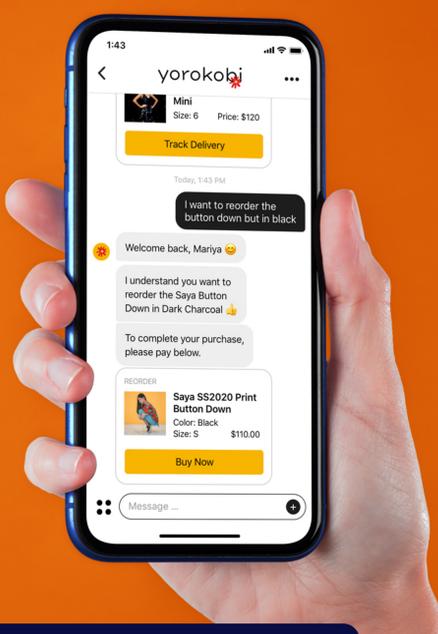


83% of consumers worldwide would browse or buy products in messaging conversations

Consumers say they're ready for brands to put the **commerce** in **conversational commerce**



A global survey of 5,000+ consumers found that **shoppers are looking to browse and buy through messaging** now more than ever before.



Over three-quarters (78%) of shoppers would like the ability to securely message with any business



74% are more likely to do business with a company if they could message rather than just call

FROM BROWSE TO BUY 🛒

This preference for messaging is increasingly driving shopping preferences, presenting an opportunity for brands to drive increased revenue by offering this communication option.



A huge majority (83%) of consumers would browse or buy products in messaging conversations.



77% are more likely to make a purchase if they could browse or get answers over messaging



"The overwhelming majority of consumers want to shop via messaging, whether that's on brand apps and websites or popular channels like SMS, WhatsApp, Facebook Messenger, or Apple's Messages app. **Brands that don't open up these options to their customers are leaving money on the table.**"

— Rob LoCascio, founder and CEO of LivePerson

CONVERSATIONS, NOT COOKIES 🍪

79% of consumers are more likely to make a purchase from a brand with which they feel a personal connection.

So how can brands personalize while still respecting consumer privacy?

🥰 **63%** said messaging with a company makes them feel a more personal connection.

While many brands still use cookies to track customer data for personalization, **over three-quarters of consumers (76%) are wary of this approach.**



HOWEVER

62% of consumers are comfortable sharing information with a brand when asked directly via messaging.



KUDOS TO CONVERSATIONAL AI 🙌

Brands commonly use **Conversational AI** to scale messaging experiences—and consumers feel better today about these experiences than ever.

Positive sentiment toward chatbots has nearly doubled (31% in 2020 versus 61% in 2021)

Consumers would rather interact with a chatbot instead of a human for activities such as:

💰 **60%** Providing their account balance

🏠 **56%** Updating their address

🔍 **50%** Finding a product for them

📅 **53%** Booking an appointment

Consumers have also become more comfortable with using chatbots to handle common interactions such as:

🔄 **60%** Reordering regularly purchased products

🎁 **54%** Reminding them to order presents for upcoming holidays

✍️ **51%** Renewing a contract



Get the full report
Consumer preferences on Conversational Commerce & AI



In September 2021, LivePerson commissioned a PureSpectrum online survey of 5,172 consumers aged 18 and older across the USA, UK, France, Germany, Japan and Australia.

LivePerson makes life easier for people and brands everywhere through trusted conversational AI. For more information about LivePerson (NASDAQ: LPSN), please visit www.liveperson.com.