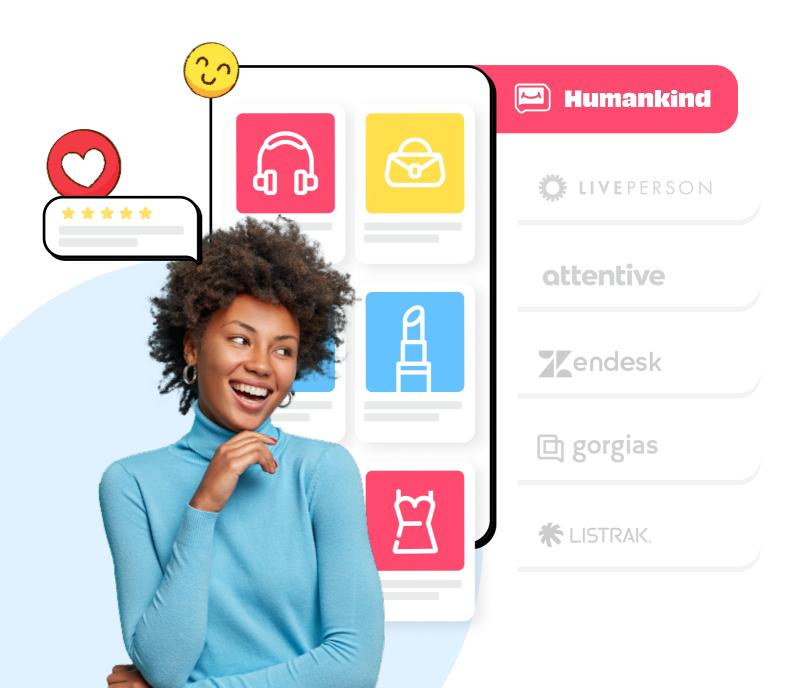# Boost Customer Engagement with Tailored Experiences:

A Comprehensive Comparison
of The Top 6 Online Personal Shopping Software

Humankind

LIVEPERSON

attentive

zendesk

gorgias

LISTRAK.

As the world has changed, so have the ways people shop. Beginning with the local corner store, evolving into big box retailers, and now to the virtual marketplace of online stores - consumers have more choices than ever.

In today's fast-paced and high-tech world, online shopping has become the most popular way of buying items. From clothes to electronics, almost anything can be bought from the comfort of your own home, a coffee shop, an Uber, an airport, or even a hammock on the beach. However, with so many products - how do you know which one is right for you?

This is where online personal shopping platforms come in. From Humankind to LivePerson, ZenDesk to Listrak, and Gorgias to Attentive - there are many online shopping platforms that can help your customers find the right products every time.

But only **one** of them connects your customers to a live human expert who can provide an excellent shopping experience... more on that in a minute.

In this article, we've put together an online personal shopper software comparison to analyze and contrast these platforms to help you choose the best fit for your business. So, buckle up as we dive into the world of online personal shopping software!

What is Online Personal Shopping Software?

Online personal shopping software is a category of platforms that enable retailers and eCommerce stores to provide a personalized shopping experience for their customers. Online personal shopping solutions are often placed under the umbrella of "Conversational Commerce" (OR) "Concierge Commerce" because they offer a conversational interaction between the customer and the brand.

Before we go any further, let's clear up a misconception. We're not going to be talking about eCommerce platforms themselves. Shopify, BigCommerce, and Magento (now Adobe Commerce) are all websites that enable you to set up an online store, but they don't provide any remote concierge or personal shopper features... we're talking about platforms that integrate with your eCommerce provider and allow you to provide shopping experiences tailored to your customers.

Let me give you an example - If you've ever been to REN SKINCARE's website, you'll have seen the option to "Text an Expert" in the Navbar. When you click the link, a chat window appears asking if you'd like to "Start Shopping with a Personalized Esthetician," who can expertly guide you through creating your own personalized skincare routine.

Once the expert has made the right choices for you, they drop each item into a beautifully designed personal landing page where you can click to add the items to your cart and buy.

Personalized and Convenient!

This is an online personal shopping solution powered by Humankind. Humankind allows your customers to text 1:1 with a real human who has been trained to provide not only expert advice but an excellent shopping experience. These experts can be internal to your brand, or hired by our team, but either way, they use the platform to walk customers step-by-step through the buying journey.

So, now that we know what online personal shopping software is, let's compare and contrast some of the top platforms out there.

How to Evaluate Online Personal Shopping Software

We're going to evaluate these platforms the way you would any other software for your business - based on user experience, features, and cost. Please note that the primary points of comparison for online personal shopping solutions will vary depending on the software being compared, and the specific need you're trying to fill, but a great place to start is:

1 **Features and Functionality:** What type of features do you need? Does the platform offer automated ticket routing, integrated store and CRM systems, AI chatbots, custom branding options, 1:1 human connection, and more?

2 **User Experience:** How easy is it for your customers to use the platform? Is it intuitive and accessible? Can they talk to a live human expert right away if they have questions or are Ai chatbots and workflow logic the only options? Also, how fast can your customers get answers?

3 **Ease of Use:** This refers to how user-friendly and easy-to-use the platform is for the remote concierge or personal shopper engaging the customer. This includes factors such as UX, interface design, navigation, and overall usability.

4 **Data Privacy and Security:** This includes how the software handles user data and protects user privacy, including data encryption, secure login processes, and compliance with relevant data privacy laws.

5   **Pricing and Plans:** This includes the cost of the software, as well as the different pricing plans and options available to users.

6   **Customer Support:** This includes the quality and availability of customer support, including factors such as response times, availability of live chat or phone support, and the overall helpfulness and knowledge of the support team.

7   **Integration and Compatibility:** This includes how well the software integrates with other tools and platforms, such as e-commerce platforms, social media channels, and other software solutions.

By comparing these and other relevant factors, you can get a pretty good idea of which solution is for you.

Comparing the Top 6 Online Personal Shopping Solutions

So let's talk about the competition - who are we going to be comparing today?

#1   **Humankind**

#2   L I V E P E R S O N

#3   **attentive**

#4   **Zendesk**

#5   **gorgias**

#6   LISTRAK.

In fairness to each platform, we're not going to be able to cover the full breadth of features or this article would be a book... and I'd imagine you have better things to do with your time than read a book on online personal shopping platforms. So we're primarily going to hit the high notes -

Humankind

Humankind is a conversational commerce platform that offers businesses, primarily eCommerce brands, the ability to create 1:1 human connections between you and your shoppers. Using our platform, a trained remote concierge connects directly with a

shopper to provide expert advice, product recommendations, reviews, order follow-up, and more.

Think of this like texting a friend.

Why did we take this customer-first approach? According to PwC, 82% of **online shoppers want more human connection in the buying experience**, so we made that a pillar core of our brand.

Live Person

Live Person is a conversational commerce platform that provides businesses with a suite of tools to engage customers in real-time. It offers chatbots, virtual agents, and messaging options that are designed to supplement or replace customer service reps.

Using Live Person's conversational AI technology, businesses can automate conversations with customers for personalized service. So to reiterate, Live Person is primarily an automated Ai voice and messaging platform.

Attentive

Attentive is a mobile messaging platform designed to help businesses reach their customers through SMS/MMS campaigns. Attentive has the ability to add automated recommendations based on customer data, such as past purchases or browsing history. It also allows businesses to create automated messages that are sent

out in response to customer actions, such as abandoning a shopping cart or browsing a certain category of products.

Typically, Attentive is used for marketing purposes, such as announcing promotions or launching new products. It has the ability to track customer engagement so you can gain valuable insights.

If you've ever gotten a promotional text message after shopping with a brand that offers you special offers, bundles, or notifications when a product is back in stock, you've seen Attentive SMS in action.

Zendesk

Zendesk is a customer service software that has recently ventured into conversational commerce. Its chatbot feature, Answer Bot, can be integrated with various e-commerce platforms to provide a personalized shopping experience for customers. The chatbot can answer customer queries, suggest products, and even process payments.

One of the advantages of Zendesk is its extensive reporting and analytics feature. It provides businesses with insights into customer engagement, customer satisfaction, and even employee productivity.

Gorgias

Gorgias is a conversational commerce software that specializes in providing customer support for e-commerce businesses. Its

chatbot feature can answer customer queries, process refunds, and returns, and even provide shipping information. The software also offers various automation features such as auto-tagging, auto-responding, and auto-assigning.

Gorgias also offers a unique feature called Macros, which allows businesses to automate frequently asked questions and responses.

Listrak

Listrak is a marketing automation software designed for e-commerce businesses. The platform primarily offers email marketing, SMS marketing, and predictive analytics that include advanced segmentation.

Listrak also offers a range of behavioral triggers, such as cart abandonment and browse abandonment emails, to help businesses engage with customers who have shown an intent to purchase but have not yet completed a transaction.

Overall, Listrak offers a range of features and capabilities designed to help e-commerce businesses increase customer engagement and revenue growth through targeted and personalized marketing campaigns.

User Experience

Humankind

Humankind created a platform to provide personalized, 1:1 concierge commerce and relationships at scale. But what does that mean?

> **In short, it means that a shopper can connect 1:1 with a real human who's been trained on your products and services and can provide not only an excellent shopping experience but also expert-level advice.**

This is one of the biggest differentiating factors between Humankind and all of the platforms mentioned in the first section, **Humankind's goal is human connections that lead to high-value transactions** - and to accomplish this, we built a platform that empowers personal shoppers and remote concierges to connect with customers before, during, and after their purchase. This allows us to collect high-quality data (zero-party data) and matches the elongated consumer buying journey.

Live Person

If you look at Live Person's platform, it's primarily built for immediate, one-call close assistance. This means that it's a great Ai sales chat tool for moment-in-time product help. But it requires a restart every time a customer leaves the site or has another inquiry.

I used the Ai chatbot on Live Person's own website and found this "restart" to be particularly frustrating. Luckily, the questions that I asked were answered quickly and efficiently, and the Ai seemed to use the keywords in my questions to quickly find answers.

Live Person's Ai chatbots can be triggered by keywords or questions which can help businesses reduce the amount of manual labor required to answer customer inquiries. **This helps with scalability and cost-cutting, but it doesn't provide the same level of human connection as Humankind's platform.**

Attentive

One of Attentive's key features is its ability to create automated messages that are triggered by customer actions, such as browsing behavior or purchase history. This feature allows eCommerce brands to deliver relevant and timely messages to their customers, increasing the likelihood of conversion and customer loyalty.

Attentive's "Sign-up units" are built with patented two-tap technology and compliance at the forefront, ensuring a seamless and user-friendly experience for customers who want to sign up for newsletters or promotions.

In fact, when looking at all of these platforms side-by-side, we found that **a combination of Humankind's Conversational Commerce software and Attentive's SMS marketing solution made an almost perfect solution**... but more of this in a minute.

Zendesk

Zendesk is primarily a customer service software. I stress this point because it was designed to help businesses manage customer queries and improve their customer support. The software is known for its chatbot feature, Zendesk Chat, which provides a personalized support experience for customers.

One of the key features of Zendesk is its automation capabilities. This can help businesses save time and improve their efficiency in

managing customer queries. The software also offers extensive reporting and analytics features that provide businesses with insights into customer engagement, customer satisfaction, and even employee productivity.

Overall, the user experience of Zendesk is designed to be simple and intuitive. With its user-friendly interface and range of features, Zendesk is an ideal software for businesses looking to improve their customer support and provide a seamless user experience.

Gorgias

Gorgias is a customer support software that provides businesses with an efficient and personalized user experience. The software is designed to help businesses automate their customer support tasks and provide personalized support to their customers. Known for its AI-powered chatbot feature, which provides personalized responses to customer queries.

One of the key features of Gorgias is its ability to integrate with various e-commerce platforms, such as Shopify, Magento, and WooCommerce. This integration allows businesses to manage customer support queries directly from their e-commerce platform, without the need for additional software or tools.

Overall, the user experience of Gorgias is designed to be efficient and personalized. Its AI-powered chatbot feature provides personalized responses to customer queries, while its integration with e-commerce platforms allows businesses to manage customer support directly from their platform and provide a seamless user experience for their customers.

Now, you may have noticed that I pointed out "customer support"

several times in these previous sections. I didn't do this to be mean to competitors but to showcase that these platforms are (in reality) repurposed chatbots, not dedicated conversational commerce solutions.

"Customer support" is a post-sale activity, whereas "personal shopping" begins when the customer engages an expert through tools like Humankind.

Listrak

Listrak prioritizes the customer experience through its personalized product recommendation engine. By accessing data like a customer's browser history and previous purchases, Listrak can provide personalized recommendations.

Makes me think, do customers really want us to use data that way? Compliance may be a struggle here.

Overall, Listrak's focus on customer experience is evident through its exceptional customer support. It seems like their personalized product recommendation capabilities are strong, and they have a wide range of features.

User Onboarding & Recommendations

Humankind

When a customer first triggers a personal shopper, they're given a rich data survey that generates a customer profile. Once this is completed, the remote concierge will take over and walk the customer through personalized consultation and guide them through the rest of their shopping experience. This makes it more efficient for the customer and collects rich data for the brand.

When the products that fit the customer's needs are identified, the remote concierge delivers them via beautiful, custom-designed landing pages with recommendations, the context for those recommendations, and a single "add to cart" button - accessible anytime.

Once the purchase is made, the concierge can add follow-ups... but we'll get to that in a sec.

Live Person

After testing several of the opening messages on different sites that use Live Person, I was met with, "What brings you here today?" "How can I help you," or "What did you have in mind?" This seemed friendly enough and gave me a chance to ask my questions.

Before continuing the comparison - one distinction between Humankind and Live Person that I'd like to pause and point out is that I was unable to take my conversation off of Live Person. Support was only available while on the site.

However, with Humankind I was able to start on the website and transition the conversation to SMS to get my questions answered on the go...

Something to consider in today's busy world... but back to it.

Attentive

I wasn't able to try Attentive's conversational commerce tool in real time for this article. While looking for the feature on half a dozen of the customer websites listed on their product page, I wasn't able to find or use it on any of them.

But I found their SMS marketing system to be very straightforward and intuitive.

Zendesk

I wanted an accurate perspective of each platform before beginning this comparison, so I went to a handful of Zendesk's customer's websites and tried to activate different features to see how they interacted with me.

In one of their customer's eCommerce stores, I triggered the live chat and found it to be very helpful although it was obviously automated, and the top suggestions weren't relevant to my questions - if I needed to return an item, it was pre-set to help, but if I wanted anything else it was a bit counterintuitive.

On another customer site, I tried to activate the virtual shopper, and as I would hover my pointer over the tile, it showed that there was no link for that option.

Overall, if I was a shopper with an urgent need, I would find this integration to be frustrating and counterintuitive.

Gorgias

Frankly, I found Gorgias' integration with one of their biggest customer's eCommerce store to be similar to Zendesk. I triggered the chat window and was met with a handful of questions but they seemed a bit more intuitive than Zendesk's - but overall a similar experience.

In the first chat window, it asked four questions that I would find very helpful if I was a potential customer:

1. Interested in a discount?
2. Need a different size?
3. What's our shipping policy?
4. Promos, Products, and Other Questions.

If you take a second look at these questions, you'll see the "support" nature rather than a focus on sales. Put simply, Gorgias and Zendesk have a user-friendly customer onboarding process that is designed to help customers find what they need quickly and easily - but in a support capacity.

They both seem to offer AI-powered algorithms to analyze user behavior and suggest relevant features and resources based on their needs and usage patterns. For example, if a user frequently receives customer support queries related to a specific product, Gorgias may recommend additional resources for managing those queries or suggest new features that could improve their overall customer support operations.

Listrak

Listrak's personalized product recommendation engine is probably their standout feature. By using machine learning algorithms to analyze customer behavior and preferences, Listrak is able to suggest products that a customer may be interested in based on their past browsing and purchase history.

Overall, Listrak's user onboarding process and personalized product recommendation capabilities seem to be solid options.

Now, if you've been in marketing circles for a while, you've heard it said, "The fortune is in the follow-up..."

What's the follow-up sequence for each platform look like?

Post Purchase Follow up

Humankind

When you make a purchase with a brand that's powered by Humankind, you're building a 2-way relationship that continues post-purchase. Remember when I said that the whole experience felt like texting a friend?

After the purchase, a remote concierge can text the customer and find out how they liked the product.

For instance, one of our customers is Cascadia Tents, they make all types of products for Overlanding enthusiasts - and for the purposes of this example, let's say that you're a Jeep Wrangler owner who wants to purchase a rooftop tent for an Overlanding Trip that you have booked in a month.

When you get back from your trip, you receive a text from your remote concierge asking how the trip went, how you liked your tent, if there's anything they could have done better and even offering recommendations for upcoming trips.

But it gets better, when you add marketing automation to the mix, you can extend the brand CX (customer experience) and the relationships that form to increase AOV & LTV because they build trust and rapport with customers... This is just one example of how powerful these post-purchase follow-ups can be. They're **an invaluable touchpoint for brands to build trust with their customers and create repeat purchase opportunities.**

Live Person

No relationship post-purchase.

Attentive

This may be the strongest use case for Attentive. Their automated SMS follow-up campaigns allow brands to stay in touch with customers after the sale.

Attentive offers a few different automated SMS follow-up campaign options:

1. Post Purchase Follow-Up - this is an automated message that goes out to customers shortly after they've made a purchase, thanking them for their order and offering advice on how they can get the most out of their purchase

2. Abandoned Cart Follow-Up - these messages are sent to customers who have added items to their cart, but didn't complete the checkout process

3. Reactivation Campaigns - these are automated messages designed to re-engage dormant customers and encourage them to make another purchase

4. Upsell/Cross-Sell Campaigns - these are automated messages that suggest additional products or services to customers based on their purchase history.

Overall, Attentive's automated SMS follow-up campaigns seem to be a great way for brands to stay in touch with customers and drive repeat purchases.

Zendesk

Zendesk's follow-up sequence seems to include a series of automated emails that are triggered by specific customer actions or inaction. They don't seem personalized in any way but are definitely designed to keep customers engaged and informed about the status of their support requests, as well as to gather feedback on the support experience.

After the support ticket is resolved, Zendesk appears to have a follow-up email to gather feedback on the customer's support experience. Overall, Zendesk's follow-up sequence is designed to provide customers with a seamless and transparent support experience, while also gathering valuable feedback to improve the support process.

Gorgias

The follow-up sequence from Gorgias reminded me a lot of Zendesk's. An automated follow-up sequence that included a series of communications that are triggered by specific customer actions or inaction.

This is where I'd like to note that both Zendesk and Gorgias feel more like "customer support" solutions than sales solutions. The difference between sales solutions and customer support is the focus.

Sales solutions focus on metrics that measure customer happiness, and customer support focuses on metrics like open ticket times and ticket closure rates.

Listrak

As a marketing automation platform that supports email, text, and ai, Listrak is primed to offer a great post-purchase follow-up. You can map the customer journey in their feature Journey Hub and set up automated follow-ups based on customer actions or inaction.

These follow-up messages can be personalized to each customer and may include everything from simple thank-you emails to cross-sell, upsell, referral, loyalty rewards, and more. Listrak is also equipped with behavioral and predictive analytics so you can track the effectiveness of your post-purchase follow-ups over time.

The bottom line is that post-purchase follow-ups are an invaluable way to increase AOV and LTV, build trust with customers, and create repeat purchase opportunities. **Humankind and Attentive combined allow you the full 1:1 human conversational commerce + post-purchase SMS experience.**

Automation & Scale

Humankind

A remote concierge powered by **Humankind can support more than 20 conversations at once and can guide 5- 6 shoppers through an excellent CX concurrently**. When you include other factors like automated messaging, you have a shared conversational effort that scales.

The truth is, once a human gets involved, the limiting factor is balancing synchronous time-boxed chats that only allow for 1-2 customers concurrently- this limits the output of each human expert to around 20 or so conversations at once without sacrificing personalization.

Live Person, Attentive, Zendesk, Gorgias, Listrak

Each of these competitors takes a slightly different approach to automation, but they're all powered by Ai, ML, workflow logic, or NLP...

And this is where chatbots shine. Ai guides can handle nearly unlimited requests because they don't require human interaction, and Live Person (specifically) uses the world's largest dataset to automate conversations so they can offer assistance on almost any inquiry.

If you've ever gotten a promotional text message after shopping with a brand that offers you special offers, bundles, or notifications when a product is back in stock, you've seen Attentive SMS in action.
These all offer very similar features when it comes to automation and scale.
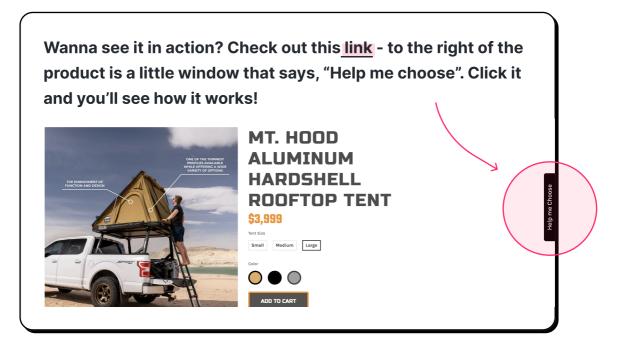
The Platform Overall & User Experience

Humankind

If you think about the person who interacts with customers every day while representing your brand, you want them to be delightful, to create elegant personal shopping experiences in the digital world that wow your customers-

In fact, the best comment you'll ever get from someone is, "How do you do that? That's so cool..."

Wanna see it in action? Check out this link - to the right of the product is a little window that says, "Help me choose". Click it and you'll see how it works!

Humankind is a bespoke platform for conversational commerce, enabling sales experts, remote concierges, and personal shoppers to do their jobs consistently, delightfully, and scalably- that's why customers like REN skincare, Murad, and Olaplex swear by our platform... it's distinctly human- built for humans, by humans, to support an excellent human experience!

Live Person

I found Live Person to be an excellent customer service platform. In fact, it seemed like an improvement over the traditional customer service model.

With a dedicated salesforce and customer service agent, you'd be able to respond to customers in a timely manner and resolve any inquiries or concerns.
In addition, the platform is easy-to-use and has great visuals that make the user experience enjoyable. This can help ensure customers remain engaged and satisfied with their results.

However, I took a look at several of the sites that Live Person claims to support and struggled to find the integration. Looking for help windows, chatbots, and chatboxes almost became a game of hide-and-seek. After visiting five of the customers listed on their website I couldn't find "help windows" for 3 of the 5...

Attentive

I still haven't been able to find Attentive's conversational commerce solution on any of their customer's websites. I don't know why, but after clicking through sitemaps on 8 sites, I still can't find their conversation commerce interaction.

Zendesk

Zendesk offers a user-friendly platform that allows customers to manage and streamline their support operations.

Zendesk also offers a range of automation tools, such as chatbots and macros (a feature that they're known for), which help to reduce wait times and improve the efficiency of support operations, freeing up agents for more pressing tasks.

Gorgias

One thing that seems to be unique to Gorgias is its collaborative features, such as team inboxes and shared labels, etc. The platform's intuitive interface, collaboration tools, and automation capabilities help to streamline support workflows and reduce response times, allowing businesses to deliver fast and effective support to their customers.

Overall, Gorgias' user experience appears to be designed for improving the efficiency and the effectiveness of customer support operations, while also enhancing the customer experience.

Listrak

With all the different options they list, I imagine that the learning curve is quite steep and costs are quite high for each new "option." Reviews on TrustRadius confirm that Listrak is a great platform, but comes with a steep learning curve, high costs with every new add-on, and a less friendly user interface than other incumbents.

Overall, Listrak appears to be a great option for those wanting an enterprise-level solution that can handle complex, multi-channel customer interactions as well as more basic email marketing campaigns.

In Conclusion...

So how do you decide? Well, I think it depends on what you're trying to accomplish...

- **Humankind** is a personalized, 1:1 <u>concierge commerce</u> and relationships at scale...
- **Live Person** seems to work well for moment-in-time product recommendations.
- **Attentive** offers a conversational commerce solution, but I couldn't see any evidence of it being used. Their SMS solution is a powerhouse though.
- **Zendesk** offers automation tools and excellent collaboration features to improve your customer support operations.
- **Gorgias** focuses on a combination of intuitive interface and automation capabilities to deliver great service with less response time.
- **Listrak** is for those wanting a more customizable, enterprise-level solution.

As online personal shopping software goes, I know which one I would choose -

Humankind offers a 1:1 human connection that's aimed to build long-term relationships with customers and increase AOV & LTV. Doesn't that sound like what a personal shopper is meant to do?

Ultimately, it's up to you which platform fits your needs, as I said before, at Humankind we're a little biased and quite proud of what we've built.

If you'd like to see how we help eCommerce brands build real long-term relationships with their customers that increase vital metrics that drive your bottom line, <u>book your demo</u> of Humankind today!