# What if you could fix customer abandonment?
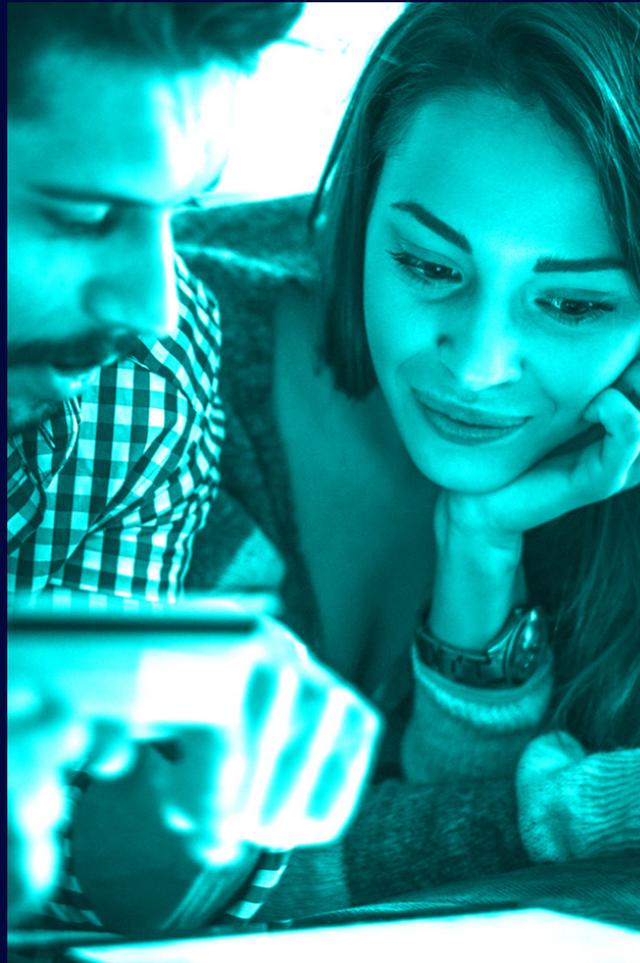
How Optilead can double your online revenue by capturing and converting dropped basket shoppers.

Capita

" If you want to solve today's retail problems, it's not enough to go back to a customer who's dropped a basket and say, 'we see you were on our website'. You have to do more. You have to say 'we see you were on our website, we know what page you reached, we could tell what you were interested in and what was in your basket…so is there anything else we can help you with, or would you just like us to process that for you?' That's what the Optilead software lets organisations do."

James Hewson
Managing Director
Capita's Optliead software

A real time answer to the dropped basket

Basket abandonment is a massive challenge for retailers, and one they need to address.

Industry figures say that when consumers shop online, less than a quarter get as far as checkout.

76% select a product but walk away without completing their purchase. In some sectors, such as travel and leisure, it can be 90%.

Those potential – but lost – sales equate to more than two hundred billion pounds globally.

Shoppers were on your site and liked what they saw. They just didn't get around to pressing 'buy'. Maybe they were distracted. Maybe they wanted to check a price. Either way, the intent was there, but they didn't follow through.

What if you could remind them about that product they were on the verge of buying?

What if you could get 47% of them to go back and look again?

And what if you could do it in 60 seconds?

That's Optilead. Your best second chance to make the sale.

Revenue from re-engagement

How much could you boost your profits by re-engaging with customers to pick up those dropped baskets?

2,500 monthly orders - **£200** order value	**£235k** Recovered per month
500 monthly orders - **£500** order value	**£117k** Recovered per month
100 monthly orders - **£2000** order value	**£94k** Recovered per month

47%

of baskets are recovered by Optilead **doubling your revenue.**
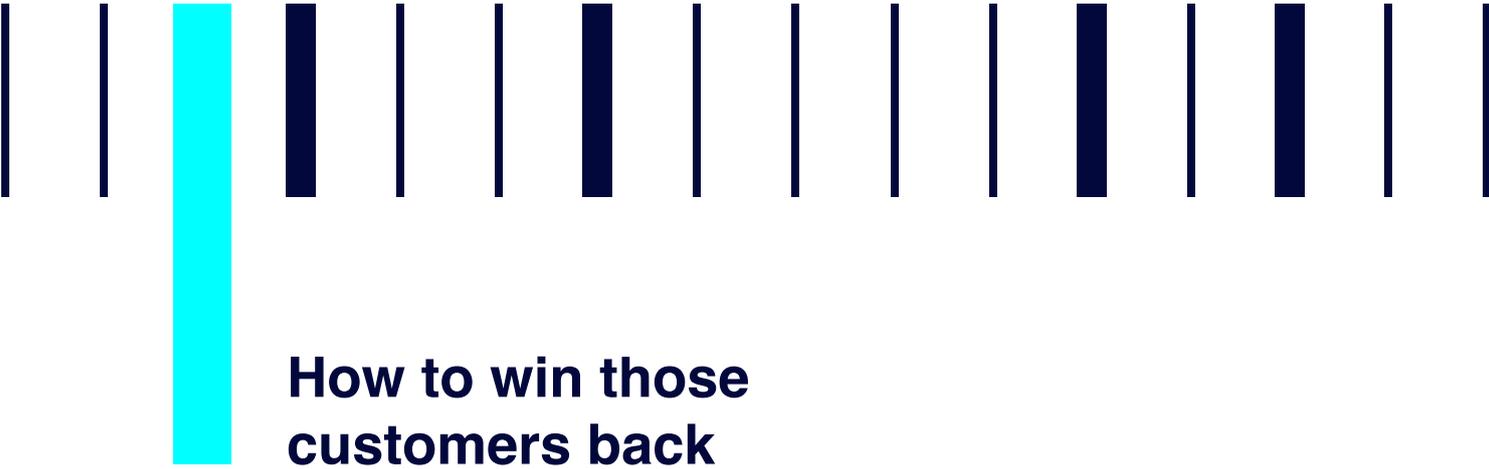
How to win those customers back

Optilead is the leading solution for customer abandonment.

Put simply, it encourages customers to pick up the basket they set down and complete their purchase. And it does it in real time, not hours or days later when the interest has faded.

Capita's Optilead software identifies and retargets shoppers who've dropped out of an omnichannel journey, checkout, or payment process.

It tracks visitors on your website, captures when they've abandoned a basket, alerts you within 60 seconds, and enables you to re-engage with that customer, via Voice, SMS, webchat or email.

But beyond that Optilead is part of a broader digital concierge service that helps you track, trace, help, nurture and convert your customers, and improve your relationship with them in a range of ways. It's obsessed with making your business better.

Why choose Optilead…

- It is the only product on the market that **works in real time**, identifying a dropped basket lead within 60 seconds and immediately sending it through to an agent for action.

- It can **analyse your customers' buying behaviours** so you'll know how they respond during particular seasons or one-off shopping events such as Black Friday.

- It will **reduce cost per acquisition spend** which is critical to the long-term sustainability of your organisation.

- You can use it with your own call centre, or as part of our powerful blended **inbound solution**.

- It will have a genuine impact on your customers and their relationship with you. They buy more from you, they have an enhanced digital journey, they're happier with the service they receive and their **loyalty increases**.

Reconnected.

60seconds

to identify a dropped basket and **win that customer back.**

Design the journey you want

You can tune Optilead to the re-engagement journey you want for your customers, your products and your website.

1) Set the criteria for what constitutes a lead
Decide what customer behaviour sends you an alert. Hone in on the precise part of the journey you want to act on.

2) Enable multiple journeys on a single website
Tune them to the different products and services you offer.

3) Choose different outcomes for different journeys
A dropped basket worth £5 can be deemed low priority and trigger an automated email. But a £500 dropped basket is important enough to go immediately to an agent for a follow up call.

4) GDPR is taken care of
The 'opt in' GDPR is captured immediately at the top level.

5) Better, clearer Management Information (MI)
Optilead software de-dupes so you don't get the same lead twice. Portal access lets you interrogate Optilead for a full breakdown of reports.

Re-engage with your customers via: Voice, SMS, Webchat, Email or Chatbot.

Huge potential.
76%
of baskets are abandoned at checkout **impacting your profits.**

" We see businesses investing huge marketing budgets trying to get traffic to their websites, but then not spending anything on converting the people they have into customers. You get 1,000 people to your website on a Monday and convert a few of them. Then on Tuesday you need to find another 1,000. What businesses should be thinking is how many of those people didn't buy anything and how much their revenue could improve by putting a bit more effort into converting them."

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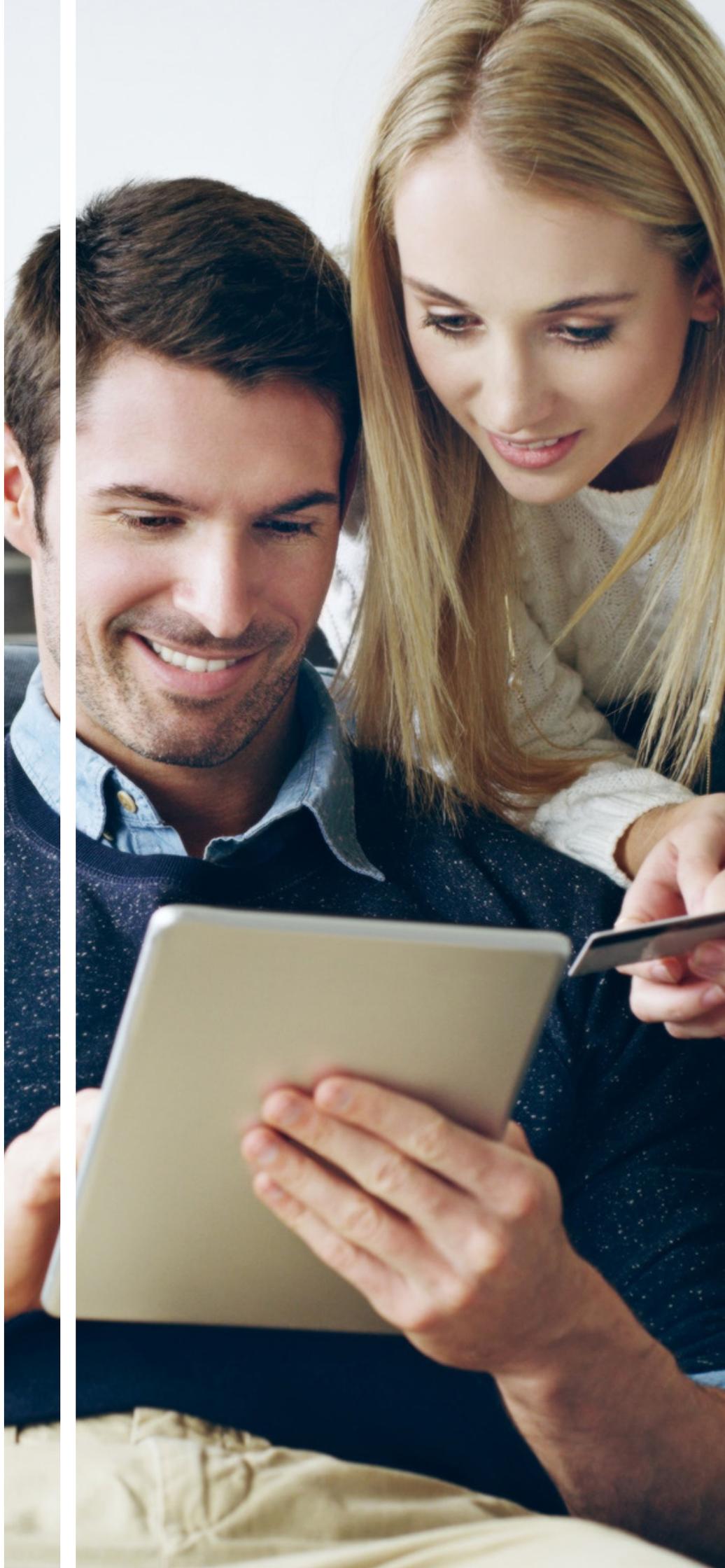
Optilead is the heart of a digital concierge service obsessed with making your business better.

To find out how you can recover your dropped baskets and double your revenue, get in touch today.

As the UK's leading provider of business process management and integrated professional support service solutions, our 63,000 dedicated staff across the UK, Europe, South Africa and India help make processes smarter, organisations more efficient and customer experiences better. We create better outcomes by applying talent and technology   for you, your organisation and our communities.

Capita is quoted on the London Stock Exchange (CPI.L), and is a constituent of the FTSE 250.