VONAGE

A PERFECT JOURNEY

E-commerce

An Inside Look at the Customer Experience When Optimized with Programmable Communications

The buying experience no longer begins and ends in a physical store. See how it unfolds over time, where buyers, sellers, and brands from around the world seamlessly engage using digital communications to create the perfect journey.

Add to Cart

One Customer.
One Perfect Journey.

Dozens of Interactions Made Simple with Programmable Communications

Discover how communications APIs can set your customers on the path to loyalty.

Digital Communication Channels for E-commerce

With Vonage communications APIs, it's now easier than ever to optimize the customer experience—and your e-commerce business—with digital communications.
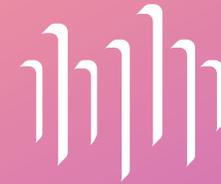
Voice

Authentication

Video

Messaging

VONAGE

Meet Julia

AQUIRE

Julia receives a message from a friend. It's an invitation to join an online marketplace for luxury brands where she can shop designer clothing, jewelry, and furniture from sellers all over the world.

AQUIRE

Julia follows the referral link, downloads the mobile app, and registers an account. She verifies her identity by entering a secure, one-time code sent by SMS. But Julia is busy and after a quick browse of the app, she forgets all about it.

ENGAGE

It's been a couple of weeks since Julia opened the app. A Facebook Messenger notification gets her attention. It's a reminder to sign up using her friend's invitation with a bonus shopping credit.

FULFILL

Julia has exchanged several messages with the seller and she is almost ready to commit. But for such a high-value item, Julia would like to see the current condition of the bag for herself so she arranges a video call with the seller.

FULFILL

After admiring the bag for days, she sends the seller a message directly in the app. She has a few questions about the size and style. The seller responds with all the details.

ENGAGE

Julia begins browsing on her laptop. She gets serious when a unique designer bag from a seller in France catches her eye. She has a simple question about international returns, so she starts a help chat. A chatbot quickly solves it without needing to speak to a support agent.

FULFILL

Julia starts the video chat and the seller uses her forward-facing smartphone camera to show the bag in all its detail. There's the option to record the call so Julia can refer to it later on.

SUPPORT

After the video chat, Julia trusts the bag is legitimate and in good condition. She makes the purchase. In the days following, Julia receives regular status updates about her order which are sent via Facebook Messenger.

SUPPORT

Julia knows her bag will be delivered today, but she can't wait at home all day long. While out and about she hears her phone ringing. It's an automated voice call that alerts her it will arrive in one hour. She has time to return and confirms she will be home. One hour later the item is successfully delivered to her door.

RE-ENGAGE

Julia goes to sign in, but she forgets her password. To reset her password she must verify her identity with a one-time code sent by SMS. She securely re-enters the app and starts shopping again!

RE-ENGAGE

It's been one month since Julia has signed in to the marketplace. She gets an SMS with an offer of free worldwide shipping. It's approaching the festive season so she decides to look for potential gifts using the app.

SUPPORT

Julia is delighted with her purchase, but she has a question for the seller about cleaning the bag. She is driving so taps to call in the mobile app. The seller answers and explains the cleaning process. A virtual phone number hides their personal numbers for privacy and to prevent any off platform transactions in the future.

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Reimagine Your E-commerce Experience

Start Building With Programmable Communication APIs From Vonage

The online buying journey rarely follows a straight line—with Vonage's flexible communications APIs it's now easier than ever to program any conversation to strike at precisely the right moment and on any channel.

If you want to create seamless customer experiences that drive acquisition, engagement, and loyalty, it's time to elevate your e-commerce journey with communications APIs. Chances are there are dozens of touchpoints waiting to be reimagined.

Speak to us about **implementation and best practices** we've learned from working with global e-commerce brands such as Alibaba, Expedia, Zalora, and Vinted.

How will you use communications APIs to create the perfect e-commerce journey?

Learn more. Contact us at:

+1-844-365-9460 | vonage.com/contact-apis

Building Blocks

Here are just some of the communication building blocks featured in the e-commerce scenarios you've just seen:

Voice - Build powerful voice products and engaging in-app voice experiences with the easy-to-use Vonage Voice API and In-App Voice (formerly Nexmo).

Authentication - Verify any phone, anywhere with the Vonage Verify API (formerly Nexmo). Let us do the heavy lifting, and pay only for the results.

Messages - Integrate multi-channel messaging, including SMS, MMS, and popular social chat apps, into your applications with Vonage Messages API (formerly Nexmo).

Video - Integrate video directly into your website or mobile applications with the Vonage Video API (formally TokBok OpenTok).

GET STARTED