gupshup

Bringing Your Customers Closer During the World Cup

CX strategies for brands to win big this Cricket Season.
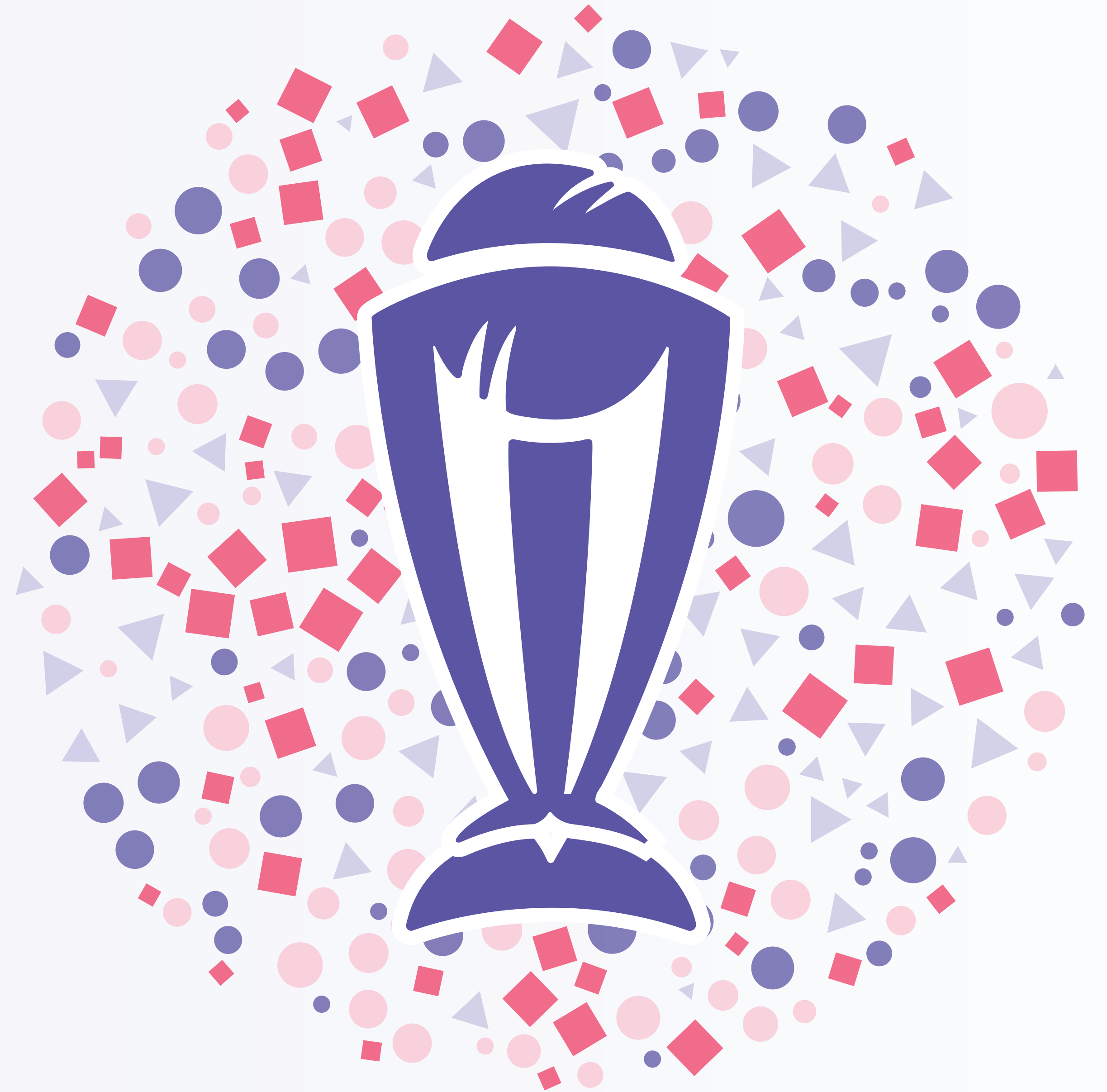
Table of **Content**

CHAPTER

> # In India, Cricket isn't just a sport, it's a religion.
>
> **-Steve Waugh,** Australian cricket legend

Introduction

One may hardly come across an individual in the Indian subcontinent who hasn't played or has not heard of cricket. Once considered a sport limited to a handful of countries, Cricket has now transformed into a global phenomenon with a massive rise in viewership and revenue, second only to Football in terms of playing countries and overall popularity. But that's changing, and here's the reason:

Total population of 32 nations participating in football

1541 Million

The population of just 3 cricket playing nations in Asia (India, Pakistan, Bangladesh)

1572 Million

Source: Why cricket is better than football - GradesFixer

While around **1.5 billion people watched the 2022 football World Cup final live on television**, the live coverage of the 2019 Cricket World Cup Tournament reached a global cumulative average audience of 1.6 billion viewers. Clearly, cricket is popular among more people! Given the game's growing interest globally, several brands get on the cricket bandwagon to run their ads and marketing campaigns. From cola companies to automobiles to service providers, every brand wants a piece of the advertising pie during the World Cup to make the most of the maximum viewership during the tournament. Hence, marketers have a golden opportunity to tap into this expansive market. This eBook explores the opportunities for enterprises to engage with their customers during the World Cup and how Conversational AI can help them bring their customers closer.

Source: fifa.com, icc-cricket.com

CHAPTER #1

The World Cup is Played Offline but
Experienced Online

Cricket was always a revered sport in India, but the Indian Premier League completely propelled the game to a whole new level in terms of popularity. This year's IPL matches generated an audience of 505 Mn viewers tuning in to Disney Star's live broadcast on television, while JioCinema attracted a record 449 Mn viewers.

According to a recent study by Score, 73% of viewers streamed the IPL on digital platforms, with 52 % of people watching IPL on both TV and mobile and 30% connected exclusively on mobile.
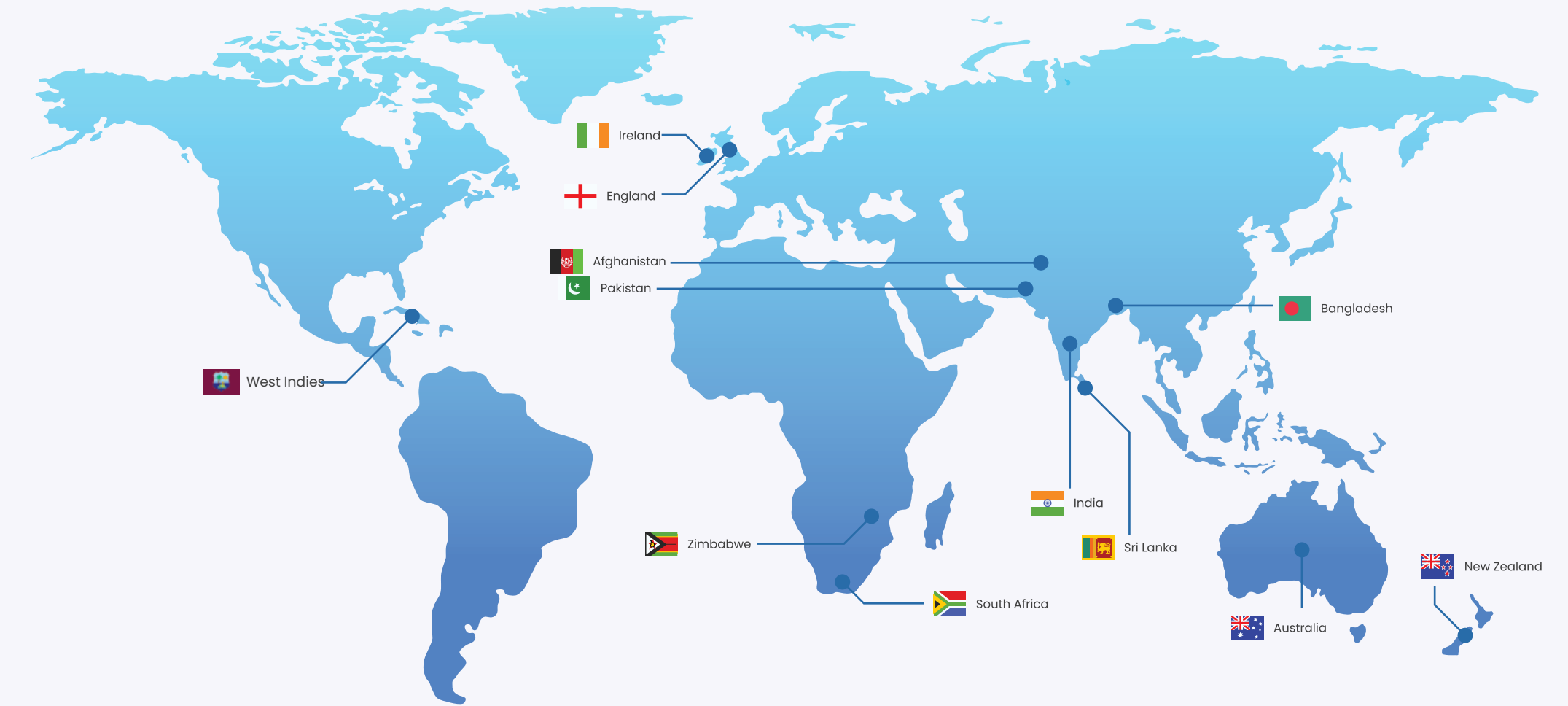
For instance, airfares have already skyrocketed to as high as 350% from major cities to Ahmedabad, which is set to host the three biggest matches of the tournament - the opening match, the final, and the India-Pakistan match.
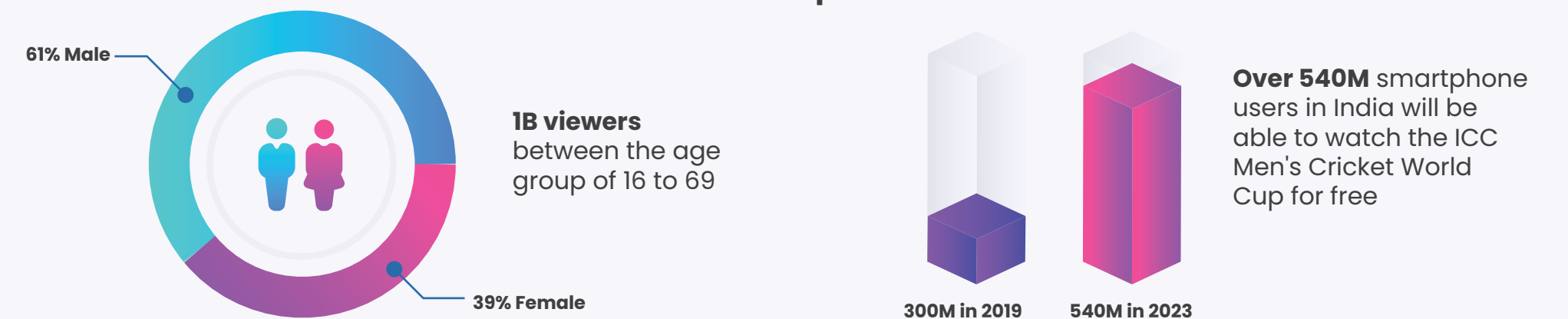
The passion, excitement, and undeniable frenzy for cricket present unparalleled opportunities for brands to tap into the magic of the moment and reap the rewards of an event that takes place only once every 4 years. So while the real match is played on the pitch, business owners, brand managers, marketers, and sales professionals across industries need to start planning well in advance to capture, connect with, and convert your audience to win the game of conversations.

The best way to approach this is to understand exactly what your audience needs and how best can you remain available for them:

With ad spaces going through the roof combined with the limited attention span of your customer, brands will have to explore radical approaches to connect, engage, and convert prospects to paying customers.

12 Participating Countries, collectively representing **2.5B cricket fans**

Ireland
England
Afghanistan
Pakistan
Bangladesh
West Indies
India
Zimbabwe
Sri Lanka
New Zealand
South Africa
Australia

Viewership

61% Male

39% Female

1B viewers between the age group of 16 to 69

Over 540M smartphone users in India will be able to watch the ICC Men's Cricket World Cup for free

300M in 2019   540M in 2023

Marketing Opportunity

Hotel prices up by 300% in Pune, Ahmedabad and Dharamshala

OYO 500 new hotels by OYO before the tournament starts to capture this demand

Air tickets around match days to host cities are costing nearly twice the amount they do on normal days, even if booked three months in advance

Consumer electronics majors Samsung, Sony, LG, and Panasonic reported up to 100% jump in sales of large-screen TVs (55-inch and above) compared to the same period in 2022.

Browsed but not purchased

Instantaneous Customer Assistance

With your customers' attention firmly on the cricket match, providing instant communication to them is key for brands to make the most of their limited time window. Picture this, your prospective customer is looking out for table reservations around his/her workplace to catch the cricket match. As a restaurateur, you can first optimize your webpage, so it ranks well on Google. Once your customers land on your page, instead of a rudimentary form fill, offer a WhatsApp widget, through which they can chat on your WABA and get instant table availability details, with an option to reserve a table as well. You could go a step further by sending out the Specials and offering additional discounts on pre-booked items to create that extra special experience. By being available on your target audience's preferred channel, brands can easily turn opportunities into success.
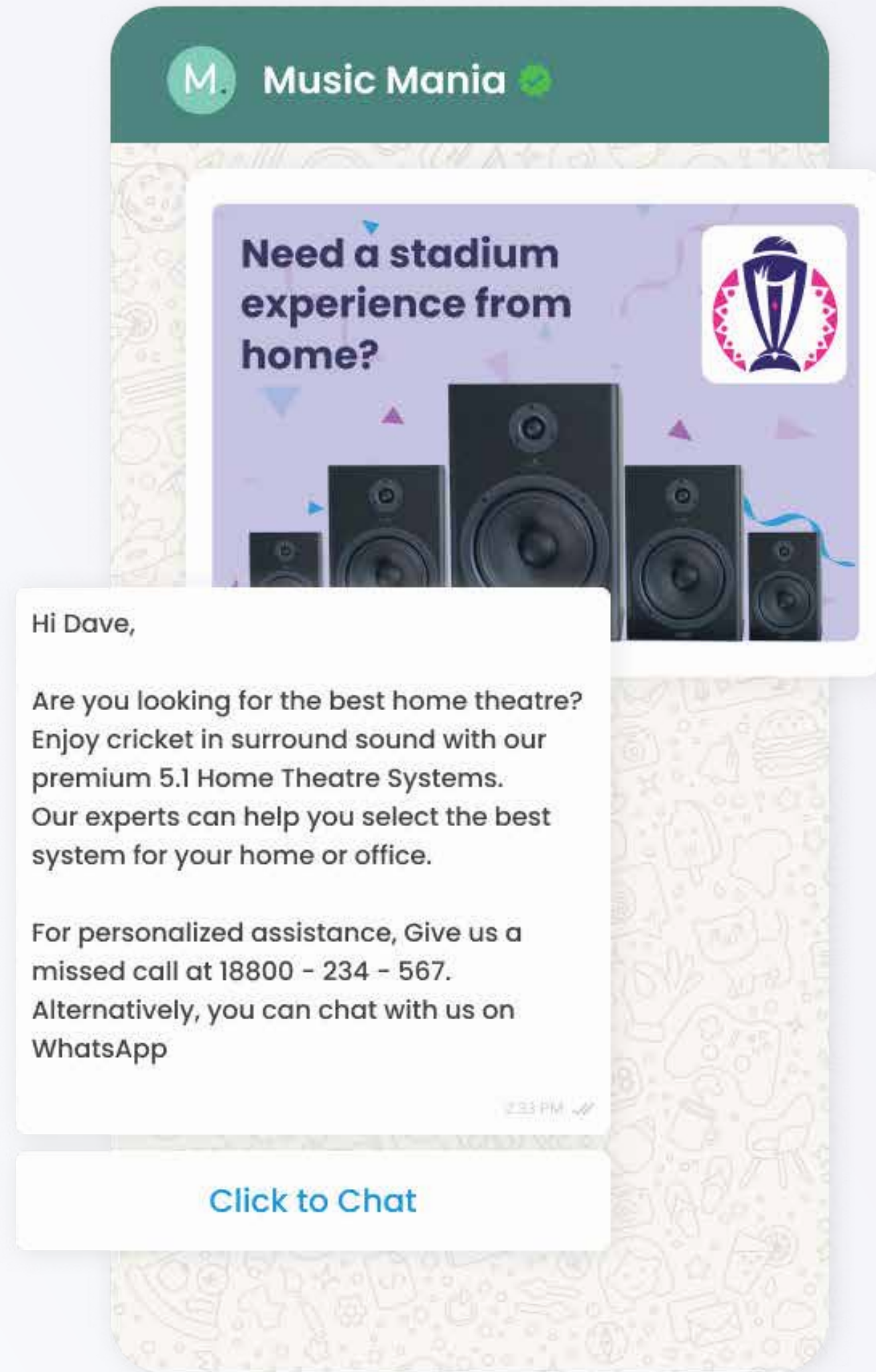
Personalized Recommendations and Offers

It's common for brands to run offers themed around the World Cup and ride the marketing wave propelled by the tournament. But evolved digitally-powered brands can go a step further by delivering exceptional CX and just not dol out offers to lure them. Take, for instance, an electronic store. The demand for televisions increases during the World Cup, so almost all brands, and marketplaces will be running offers, discounts, etc. A novel way to engage your audience is through RCS Messaging.

By leveraging chatbots on RCS, retailers can analyze customer preferences, behaviors, and past interactions to deliver personalized recommendations and offers. For example, a chatbot could suggest cricket-themed merchandise based on a customer's previous purchases or offer exclusive discounts on match days. This personal touch enhances customer engagement and encourages conversions.

App Installation

New Customer Acquisition

Omnichannel Engagement

Today's consumers have several opportunities to interact and make a purchase from a brand, so businesses have had to adapt to meet their changing needs and expectations. Omnichannel communication is excellent for selling products and services that take into account the customer's entire buying journey across multiple channels, from initial contact through to purchase. This new Gold Standard of communication can help brands create myriad opportunities to engage with their customers, enable sales or support, and deliver exceptional CX. So, whether your customers are browsing through Instagram during the World Cup or looking to make the most of the sales period, you can easily provide conversational opportunities to engage with

Nudge New Users

### Registered but not Purchased
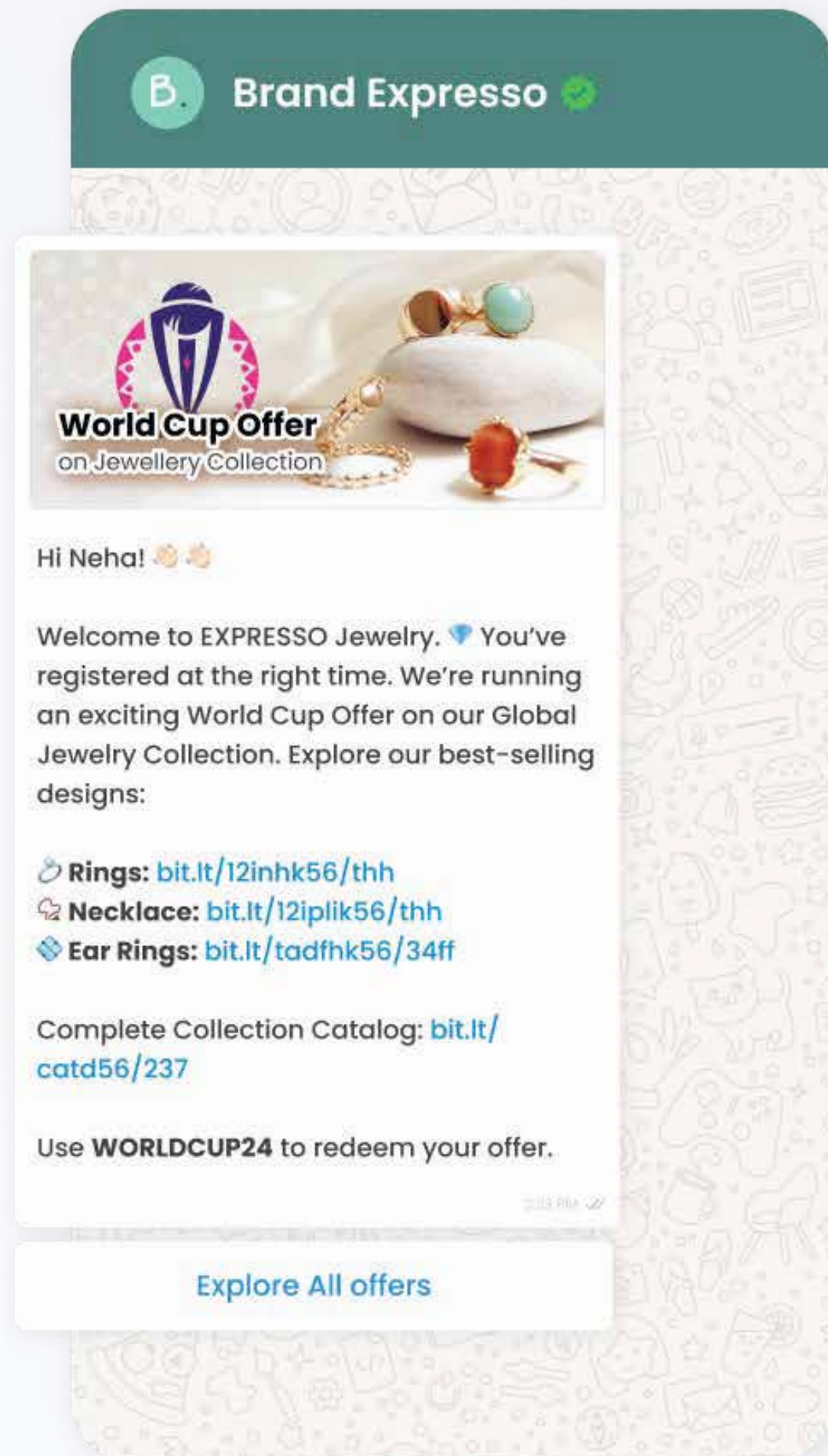
Second Order Nudge
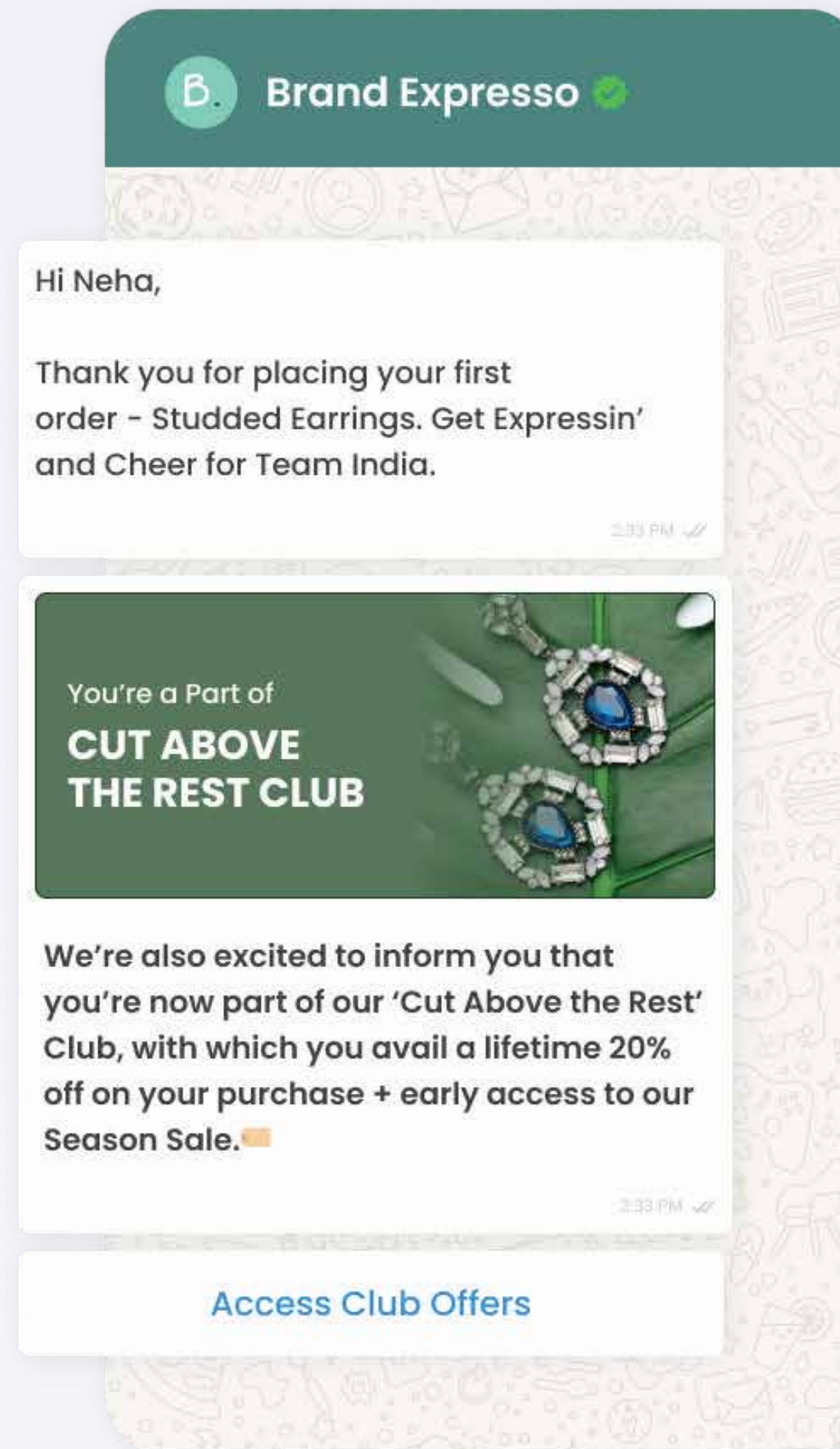
E-Commerce Integration

Retail brands go into high gear during the World Cup running offers to push their sales. For instance, electronic gadgets like mobile phones, music systems, and televisions are high in demand. Electronic retailers can go a step further by offering connected digital experiences to boost engagement and conversion. By integrating Chatbots on WhatsApp, retailers can share the latest items on sale, guide them through purchasing, and even provide order-tracking updates. This streamlined shopping experience can lead to increased conversions and revenue.
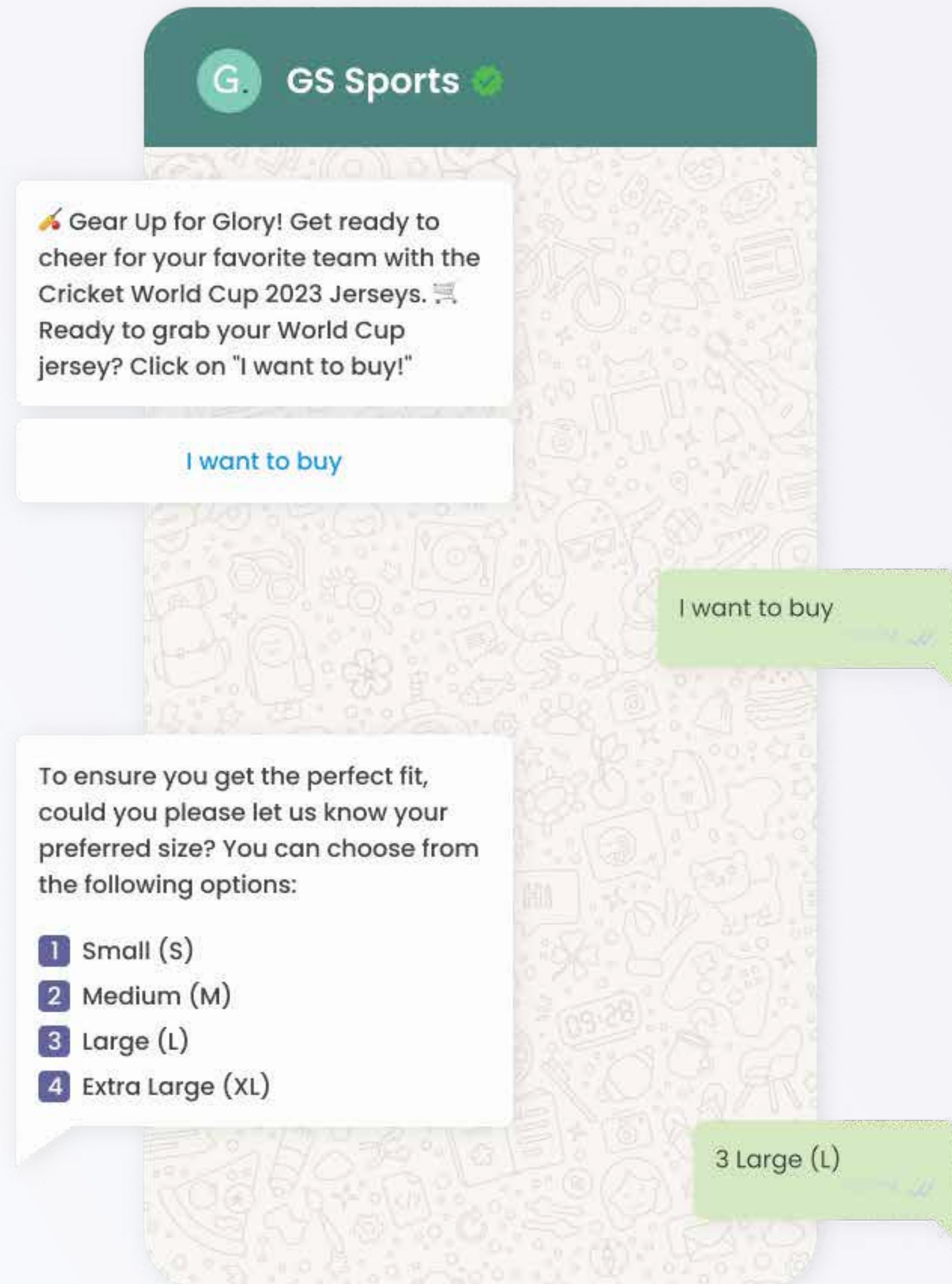
Data Collection for Targeted Marketing

AI-powered chatbot interactions provide valuable insights into customer preferences, behaviors, and trends. Brands can use this data to refine their marketing strategies, tailor campaigns, and deliver targeted promotions. Informed decision-making based on chatbot data can lead to higher engagement and revenue.

Tried and tested may not work in 2023

Brands normally resort to creating a fantastic website to lure prospects, and would then resort to sending out email upon email hoping for the desired action. While email marketing is a valuable tool for businesses, it's not conversational. spamming prospects may simply anger them. Moreover, the turnaround time for an email response may not work on brands that rely on in-the-moment marketing strategies.

CHAPTER #2

With great opportunity comes
greater challenges

> ## *"It takes months to find a customer, seconds to lose one."*
>
> **–Vince Lombardi**

Customer engagement has become a norm for businesses today. However, is that good enough to convert or retain customers? Not really. To understand this, you could simply glance through your client roster, and can easily identify customers who've been with you for many years. Do they like your product? For sure. Can they find it elsewhere? Most likely. Will they get the same level of personalized customer experience that you provide? No. Customer experience is a desirable quotient that customers truly value and it's what businesses must leverage for growth, and revenue

There's a thin line between Customer Experience (CX) and Customer Engagement (CE). When you work on enhancing CE, you eventually make CX better. The amalgamation of both CX and CE produces greater results for any business. Brands that are willing to be ahead of their competitors must come up with strategies to improve CX and CE as customers are the supreme assets for any business.

Customer Engagement

- Personalization
- Interactive Content
- Communication
- Feedback
- Loyalty Programs

Customer Experience

- Touchpoints
- Ease of use
- Consistency
- Empathy
- Resolution

Add to Cart
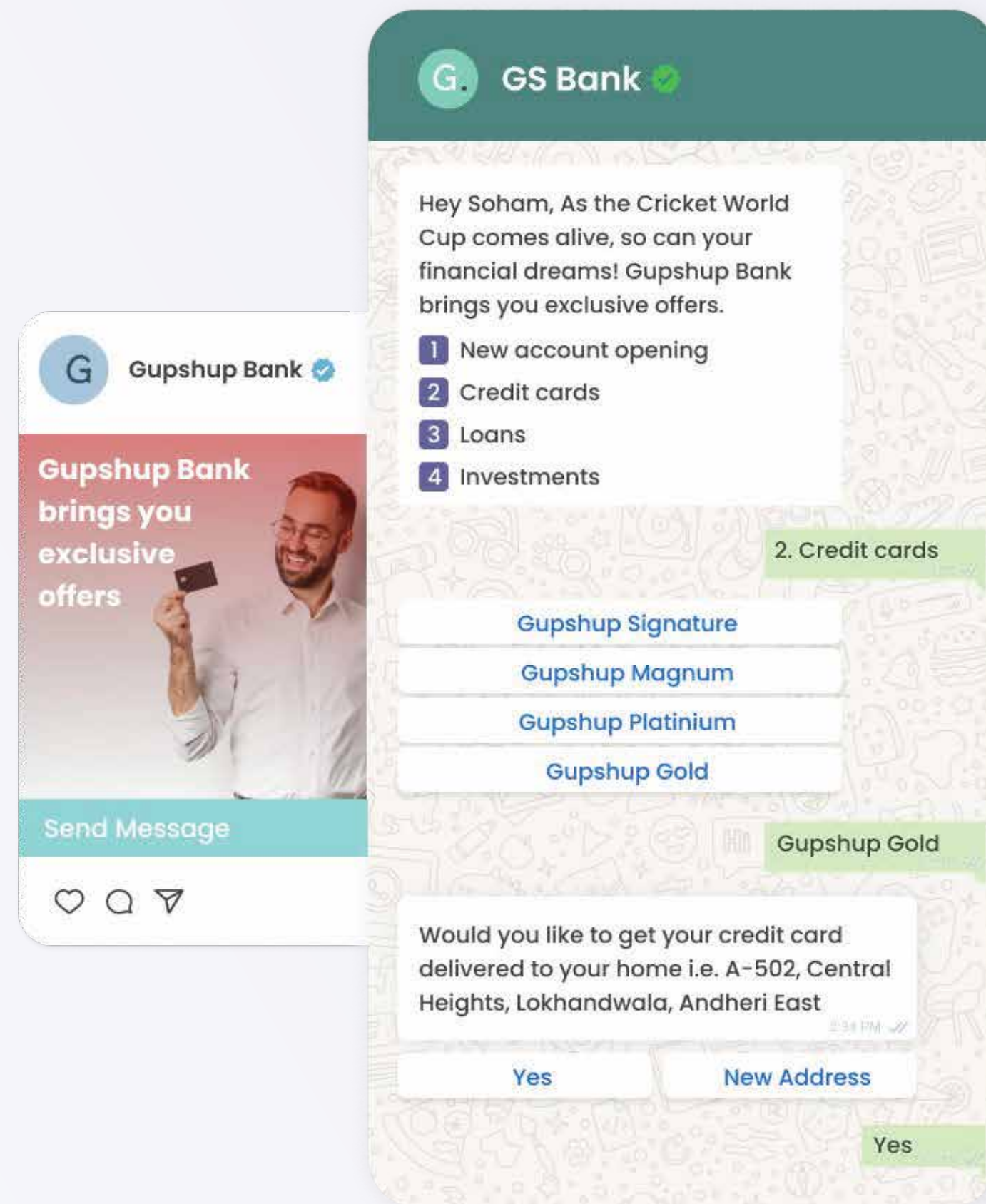
Upsell and Cross-sell Native Shopping Experience

Personalize Customer Touchpoints

AI-powered conversational solutions help brands achieve personalized experiences on a broad scale, spanning multiple communication channels and touchpoints. By analyzing extensive volumes of customer data encompassing demographics, behavior, preferences, historical interactions, and feedback, brands can derive valuable insights, offer recommendations, and initiate strategic actions. Moreover, brands can streamline and optimize various facets of the customer support mechanism, encompassing tasks such as routing, prioritization, segmentation, and issue resolution.

This could help brands communicate with their customers in multiple languages while running communication campaigns during the World Cup. While English holds global prominence, it's essential to recognize that a mere 7.5% of the world's populace consists of native English speakers. By leveraging AI-powered chatbots with multilingual capabilities, businesses can effectively engage with a diverse audience and empathize across geographical and cultural contexts.

Polls to gather feedback and generate interest
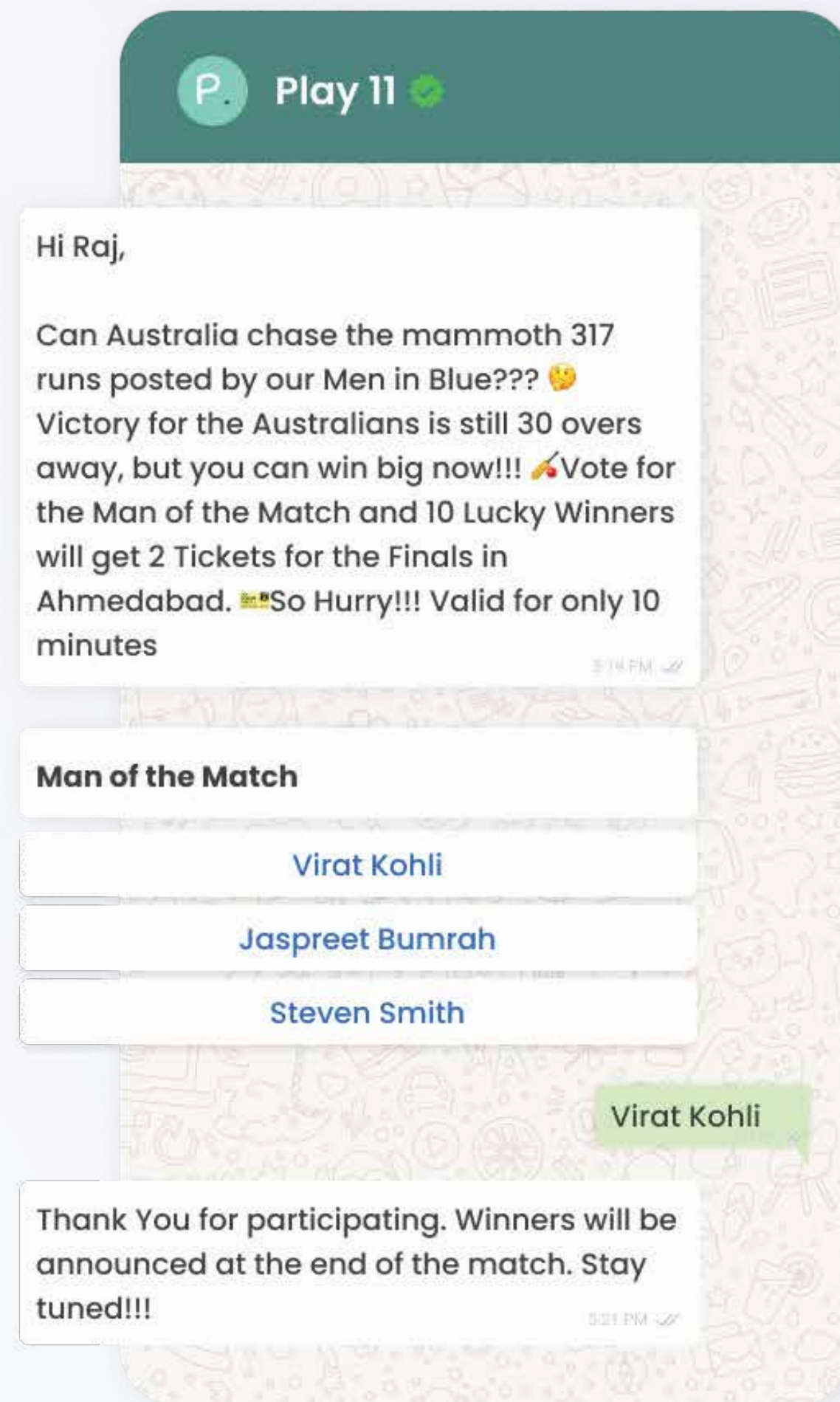
Interactive Content that is easy to Disseminate

There's massive content congestion in the digital space, and it aggravates during peak times like the World Cup and festive seasons, where brands jostle with each other for screen space.

Hence, brands must do more than inform; they must grab attention and engage. Interactive content does just that. By sharing Interactive content through chatbots on platforms like WhatsApp, Google Business, and Instagram for Business Solutions, brands can share videos, GIFs, and interactive surveys to deliver unique content experiences and, leave a lasting impact for their target audience. Moreover, they facilitate interaction and guide users through the content journey. Remember, it's not just about sharing information; it's about creating memorable experiences for your audience, which eventually helps boost retention and conversions.
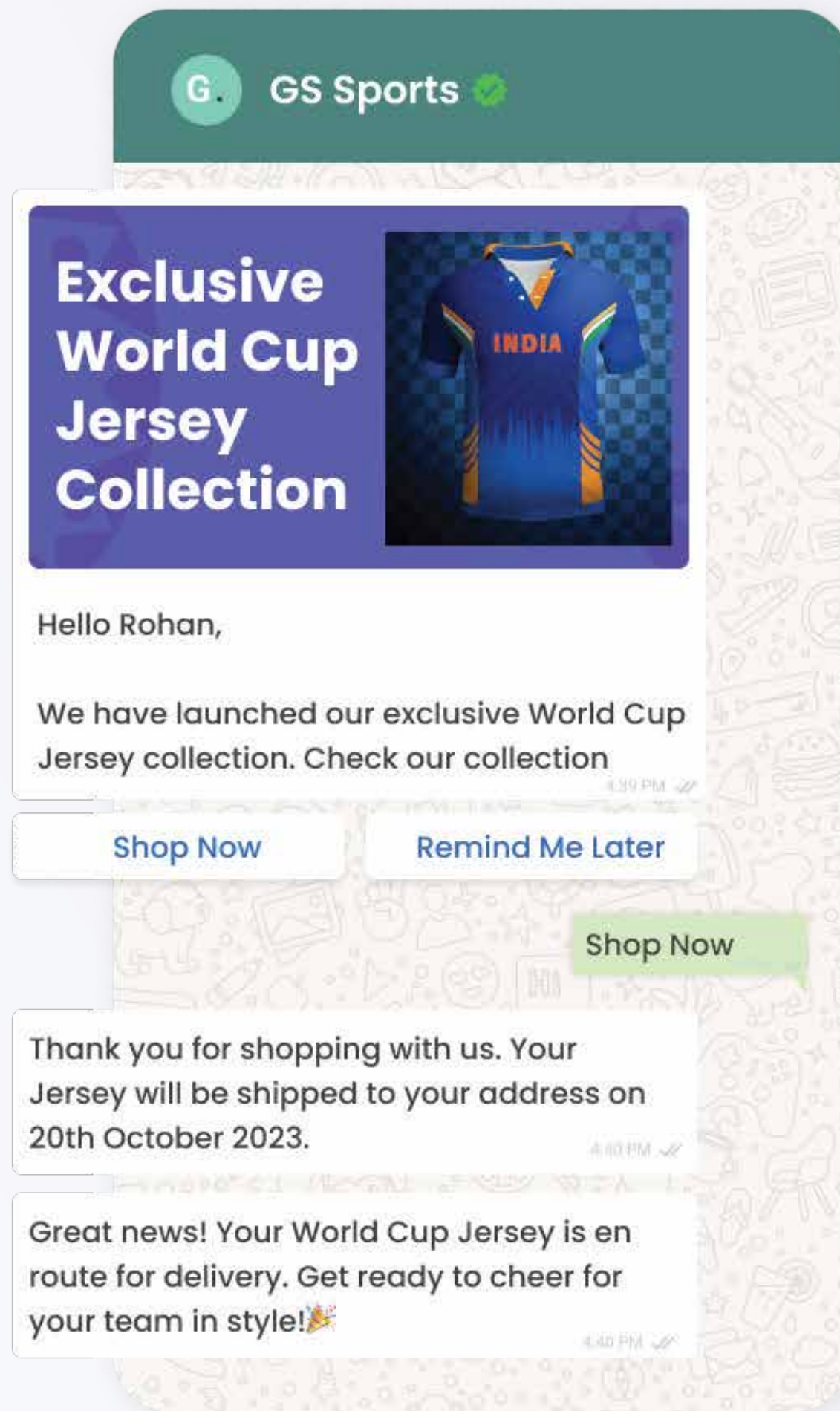
Consistent Communication

Disparate communication can result in disjointed customer experiences. When brands try to engage with their customers through multiple channels, keeping communication uniform becomes critical to their effectiveness. Conversational AI can be a powerful tool for ensuring communication consistency for brands. By actioning Gen-AI-powered chatbots and virtual assistants, brands can uphold a unified messaging approach, regardless of the channel or time of day. This consistency fosters trust and reinforces brand identity, irrespective of where or when customers engage. Whether on a website, social media, or messaging app, brands can funnel conversations onto the channels that their customers prefer and deliver a consistent brand voice, offering accurate information and personalized assistance. Moreover, it adapts to individual preferences, guaranteeing a seamless and dependable communication experience.

Customer Survey
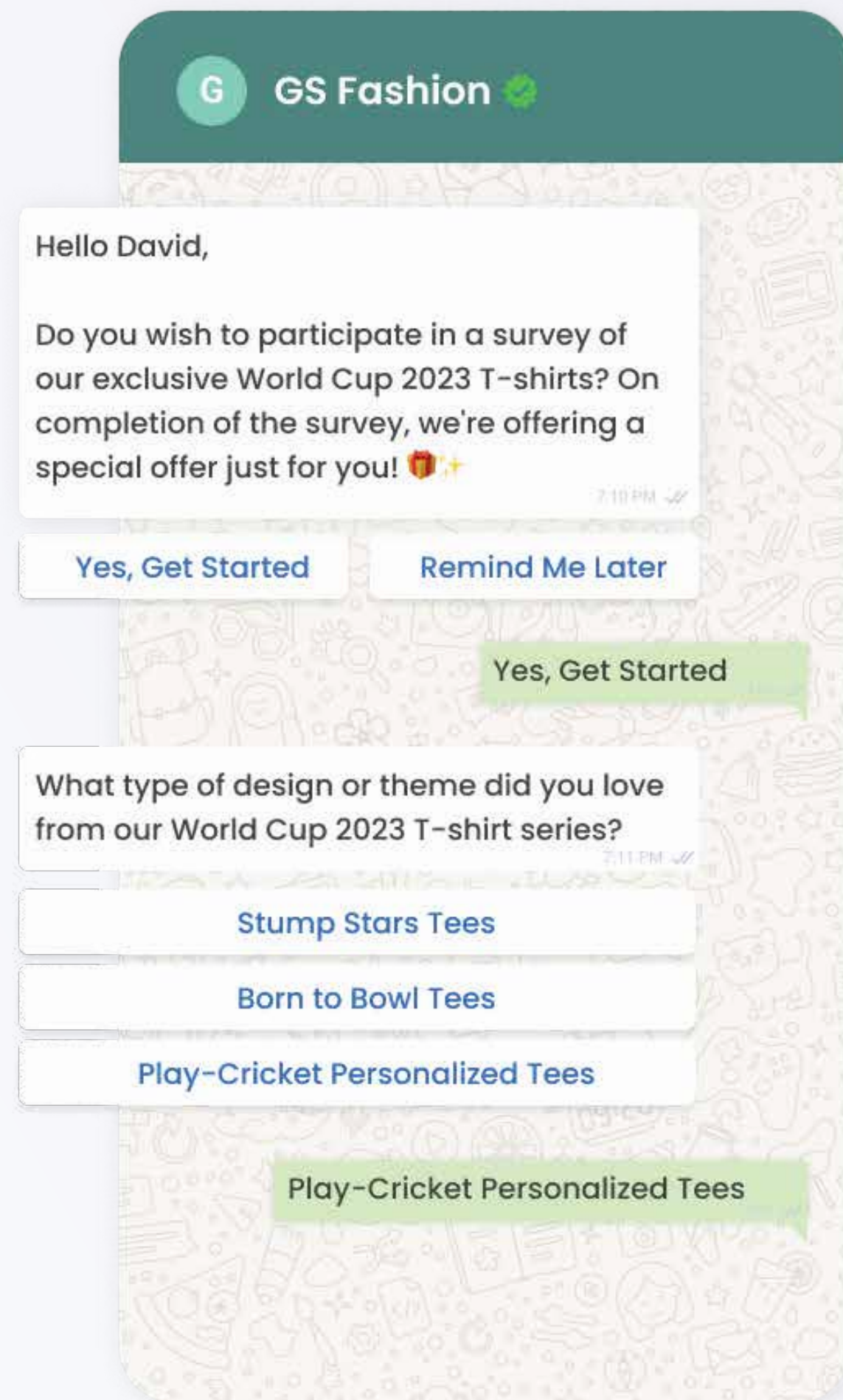
Collect Feedback for Quick Resolutions

That a Sale is the first step for a great business-customer relationship is a no-brainer. What's crucial is how brands can sustain this relationship and provide the same level of service and experience each time. Do keep in mind that 80% of your future profits can come from just 20% of your existing customers, and the probability of selling to an existing customer is 60-70 %. How can Conversational AI help? By deploying AI-powered chatbots on platforms like WhatsApp, brands can engage customers in real-time conversations to gather feedback post a sale. Brands can create intelligent bot journeys by infusing LLMs to swiftly identify concerns, questions, or grievances, ensuring immediate attention and resolution.

Through tailored responses and proactive interaction, conversational AI not only streamlines the feedback process but also enhances customer satisfaction. This real-time feedback loop allows brands to address issues promptly, improve their products or services, and foster strong customer relationships.

Run Loyalty Programs

Any business exists because of devoted buyers, and every brand swears by its loyal client list. By prioritizing customer experience (CX), brands can foster customer loyalty, because a good CX influences 70% of buyers' loyalty towards an enterprise.

By leveraging AI-driven chatbots, brands can personalize loyalty initiatives, making them more engaging and rewarding.

The chatbots can not only track customer behavior, and offer tailored incentives, but can also maintain ongoing conversations to keep customers informed and hand them over to a LIVE Agent for additional assistance. For instance, retailers can share coupon codes in their loyalty campaigns and run them on platforms like WhatsApp, thereby streamlining program management, and ensuring rewards are easily accessible and that participants feel valued.

CHAPTER #3

Bringing New Customers Closer
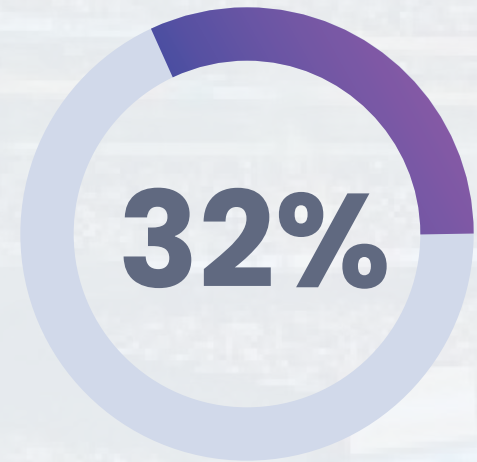
32%

Consumers said they would stop buying from a brand if it provided inconsistent experiences

55%
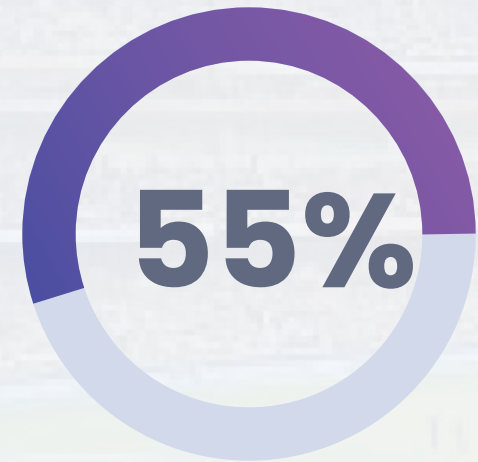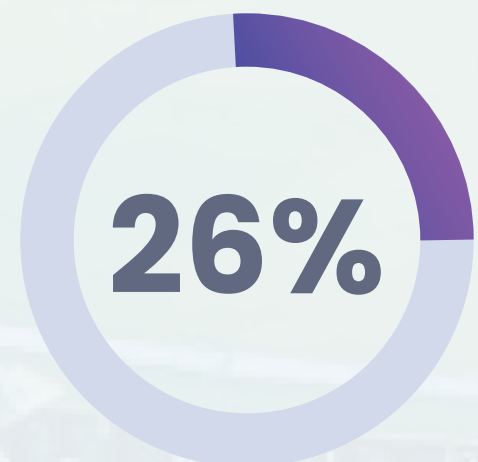
Consumers said they would stop buying from a brand after several bad experiences

26%

Users claimed they stopped using a brand in the past year, and bad experiences—with products and services and/or customer service—were the top reasons

As cricket teams prepare for the battle royale at the World Cup, enterprises across industries will be fighting it out to get their customers' attention. Moreover, modern consumers have more choices, with technology influencing their behavior.

But how people engage with brands digitally can vary greatly among demographics—not only by age but also by race, ethnicity, and where people live.

Suffice it to say, that the quality of customer experience is critical.

In a recent Survey, 32% of consumers said they would stop buying from a brand if it provided inconsistent experiences, and 55% said they'd stop after several bad experiences. These are alarming statistics, as 26% of users claimed they stopped using a brand in the past year, and bad experiences—with products and services and/or customer service—were the top reasons. So how can enterprises attract and retain new customers in the weeks leading up to the World Cup?

*Source: PwC Customer Loyalty Survey

Engage With Warm Leads in Real-Time

Engaging effectively with prospective customers can improve conversion rates. In the erstwhile setting, this usually involves employees or sales representatives interacting directly, but this has transformed into the Next Normal, thanks to digitisation.

AI-powered chatbots offer a solution for brands by automatically engaging with warm leads on prominent platforms like WhatsApp, Instagram, Google Business Messages, and SMS. These platforms make
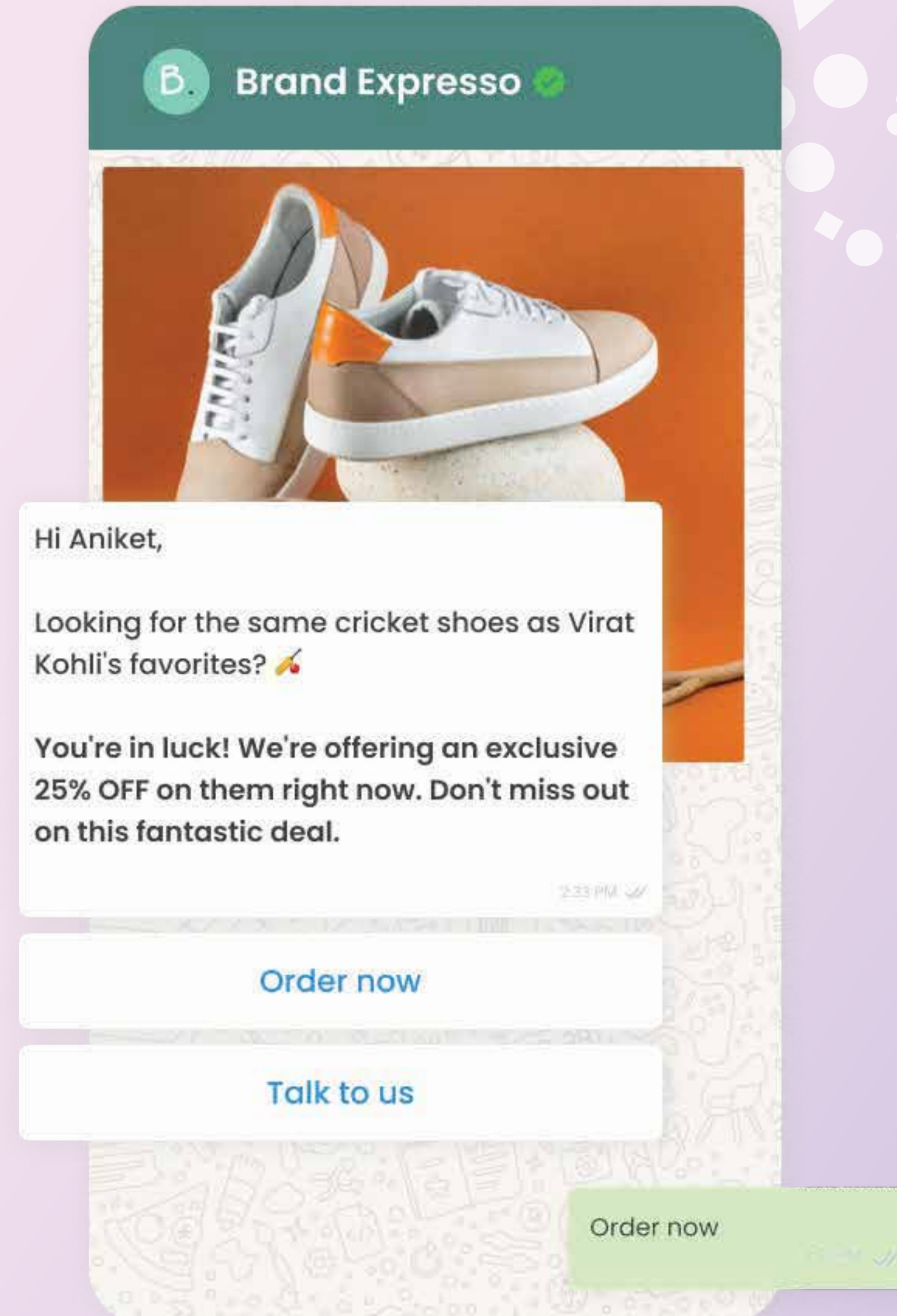
for a great conversation starter for businesses to leverage chatbots to promote services, connect with a sales representative, answer questions, and increase the chances of successful conversions.

Keep 'Em Hooked

When it comes to turning prospects into customers, it can have them at hello. If you understand the pun, you'll agree that after an initial interaction, brands should keep communicating with potential customers who might not make a purchase or be responsive right away. For instance, you may run an ad announcing an offer on cricket shoes and be able to generate a fair bit of traffic onto your product page. But about 40% of your shoppers have simply kept their product in their cart. The brand can quickly turn this around in its favor by using the WhatsApp Messaging Solution as a conversion enabler.

Quick notification messages like 'Your shoes are waiting for you in the cart' OR 'Only 2 left – Get your shoes now' can nudge your prospect to make a purchase. And, the experience doesn't stop there, as you can share order & delivery information with your customers on WhatsApp, making it a one-stop communication platform with your customers. And, this initial practice can turn into a habit, as you've established a clear line of communication with your customers that is trusted, accurate, and experiential.

Brand Expresso

Hi Aniket,

Looking for the same cricket shoes as Virat Kohli's favorites? 🏏

You're in luck! We're offering an exclusive 25% OFF on them right now. Don't miss out on this fantastic deal.

2:33 PM

Order now

Talk to us

Order now

Be 'Available Always'

On average, people check their phones 58 times per day. This means brands have a more than 50% chance to engage with potential customers. Hence, being 'Available Always' is crucial in turning a conversation into a conversion. This statistic will only peak during the World Cup and your prospects would expect quick answers to their questions about your services or product offerings. If they don't get fast responses, they might go to a more responsive competitor. However, staying responsive can be tough due to unpredictable spikes in demand, maintaining call centers, and other factors that can cause delays and higher costs.

AI-enabled chatbots can help brands to remain active beyond traditional business hours. When a potential customer asks a question, chatbots can instantly provide appropriate answers and even guide the conversation to encourage the customer to sign up, increasing the chances of turning them into a paying customer.
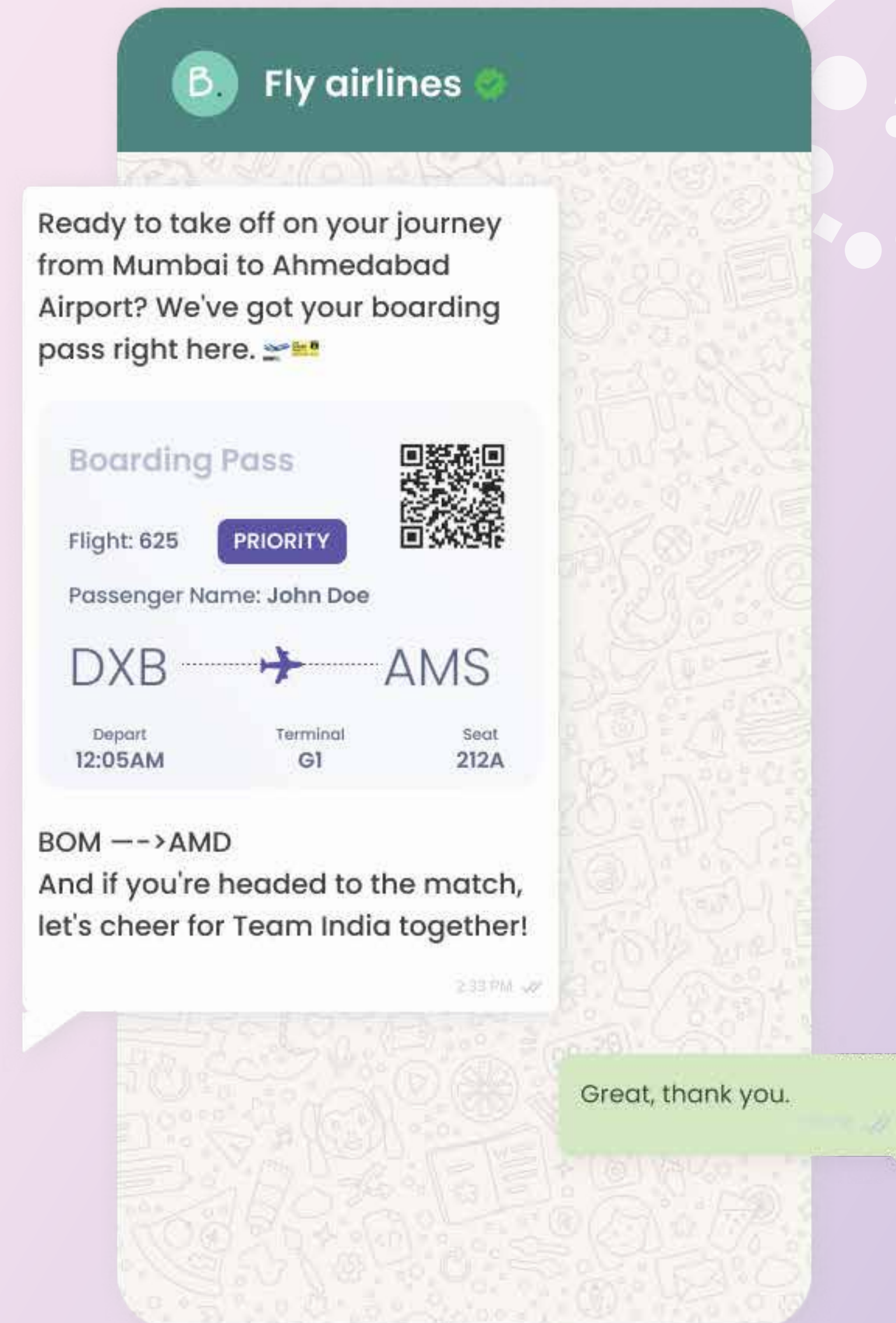
CHAPTER #4

Bringing Existing Customers Closer

If you've played Cricket, you'll know how frustrating it gets when you lose the cricket ball mid-game, and your team, as well as your opponents, would scour the playground to look for it.

Well, businesses feel the same when they lose customers. The key difference is the Cost of acquiring a customer is far greater than that of a cricket ball. Getting new customers can cost an organization over five times as much as customer retention. To understand its impact on revenue, a 5% uptick in customer retention, can accelerate business profitability by up to 75%.

However, it's not a lost cause, as businesses can leverage several communication possibilities to reconnect with inactive or lost customers.

By leveraging Conversational AI. businesses can run re-engagement campaigns to revive connections with prospects who are inactive to increase engagement and boost sales.

Here's how you can bring existing customers closer to your brand this World Cup
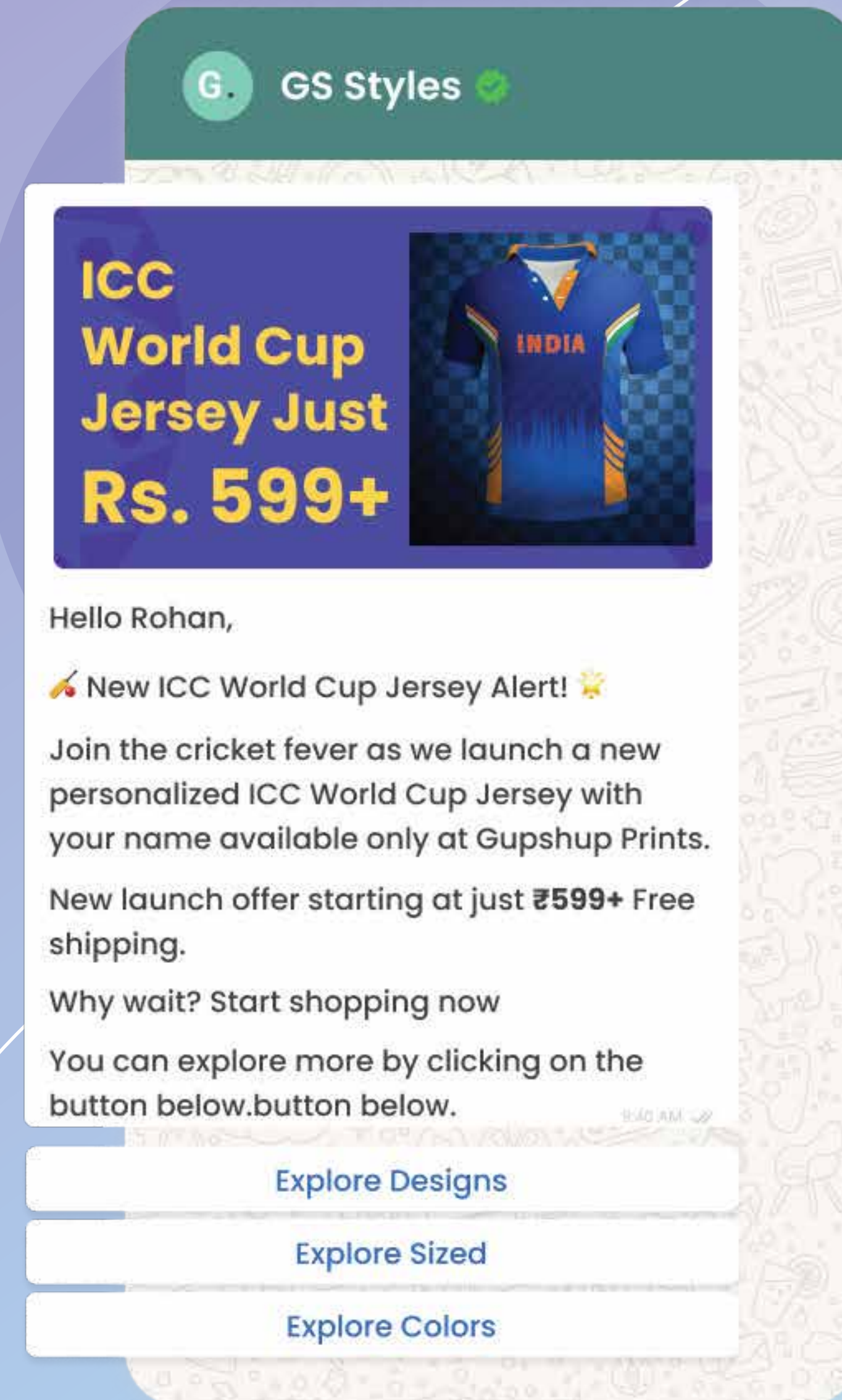
Think Beyond Email Marketing

Emails have long been the go-to engagement tool for brands, but it isn't the most potent solution today. If recent surveys are to be believed, over 55% of people overlook marketing emails due to the sheer volume of spam emails they receive every day. Moreover, the click steps to open, read, write, and send emails can be cumbersome for your customers as well, especially when there is a nail-biting cricket match going on.

Short messages on a chat app with a quick reply option are a great way to engage and expect a quick response from your target audience. Over 59% of prospects reply to texts in 1-2 minutes. WhatsApp, for example, can be a great platform to send sign-up messages, or product information with clickable buttons. Moreover, they allow real-time options for customers to talk to a chatbot or connect to a live agent. Brands can also run drip campaigns on WhatsApp by sending out monthly newsletters to their customers and ensuring consistent brand visibility.

Source: Agilitypr.com

G. GS Styles ✅

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INDIA

Hello Rohan,

🏏 New ICC World Cup Jersey Alert! 🎉

Join the cricket fever as we launch a new personalized ICC World Cup Jersey with your name available only at Gupshup Prints.

New launch offer starting at just ₹599+ Free shipping.

Why wait? Start shopping now

You can explore more by clicking on the button below.button below.

Explore Designs

Explore Sized

Explore Colors

Use Ad Spends Wisely

Online Ads on Google and Social channels are another way to not just bring in new prospects, but re-engage with in-active customers as well. However, ad costs during peak seasons like the World Cup can be sky-high. For perspective, Ad spending on Facebook, YouTube, and other Social Media Platforms witnessed a 20% surge during the 2023 Indian Premier League. Hence, brands need to ensure they get a bang for their ad spend and hit their sales numbers by attracting maximum impressions and clicks.

The integration of WhatsApp Click-to-Chat with online paid ads offers brands a powerful tool to enhance engagement and build deeper connections with their audience. By enabling real-time communication, personalization, and direct interaction, this strategy not only boosts engagement metrics but also transforms one-time users into loyal customers. As brands continue to explore innovative ways to stand out in the digital realm, harnessing the potential of WhatsApp Click-to-Chat is a strategic move that can drive remarkable results in the pursuit of meaningful engagement and sustainable growth.
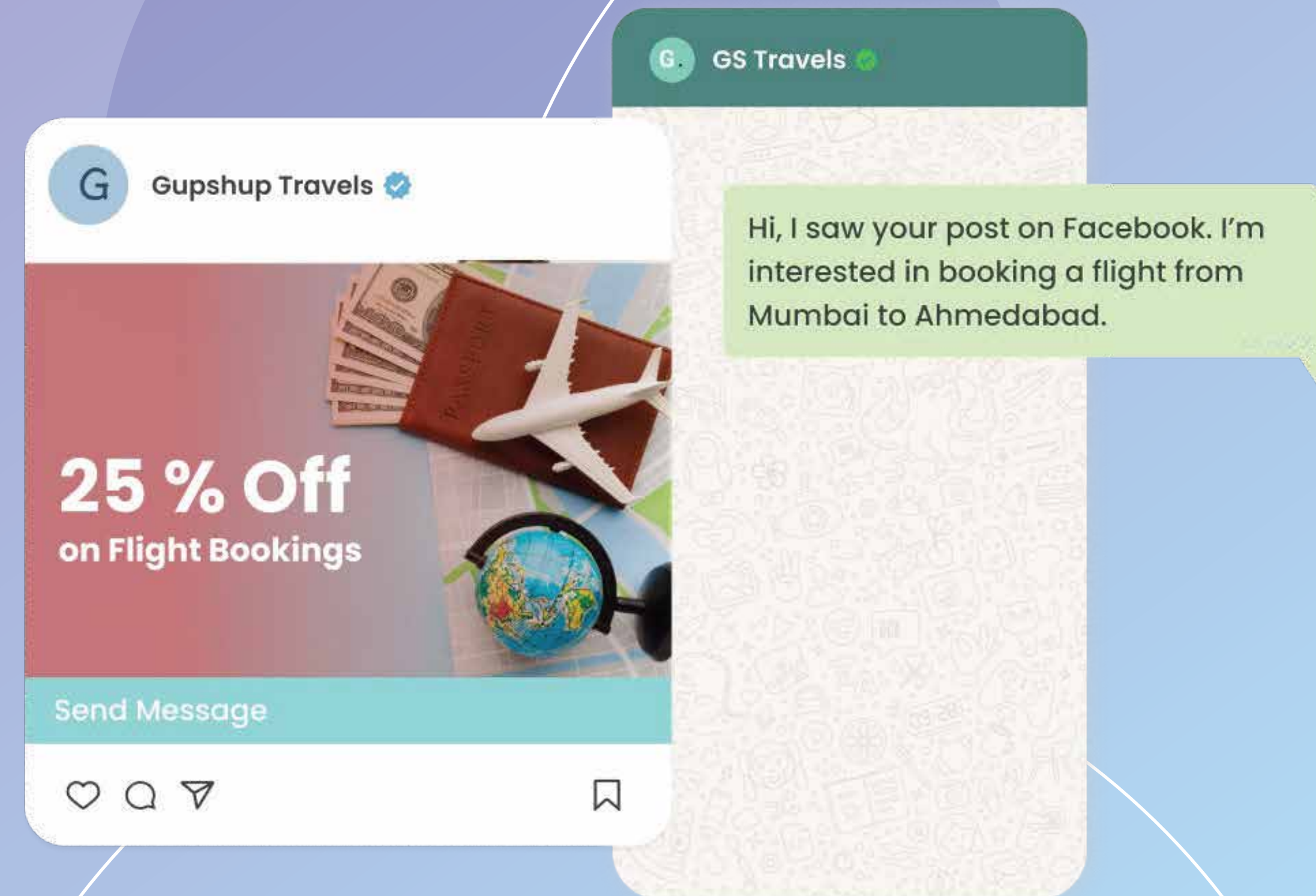
Be Calm and Conversions Will Happen

Sales teams can understandably get excited to rush a customer from awareness to decision-making. However, such a tactic can backfire and lead to cart abandonment or increase your lost lead count.

Brands can use Chat Apps like WhatsApp to nurture potential customers without pushing them to make a purchase right away. For instance, let's assume that a previously inactive customer has logged on to your Food Delivery Service App looking for a Pizza. Now, since the Cricket Match is on, your customer is toggling between your app and the scorecard and managing the

guests who've come to watch the match alongside your customer. At this point, if you start bombarding the customer with reminder notifications for sale, chances are the customer will simply close your app and place an order from a nearby restaurant. In an experience-led conversational scenario, you can send them a discount coupon, or analyze the portion and order quantity to suggest condiments and beverage options. By sending proactive information, you're not only educating your customer but nudging him/her to a sale through conversations.
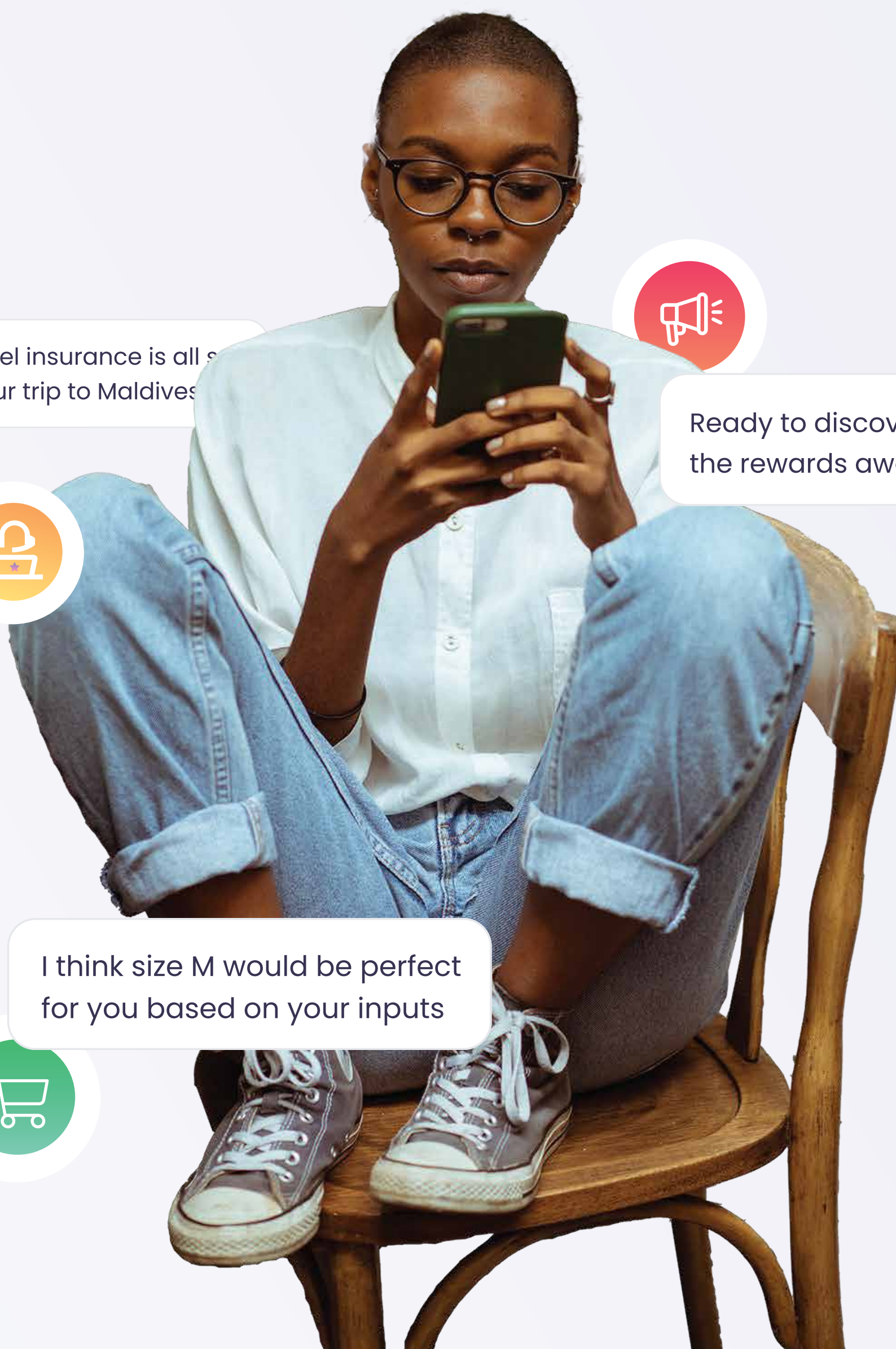
CHAPTER #5

The Gupshup Strategy to Bring Your
Customers Closer

The World Cup takes place once every 4 years, and given its popularity brands will certainly bring their A-game to make the most of the marketing mania that the tournament offers.

Brands need to be aware that they're catering to over 5 billion unique mobile users, with more than half of all TV and video viewing is set to be streamed on a mobile device. And, Disney expects almost 450 million-plus customers to tune in over 48 days of the 50-over World Cup that is being hosted by India. While the tournament presents a great opportunity for brands, it's not going to be easy because:

Your travel insurance is all s
enjoy your trip to Maldives

Ready to discover the 10X
the rewards awaiting you?

I think size M would be perfect
for you based on your inputs

- Businesses across industries will be vying for your customer's attention - including your competition

- Your competition may have deeper pockets to spend more on ads

- Your competition may be using myriad engagement tactics to make the first connection with your prospect

So, how can you ace the World Cup and win customers?

Conversational AI can help brands to Connect Right rather than Connect First as it can make all the difference between an impression and a sale.

Attack

In the marketing context, it indicates identifying potential communication opportunities in your sales and marketing strategy and infusing proactive communication through conversational experiences.

Seamless Sales Funnel Integration

From creating awareness to post-purchase follow-ups, the AI can guide customers along the journey, offering assistance, recommendations, and incentives that prompt action.

Personalization with Precision

To deliver hyper-relevant messages and recommendations as well as boost return on ad spends by converting clicks into conversations.

Creating Urgency and Exclusivity

By delivering limited-time offers, exclusive deals, and personalized discounts for customers to take immediate action, knowing that they are receiving a unique opportunity.

Prompt and Timely Responses

To help retail brands seize the moment and deliver instant and relevant information that guides them toward a purchase decision.

Genuine Engagement and Follow-ups

By using Conversational AI to send follow-ups, address concerns, and express gratitude post-purchase to deepen customer relationships and encourage brand loyalty.

Defend

This means safeguarding existing customers from attrition by nurturing their loyalty and engagement. In synergy with Gupshup's Conversational AI Solutions, brands can proactively address customer needs, prevent churn, and reinforce the value they offer.

Proactive Customer Care

By reaching out to customers with personalized messages, and cementing loyalty.

Reinforcing Loyalty

By using Gupshup's Conversational AI to stay in touch with customers, acknowledge their loyalty, and express appreciation.

Tailored Recommendations

By analyzing customer behaviors and preferences to suggest relevant products that align with their preference, thereby encouraging repeat purchases and increasing customer lifetime value.

Mitigating Buyer's Remorse

By sending follow-up messages, reaffirming the benefits of the purchase, and addressing any concerns to solidify customer trust.

Conversational Engagement Solutions

Retail · eCommerce · Banking & FinTech · EdTech · Healthcare · Travel & Hospitality · CPG · Food & bev

Customer Touch Points
- SMS
- WhatsApp
- Messaging Apps
- IVR, Calls
- Click to Chat Ads
- QR Code

Conversational Automation Suite (CX)

Conversational Marketing · Conversational Commerce · Conversational Support

Bot Studio & Auto Bot Builder · Campaign Mgr & Customer360 · Click to Chat Ads · Agent Assist & Voice Contact Center

Conversational AI: Gupshup LLM & Public LLMs

Business Touch Points
- Self Serve portal
- 1000+ 3rd party connectors to Commerce Platforms, CRM, Support, Martech & more

Cloud Communications Platform (CPaaS)

WhatsApp · Instagram · SMS · RCS · Viber · Telegram · GBM · Voice · Web & App · 30+ Channels

Empowering your business with Gupshup's Conversational AI-driven solutions at every level

Conversational Marketing

Unified conversational profiles
Get a single view of your customer behavior with access to identity resolution, engagement data, and marketing journeys.

Cross-channel orchestration
Scale engagement over WhatsApp, RCS, and SMS with pre-approved templates.

No-code journey builder
Build conversational journeys across channels without writing a single line of code.

Conversational Commerce

300+ support journeys
Deploy pre-defined and tailored interactions to ensure every interaction is efficient, accurate, and personalized.

Strong voice capabilities
Set up cloud contact centers and manage inbound and outbound calls from your customers.

Optimize call center operations
Deflect customers from call centers via voice deflection to drive better efficiency, faster fulfillment, and higher CSAT.

Conversational Support

Rich media messaging
Create a multi-sensory CX with videos, gifs, and interactive content that captures attention, engages your audience, and fosters lasting relationships.

Multi-lingual support
Establish meaningful connections and create exceptional customer experiences by conversing in the language your customers prefer.

360° insights
Enable a better understanding of your customers' needs to fine-tune communication strategies for seamless interactions.

About Gupshup

Gupshup is the leading conversational engagement platform for marketing, commerce, and support automation. Its automation solutions enable more than 45,000 brands across India, Latin America, Europe, Southeast Asia, the Middle East, and the US to deliver a better customer experience, increasing revenue and reducing costs. Citibank, AkzoNobel, Khan Academy, Unilever, MPL, Netflix, Flipkart and Ola are among the company's main clients. With a single messaging API for over 30 channels including voice, text, and chat, the conversational engagement platform processes over 10 billion messages per month. Valued at $1.4 billion, the company has prominent investors such as Tiger Global, Fidelity Management, and Research Co. LLC, among others.

Whatsapp

Instagram

SMS

RCS

Viber

Telegram

GBM

Voice

∞ Meta
Business Partner

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Marketing | Commerce | Support