

Report

Guided Selling's Role in eCommerce Personalization



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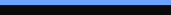
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Introduction

We've had a lot to say about the art of Guided Selling over the years. It's a solution we've honed over time—and one we deeply believe in! However, its place in the modern eCommerce game is still doubted by many. So we're here to clarify any confusion.

Guided Selling isn't just about presenting options; it's about offering clarity and enabling ease during the decision-making process. It recommends what makes sense based on what it "learns" about each customer, from browsing behavior to wish-list faves.

Gartner predicts that by 2025, 75% of B2B sales organizations will augment conventional sales playbooks with AI-guided selling solutions. This tech combines human intelligence with machine learning for smarter customer engagement. And marks a shift from traditional forms of Guided Selling, which often lacks data analysis, to a more proactive and data-forward approach.

The reality is, without Guided Selling, you're not just behind the times—you're out of sync with customer needs. Guided Selling puts personalization front and centre, helping brands create relevant, data-driven experiences that keep customers engaged, making it effortless for them to say, "Yes!"

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Guided selling is the bridge between product complexity and customer confidence. By combining intuitive design with tailored recommendations, we can make shopping a breeze.

Patrick Oberstadt, Sr. UI/UX Designer

Get Specific on Personalization

Numbers can tell a compelling story

Roughly 80% of customers are more likely to purchase from brands offering personalized experiences, while 66% will abandon their shopping carts when faced with a generic, one-size-fits-all approach. Even more telling, 78% of shoppers are willing to pay more for brands that provide personalized experiences.

Think about it—when you're shopping online, you want to find what you're looking for quickly, see products that match your style, and feel like the store understands your preferences. This is where personalization comes in.

Personalization transforms the online shopping experience from a mere transaction into a tailored journey. By leveraging AI and machine learning algorithms, retailers can analyze customer behavior in real-time, customizing everything from product recommendations to search results for each visitor.

This level of personalization is possible because 83% of consumers are willing to share their data to enable these personalized experiences. The best part? It drives real business results. Companies implementing advanced personalization strategies are seeing returns of \$20 for every dollar invested, while simultaneously reducing customer acquisition costs by up to 50%. Personalization has evolved from a competitive advantage to a fundamental expectation. These benefits—from improved customer experience and increased sales to reduced cart abandonment and valuable customer insights—demonstrate why personalization is no longer optional for eCommerce success.

When implemented effectively, it creates a virtuous cycle: customers receive more relevant experiences, leading to higher engagement and purchases, which in turn provides more data for even better personalization.

Think of personalized experiences as existing on a customer-brand relationship intimacy spectrum: If a customer is willing to share more specific information with a retailer, the more intimate the relationship is, and the more individualized an experience can be.

Case Study

Joolz Uses a Product Advisor to Personalize The Shopping Experience



“New parents are often overwhelmed. With a Product Advisor, we want to personalize the experience more with information, knowledge, and clarity in the world of buggies and strollers” - Julia Schouwenaar, eCommerce Content Specialist

THE CHALLENGE

The challenge is guiding customers in the right way and providing a solution for discovering and purchasing products online, and also being able to use that data to personalize the customer journey at several touchpoints such as email and paid advertising.

SOLUTION

Joolz implemented Crobox's Product Advisor to help guide customers to the right product(s) for them. By asking the right questions, the Buggy Finder determines what stroller or buggy matches the lifestyle for their audience.

54%

Completion Rate

67%

Average Order Value

21%

Basket-To-Detail Rate

Guided Selling in Action

Personalization tactics that drive results

Guided Selling is not just a set of features; it's flexible, dynamic tech that adapts to different customer needs. Here are some Guided Selling tools that can help personalize your eCommerce store.

1. Interactive Quizzes

Interactive quizzes are used for gathering customer preferences, providing a personalized and engaging shopping experience. These quizzes simplify decision-making by asking targeted questions and generating recommendations.

2. Segmented Content

Segmented content allows businesses to deliver highly targeted messaging and recommendations by tailoring their approach to distinct audience segments. By understanding and addressing the unique preferences, behaviors, and needs of specific groups, segmented content enhances relevance.

3. Advanced Filtering

Advanced filtering transforms a basic webshop into a robust guided selling tool by enabling customers to find precisely what they're looking for with ease. By improving the filtering foundation of your website, you can offer an intuitive and efficient way for users to narrow down options, even if building a fully-fledged product finder isn't feasible due to resource constraints.

4. Product Advisor

Product Advisors are a sophisticated Guided Selling tool designed to replicate the attentiveness and expertise of an in-store salesperson. By asking the right questions and offering tailored recommendations, product advisors help customers discover their ideal solution quickly and confidently—all while ensuring data compliance and respecting privacy.

Benefits of a Product Advisor

Elevate your brand, excel in your industry

- **Enhanced Decision-Making**

Guided Selling reduces decision fatigue, helping customers make confident choices faster. With a Product Advisor, shoppers get recommendations that are aligned with their preferences, making decisions feel easy and enjoyable.

- **Deeper Customer Engagement**

By aligning the shopping experience with individual customer tastes, you can foster connections that go beyond single transactions. Personalized journeys keep shoppers intrigued and encourage them to explore.

- **Higher Conversion Rates**

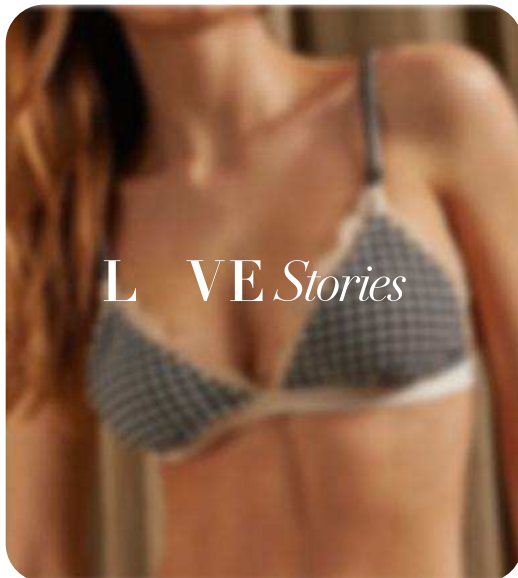
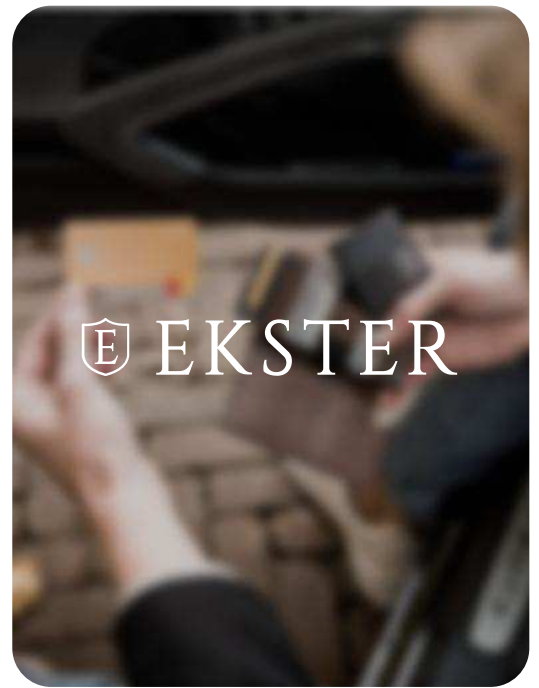
When customers feel understood, they're more likely to buy. A more personalized approach to Guided Selling simplifies each step, enhancing the likelihood of checkout.

- **Increased Customer Satisfaction**

A Product Advisor isn't just guiding purchases; it's crafting experiences. Shoppers feel seen, understood, and supported, driving satisfaction and loyalty over time. The result? Customers who return, again and again.

- **Optimized Product Discovery**

A Product Advisor streamlines the product discovery process, ensuring shoppers quickly find exactly what they're looking for. By narrowing down choices to those that best match their needs, customers save time while enjoying a seamless and intuitive shopping journey. This efficiency inspires repeat visits.



About Us

Crobox is redefining Guided Selling by transforming product content and creating engaging Digital Product Advisors that seamlessly connect customer needs with product benefits. Our solutions empower shoppers to make confident, informed decisions in a stress-free environment, backed by our deep expertise in behavioral psychology, eCommerce, and data-driven insights.

Curious for more? [**Book a Demo**](#)