

# AI 'eCommerce' Chatbot

## Your Sales Website's Best Companion

As of 2023, eCommerce sales accounted for approximately 20-25% of total global retail sales. Estimates for 2024 are between 30-35%.

As their growth continues, customers will expect increasing sophistication and a more personalized experience.

This clearly throws the focus on **customer services**. The experience of having the undivided attention of a patient, knowledgeable person who will cater to customers' every need, and go 'beyond expectations' to provide it.

Creating such experiences using human agents is prohibitively expensive, given the required volumes of customers and transactions.

Enter **versaChat 'eCommerce'**, our AI-powered Digital Assistant.





# What our AI-Powered 'eCommerce' Chatbot could do for your business.

The list is almost endless, and the capabilities of even our entry-level chatbot will blow your mind with the range of tasks it can undertake and the speed and accuracy with which it will do them. "Better than a real person", some say!

Our ***versaChat 'eCommerce' Chatbot***, can tackle the range illustrated on the left, and then some!. But, just as importantly, in addition, we supply a key priceless ingredient to help our clients take advantage of them - our **Expertise**.

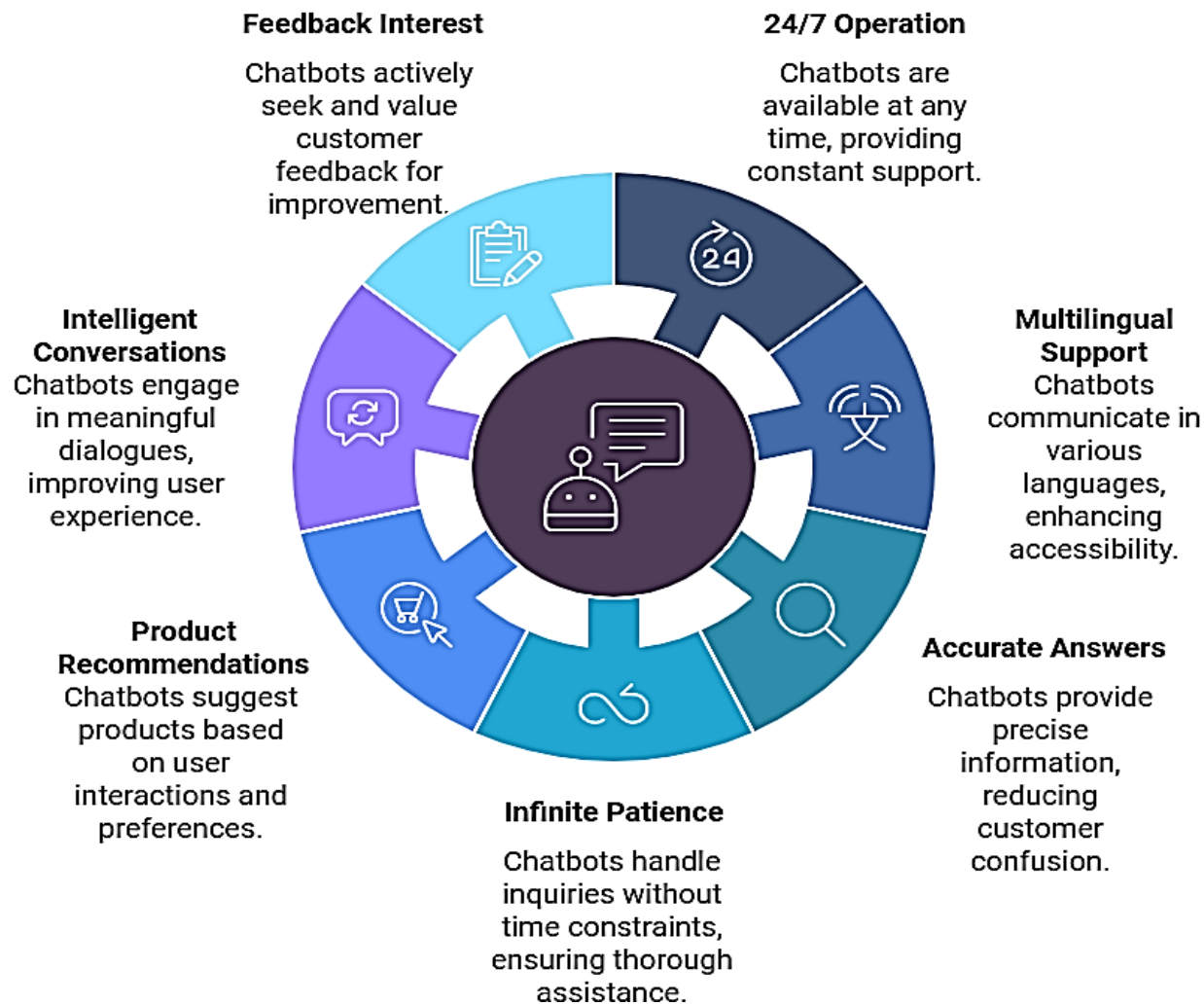
We will consult, advise, recommend and tailor your solution to the precise needs of your particular business. And stay with you through its implementation and beyond.

Interested? See our examples on the next few slides and consider how a 'bot' created specifically for your business might keep it at the forefront of online retail sales..



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# Benefits Your Customers Will See





# Benefits Your Business Will See

## Cost Savings

Reduces operational expenses, allowing for reallocation of resources.

## Customer Satisfaction

Enhances customer experience, leading to higher loyalty.

## Repeat Business

Increases frequency of purchases from existing customers.

## Growth Opportunities

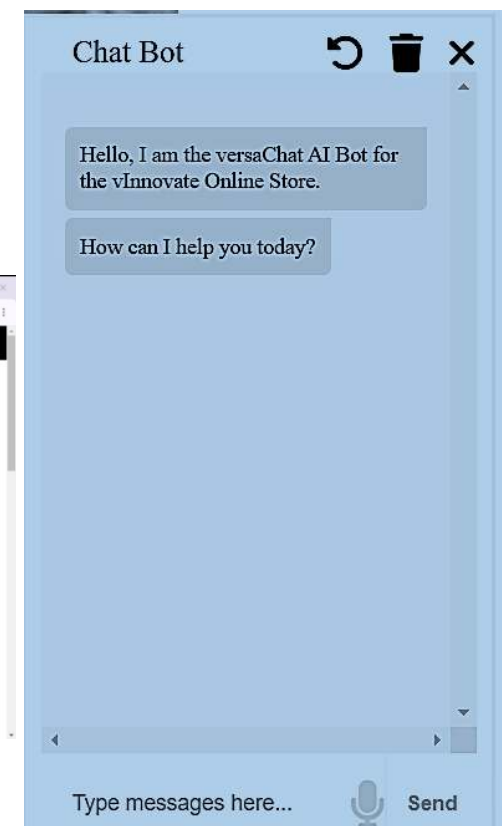
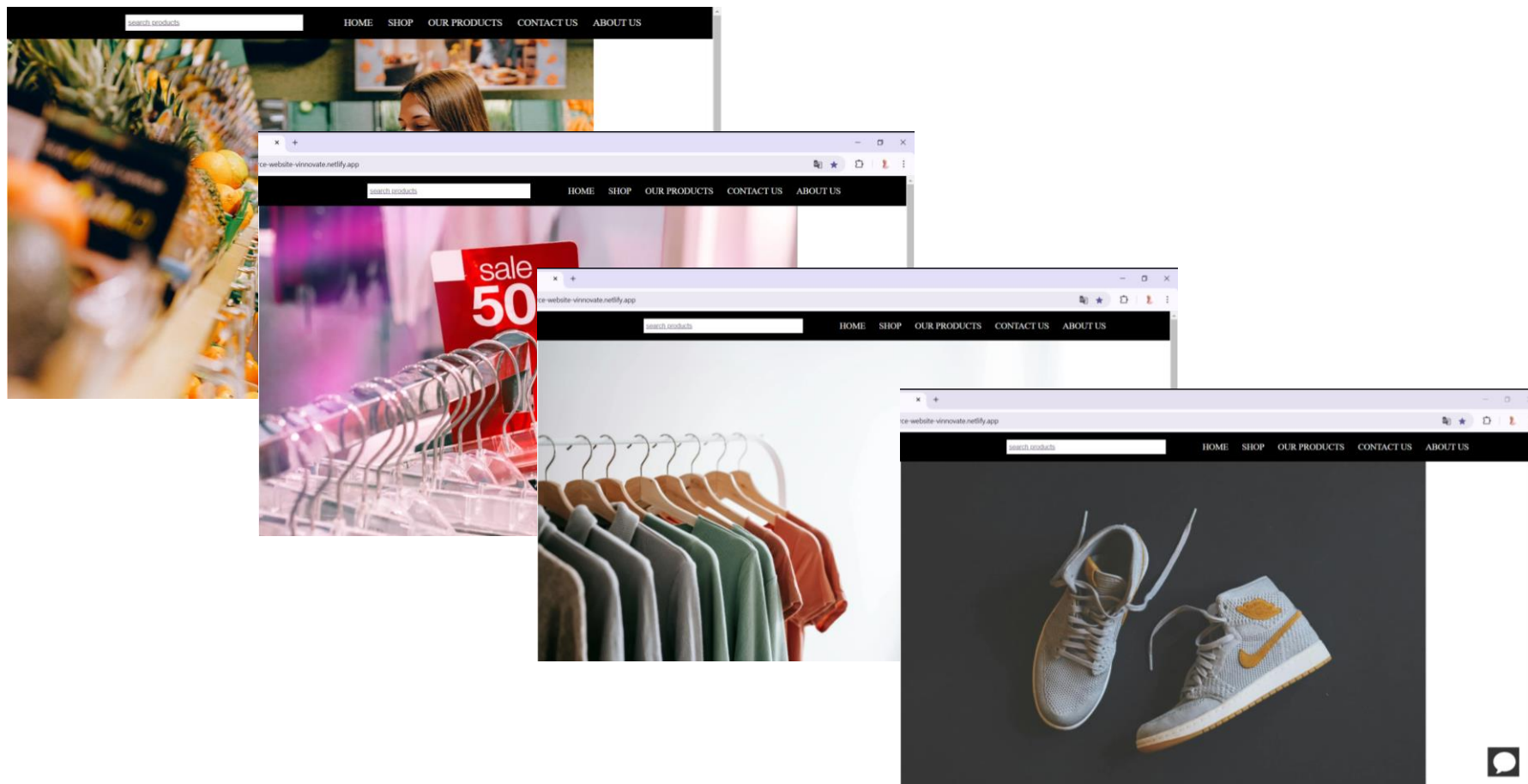
Opens new avenues for business expansion.





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# *versaChat* 'eCommerce' Chatbot Case Study







## Our Client

- **Client:** eCommerce Vendor
- **Country:** India
- **Market Sector:** Home Shopping
- **The Challenge:** The client is setting up a new business to provide a platform for his growing on-line sales and distribution business.
- He wants to ensure that visitors to the site have the best possible experience, to encourage them to return.





# ***versaChat* 'eCommerce' Chatbot Case Study**

## Summary of Benefits - 1

### **Enhanced Customer Experience:**

- ChatBots provide 24/7 support, answering questions and guiding customers through the buying journey.
- Website allows for a personalized shopping experience, tailored to individual customer preferences.

### **Increased Sales and Conversions:**

- ChatBots can upsell and cross-sell products, recommend items based on browsing history, and address purchase hesitations.
- Can optimize product placement, highlight promotions, and streamline the checkout process for faster conversions.
- The site will attract new vendors to use the opportunity to launch and promote their products and solutions, providing a platform for our client.





# ***versaChat* 'eCommerce' Case Study**

## Summary of Benefits - 2

### **Improved Efficiency and Cost Savings:**

- ChatBots handle basic inquiries, freeing up human customer service for more complex issues.
- Chatbots reduce reliance on staff product training.
- **Data Collection and Customer Insights:**
- ChatBot analysis of conversations reveal customer pain points, product preferences, and buying behavior.
- Can track user interactions, allowing for data-driven marketing strategies and personalized offers.

### **Competitive Advantage:**

- A conversational AI chatbot creates a unique and engaging shopping experience and drives return visits.
- Proactive customer service and personalization can set your e-commerce business apart from the competition.







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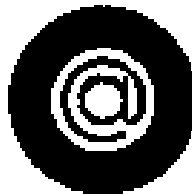
## **Find Out How an AI Chatbot could transform YOUR Business**



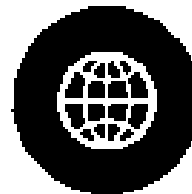
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