AI in Ecommerce

# Case Studies

Ecommerce

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# INTRODUCTION

Ecommerce Case Studies

SUMMARY: Ecommerce brands are known for having rapidly expanding portfolios. These companies face major issues that are related to accidental transactions and refunds. Deliveries related queries are a big task to keep up with. Ecommerce companies have rapidly expanding product lines which become challenging for customer service agents to be up to date with and have the right product knowledge in such a short amount of time.

While a customer service agent is in talks with a customer, it may get difficult for the agent to gauge and judge the likes of a customer and recommend the right purchase for him that may match his previous purchase, thus upselling / cross selling is a hurdle. While customers are shopping online for a product, the customer may want to get in touch with someone to get a recommendation. The best medium through which a customer can get the right recommendation is via a video call across to a relative or a friend.

Voice based purchases are already well known as people are able to purchase products online or order food using digital assistants like Amazon's Alexa. How do we implement the same for businesses is something that companies may not even be aware of

# KNOWN ISSUES FOR ECOMMERCE ORGANISATIONS

Rapidly Expanding portfolios making it difficult for customer service executive to keep up

Managing accidental transactions and refunds

Delayed Delivery related queries

Gauging customer intent / interest and upselling / cross selling

On website / in-app video calling facilities to showcase a product

Making a customer purchase products using a digital voice assistant

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# THE SOLUTIONS

### A.I. Based Website Chat Widget

For Customers who wish to be updated about delivery updates, an A.I. based website chat widget can be of great help. At times there are also redundant messages regarding transaction failures or false charges. An A.I. bot can keep a customer well informed and help process such issues at a faster rate than human agents.

### A.I. Based Voice Chat (On website / business application)

For Customers who wish to be updated about delivery updates, an A.I. based voice bot which can be placed on the website or even be reached via a call number can be of great help. At times there are also redundant calls regarding transaction failures or false charges. An A.I. bot can keep a customer well informed and help process such issues at a faster rate than human agents.

### Cross Selling and Upselling

When a customer sends a chat message or calls up on our systems, our system readily recognizes the customer and match his profile preferences. The A.I. based bot can help upsell / cross sell products while providing a fantastic and simplified customer service experience.

### For Companies with rapidly expanding product lines

A single instant of an A.I. based software can help cater to an unlimited bandwidth of customers and also be updated with FAQs using a simple text based knowledge base.

### On web / business app video calling

At times customers need recommendations from relatives or close friends before buying a product especially with cosmetics and clothes. Businesses can benefit vastly if such features are provided directly via the website or the business application where the customer can directly share a video call request from the app or website to get purchasing assistance

### Digital Voice Assistant Based Purchases

While its difficult getting the customer's time to make a visit to a shop, the consumer is getting used to communicating to digital assistants. Our solution can help a customer directly interact with businesses using google and alexa skills to purchase a product. A consumer rather than browsing through multiple filters and specifications, can directly speak to a digital assistant and request for a product delivery

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# The Result

## Intelligent Lead Distribution

All agents are intelligently allocated leads based on their skillsets so conversion rates could be optimized.

## Calls & Multi-level Tagging

All calls made/received on the agents mobile or softphone gets auto logged in the CRM. Call closure disposition can also be defined for each customer.

## A Consolidated & Reliable Call Centre

Agents can be dispersed across locations in India. Using a single system we have consolidated all customer agents under a single platform

## Real-time Monitoring

Real-time visibility of customer service agents across multiple locations to analyze their performance with call barging and snooping capabilities

## No Capex Investment

In terms of Cloud solutions, there are no capex investments

## 24/7 availability & efficiency

A single platform to monitor all business communications has simplified the tracking & monitoring process while simultaneously improving the call center's availability.

## Improvement in Response Times

Faster data collation – Improvement in providing real-time access to reports

## Complete Automation

Automated call flows & IVRs can make the organization systems inherently efficient

## Higher Sales and Cost Savings

50% increase in net sales and 30% of long term cost savings.

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# CRMS WE INTEGRATE WITH

# Some of our Ecommerce clients

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