Moxie

♟ MOXIE CONCIERGE: INTELLIGENT DECISIONING

83% of consumers require some degree of support when making purchases online[1] and 45% will abandon their purchase if a solution isn't quickly available[2]. But every customer's needs are different and shoppers today prefer a wide range of communication channels, all of which are available across multiple devices. How can enterprises engage each individual customer at the right time, via the right channel, while still running an efficient, scalable operation?

By knowing exactly what actions brought a customer to your site, and using big data analysis to determine behavioral trends, enterprises can predict what those actions indicate and offer the right engagement at the right time.

Intelligent Decisioning, featured in Moxie Concierge, enables business users to configure engagement rules based on real-time customer behavior, attributes, and information spanning the entire journey, from referral URLs through conversion. The simplicity of defining behavior-based engagement criteria coupled with the powerful rules engine enables organizations to anticipate customer activity and design engagement strategies accordingly, providing a personalized customer experience across multiple channels, increasing sales and generating greater revenue.

Benefits

- Business user-friendly, engagements can be designed and implemented without IT resources

- Easy to use, ZERO coding skills required

- Dynamic and extendable rules, create or map once and reference the same element across multiple webpages

- Create personalized engagements using visitor profile attributes

- Maximize sales and increase conversion rates

Concierge Decision Rules

KEY FEATURES

- Concierge automatically creates visitor profiles with site activity including referral URLs, site and page visits, engagement offers, engagements, conversions, cart values, custom tags, and more, to leverage current and prior activity in your engagement strategy.

- The patent-pending Concierge Engagement Mapper enables business users to identify and map elements on webpages without any assistance from IT and use real-time element interactions to define engagement rules.

- Mapped elements and engagement rules can be re-used to engage visitors across multiple web pages and even across multiple web properties (i.e. subdomains, integrated web applications) to minimize effort and maximize portability. No coding skills or technical assistance is required!

- Engagement decisions can evaluate a wide assortment of criteria, including page data, visitor profile data, schedule and date ranges, visit criteria including actions and behavior, and even custom data from third-party systems of record.

- The rules engine supports both reactive engagement options and proactive offers for multiple engagement channels – Chat, Knowledge and Email.
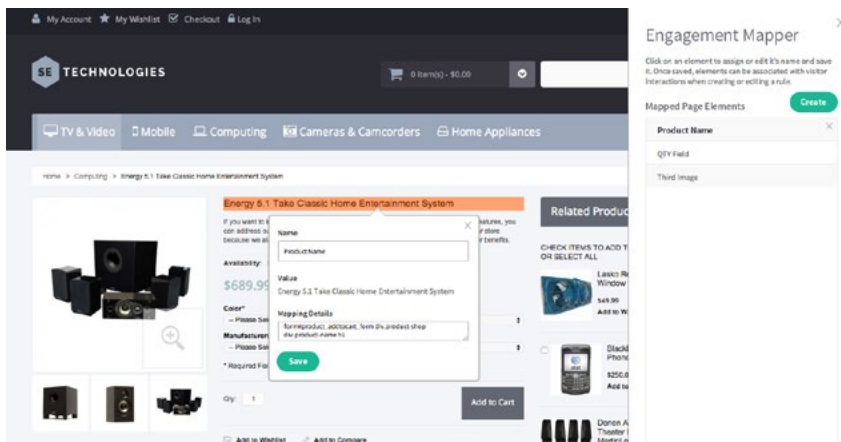
Insert Engagement Mapper Screenshot

"Our customers are increasingly making their travel arrangements to our exclusive destinations and world-class resorts online." "To better assist them, we need to rely on technologies that meet our customers' expectations. Moxie has helped us better our conversion rates and total customer value by allowing us to connect in real-time with our digital customers just as we do when they are guests at our resorts."

- Ingrid Mignott, Director of Information Technology at Unique Vacations, Ltd., an affiliate of the worldwide representative for Sandals Resorts

1Source: Econsultancy

2Source:Forrester Research,Inc

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