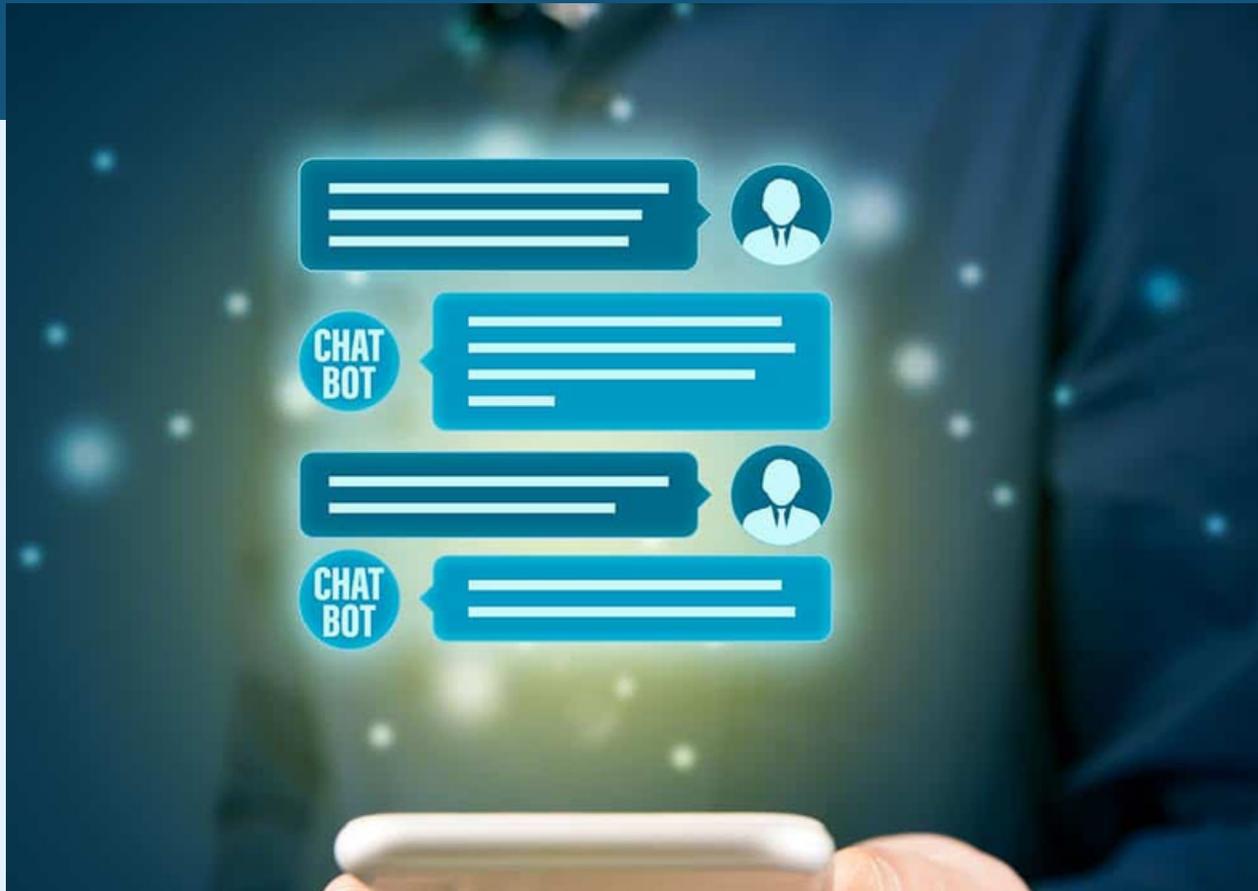aNumak
& Company

Leveraging Chatbots into the e-commerce world

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**"A computer would deserve to be called intelligent if it could deceive a human into believing that it was human."
– Alan Turing**

Digital technology has made it easier for all the brands to learn customer's behavior, needs and offer them the best experience. Technologies including AI , Big Data, mobility, IoT platforms, and analytics has taken the customer experience to a subsequent level. Chatbots answer text and, optionally, to voice inputs during a humanlike manner. They can execute tasks, give specific commands (think of voice control, or most Slack bots), talk and seem to converse. In other words, it works as a "virtual companion". Entrepreneurs & companies integrate it with their website, applications or use it as an instant messenger in order to provide real-time support anywhere, anytime.

Why Chatbots are supportive?

- The chatbot helps in answering common & repetitive questions, which makes it easier for the customer support team can focus on more complex tasks.

- It addresses even complex questions if utilized fully. It adds more value in terms of personalized customer support.

- In the current market scenario, customers tend to hate exploring the FAQ section or calling a helpline for getting support. If there is a chatbot setup, customers can easily integrate their knowledge based on the chatbot widget, which will rapidly increase "buyer engagement" & "customer loyalty".

Behind every e-commerce website, there is an advanced stream of processes, such as promotions, payments, technical support, customer service, logistics, and market research. Thus, on-going chatbot systems are becoming a positive feature for shopping websites, nowadays. AI Sales Chatbots are predicted to tackle 85% of customer service interactions by the year 2020, Gartner predicts.

Many organizations have integrated sales bot to their customer support storefronts. Let us take the example of Nike Style Bot, it has brought in the time of a unique Nike ID platform on Facebook Messenger through an AI e-commerce chatbot. Through this, customers can design their shoe or can browse the previously uploaded versions for references. The capability to combine and match the styles can help in creating their styles and may share with friends through the conversational platform of Facebook Messenger. By the top of the campaign, they acknowledged the typical CTR was 12.5 times above their older platforms.

How does a Chatbot function?

The chatbot works in two phases –

1. Analysis of user's request
2. Composing & sending a response
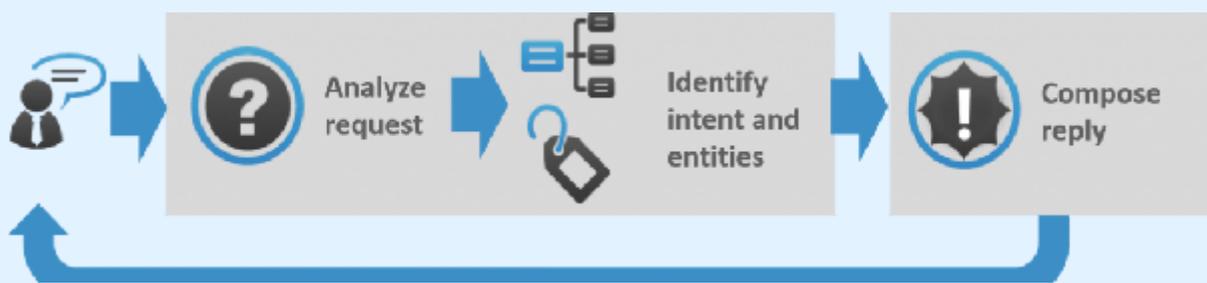
Thus, the Chatbot replies after interpreting the user's intent based on the specific request made. Additionally, the services of Chatbot can increase the quality of customer interactions, and can and instantly look for information from the records. And several chatbots go beyond the records to pull information from different social media channels if required. This eventually results in enhanced user experience with highly customized real-time responses.

The recent Economic Times report reveals that Indian E commerce industry is to touch USD 84 billion in 2021 from USD 24 billion in 2017. It's mandatory to win customer support game by providing a response in no time, when the industry is growing and more players are coming in. This is why chatbots are the primary need while answering common pre-purchase questions and solving post-purchase queries.

E-commerce businesses deals a lot with shopping cart abandonment, where the customers select the products, add them to their cart, but leave the website without completing their purchase. There can be plenty of reasons that can divert potential customers from making the payment and complete the purchase. This can be uncertainty about the website, risky about prices, not trusting the product, or all. But such situations can certainly be avoided by developing an e-commerce chatbot which will help the customers to finalize their purchases.

There are several reasons why chatbots have been able to get established in e-commerce. It is completely transforming the e-commerce functions. It provides many platforms that bring potential opportunities for the sellers. When it's integrated, it makes the retailer's job easy by driving sales. It can also save the order history so that the next time it will be more convenient for the customers to shop online! Chatbots can reduce all the extra apps, and can save lots of time and can allow the users to shop in a conversational way.

Thus, chatbots helps in fully unleashing online sale conversions. Any e-commerce business now, can develop and deploy Industry specific chatbots that aim in solving real business challenges. Best chatbots are the ones which brings out relevant questions for customers who are uncertain about completing their orders. Chatbots ultimately help in assisting customers in finding suitable products, answer all of their queries about delivery, and offering deals and high discounts to encourage the customers to make the purchase.

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