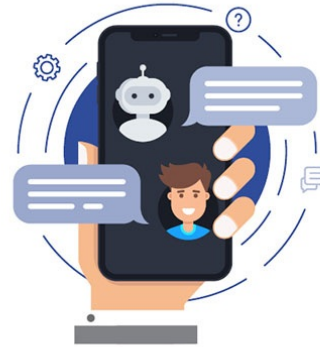
More than 86% of online shoppers expect proactive customer support, and smart technologies are both propelling business for brands and driving customer engagement. Discover how conversational e-commerce is meeting this need by applying NLP technologies.

**[Read more](#)**

## Chatbots have changed how e-Commerce businesses connect with their customers through instant, affordable, and highly customized chat support

Share making more purchases online now than they did prior to March 2020, by persona

- 90% of customers are more likely to do business with companies of that answer inquiries immediately
- 47% of consumers said they would buy items from a chatbot
- 37% of consumers would rather buy items from a company's Facebook page than their website



Source: Master of Code - Top 8 Examples of Chatbots in the eCommerce Industry in 2021



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### **Targeting the right customers with precision marketing in healthcare**

Today, addressing each patient's needs individually has become crucial. Precision marketing uses predictive analytics to disclose vital insights and aid in the customization of patient journeys through the use of narrowly segmented audiences. Find out how.

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B2B & B2C | Forbes

### **Intelligent contact centres: Differentiating on customer experience with ML capabilities**

Customer-first organizations turn to real-time analytics for a 360-degree view of the customer journey to develop data-driven strategies. While 37% organizations utilize advanced analytics to create value, they indicate significant room for improvement and the requirement for more intelligent solutions. Innovating customer contact centres with advanced AI, machine learning capabilities and cloud technologies provides a competitive advantage in retaining and acquiring customers.

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### **Utilizing real-time social listening to understand consumer behavior**

Driven by in-the-moment and real-time information, today's consumer spends an average of 2.5 hours per day on social networking sites. Social listening done real-time arms brands with proactive responses to consumer needs and enables effective customer engagement. Here's how.

[Read more](#)

### **Not to be missed:**



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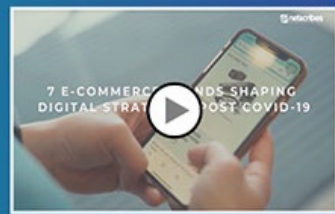
### **Case study: Measuring brand performance for an insurance provider**

Brand performance management (BPM) studies provide in-depth data and competitive analysis in order to identify key areas for brand improvement. Find out how one of the country's largest insurance providers gained an unbiased view of its brand position in comparison to its competitors.

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Discover the top 7 trends shaping digital strategies post-COVID-19 and establish a successful customer-first approach!

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