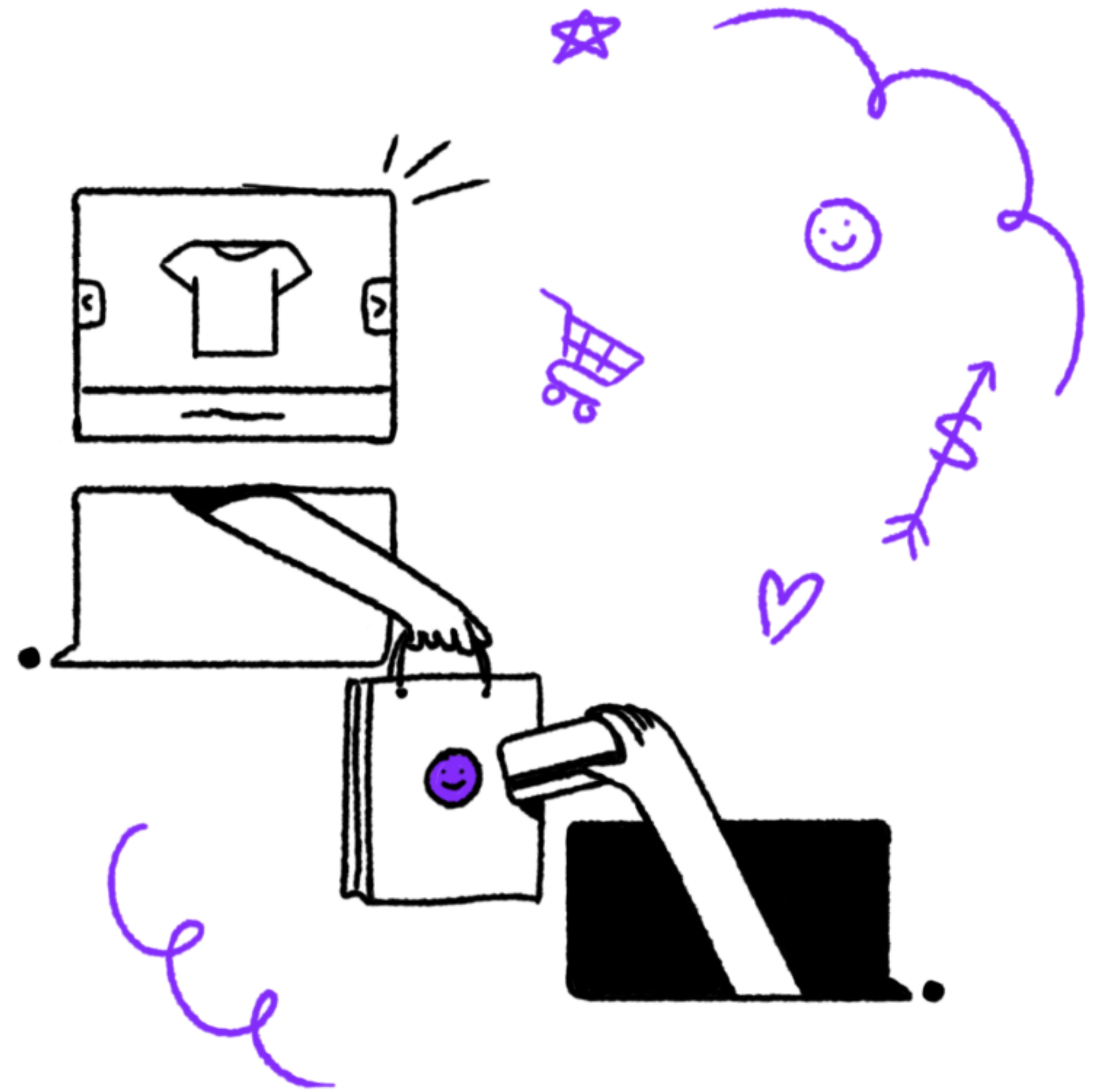


# How to Skyrocket Online Sales and Boost Customer Retention

Conversational strategies to prepare for  
overdemand

aivo





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## Executive Summary

We created a practical guide to add valuable information to your sales and customer service strategies.

### Who will benefit from this ebook?

- If you sell products or services online and want to increase sales.
- If your website plays a major role in your business strategy and you want to use it to create better relationships with your visitors.
- If you're looking for new ways to engage with your customers to improve the experience and increase loyalty (and, therefore, more sales!)

### In this e-book, you'll find:

- An overview of the current state of e-commerce and the challenges and opportunities for your online business post-coronavirus.
- Current consumer expectations and how to offer a comprehensive and satisfactory purchase experience.
- Tactics, tools and technologies that will help you adapt your strategy to optimize your sales.

### In the end, you'll be able to:

- Power your customer service digital strategy, sales and marketing with artificial intelligence and automation technologies.
- Offer an efficient and personalized digital experience in times of overdemand.
- Generate more leads and boost sales on your website.

All the information is supported by data from recognized international sources and [Aivo's](#) own studies. So, relax and happy reading!



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## Opening Words



"We are aware of all of the challenges that emerged this year due to the pandemic. Suddenly, strategies had to be redefined, important goals had to be postponed, and consumer needs changed completely.

Today more than ever, having an online contact channel is a must. Websites became the main sales channel, and instant messaging apps triumphed over traditional channels regarding customer interaction. In 2020 the digital strategy was key, not just to overcome current obstacles, but to also redefine future processes.

In this ebook you'll find a guide that will allow you to better understand consumer's new normal and evaluate the available technological resources to improve your business and increase sales".



**Martín Frascaroli**   
CEO & Founder | Aivo



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01.

# Strategic Challenges of Online Sales: What to Expect Next Year

Selling products and services online has revolutionized consumption habits worldwide.

From its beginnings in the 90s, electronic commerce has experienced exponential growth. But things have changed quite a bit since then.

In 2014, there were already **1.32 billion** online shoppers – nothing to sniff at – and it's estimated that it will rise to **2.14 billion** by 2021, according to Statista<sup>1</sup>.

Over the last year this trend grew stronger. The pandemic changed the rules of the game and accelerated the transformations that were already taking place. With physical stores closed during several months and with the pandemic that continues to force social distancing measures, online stores became the main sales channel.

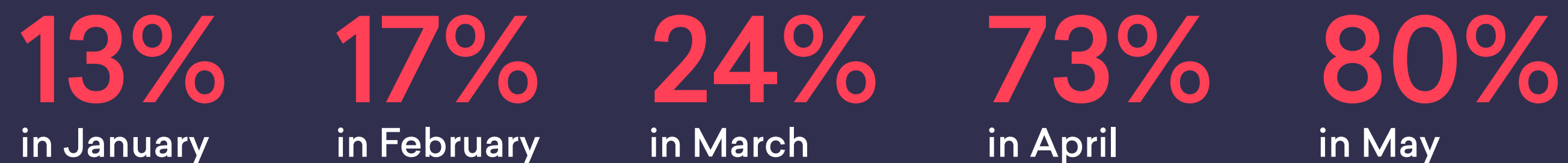




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## ECOMMERCE SALES GREW



## THIS WILL RESULT IN



Roughly eight-in-ten Americans shop online now<sup>2</sup>, and this trend will only become stronger. By 2021, it is expected that 230.5 million US people will be online shoppers, which would position the United States as one of the leading e-commerce markets based on online shopper penetration<sup>3</sup>.

This scenario is pushing companies to constantly revise the way they approach their online strategy, especially in major events like Black Friday and Christmas. This year, for the first time, consumers won't be able to gather in big crowds in shopping centers. Online stores will be the safest and most effective way to shop. Is your strategy ready to deal with online overdemand and, at the same time, deliver a personalized experience? How will you stand out from the competition?

Want to know more about the customer experience post-coronavirus? [Download our whitepaper Strategies to navigate 2020](#)

## Main Obstacles and Difficulties

Although Business to Customers (B2C) and Business to Business (B2B) companies differ regarding their strategies, audience and objectives, both approaches face similar challenges when selling online.

### 01

#### Turning visitors into customers isn't simple

Many people visit your site but only a few go all the way and make a purchase. There's nothing easy about getting users to browse your website, get through all the stages of the funnel and becoming really interested in what you offer.



### 02

#### Long-term profitable growth is really hard

Throughout the year there are sales peaks like Mother's Day, Christmas or Black Friday. Although they're welcome, keeping a steady sales flow throughout the whole year is super important for ensuring the financial health of a company.

# 03

## Understanding and interacting with customers takes time and effort

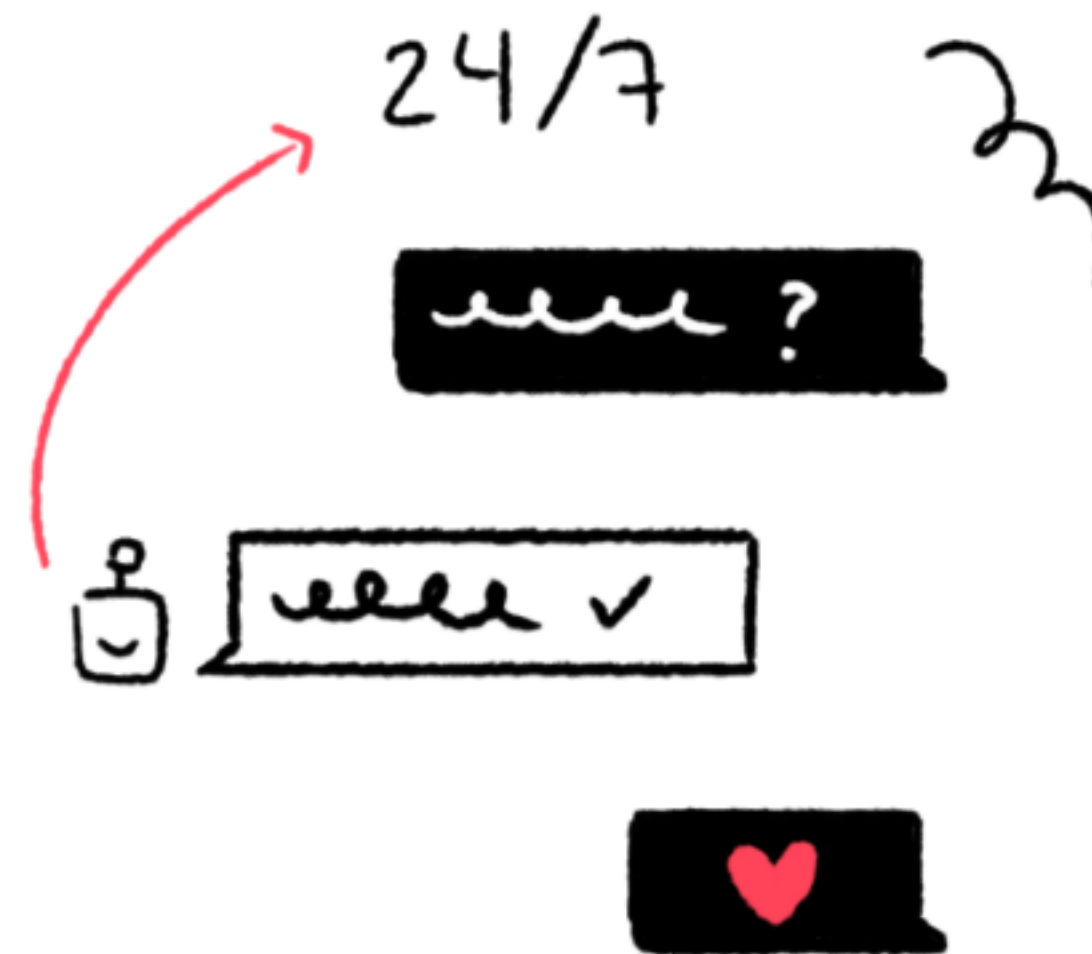
Consumers today are very different. Now more than ever, they interact through different channels simultaneously. They expect speed and efficiency to resolve their issues. Traditional customer service can feel unable to keep up with consumer demand.



# 04

## It's impossible to manually handle a high volume of inquiries

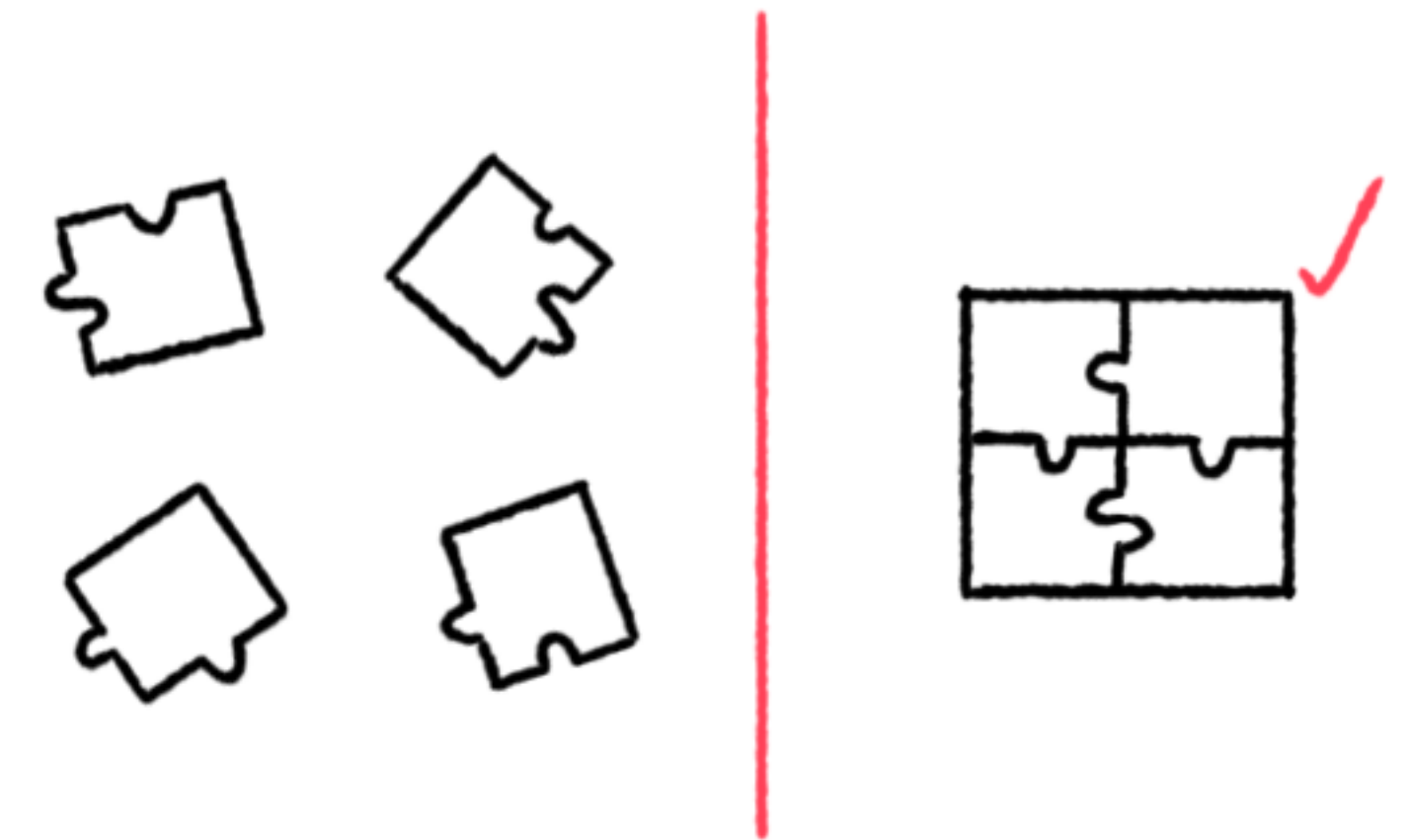
Unless your team is huge or available 24/7, answering questions on time and correctly might be a pipe dream.



# 05

## In this changing era, staying on track and optimizing time is a real challenge

If 2020 taught us a major lesson, it's this: everything has an expiration date, and current goals might drastically change tomorrow. Companies can't get stuck on old processes, but rather be flexible to adapt their strategies as the context demands.



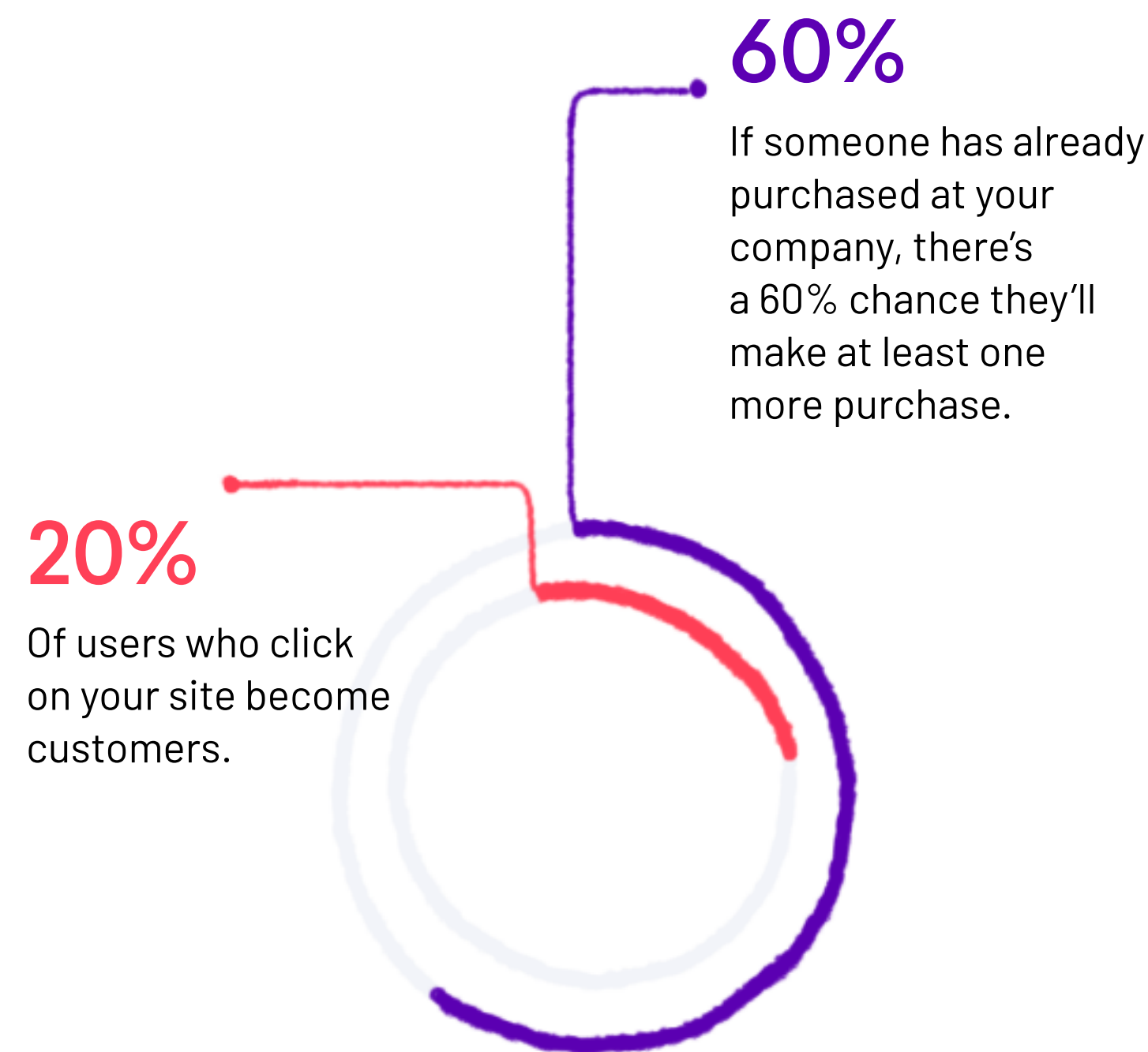




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Gaining customers is hard.  
Keeping them is even harder.



## 06

**Providing a personalized experience is hard, especially when you don't know your customers**

According to a study by Conversant, only 15% of CMOs believe they really know their customers, and 2 out of 3 don't keep a complete record of their online and offline sales<sup>5</sup>.

## 07

**Gaining customers is hard. Keeping them is even harder**

According to Marketing Metrics, only 20% of users who click on your site become customers<sup>6</sup>.

In addition to these points, that were already overwhelming enough until last year, new challenges emerged in the wake of coronavirus.

From one day to the next, **online stores became the only way to sell products or services**. Physical stores had to close indefinitely, so e-commerce had to rise up to the challenge to deal with overdemand.

At the same time, **digital channels became the only point of contact and support**. WhatsApp became the king of instant messaging, increasing its interactions up to 500% in March of 2020!



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Lastly, **customer service teams had to migrate to remote work to keep employees safe**. In this context, many companies had to redesign their support systems and adopt Cloud-based solutions to guarantee continuity.

If you identify with some (or many) of these points, I have good and bad news for you.

Let's start with the bad one: Yes, you have a problem that has to be solved. The good one? You also have a lot of opportunities to further improve and develop your company. It's time to change your perspective and look for new ways to get around these obstacles.

### Channel strategy before the crisis



70%  
Phone



30%  
Instant Messaging

### Channel strategy after the crisis



30%  
Phone



70%  
Instant Messaging



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02.

# Learning to Identify and Satisfy Customer Expectations

“Know your customers.” It’s one of the most repeated mantras by sales and customer service teams. But what does this really mean?

The truth is you can’t just depend on your common sense to identify consumer behaviors and expectations. To know their needs, it is advisable to perform an extensive research to design a strategy accordingly.

## What do consumers want? 5 characteristics of any customer

There's no doubt that consumer behaviour has transformed due to technological evolution and the abrupt change of context during the pandemic. Today's customer has certain characteristics that affect the way they interact with companies. These are:

- **Immediacy**

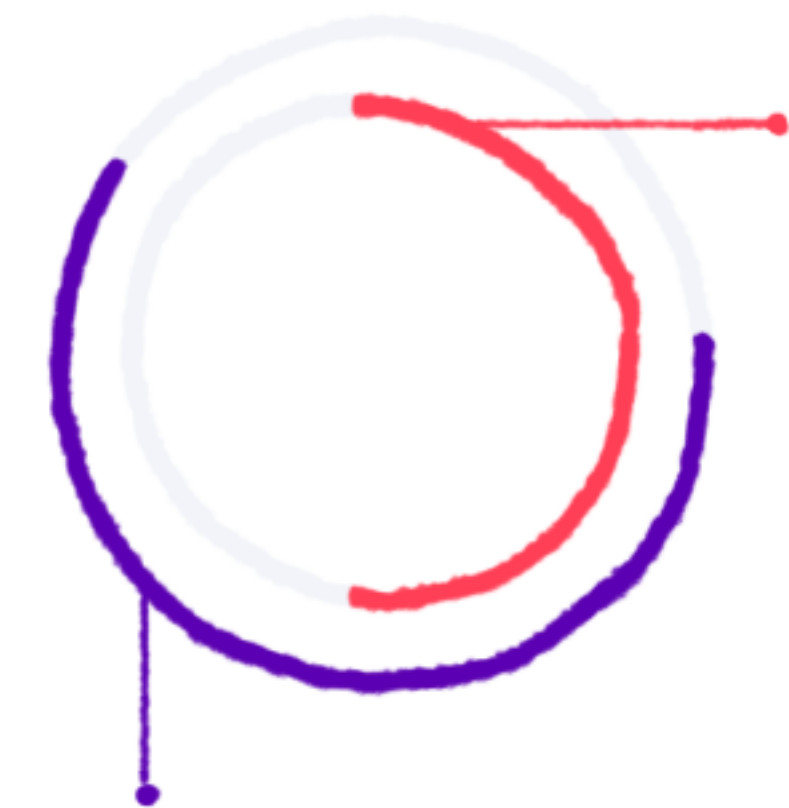
There are only seconds between buying and not buying. According to a study by Hubspot, 82% of respondents rate as "important" or "very important" the immediacy of an answer when they want to buy products or talk to a salesperson<sup>7</sup>. Real-time service is every customer's dream and this has to be a priority when defining their experience.

- **Huge amount of information**

Although there's always impulsive buying, behind every purchase decision there's usually research, comparison and more research. Before spending their money, they read descriptions, look for feedback on social media, and compare prices. Transparency and visibility play a super important role.

- **Personalization**

Whether you work in a B2C or B2B company, customers will expect personalized experiences. And this doesn't mean just calling the customer by their name, but an experience tailored-made just for them<sup>8</sup>.

**52%**

Of consumers would leave a brand if it didn't have a communications personalization strategy.

**65%**

Of companies would stop doing business with a service provider if they didn't offer communications adapted to each customer.



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# 73%

of respondents use multiple channels during their shopping.

# 10%

more money spent from customers who choose multiple channels than those who prefer a single channel.

Want to improve your personalization strategy but don't know where to start? [Download our ebook Hyper-personalization & Empathy: How can you better connect with your customers using technology and AI?](#) By Aivo + Zendesk

- **The same experience on multiple channels**

Customers can interact with your brand through Facebook Messenger, WhatsApp, or wechat, and they expect the quality of the experience to be the same regardless of the contact channel. In other words, they demand communication that is omnichannel, i.e. one that's coherent and consistent on all digital channels they use to interact with the company.

**73%** of respondents use multiple channels during their shopping. Customers who choose multiple channels spend **10%** more money shopping online than those who prefer a single channel<sup>9</sup>.

- **24/7 Availability**

According to Salesforce, 71% of consumers believe that having customer service channels available despite the day of the week or the time of the day has a positive impact on their brand loyalty<sup>10</sup>.

Today, online sales are defined by hyperconnectivity. Businesses that want to thrive must find ways of making interactions easier at any time, any place.

**So now how can you transfer these characteristics to your business strategy?**





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## Customer-Centric, the Best Organizational Approach



60%

A recent study found that customer-centered companies are 60% more profitable.

The world is getting more and more competitive, and when it comes to shopping, customers can choose from hundreds of brands. This is why you have to be one step ahead and make a difference. The “customer-centric” approach is one way a company can make this happen.

This approach is based on a simple premise: **customers are the main focal point**. Whoever adopts this strategy starts by listening to and identifying customers’ needs and preferences in order to offer a shopping experience par excellence. And it doesn’t end when the customer purchases the product or service, but comprises from the first interaction with the consumer up to the post-sale service.

That said, many companies still don’t establish this as a priority. According to a report from CMO Council, **only 14% of marketing professionals stated that focusing on the customer is a hallmark of their companies**<sup>11</sup>.

What’s the main advantage of this approach? **A recent study found that customer-centered companies are 60% more profitable**<sup>12</sup>. This is due to an increase in the customer income net value and a decrease in how many customers abandon the brand.

Building a successful, customer-centered model doesn’t mean ditching all your strategy, though. Although it might seem like a complex process, you can start with baby steps. In the end, you’ll not only be closer to the customer-centric approach, but you’ll also have worked to make your business more efficient.



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# 01

## Start with your customers and not with your business goals, products or services

Listen to what your customers want and what their main problems are. Empathize with them and that's how you'll get a new perspective to look for solutions.

Ask their opinion about your service and how they would improve their experience in general. You can also map out the different stages customers go through until a purchase. This will help you monitor all interactions they have with the company and discover new patterns.

# 02

## Develop an organizational culture that's aligned with customer expectations

A client-centric approach is not just important for the marketing, sales or customer service areas. The entire company has to share these objectives and goals. How can you do this? By encouraging all your employees to get to know and understand the customers.

# 03

## Use technology as a tool for improving the relationship with customers

The more listening, dialogue and understanding there is, the greater brand trust and loyalty will be. To achieve this, adding tech resources will boost your chances. We'll talk about this in more detail in the next chapter.



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03.

# Technology to Rise to the Challenge

Technological development has an enormous impact on everybody's life. Here we'll analyze in detail two key technologies for strengthening your digital business: artificial intelligence and chatbots.



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## Artificial Intelligence



Global investment on AI

From 2 billion  
in 2018

To 7.3 billion  
by 2020

In today's business environment, technology is a must-have to make procedures more efficient both for companies and customers.

In that sense, artificial intelligence is more and more available for brands to implement innovative strategies. According to Juniper Research, global expenditures on artificial intelligence will increase to 7.3 billion per year by 2022, compared to 2 billion in 2018<sup>13</sup>. On the other hand, according to Gartner<sup>14</sup>, the use of AI stored from the Cloud will increase 5 times by the end of 2020, in comparison to 2018.

Contrary to what you'd think, the greatest investment will come from customer-oriented areas. In fact, a study carried out by Forrester revealed that **46% of companies implementing this technology today use it in their sales and marketing departments, and 40% in customer service**<sup>15</sup>.

As time goes by, artificial intelligence is slowly but surely taking over daily life. This year, however, it was more necessary than ever. Companies that were already using this technology in their strategy relied on an essential ally to guarantee continuity.

But being an ally in times of crisis is not AI's only functionality. Another great advantage is that it constantly learns from customers' behavior. This is an excellent method for obtaining valuable information from potential and actual clients.

In fact, according to Narrative Science, **61% of people** who use technology to implement innovative strategies stated that they **are using artificial intelligence to identify opportunities in data that would be otherwise lost**<sup>16</sup>.





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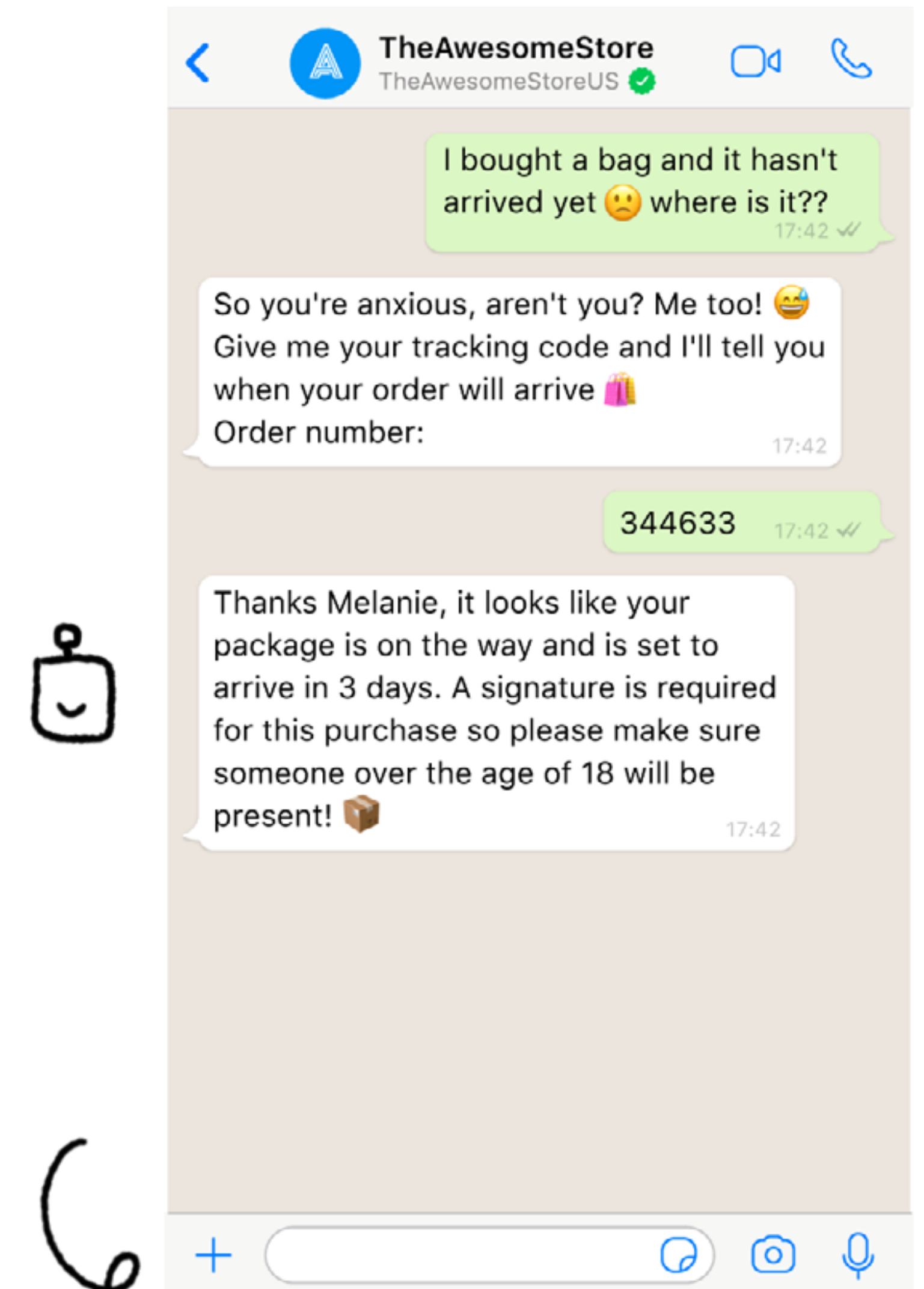
## Automating Processes and Optimizing Resources

At this point, it is logical if you're wondering: "IA sounds great, but how do I apply it correctly in my company?" We're almost there.

First of all, interacting with customers and managing information manually can become impossible for many companies, especially if they are working remotely. Unless they have the money to hire a large team, being available 24 hours a day is impossible.

Second, if your company offers a diverse catalog of products and services that are difficult to use, you'll probably receive hundreds of questions. As if this wasn't enough, inquiries arrive from many channels, such as your website, [WhatsApp](#) or by phone, at any time - days, nights, weekends, holidays. Many times you'll even notice that you get the same questions over and over again.

The good news? You don't need to do everything by yourself. **Automating operational processes, companies can strengthen customer service and sales.** Here is where chatbots come into play.





## Chatbots 101

More and more companies are implementing chatbots for automating processes and making the customer experience more efficient. **By 2024, Global Market Insight estimates that the chatbot market will exceed more than 1.3 billion dollars<sup>17</sup>.** That number is impressive, but what exactly is a chatbot?

Oxford dictionary defines “chatbot” as “a computer program designed to simulate conversation with human users, especially over the Internet”<sup>18</sup>. Also known as a “virtual assistant”, a chatbot is designed to understand the language of the users browsing your website.

If there’s one thing that makes chatbots stand out, it’s their ability to answer a question instantly, which means grabbing the interest of a potential customer before they’re gone. Whether integrated into a website or in different messaging apps, chatbots work 24/7.

A simple but useful example illustrates this.

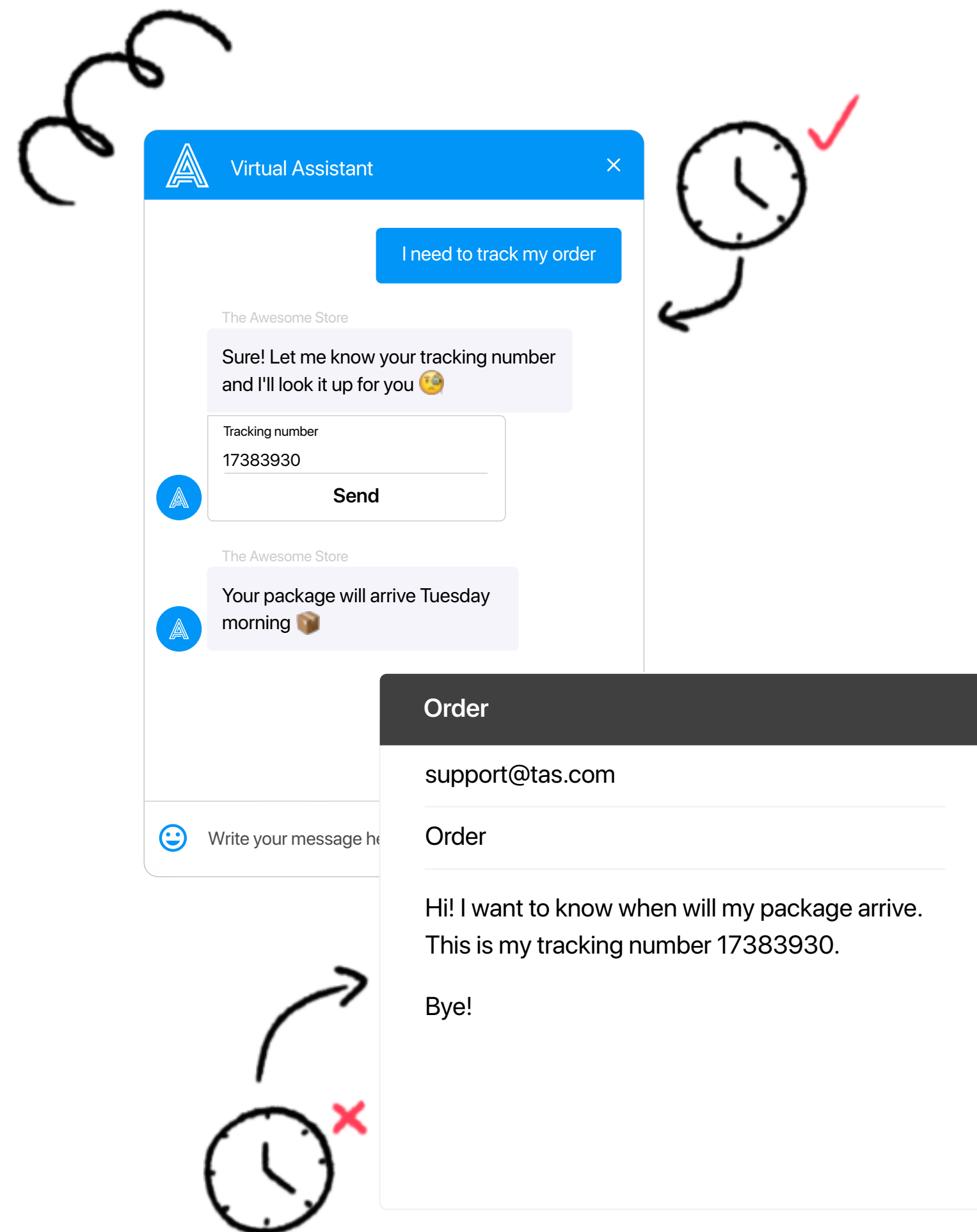
A teenager wants new earbuds on a Saturday night. He visits different e-commerce sites in order to compare prices and models. The ones he wants are at two online stores, but he has a question about the payment and shipping methods. One of the stores has an e-mail address for questions that will probably be answered the following business day, and the other one has a chatbot that interacts immediately.

Which one do you think he’ll choose?





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According to a study by Hubspot, **90%** of consumers rate as important or very important the “immediacy” of an answer when they have a customer service related questions. In this case, “immediacy” is defined by **60%** of the respondents interested in customer service as a period of no more than 10 minutes<sup>19</sup>.

Consumers want information instantly and chatbots have become the perfect partner for companies to achieve this.

But... what chatbot is the right one for your business? There are many kinds of chatbots, but not all of them have the ability to chat without limitations. Only those developed with artificial intelligence will be able to establish natural conversations that truly add value. They can also identify the real intention behind text, understanding queries regardless of the way they were formulated.

[Learn how artificial intelligence works in greater depth](#)

**90%**

of consumers rate as important or very important the “immediacy” of an answer when they have a customer service related questions

**60%**

of the respondents interested in customer service as a period of no more than 10 minutes



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04.

# Using Chatbots and Artificial Intelligence to Earn Loyal Customers

As we've already discussed, artificial intelligence benefits many areas of the company, and sales are no exception. An article by Harvard Business Review reported that **companies using AI increased by 50% the number of leads, reduced costs by 40% to 60% and lowered customer 'call times by 60% to 70%<sup>20</sup>**.


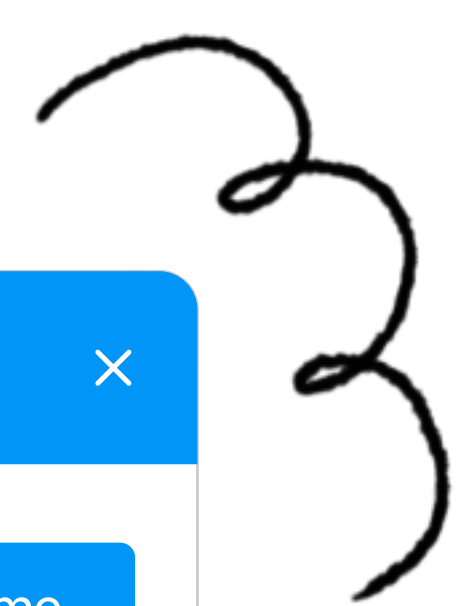
How can you start using this technology? Let's see some specific applications to improve customer experience and your company's results.



## Sales & Marketing

### What strategies can you drive with an AI chatbot?

#### Lead generation

Generating leads is key to every online business. One of the most popular ways of getting leads is through a classic contact form. Any advice? Make sure users don't have to fill in too many fields. Their name and e-mail address may be enough in some cases. In others, you can add the name of their company and job title as required fields. That way, it'll be easier to qualify them later.



 Virtual Assistant 

I'm interested in Smart Home services

The Awesome Store


Great! Thanks for you interest! 😊  
Fill out this form and and agent will get back to you soon!

Name


Arthur Watson



Email

arthur.w@mail.com

 Send

The Awesome Store

 Thanks! 😊

 Write your message here 





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## Conversational Marketing

Although we say forms are a useful resource for obtaining information, there's another alternative to consider. Instead of making your customers give their information, why don't you send them a friendly greeting through a chatbot first? Conversations have a greater power than you think.

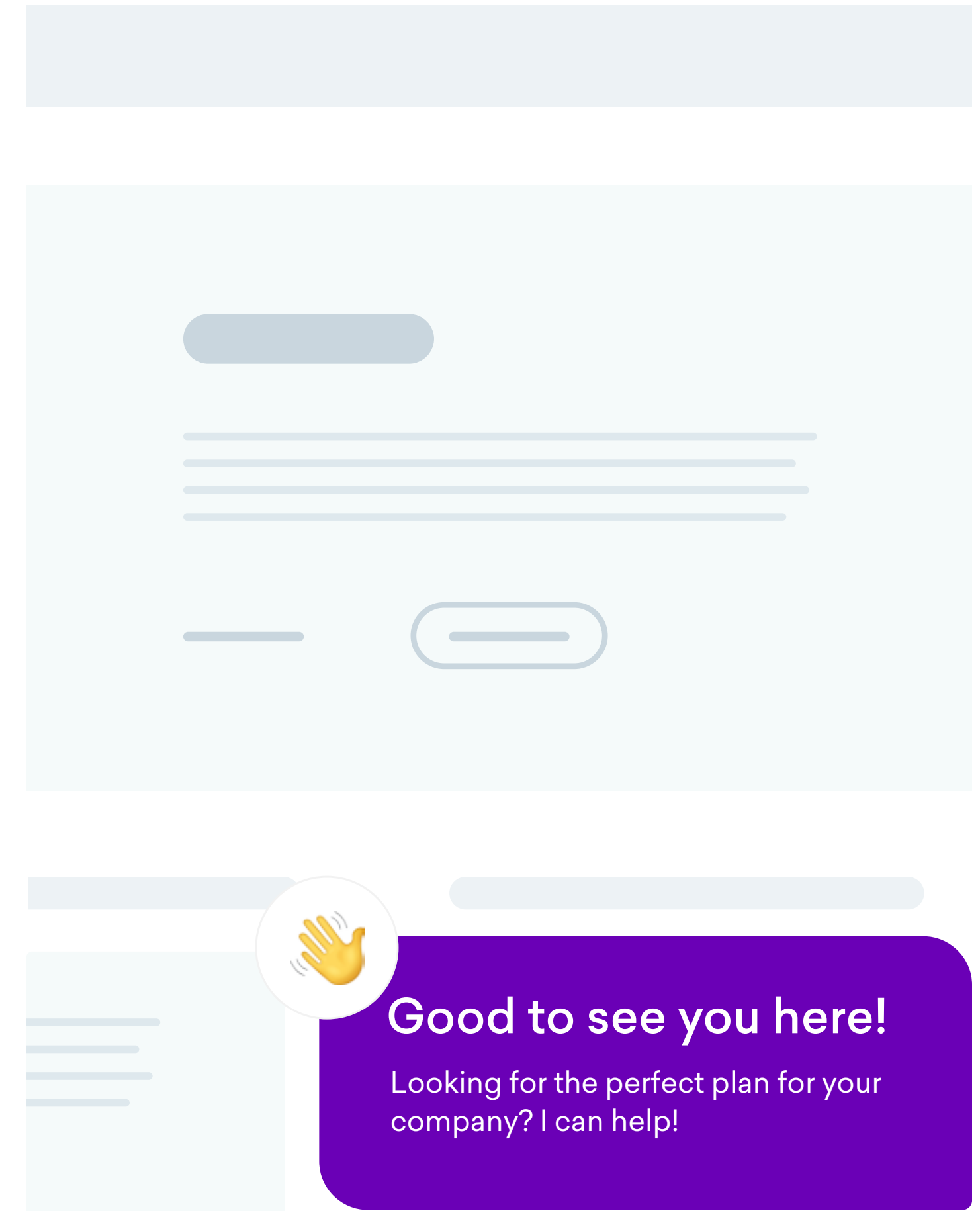
Conversational marketing is based on this principle: **guiding your potential customers through the whole purchase process with empathetic dialogue in real time.**

The first step to achieve this is to add valuable content to your chatbot. It might seem complex, but it isn't at all. Any person from your team will be able to do it, even if they have 0 programming skills, in the training section or using Excel spreadsheets. In AgentBot's case, our AI chatbot, it is also possible to do it through Zendesk Guide thanks to our Zendesk integration.

The second step is to make your bot stand out on your website. You can animate your start button, create an avatar, use complement buttons, and choose contrasting colors.

Lastly, you can send personalized messages while users navigate on your website. According to a Zendesk study, around 30% of companies send proactive messages to customers related to sales and marketing<sup>21</sup>. For example, they send promotions, discounts and great deals.

These conversations that you establish with your prospects will be the initial kick to generate more sales.







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I have between 1,000 to 5,000 monthly conversations.

The Awesome Store

I will ask you some questions. Why do you want to implement a customer service solution with AI?

The Awesome Store

Reduce costs

Change provider

COVID-19 situation

COVID-19 situation

The Awesome Store

I feel like I've known you since forever! 😊  
Schedule a call with an expert now 🙌  
[aivo.co/demo](https://aivo.co/demo)



## Lead Qualification

Once you've turned your anonymous visitors into leads, you'll have to score them. Of course, there's a big difference between a lead that just wants to learn about future deals from one who left a shopping cart full of items. And **each one of these leads has to be treated differently.**

Through your chatbot's flows, you can create dialogues for each type of lead and request the information you need from each one. This will allow you to qualify them and, later, transfer them to the right department and even filter them based on different criteria.

For example, Aibot, Aivo's chatbot, has different dialogues prepared based on the user's answers in the contact form.



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## Automatically Referring Leads to the Right Department

Once you've differentiated which types of leads you have and which stage of the purchase process they're in, you have to transfer them to the right area of your company.

Your team is probably already doing this through a CRM. However, a chatbot can be a great complementary tool to speed up the process of lead acquisition and transferring.

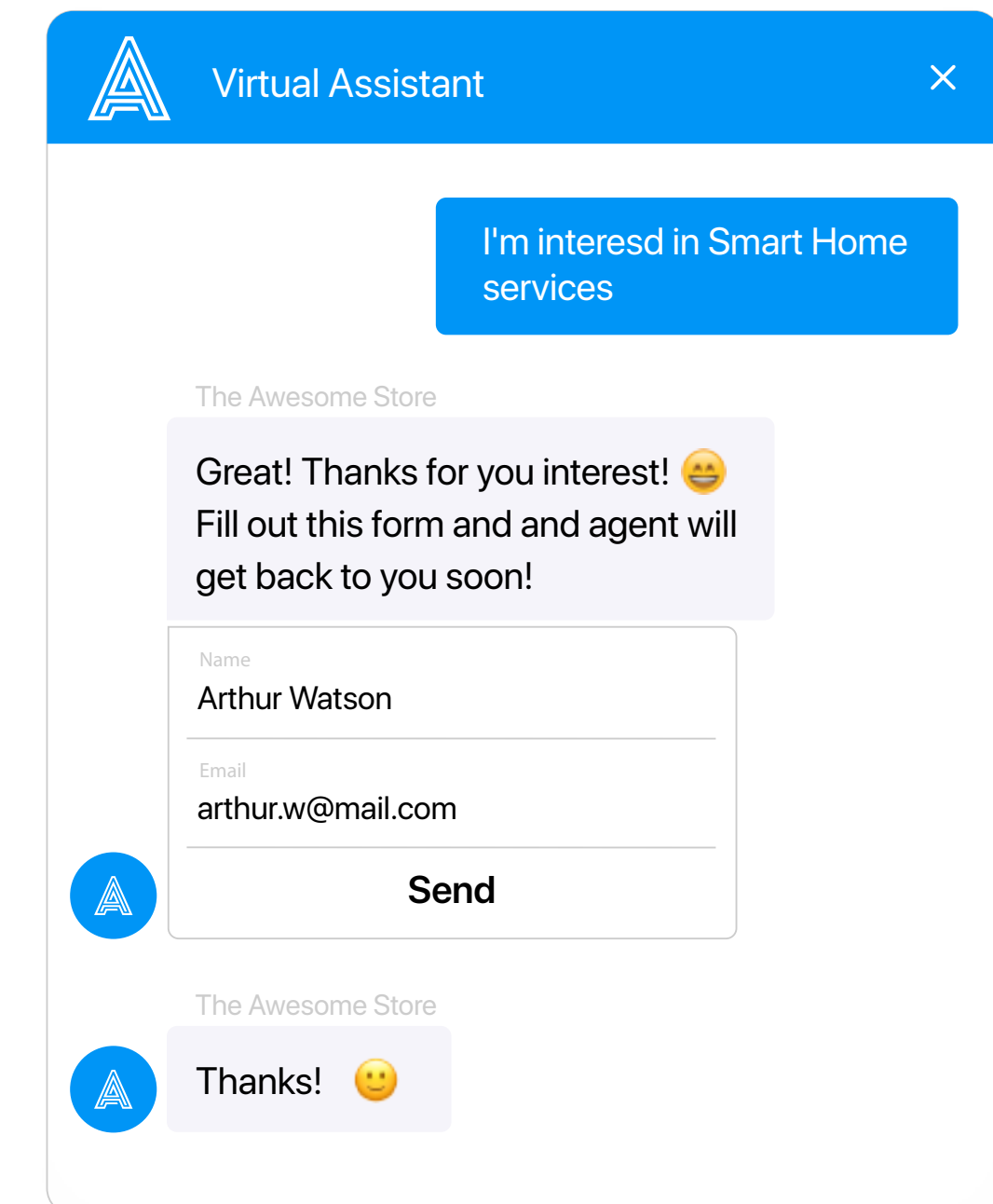
Through an integration to your CRM or [Zapier](#), you can save time and effort transferring leads automatically. Another way to do this is including the links to where you want to transfer your lead. For example, your sales executive's calendar.

## Lead Nurturing

Once the derivation has been carried out, you can start guiding your leads through the funnel, bringing them closer to a purchase decision. The most important thing is to stay in touch with them. In addition to the sale itself, **it's important to develop a long-term relationship with customers.**

Email marketing is another important strategy at this stage. Although it isn't a tactic that you'd normally associate with AI, the truth is this technology allows you to optimize the process. By integrating your chatbot with email marketing platforms, you will be able to automatically transfer your contacts between different apps, cutting down on the time and effort it normally takes.

For example, if the chatbot detects that a user has visited your site several times to ask for deals or discounts, it could suggest that they sign up for a weekly newsletter with the best deals and [add that contact to your Mailchimp or Hubspot list](#).

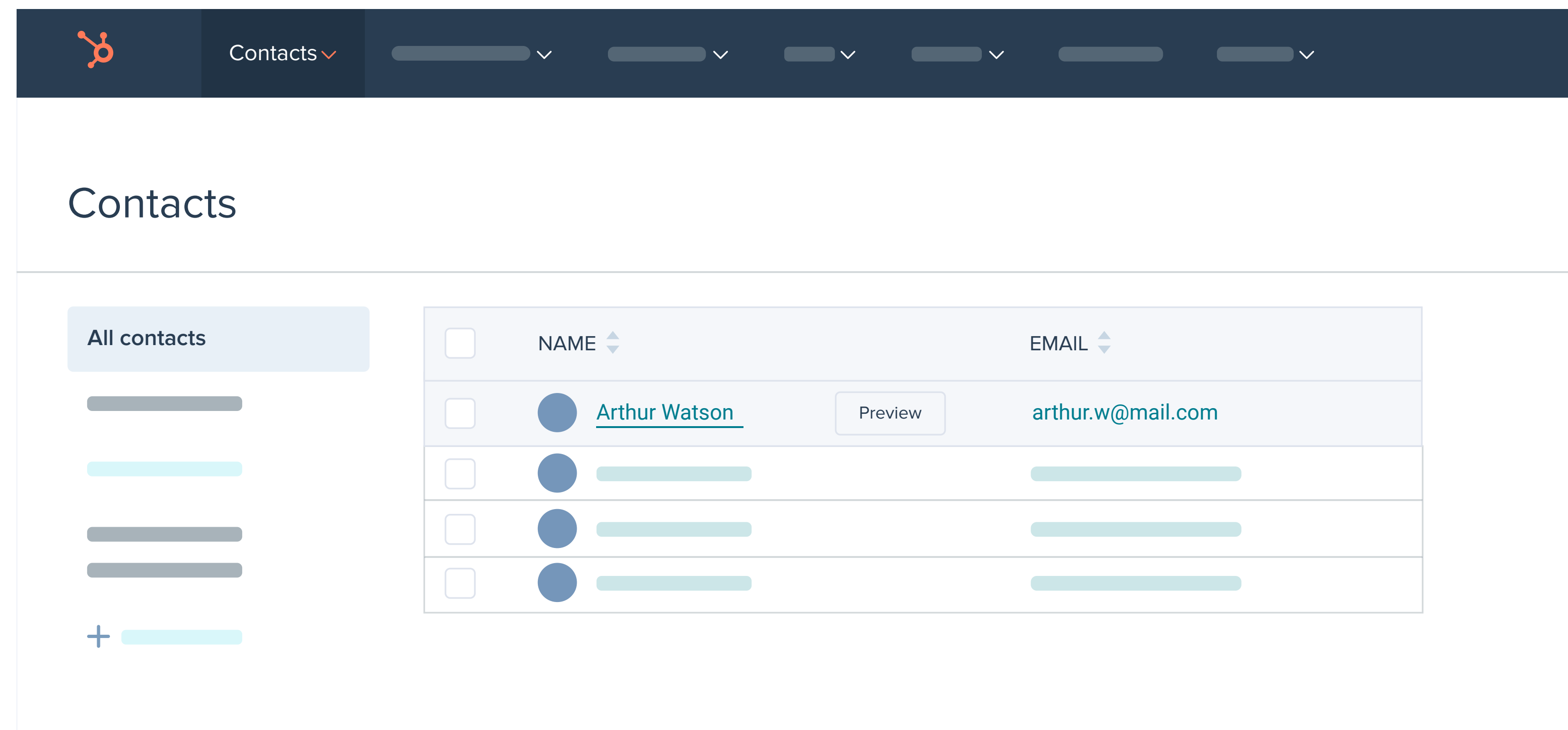


## Personalized recommendations

Aside from generating leads, chatting with them, and taking part in the nurturing strategy, **your chatbot can also be a great seller**. With the right content, it will be able to give personalized suggestions and walk the customer through the entire process to help you close the deal.

Let's see an example: imagine your company sells home appliances, and a user enters your website looking for a specific microwave. If they don't find the product, the chatbot can assist them by recommending alternative brands or models to help them complete their purchase.

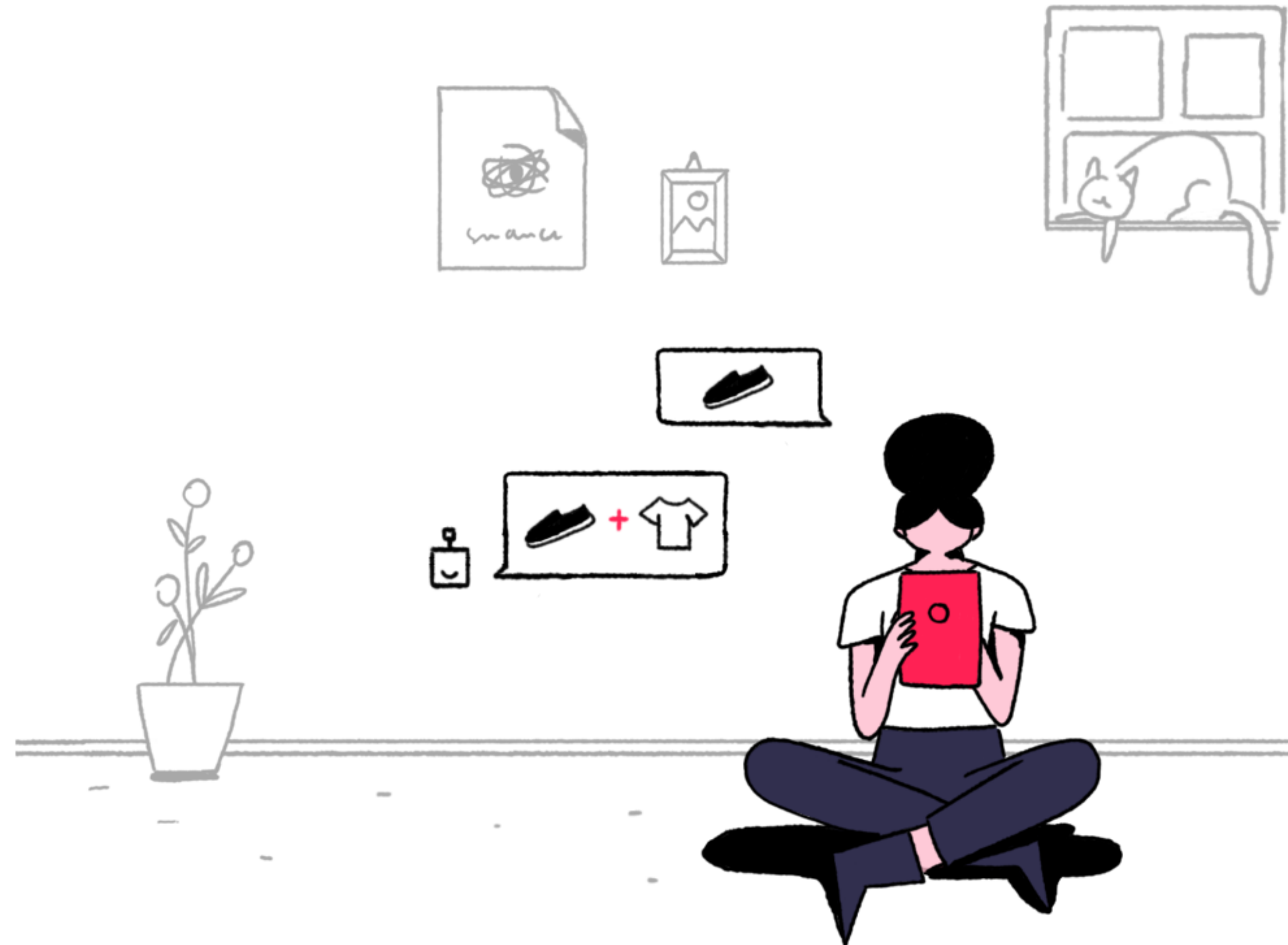
This can also be done through assisted navigation. When the user asks a question, the chatbot can lead them to the right landing page where they will find products based on their initial need. This way, you will guide your prospects through your website, help them find exactly what they are looking for or suggest other products or services.



## Upselling and Cross-selling

An online business is not only about new customers. **An excellent strategy is increasing the customer lifetime value of those who already trust your products or services.** AI chatbots contribute to this goal by putting upselling and cross-selling techniques into practice.

In this case, for example, if your client requests a pair of sneakers, your chatbot can also suggest other products such as a pair of shorts or socks to wear with the sneakers. This way, you can try to meet new needs and encourage unexpected purchases.







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## Chatbots for Customer Service

As we already know, chatbots are also experts at automating customer service. But why are they so successful?

When used correctly, virtual assistants can help achieve:

### 01

#### Greater control over interactions with customers

Greater control over interactions with customers. Systems that use AI are more accurate in every sense. The information given is more objective and consumers are in greater control over conversations.

### 02

#### Availability 24 hours a day, 7 days a week

With chatbots, communication channels are available 24/7, even if your agents are not there. This makes customers feel constantly supported, which is great for the brand.

### 03

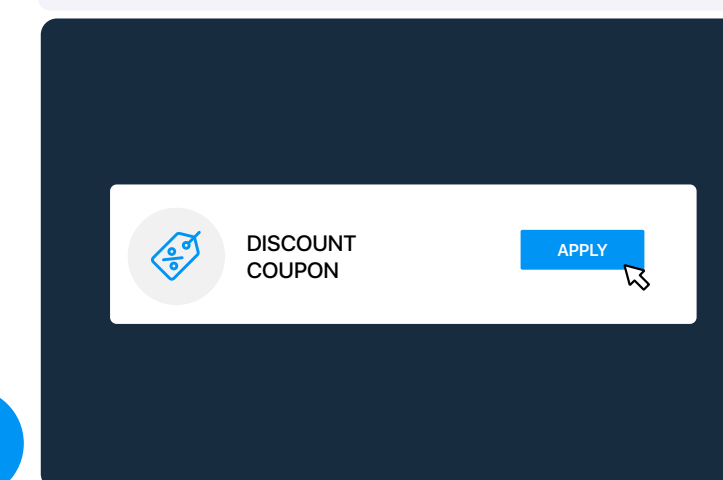
#### Faster problem-solving

Unlike human operators, chatbots can help a great number of customers simultaneously and answer questions in real time. Users don't have to wait in order to get a response or solution because everything is done much more quickly, which makes interactions shorter and less frequent.

How do I use my discount coupon?

The Awesome Store

In the following video we show you how to add your discount coupon







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## 04

### **Less effort for the consumer**

As conversations are clearer, consumers don't have to make an effort in order to get answers to their questions and solutions to their problems. Keeping every customer's previous records and requests also makes interactions easier.

## 05

### **Greater confidence**

Consumer confidence in a brand increases because there's less risk of error when solving problems.

## 06

### **Greater privacy and security**

By using channels supported with AI, users aren't as worried about providing their personal details because most systems' infrastructures are designed to protect their privacy.

## 07

### **More personalized interactions**

Virtual assistants learn from every interaction with the consumer. This information, combined with customers' records. In this way, brands are able to customize their interactions and can build more in depth relationships with their customers.

In general, they have a more transparent, integrated and personalized experience when AI is implemented. However, not all benefits are for the customers. From the company's point of view, this technology is also having an impact on business and profits.

## How Customer Service Also Impacts Sales

Delivering a good experience is the first step towards closing a deal. In the US alone, bad customer service is costing businesses more than \$75 billion a year<sup>22</sup>. But if your current customers are satisfied and having their problems and questions tackled, you're on the right track.

Undoubtedly, AI's greater benefit for a brand is that it helps **build customer loyalty**. A Bain and Company study, reported that if a company increases customer retention by 5% it can lead up to a 75% profit boost<sup>23</sup>. Truth is, a happy customer buys more, keeps strong relationships with the company and recommends it. And this is crucial. Since the market is so big and competitive today, if you let a customer down or don't manage to wow them, there's a greater risk that they'll replace you next time. The key here is to offer an excellent experience.

+5% 



75% 

If a company increases customer retention by 5%

It can lead up to a 75% profit boost



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05.

# Our Experience With Intelligent Chatbots



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## A Study of Our Success Stories

In order to quantitatively illustrate the impact conversational AI has on companies, we analyzed a sample of about 30 of our customers, businesses of different sizes and parts of the world. We focused on companies that sell or offer a service or product through digital channels (categorized by Aivo as E-commerce) and that use [AgentBot](#), our [AI-enriched chatbot](#).

From the information gathered, the following conclusions were drawn regarding the use of chatbots in the industry:

### Uses by companies:

Companies that sell or offer online services usually implement chatbots on multiple channels. They use **2,59 channels on average**, and these are the main ones:

1. Their website
2. [WhatsApp](#)
3. [Facebook Messenger](#)
4. Their app

Most of these companies use chatbots to: improve customer experience, increase sales, and reduce costs. Other goals are to optimize customer service processes, deflect repetitives inquiries, offer omnichannel experiences, automate support on digital channels, add new support channels, and offer clients self-service tools.



## Interactions with clients

- On average, E-commerce companies that use AgentBot have:

9.845

Monthly conversations with their clients

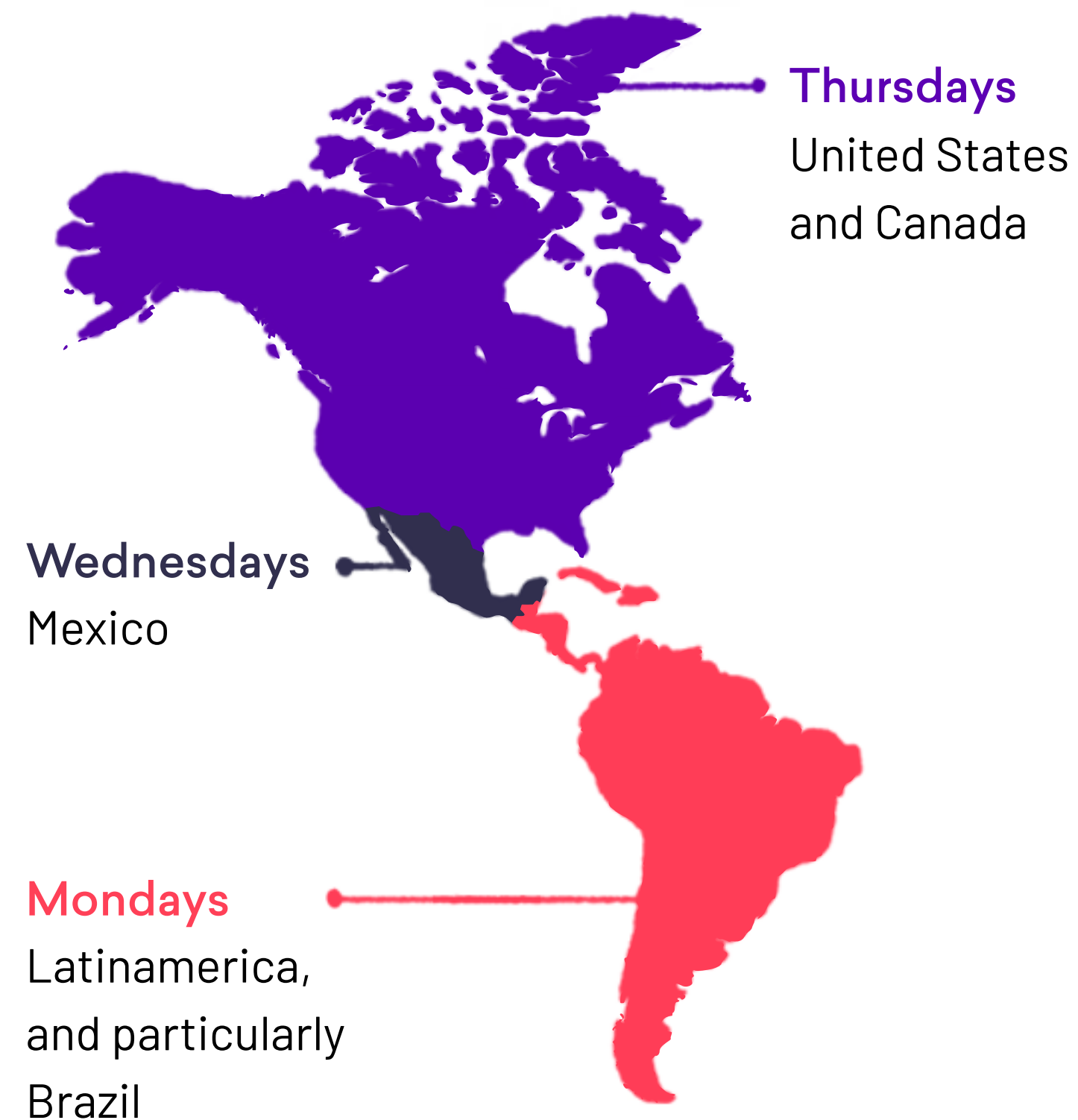
+163%

Compared to the previous year

This represents:

- A high volume of engagement with clients
- A high volume of inquiries to accompany the purchase process.

The peaks of use of the chatbot during the week often vary according to the geography:



Most responses to customer inquiries only take **3 interactions with the chatbot**. Usually, most questions have to do with complementary information currently missing from the company's website (which is easy to provide) but important to the purchase process.

89,74%

of companies complement their automated support strategy with live chats, where the human agents deal with complex queries.



## Problem resolution

On average, AgentBot allows companies to solve...

**86,45%**

customer queries effectively

**+32%**

compared to the previous year

Only  
**13,55%**

of all queries have to be transferred to  
a human agent





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## Companies that Use Chatbots

### General Motors

For over 100 years, [General Motors](#) (GM) has been turning cutting-edge technology into vehicles for everyone. In 2015 the company decided to add a conversational AI chatbot in order to create a new, effective, and easy-to-access sales channel that would improve web conversion performance in multiple countries.

#### Goals:

- Generate sales opportunities for Chevrolet vehicles.
- Increase customer engagement and sales inside the website.

- Open a new communications channel that allows intuitive and empathetic interactions.
- Be at the forefront in terms of accessibility, simple management, and innovation.

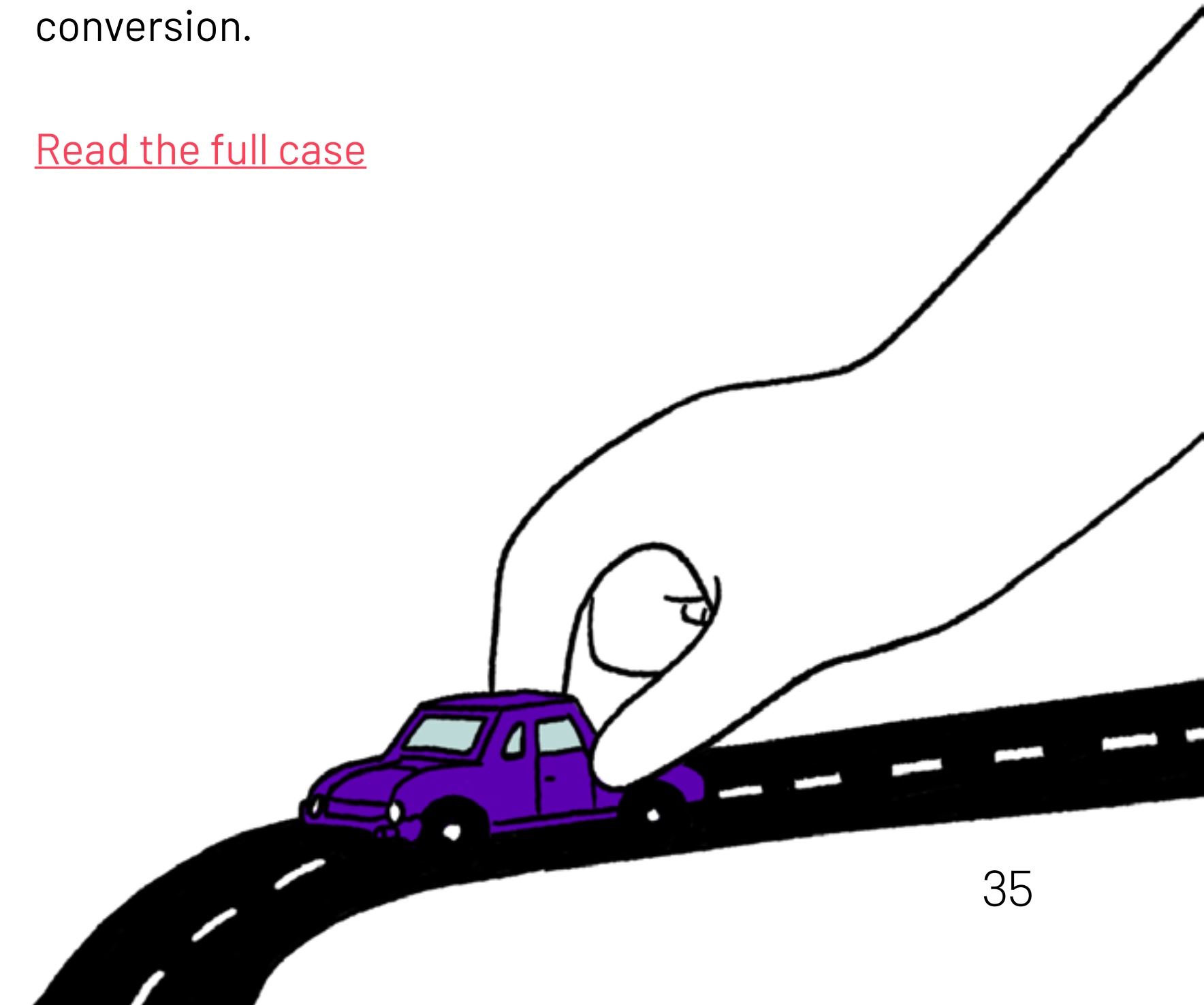
#### What tactics do they implement?

- Identification of purchase intention and derivation to a sales person.
- Lead generation through a quotation form inside de bot.
- Automatic response to frequent questions with the help of AI.
- Multiple contact channels with customers: web, WhatsApp and Facebook Messenger.
- User recognition and calling them by their name.

- Encouragement of self-service and instant resolution.
- Transfer to live chat.
- Use of emojis, complements and multimedia for an empathetic experience.

The result? Higher customer satisfaction, increase in lead generation and sales, and higher online conversion.

[Read the full case](#)





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## Disal

Always one step ahead, this Brazilian company, pioneer in distributing and marketing books, found a new sales path using artificial intelligence. With this technology, they implemented Clara, their intelligent virtual assistant. Since then, they automate 90% of digital inquiries and resolve queries in an average time of 1 minute.



### Goals:


- Become market leaders in cultural product distribution.
- Provide customized, high-quality customer service.
- Be a model for logistics and customer service.

### What tactics do they implement?

- 24/7 assistance.
- Automatic response to frequent questions with the help of AI. For example, Clara answers questions regarding books, returns, payments, and more.
- Transactional information, like order tracking.
- Personalized assistance to affiliated organizations.
- Chatbot with a defined personality for an empathetic experience.

[Read the full case](#)



 DISAL

Please, fill in the blanks to begin assistance:



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HOW TO SKYROCKET ONLINE SALES AND BOOST CUSTOMER RETENTION



06.

# Recommendations for a Successful Online Business





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# 01

## Customer self-management

Encouraging customers to solve their questions on their own has a double benefit. On the one hand, customers can find the answer to their questions in just a few clicks without having to call or go somewhere offline.

On the other hand, offering self-service is a relief for companies. Since customers will only contact an agent when they really need it, sales representatives will be able to dedicate more time to closing deals and not to answering FAQs. They'll save time and be more efficient.

# 02

## Swift and speedy customer service for 24/7 productivity

Regardless of the service channel the company chooses, it has to work correctly, be available 24/7 and provide answers immediately. That's the only way of making sure the customer has a satisfactory purchase experience.

# 03

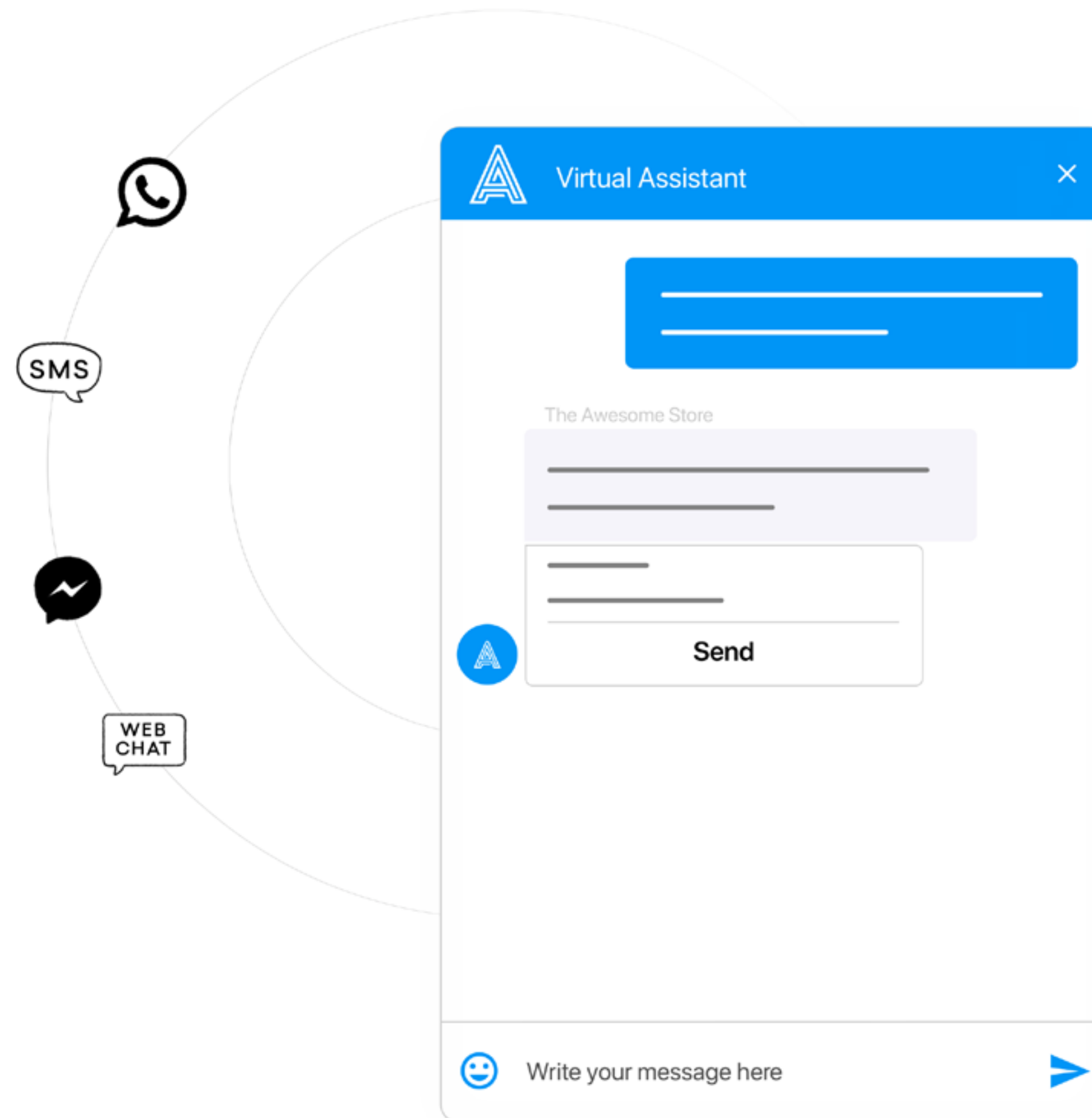
## Human and virtual assistance as strategic partners

Virtual assistance doesn't replace human assistance. There are inquiries or issues that only a human can solve. That's why a bot-human-bot arrangement is a must-have in automated service.

# 04

## Omnichannel service

As we mentioned, an excellent experience is the foundation for any long-lasting customer relationship. It doesn't matter on what digital channel your customers contact you, just make sure they all get personalized service.



# 05

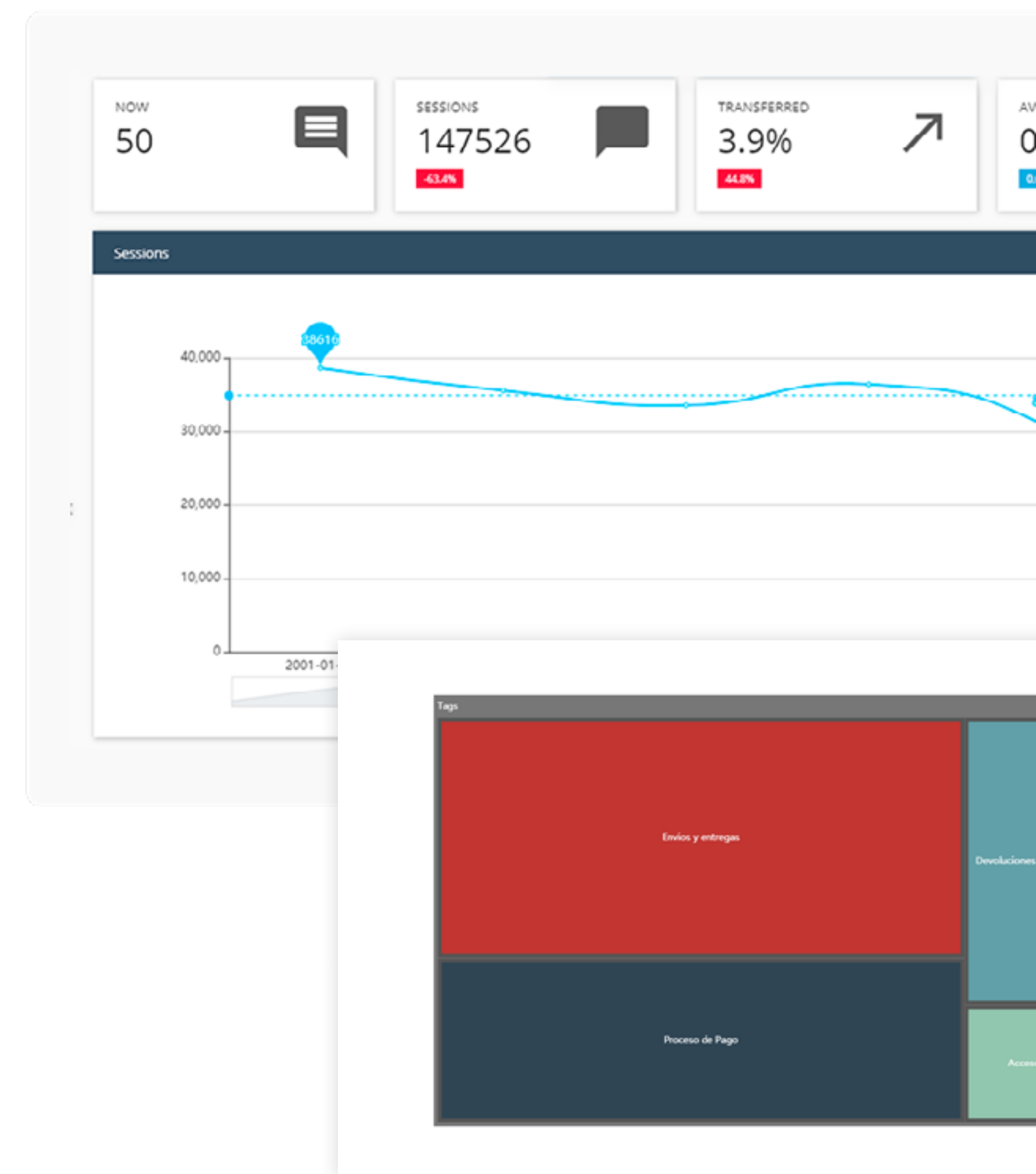
## Measurement of results and analytics

What can't be measured, can't be improved. And in order to measure, you must know what data you should take into account.

Like any business, there are multiple metrics for estimating your online business's growth. Among them, your website traffic, your conversion rate, the cost per acquisition and customer lifetime value are some of the most important ones.

AI chatbots offer complete reports and analytics from their platforms. With this data, you'll be able to learn more about the virtual assistant's behavior and its interaction with your customers.

For example, you'll know the number of inquiries efficiently solved by the chatbot, the most widely used contact channel, and your customer feedback after they use the virtual assistant. This data is very useful to improve your marketing strategies and think of new ways to communicate that really speak to your consumers.





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## 06

### Integrations for greater flexibility

You can have the best resources, but if they don't work together, it won't impact your business positively. This is why it's important to **add new tools** that work together with the ones you already use. This way, it'll be easier to automate actions between different apps.

## 07

### Import content to your chatbot

In addition to artificial intelligence, another feature some virtual assistants offer is the possibility to import **content packages**. You'll find customized preset questions and answers for different **seasons and holidays**: Black Friday, Christmas, New Year's, Halloween, and more. It's a priceless benefit during high-demand times, when inquiries come out of the woodwork. **This way, the content creating process will be faster and easier.**

[Download our whitepaper "The post-coronavirus experience"](#) to access exclusive recommendations from more than 15 CX leaders.





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07.

# Conclusion



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It's no newsflash that artificial intelligence and chatbots have revolutionized companies. We're not just talking about automating operational processes, increasing sales and saving money. Of course, these are essential aspects for any business to stay afloat. However, there's something fundamental that's way more important: **AI has humanized the relationship between people and companies in times where social distancing was the main necessity.**

So many times consumers are seen as a number, a behavior, a metric, a marketing possibility, a new sale. But behind all this, there are people with real needs who can't be ignored.

**In the e-commerce world, relationships are key.** Today more than ever, a screen and many miles separate companies from their potential customers. There aren't handshakes or smiles to smooth over conflicts. With conversational artificial intelligence, that distance is shortened. Because of it, you can talk to customers, answer their

questions and claims, and even offer the products that will best suit their needs. That is, you can build strong relationships that otherwise would be very difficult to create.

If you implement technology to automate processes, and reduce the amount of repetitive tasks for your employees, you respect and value everyone's time. In a nutshell, it's all about providing an efficient, respectful and valuable purchase experience. In the long run, it'll benefit both your customers and company, and it'll make you stand out from the crowd.

Good luck!



"Today, implementing the right technology will help you build strong relationships that would be hard to build otherwise, like delivering an efficient and buying experience that adds value"

**Everton Alves**

Chief Revenue Officer | Aivo

## Get to know us

### Aivo

Founded in 2012, [Aivo](#) is a technological company specialized in helping companies improve customer service and increase sales with artificial intelligence solutions. Its mission is to help give time back to people, to both companies and their clients, making corporate processes smarter, faster and more effective with the use of this technology.

Applying artificial intelligence, Aivo offers two omnichannel solutions for Customer Service:

[Agentbot](#) - an automatic solution for customer service enriched with artificial intelligence. As a chatbot, it allows companies to interact with clients 24/7 through natural conversations. By implementing AI, the platform can understand the intentions behind people's questions and resolve their needs instantly. It has two optional add-ons:

- [Help](#) - a centralized knowledge base and a smart search engine that empowers agents and improves the self-service experience.

- Voice - automatic customer service on telephone channels with artificial intelligence.

[Live](#) - omnichannel chat solution for agents with artificial intelligence.

Talk to one of our experts to know more about how you can improve your customers' experience and increase sales for your business using artificial intelligence.

Talk to an expert

### Companies that trust us





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