



Right time, right message

Customers are more likely to engage if the offer of assistance aligns with their key goals and motivation. Think less 'Hi, can I help?' and more 'I see you're looking at...'

Supporting psychology

- **Goal priming**

A customer is only likely to act when they have an aligning goal. For example, an “Eat Popcorn” ad at the cinema will only impact hungry customers.

It is necessary to understand a consumer’s motivation in order to align with their goals and gain trust.

- **Information Gap Theory**

When people identify a gap between what they currently know, and what they would like to know, they are motivated to seek further information. To keep consumers engaged, it is necessary to identify this information, and present it at the right time.

How we apply this in the real world...

Our engine monitors each customer from the moment they land on a site - building up a set of behavioural traits.

Those traits are then used to create a tailored engagement strategy - ensuring that every conversation starts with a message that aligns with each customer’s goals & motivation.

Find the perfect Samsung to meet your budget of £29

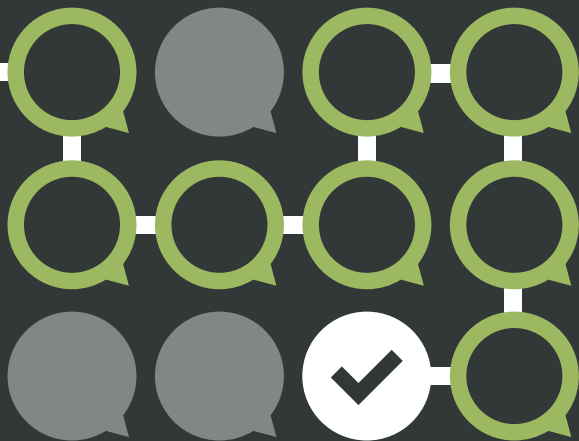
Answer a few quick questions...

Yes

Not now

Help me choose

To find out more, send a note to hello@15gifts.com



Conversational interaction

No two customers are the same, so you need to create conversational experiences that adapt and reflect each customer's behaviour and tone.

Once a customer starts to engage in a conversation, they are more likely to complete the process and make a purchase.

Supporting psychology

- **Mirroring tone**

Rapport can be built in a conversation by subtly mirroring aspects of the other person's verbal behaviour and tone.

- **Endowment effect**

The more a consumer is engaged in a sales process, the more likely they will be to finish it and buy the product.

- **Foot in the door technique**

Once a customer has agreed to a small request, they are more likely to agree to a larger request.

- **Fluency theory**

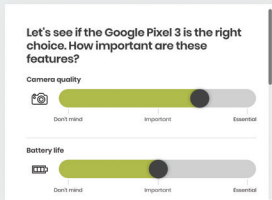
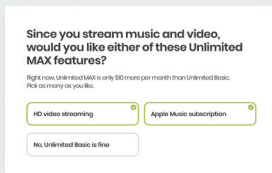
Customers are more likely to trust things that are easy to look at and simple to understand.

How we apply this in the real world...

Adapting to each customer, the engine creates a naturally evolving conversation. It speaks everyday language, and works to build the customer's trust and confidence.

It asks a few questions to find out who they are, then tailors a journey to suit. The result is an average journey completion rate of 92%.

To find out more, send a note to hello@15gifts.com





Adaptive Learning

A customer is more likely to purchase if they've received a personal recommendation. An in-store assistant learns and improves over time, so your digital channel needs to do exactly the same thing.

Supporting psychology

• Intrinsic Motivation

When a consumer is offered products that match their personal motivation, it will increase the likelihood of a sale. Therefore, it is crucial to find a reliable way to understand each customer and discover their individual motivations.

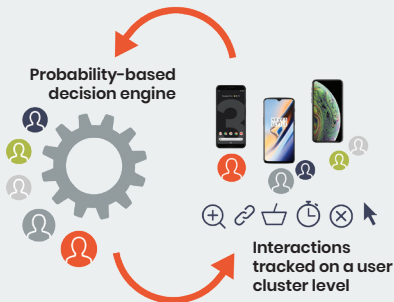
• Social learning theory

People learn through observing others' behavior, attitudes, and outcomes. "Most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed." (Bandura).

How we apply this in the real world...

We use a series of intelligent algorithms to understand a customer's underlying preferences and behaviours.

We then cluster them with similar and known customers, allowing us to present products with the highest conversion rate with like-minded customers.



Further reading - The Hidden costs of reward : new perspectives on the psychology of human motivation / edited by Mark R. Lepper, David Greene



Communicating the 'Why'

The key to making a confident buying decision is understanding why a product is right for you. A customer is more likely to purchase if they feel that they've been understood, so it's important to communicate why a product meets their core motivation.

However, messaging should appear as helpful and neutral, not designed to persuade.

Supporting psychology

• Paraphrasing

You can increase confidence in a recommendation by repeating back information that's been given by the consumer. This should capture what was said, while showing a wider understanding.

• Intrinsic Motivation

When a consumer is offered products that match their motivation, it increases the

likelihood of a sale. Therefore, it's crucial to find a reliable way to understand each customer and discover their individual motivations.

• Yale Attitude Change Approach

A Yale University research project into persuasive communication showed (amongst other things) that messages should not appear to be designed to persuade.

How we apply this in the real world...

Due to the conversational nature of the engine, we are able to build up an accurate set of traits about each customer - including their key decision drivers and motivations.

The engine then uses these traits to cut through generic product descriptions - providing compelling and personalised USPs that resonate.



97% match.
Here's why...



You said a camera quality was essential:
12MP dual cameras with optical image stabilization and 4k video



The long battery life you wanted:
Up to 20 hours talk time



Watch your movies in crisp detail:
Large 5.8+ inch Quad HD+ Super AMOLED display

Further reading - The Roots of Research in (political) Persuasion: Ethos, Pathos, Logos and the Yale Studies of Persuasive Communications. **International Journal of Social Inquiry** Volume 3 Number 1 2010 pp. 189-201



Social Proof

A consumer's propensity to purchase can be heavily influenced by the behaviour of others.

The impact of this effect is influenced by the level of uncertainty a consumer feels, the volume of people enacting the behaviour and the level of affinity a consumer feels with those people.

Supporting psychology

- **Social proof principle**

If a consumer is uncertain, their behaviour can be heavily influenced by others. This effect is heightened if they feel familiarity with the other people who are enacting that behaviour.

- **Conformity theory**

A consumer may change their behaviour in order to satisfy a need to conform to a particular group - even if they feel strongly that it is not their preferred behaviour.

How we apply this in the real world...

Because each recommendation is the highest converting product across like-minded customers, the engine is able to provide data-backed social proof - showing how popular the product is with similar customers and providing relevancy match scores.

Customers with your answers choose Unlimited Plus

Unlimited MAX



Unlimited Plus



Unlimited Starter



20GB



10GB



Further reading - Solomon Asch Conformity Experiments.
Cialdini, R.B. (1994). Influence: The Psychology of Persuasion, NY: Quill



Confidence through context

Customers buy with greater confidence when they feel they've made an informed choice. Confident decisions are primarily made by contrasting a primary item with alternatives.

The type of alternatives used to frame a primary recommendation can directly influence the perception a consumer has of that primary product.

Supporting psychology

• The Goldilocks Technique

Customers are persuaded to choose a middle option when it is positioned between a more expensive option that they don't need and a cheaper option that does not meet their requirements.

• Contrast principle

When consumers make decisions, they tend to do it by contrasting the decision item and reference items. It is difficult for consumers to make confident decisions without having experienced a comparison.

How we apply this in the real world...

The engine puts the final decision in the hands of each customer. Their 'perfect match' is framed with alternatives that have proved effective at building confidence in the primary recommendation.

Personalised comparison is provided by displaying tailored USPs and match scores for each option.


To find out more, send a note to hello@15gifts.com

Top pick on a lower budget
Samsung Galaxy S10

Your perfect match
Apple iPhone XR





Top pick on a higher budget
Apple iPhone XS

Apple iPhone XR



Advanced dual cameras. A10 Fusion chip. Stereo Speakers.

95% match. Here's why...

-  12MP dual cameras with optical image stabilization and 4k video
-  Up to 20 hours talk time
-  Large 5.8-inch Quad HD+ Super AMOLED display
-  IP67 water and dust resistant

Color

Space grey

Storage

64GB

[Show phone spec](#)



Targeted upsell

Too many choices can reduce the likelihood of a decision being made and increase dissatisfaction. You can improve conversion by using personalisation to filter out irrelevant products and provide a reduced set of targeted options.

The same is true for upsells - with consumers more likely to buy an additional product if they are presented with a limited and personalised set of options.

Supporting psychology

• The paradox of choice effect

Too many choices can reduce the likelihood of making a decision and increase dissatisfaction and anxiety. Consumers are also more likely to regret a decision if they were faced with a large number of options during the decision cycle.

To increase the likelihood of making a sale, it's important to offer a focused and simplified set of choices.

How we apply this in the real world...

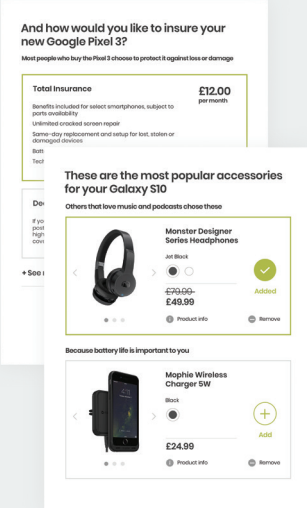
Insurance and accessory take-up rates are far higher in retail stores than online.

This is because the in-store assistant is able to personalise the offering – bringing a targeted option into conversation at just the right moment.

Our engine replicates this craft – displaying an upsell offer just before going through to basket and using traits data from their conversation to reduce and personalise choice.

During a recent trial, the engine drove an uplift in insurance sales of 59% when compared to control.

Further reading – The Paradox of Choice – Why More Is Less (2004) Barry Schwartz



The screenshot displays a mobile application interface with three distinct promotional cards. The top card is titled "And how would you like to insure your new Google Pixel 3?" and features a "Total Insurance" offer for £12.00 per month, listing benefits like cracked screen repair and replacement. The middle card, titled "These are the most popular accessories for your Galaxy S10", shows a "Monster Designer Series Headphones" offer with a price reduction from £70.00 to £49.99 and a green "Add" button. The bottom card, titled "Because battery life is important to you", shows a "Mophie Wireless Charger 5W" offer for £24.99 with a green "+" button. The interface includes navigation arrows, product images, and "Product info" and "Remove" options for the accessories.