

Target Business Overview

Berry Support is a Live Chat widget that can be added to eCommerce stores (Shopify and WooCommerce) without complex code or development. It brings all customer service channels together, making it easier for staff to collaborate on support requests and communicate quicker. And with the eCommerce integration, the customer's order history is on hand, so there's no need to switch tabs to find the relevant information and keep customers waiting.

Berry Support is listed on the Shopify App Store, but has just one review, albeit a favorable one:

Our e-commerce store has over 5 full-time support agents. With so many channels and social media, it was very difficult for us to track all the conversations. We like a lot what Berry support does. It literally saved us 2-4 hours per day. Highly recommended.

Berry Support has three major competitors, Delight Chat, Reamaze and Gorgias, but a host of other high price point players in their industry. In this research document, we'll explore the competitive advantages and differentiators of these other players, as well as commenting in the industry at large.

Market Analysis

[Research](#) indicates that live chat is 400% less expensive than phone support. Live chat saves the phone expenses and the calling demands on individual resp — for instance research has found

that 43% of businesses agree that live chat decreases the phone call volumes. Also, records show that the average chat agents can do the work of 15 email support employees.

In addition to being more effective, stores with chat also sell more. According to Websitebuilder, consumers who prefer chat before making a purchase have a 10% increase in average order value. Also, those consumers who chat before making any purchases results in a 48% increase in revenue per chat hour. The study has proved that customers who are involved in the live chat before purchasing have a 40% higher conversion rates. ROI from standard live chat software is around 300%

That's why it makes sense to have eCommerce tools that grow eCommerce businesses, but does the spending actually reflect those benefits. The overwhelming evidence is that yes it does. According to the data, eCommerce software spending by all businesses doubled from 2010 to 2014, and will nearly double again by 2022.

According to a new report Global Live Chat Software Market, published by KBV research, the [Global Live Chat Software Market](#) size is expected to reach \$987.3 million by 2023, rising at a market growth of 7.3% CAGR during the forecast period.

The North America market holds the largest market share in Global Live Chat Software Customer Service Live Chat Systems Market by Region in 2016, and would continue to be a dominant market till 2023, growing at a CAGR of 6.3 % during the forecast period.

The Europe market is expected to witness a CAGR of 7.1% during (2017 – 2023) in Global Informational Service Live Chat Systems Market. Additionally, The Asia Pacific market is expected to witness a CAGR of 9.7% during (2017 – 2023).

The Retail & Ecommerce market holds the largest market share in Global Live Chat Software Market by End User in 2016, and would continue to be a dominant market till 2023; growing at a CAGR of 6.4 % during the forecast period. The BFSI market is expected to witness a CAGR of 6.7% during (2017 – 2023). Additionally, The Media & Entertainment market would garner a market size of \$118.5 million by 2023.

There are also a bunch of statistics which tell the story of live chat and chatbot adoption:

- The global live chat software market size is projected to reach \$997 million by 2023. (Allied Market Research, 2020)
- A whopping 56% of organizations adopted live chat when they had less than 100 customers. Additionally, 74% of organizations implemented live chat when they had less than ten employees. (Zoho, 2018)
- Even more, 25% of businesses adopted live chat when they were less than one year old, while 30% of organizations implemented live chat when they were more than ten years old. (Zoho, 2018)
- 85% of businesses in the B2B sector and 74% in the B2C industry use live chat for sales. (Zoho, 2018)
- 67% of companies in the B2C sector and 66% in the B2B sector use live chat for customer support. (Zoho, 2018)

- 54% of businesses in the B2B sector and 31% in the B2C sector use live chat for marketing. (Zoho, 2018)
- Meanwhile, more recent data shows that live chat has helped increase revenues of travel and hospitality companies by \$16 million. (Nuance Communications, 2019)
- Live chat has also helped insurance companies save \$1 million in 90 days from call deflection. (Nuance Communications, 2019)
- 38% of companies struggle to provide excellent customer service because of the lack of cross-department collaboration. (Conversocial, 2019)
- A shocking 26% of businesses feel that they are not prepared to offer live chat support via public social media apps. (Conversocial, 2019)

Chatbot Implementation

- Organizations saved an average of \$300,000 in 2019 by using chatbots. (Intercom, 2019)
- Moreover, chatbots are predicted to yield \$112 billion in retail sales by 2023. (Retail Dive, 2019)
- 40% of businesses in the United States, Europe, and China leverage chatbots and virtual agents as of 2020. (Forbes, 2020)
- 73% of North American businesses feel that bots and automation will be somewhat important in the near future. Also, 74% of companies in Europe feel the same way. (Conversocial, 2019)
- Some have found success with human-intermediated chatbots, Dutch airline KLM, has seen a 50% reduction in handle times because agents don't have to type everything. (Forrester, 2019)

- However, only 14% of US online consumers expect a positive effect by interacting with chatbots, while 8% expressed that they expect a very positive interaction with them. (Nuance Communications, 2019)
- A more recent report found that 41% of consumers believe chatbots and AI can potentially enhance their customer experience. 59% think otherwise. (Conversocial, 2020)

Persona Analysis

We believe there are two different buyers (decision makers) for Berry Support. One, the rep or manager on the ground trying to deal with the support tickets, and two, the owner who does it all and is looking for time-saving tools to make their life easier. While the pain points will be the same, the decision making journey and influencers are likely to be different. Let's explore them.

1. Small eCommerce Brand Business Owner

Name	Pain Points	Motivations	Buying Style
Owner Ollie - 42 years old - \$150k/p.a. - Likes reading	- Managing returns and customer support tickets. - Balancing business tasks with marketing tasks.	- Improve response time. - Use conversational marketing to drive sales. - Equip support teams with tools for making	- Free trials and consultations with sales reps - Quick decisions and implementation.

investment books - Family of four	- Losing order info across multiple data sources.	sales.	- Likes the flexibility of cancelling anytime.
	Buying Influences	Preferred Channels	
	- YouTube growth marketing channels. - eCommerce selling course. - HubSpot marketing blog.	- Search ads. - Industry blogs and YouTube channels . - Face to face sales calls.	

2. Small eCommerce Brand Customer Support Manager

Name	Pain Points	Motivations	Buying Style
Support Lead Sally - 30 years old - College Educated - \$75k/p.a. - Young professional - Likes running and cooking	- Managing returns and customer support tickets. - Juggling multiple eCommerce channels and sourcing correct data. - Overflowing support inbox. - Small team, with a limited software	- Improve response time and hit targets. - Use conversational marketing to drive sales. - Free some time up. - Streamline customer support and give all customers a better experience. - Familiarize herself with	- Lots of research. - Multiple free trials and demos. - Team feedback and stakeholder approvals.

	<p>budget.</p> <ul style="list-style-type: none"> - Managing support tickets from multiple sources. 	<p>all the tools available for eCommerce businesses.</p>	
	Buying Influences	Preferred Channels	
	<ul style="list-style-type: none"> - Social ads (e.g. FB and LinkedIn). - Industry customer service blogs (like Zendesk). 	<ul style="list-style-type: none"> - Recommendations. - Events and virtual conferences. - Social media. 	

Competitor SWOT Analysis

Company	Strengths and Opportunities	Weaknesses and Threats
Berry Support	<ul style="list-style-type: none"> - Freemium plan offers a nice trial experience before buyers commit. - Low cost makes it a nice fit for smaller, growing eCommerce brands. - Huge opportunity to be acquired by a large software company. - Inexpensive running costs. - Existing lead gen in place through Shopify App Store 	<ul style="list-style-type: none"> - Very similar branding to Delight Chat (I believe they were built by the same team). - Website copy needs an overhaul (it doesn't make sense in some places). - Little brand equity or recognition. - No mobile app. - Difficult to get noticed in the Shopify App Store (and even then, there's ongoing commission to pay

		<p>to Shopify).</p> <ul style="list-style-type: none"> - Difficult to compete with big name players (even including Drift and Intercom). - Live chat could become less popular. - Increased competition.
Gorgias	<ul style="list-style-type: none"> - Magento and BigCommerce integrations. - 30 integrations in total. - Used by Steve Madden and Radio Shack. - Rated 4.7/5 from 472 Shopify reviews. - Smart auto-reply feature and other automations. - Sales tools for support agents. I.e. social media selling. - Strong support and resources section. - Probably playing in a slightly more established, dominant brand space. They consider their main rivals Freshdesk, Zendesk, Helpscout. - Strong partner and reseller program 	<ul style="list-style-type: none"> - Competition from Drift, Zendesk and Intercom. - Live chat could become less popular. - Increased competition.
Reamaze	<ul style="list-style-type: none"> - Owned by GoDaddy and beneficiaries 	<ul style="list-style-type: none"> - Live chat could become less

	<p>of their substantial distribution, brand and investment.</p> <ul style="list-style-type: none"> - Rated 4.9/5 from 187 Shopify Reviews. - Large collection of integrations. 	<p>popular.</p> <ul style="list-style-type: none"> - Increased competition.
Delight Chat	<ul style="list-style-type: none"> - Incorporates modern communication platforms such as Slack and Telegram. - Stronger website than Berry Support (but still lacking the professionalism and compelling Ness of Gorgias and Reamaze). - Unlimited agents is a nice pricing perk. - Comprehensive help center. 	<ul style="list-style-type: none"> - Very similar branding to Berry Support (I believe they were built by the same team). - Live chat could become less popular. - Increased competition.

Target Business Differentiation

One of the questions this research project aims to answer is whether they are any differentiators or advantages that Berry Support has over its competitors. And there are a large number of competitors; [Capterra lists over 420 businesses offering Live Chat software](#). Therefore, we need to consider if Berry Support has any differentiating factors that could make a customer choose it over one of the other competitor companies listed above or in the Capterra link above. And if there are no product differentiators, Berry Support would need selling and distribution differentiators to succeed.

These are the only differentiators we identified, or believe could be strong differentiators in the future:

1. Shopify Alignment - it makes sense for Berry Support to align itself with the biggest eCommerce operator in the world. Covid-19 has shown that eCommerce is going from strength to strength and more businesses will open D2C channels or entirely new D2C companies. If the API can be strengthened to pull even more Shopify order data or if the conversations could be used to generate more sales or retention, then more Shopify users would be interested in Berry Support. For example, the instant Shopify refund feels like a killer feature, but we need more of them. However, if the purchaser does not have development teams to continue to strengthen the live chat tool, there is a risk of being overtaken by competitors and struggling to acquire customers.
2. B2B - An area of opportunity could be to integrate this functionality into B2B software like Xero, Unleashed Software and other software. With a solid integration, users could have support integrated with order info just as the Shopify integration does, Berry Support could offer their product to B2B businesses with easy order taking, status tracking and inventory adjustments.

Additional Notes

Existing Berry Support Website Copy

The language may be a bit strong above, the website copy just needs significant work. With respect to the writer, it appears as though English may have been their second language. If the purchaser goes through with the purchase, the copy needs an overhaul from a professional

copywriter. There are probably additional pages that are required too (e.g. Support Center, Case Studies etc.). Here are some examples of weak, incorrect or poor copywriting on the existing website:

Every features you need
to power your customer
support.

All features that you need to power your
customer support



Support your customer everywhere

Answer your customers queries on any channel viz Email, SMS, Messenger, WhatsApp, Live Chat, Twitter and many more, wherever your customers are.

What deal suit you perfect

Focus only on the meaning, we take care of the design. As soon as the meeting end you can export in one click into your preferred format.

[Start free trail](#)

Shopify App Store Discovery and Revenue Share

If I search for 'live chat' on the Shopify App Store, Berry Support doesn't show on the first page. See results [here](#). Berry Support is on page three. If I search for 'customer service', Berry Support isn't on any of the first five pages. Results [here](#).

Those results mean it's going to be difficult for customers to find you unless you optimise the App Store listings, collect more reviews or consider paid Shopify App Store ads.

In addition, to weak listing results, it's also worthwhile to point out that any customers who add the Berry Support app to their Shopify Store via the App Store may subject Berry Support to

paying commissions to Shopify. Although these commissions have recently reduced to 0% unless app developers make more than \$1million through the App Store. Info [here](#).