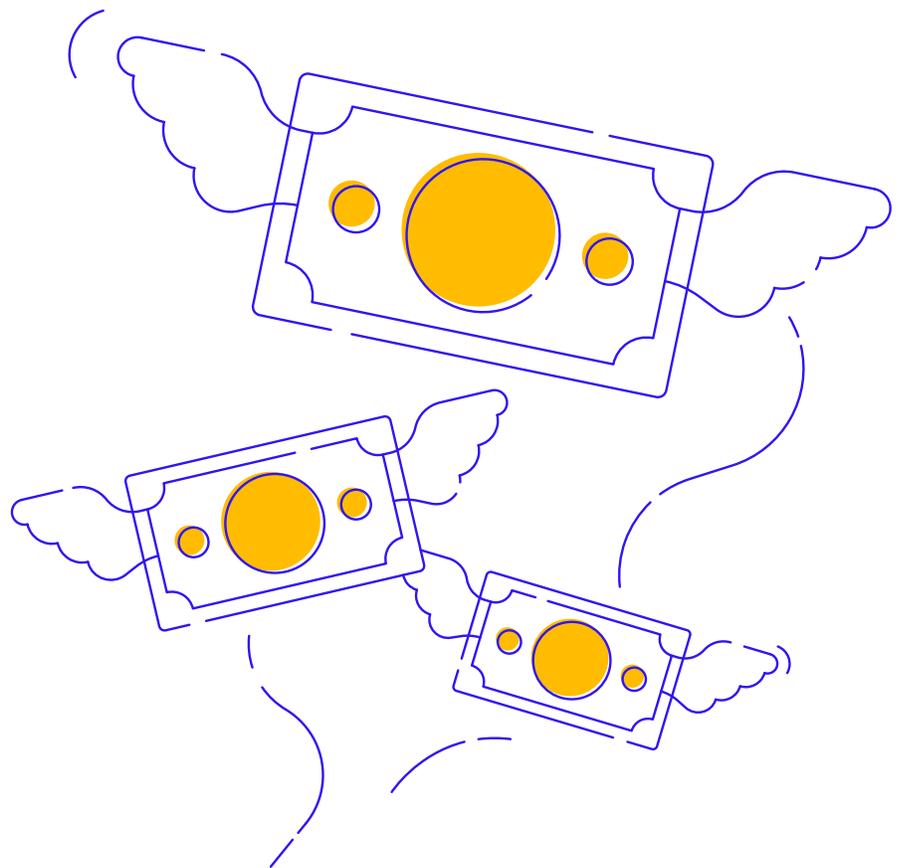


2021: **RETAIL'S BEST SHOT**

H&M's

Unique Opportunity
in the Post-Quarantine
Spending Surge



2021?

We're Ready for You

As vaccines roll out and the economy reopens, consumer brands, retailers and ecommerce companies are uniquely positioned to benefit from an injection of spending this year. **(Spoiler: We believe H&M is one of them!)** And by engaging your always-online NOW Customers in the moment and using a revenue-focused model for CX, you have a unique shot to get 2021 so very right.

\$1.14 Trillion

Online and other non-store sales are expected to reach between \$1.14 trillion and \$1.19 trillion in 2021.



Are You Ready to Roll Up Your Sleeves at H&M?

Reentry into society, but make it fashion. Americans young and old are ready to refresh their wardrobes, and are already starting to spend on new outfits and accessories to adorn their post-quarantine debut.

With spring in full bloom, and customers itching to return to their social activities, it's no wonder some are calling this the "Spring of spending." According to [CNBC](#), the two key demographics poised to lead this spending spree are teens and twenty-somethings. (*Ahem, H&M customers, ahem.*) Young consumers are ready to go out again— and they're starting to spend and dress accordingly.

H&M already has the foundation for success: a family of well respected brands, your loyal fan base, and a seamless website. But with only a limited number of pages equipped with a bot-powered chat option, **could H&M still be missing out on revenue and potential fans?**

We've actually got the answer to that question, and you might want to sit down for this one... When Simplr conducted a mystery shop study over Black Friday–Cyber Monday 2020, we found that H&M likely **missed out on roughly \$180,000 over just that five-day period** by letting potential late-night

shoppers pass you by. We don't want a lack of engagement and support options to make you miss opportunities to convert more style-seeking shoppers during 2021's spending surge.

We know from our work and research here at Simplr that today's consumer— **the NOW Customer**— expects incredibly responsive, reliable, and relatable experiences with brands' customer service, and that when customers feel "neglected," they tend to bail on their would-have-been purchases.

Luckily, we specialize in eradicating customer neglect. We're already helping brands like Steve Madden and Princess Polly to engage NOW Customers in *their* moment and capture more revenue through CX. With Simplr's help, they're seeing a 2x in conversions because we're able to instantly scale their CX to 24/7 status, with human agents engaging customers when they're ready to browse and buy.

With so many Gen-Z and millennial consumers ready to upgrade their look for the emerging new normal, combined with H&M's reputation for style-making, we see a serious shot of spending headed your way this year. NOW CX will be key to winning the moment, and Simplr is 100% up for the challenge.

H&M's Best Shot to Win the Spending Surge

30% of brands say their customer service strategies are very effective at responding to customers in a timely fashion.

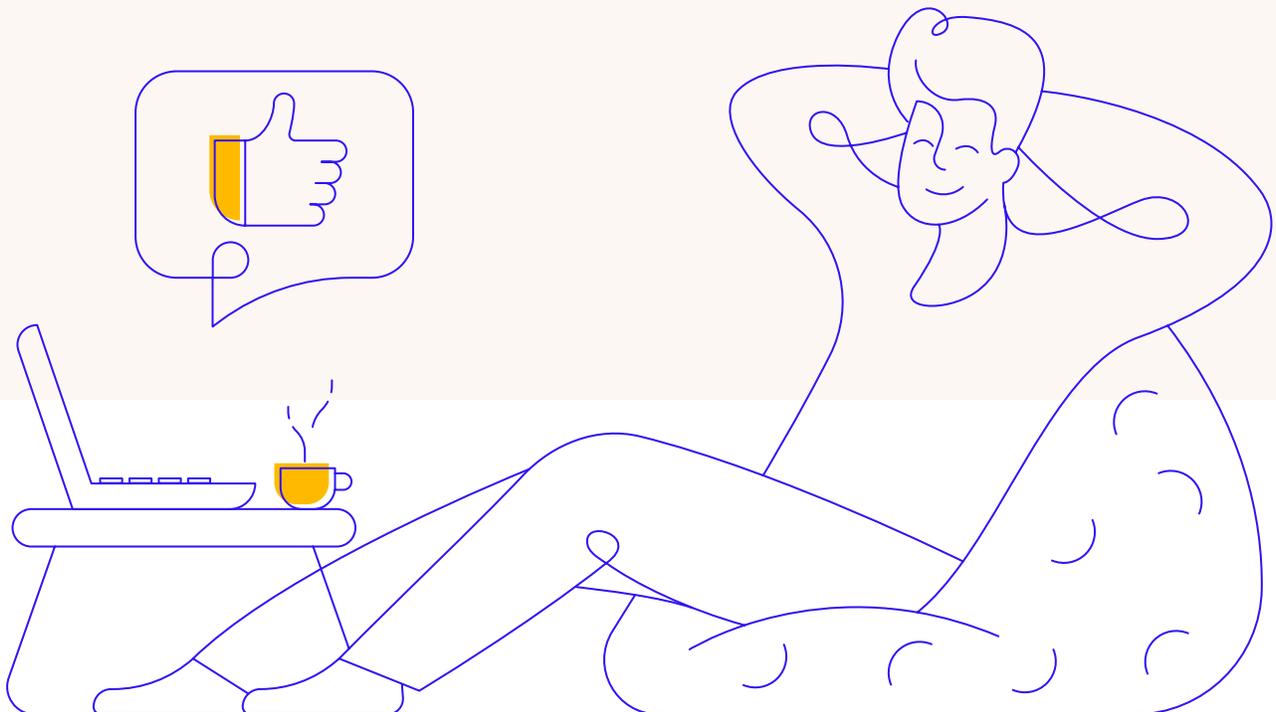
77% of brands say that customers are contacting them across more diverse channels than 2 years ago.

89% of consumers say a fast response is important when deciding which company to buy from.

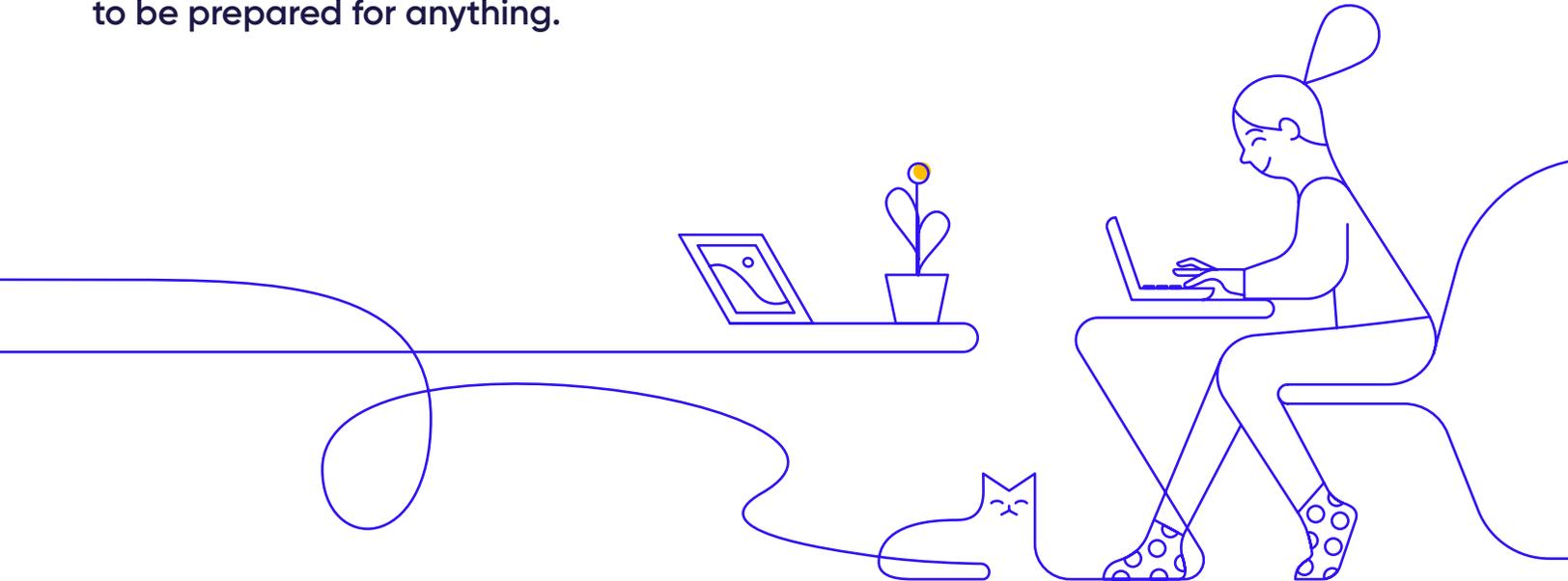
47% of consumers have not bought something due to poor customer experience.

81% of brands say customers expect and demand faster resolutions than just 2 years ago.

It's no doubt that customers have raised the stakes for consumer brands in 2021. The always-on NOW Customer is excited to shop, but will quickly ditch a brand or retailer that makes them wait or leaves them feeling frustrated when they want to engage – and spend. The NOW Customer won't be forgiving of backlogs or delays. They're ready for this moment, and they need you to be with them in the NOW.



In order to prepare for H&M's spending surge, you need the right strategy, resources, and scalability to deliver CX that attracts customers, wins fans, and drives revenue. If we've learned anything from the past year, it's to always expect the unexpected, and brands need a CX model that enables them to be prepared for anything.



Simplr's NOW CX model enables brands like yours to engage customers, drive revenue, and achieve true CX scalability.

Companies like **Steve Madden**, **YETI**, and **Princess Polly** trust Simplr to...

ENGAGE

through all digital channels, 24/7, with empathetic, on-brand service before and after purchase.

SCALE

with instantaneously scalable human staffing, AI-based tech, and actionable intelligence.

TRANSFORM

with a model designed to turn customers into fans and unlock more revenue with every interaction.

With Simplr...

A popular footwear retailer

boosted conversion rates by 200%

A high-end women's clothing brand

reduced response time by 95% with 24/7 service

A large national restaurant brand

held SLAs when a promotion caused a 5x volume spike

A top baby products company

began converting 20% of live chat messages into sales

A global online fashion boutique

started responding to 90% of live chats in <30 seconds

"I don't have to stress about forecasting..."

It's just given me a lot of peace of mind that we're going to get back to our guests quickly, and the responses we're going to send to our guests ... will keep them coming back to us. ... Over time, I'm going to have to manage fewer people, which definitely makes my life easier."

—Director of Digital Operations,
International Brand with
\$6 Billion in Digital Sales



We believe your shot to win 2021 is coming.

How confident are you that your CX and customer service approach is ready to engage every eager customer, whenever they're ready to spend?

The new post-quarantine economy is on the horizon, and companies like H&M have a unique opportunity to use CX as a differentiator to capture more of the spending that's already starting to surge.

We want you to be ready when you get your best shot at capturing a piece of this year's spending surge and to take advantage of NOW CX in 2021 and beyond.

Let's Talk



Macaire Hopkins

Business Development Representative

***Fun fact:** H&M was my savior when I planned a last-minute trip. I needed a dress for going out on the town FAST! Fashion emergency! I popped into H&M and in 10 minutes I found the cutest purple shift dress. I turned heads all night, and it continues to be a staple in my closet today!*

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