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How to Skyrocket Online Sales and Boost Customer Support

Conversational strategies to prepare for overdemand

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!).
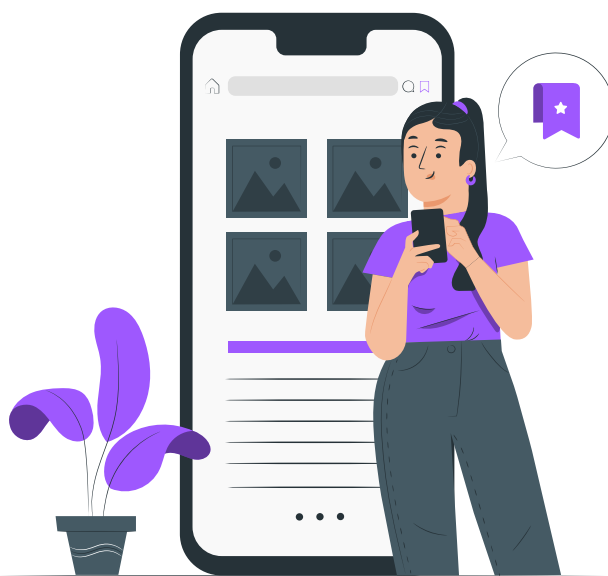
In this e-book, you'll find:

→ An overview of the current state of e-commerce and the challenges and opportunities for your online business in 2022.

→ 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.

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Martín Frascaroli
CEO & FOUNDER | AIVO

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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 and 2021 the digital strategy was key to continue operating, and from 2022 onwards it will be to stay on top of customers' new expectations.

In this ebook you'll find a guide that will allow you to implement a conversational and automated strategy throught the whole customer journey and evaluate the available technological resources to improve your business and increase sales".

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, which later reached **2.14 billion** by 2021, according to Statista. This equals $4.9 trillion dollars invested in online shopping in 2021 worldwide, a number that, according to some studies, will reach $7.4 trillion dollars by 2025.[1]

Over the last couple of years, 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, online stores became the main touchpoint, developing a new behaviour in consumers that had never made an online purchase. In fact, **67% of consumers reported that their online purchases increased after the pandemic.**[2]
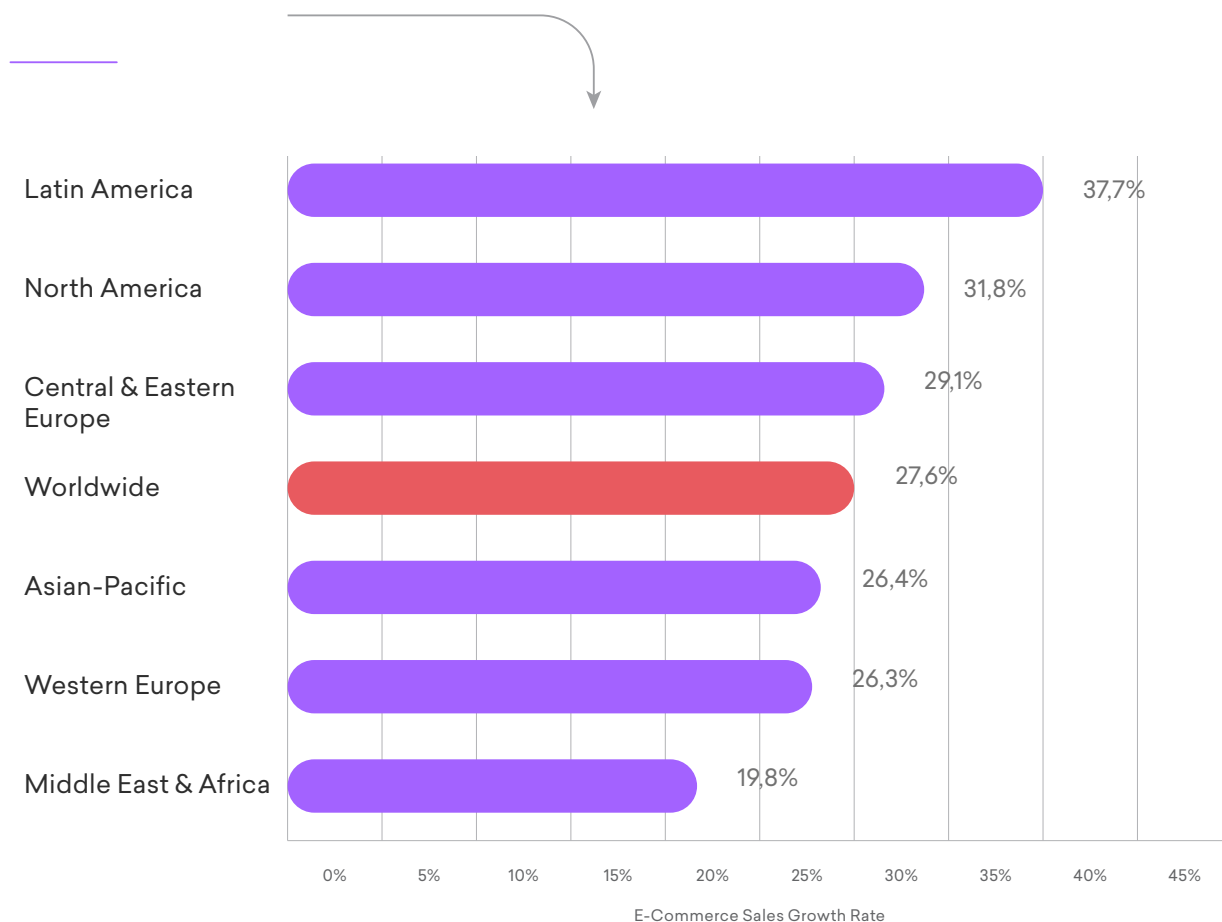
Let's take a look at some insights worldwide:

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• Specifically, Latin America ad North America saw the two most significant increases in online shopping after the pandemic, with a 36% and 32% growth in 2020 respectively according to Statista.[3]

• Meanwhile, Asian countries such as Philipines, India, Indonesia, Vietnam, Malaysia, and Thailand were among the top 10 leading countries based on e-commerce sales growth projected for 2022.

• However, China, the United States, the United Kingdom, and South Korea are still the largest e-commerce markets in the world, with over $100 billion dollars in revenue each.[4]

This scenario is pushing companies to constantly revise the way they approach their online strategy, especially during major events like Black Friday and Christmas. 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?

| Region	E-Commerce Sales Growth Rate
Latin America	37,7%
North America	31,8%
Central & Eastern Europe	29,1%
Worldwide	27,6%
Asian-Pacific	26,4%
Western Europe	26,3%
Middle East & Africa	19,8%

E-Commerce Sales Growth Rate

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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.
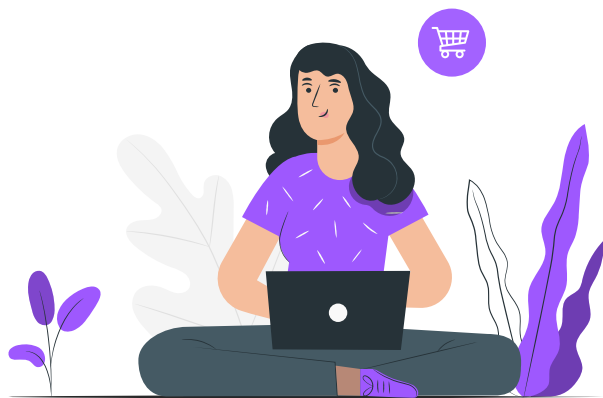
02

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 the pandemic 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.

Gaining customers is hard.
Keeping them is even harder

20%

Of users who click on your site become customers.

60%

Of the people who bought before, made at least one more purchase.
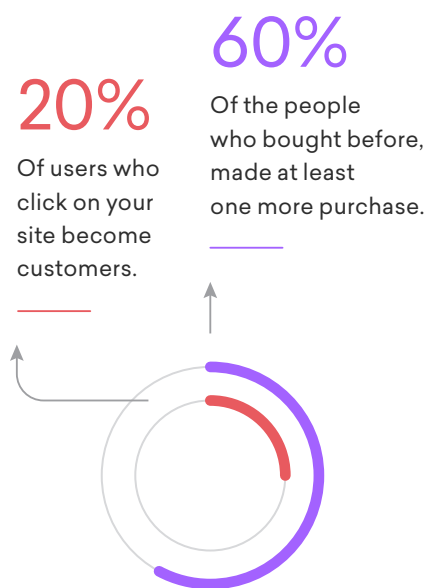
06

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.[5]

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.[6]

In addition to these points, new challenges emerged in the wake of the pandemic.

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%[7] in 2020.

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.

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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.

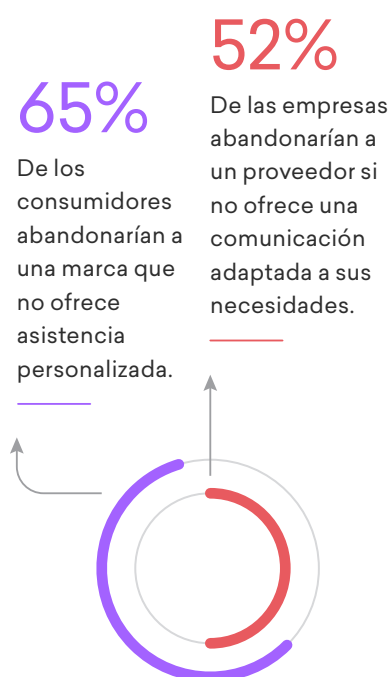## What do consumers want? 5 characteristics of any customer.

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.[8] 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.

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65%

De los consumidores abandonarían a una marca que no ofrece asistencia personalizada.

52%

De las empresas abandonarían a un proveedor si no ofrece una comunicación adaptada a sus necesidades.

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.

10%

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

• 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.

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

• 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.[9]

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?

Customer-Centric, the Best Organizational Approach

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.**[10]

What's the main advantage of this approach? **A recent study found that customer-centered companies are 60% more profitable.**[11] 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.

60%

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

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.

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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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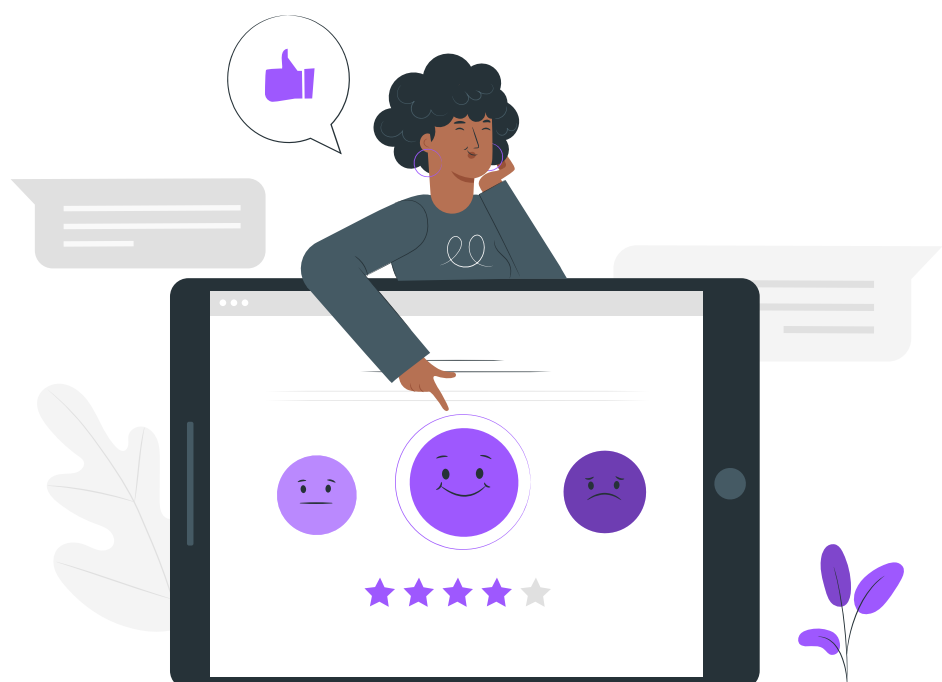
03.

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 conversational platforms.

Global investment on AI

From 2 Billion
In 2018

To 7.3 Billion
In 2020

Artificial Intelligence

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 reach 7.3 billion by the end 2022, compared to 2 billion in 2018.[12]

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.**[13]

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.**

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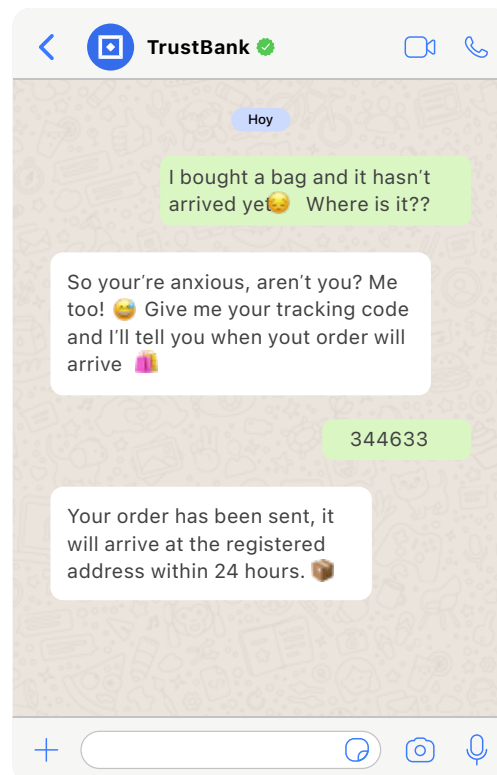
The good news? You don't need to do everything by yourself. **Automating operational processes, companies can strengthen customer service and sales.** Here is where chatbots come into play.

Conversational Platforms 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.**[14] 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."[15] Also known as a "virtual assistant", a chatbot is designed to understand specific questions with specific answers.

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?
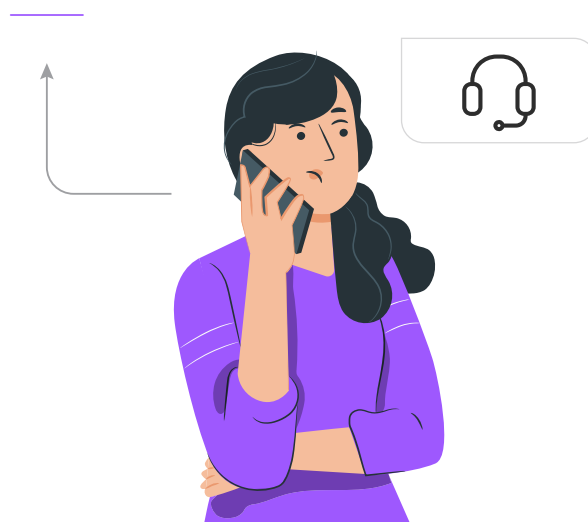
According to a study by Hubspot, **90%** of consumers rate as important or very important the "immediacy" of an answer when they have a customer service related questions. In this case, "immediacy" is defined by **60%** of the respondents interested in customer service as a period of no more than 10 minutes.[16]

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. While a bot or a chatbot is limited to answering through structured flows, a conversational platform powered by artificial intelligence is able to interact with users in a smooth and unstructured way, establishing natural conversations that truly add value. They can also identify the real intention behind text, understanding queries regardless of the way they were formulated.

Truth is, consumers want information instantly and conversational platforms have become major allis to achieve this.

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.

I need to track my order

The Awesome Store
Sure! Let me know your tracking numberand I'll look it up for you 🤗

Tracking Number
17383930
Send

The Awesome Store
Your package will arrive Tuesday morning 📦

Wooo! Great! 😍

Order

support@tas.com

Order

Hi! I want to know when will my package arrive. This is my tracking number 17383930.

Bye!

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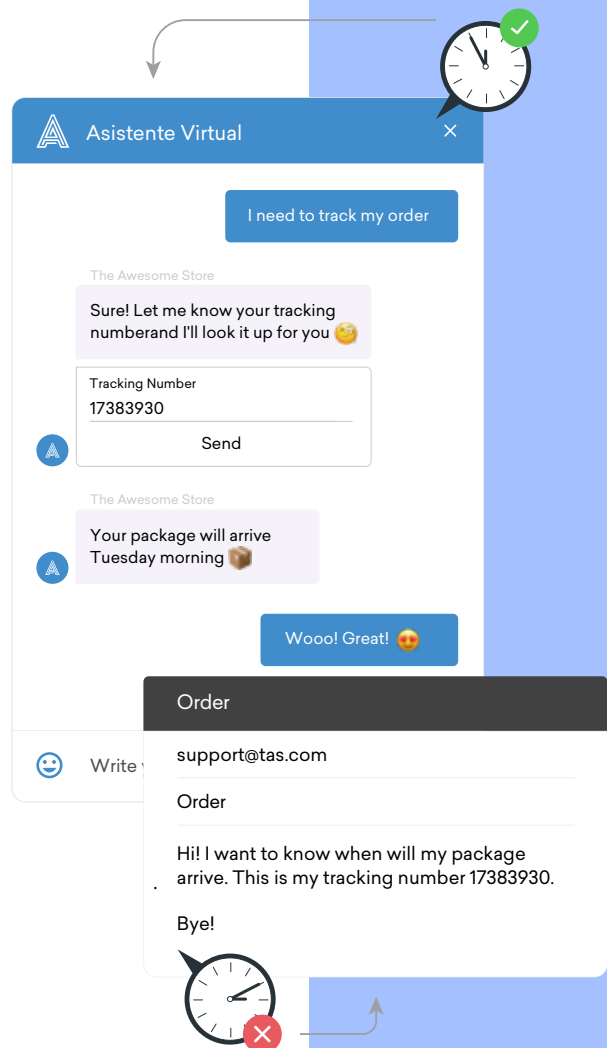
04.

Conversational 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%.**[17]

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?

1. 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.

2. Conversations that add value

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 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 achieving this is to add valuable content to your chatbot. It might seem complex, but it isn't at all. For instance, in Agentbot's case (Aivo's conversational platform with AI), any person from your team can do this without coding skills.

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.[18] For example, they send promotions, discounts and great deals.

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

With Aivo's Engage, you can start conversations with your customers on WhatsApp by sending proactive notifications about promotions, deals, product launches, re-stock and availability, and order status.

Learn more about Engage.

3. 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.

4. 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 conversational solution can be a great complementary tool to speed up the process of lead acquisition and transferring.

Through an integration to your CRM, 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.
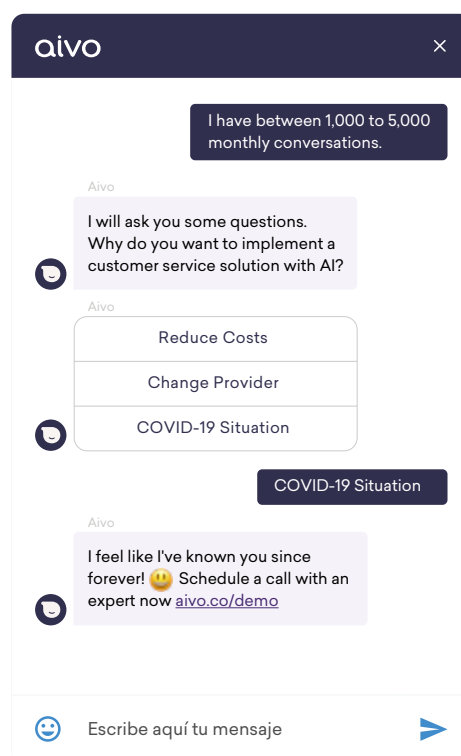
5. Lead Nurturing

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.**

With a conversational platform, you will be able to nurture leads in different ways. For example, asking for their email to automatically add it to your email marketing list or sending proactive notifications on WhatsApp (as me mentioned previously) as long as they are relevant to the user.

6. Personalized recommendations

Aside from generating leads, chatting with them, and taking part in the nurturing strategy, **your conversational bot 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 bot 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 bot 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.

7. 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 platforms 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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Havaianas, the renowned Brazilian summer footwear brand with a global presence, uses Aivo's conversational solutions to assist its customers in more than 30 countries and in five languages. For this, together with Sitel, they developed Iana, the virtual assistant from Rio de Janeiro, half bot, half mermaid, who is in charge of providing immediate support and **24/7 through web chat, WhatsApp, and Facebook Messenger.**

Iana helps customers during their online purchase processes and even during post-sale procedures. Among other things, she is responsible for the following tasks:

- *Analyzes images using deep learning*
- *Reads product images submitted by customers*
- *Performs exchange processes with 76% assertiveness*
- *Analyzes product return requests*
- *Reports the status of orders placed in the online store*

As a result, it achieved **90% effectiveness** with peaks of **80K monthly sessions** and a total of more than **2 million automated interactions.**

Chatbots for Customer Service

As we already know, an AI solution can be experts at automating customer service. But why are they so successful?

When used correctly, this technology can help achieve:

01

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.

02

Faster problem-solving. Unlike human operators, AI platforms 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.

03

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.

04

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

05

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.

06

More personalized interactions. AI conversational platforms learn from every interaction with the consumer. This information, when combined with customers' records, is used to personalize interactions. 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.**[19] 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.[20] 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.

05.

How to leverage your strategy during Black Friday and other times of over-demand

So far we have covered the different features of **Conversational AI** to increase your sales and improve your customer experience throughout the entire customer journey.

But what happens in times of over-demand such as **Black Friday**, Christmas and other promotional dates? It is in these instances that Conversational AI can become your main ally.

Let's see why.

Scale your experience without extra effort

Generally there are certain times of the year in which **the volume of inquiries increases significantly.** When this happens, it is necessary to have a scalable strategy that can handle one or thousands of inquiries, providing all with the same quality of care and support.

In these types of situations you have two options. The first and most traditional is to increase the number of agents and their working hours, but even then you will not be able to ensure that all inquiries are answered. In addition, this would imply an increase in resources, which may not be efficient for your business.

On the other hand, you can **implement a technology that can scale without extra effort** and without even changing its set up. And this is where conversational AI becomes your hero, as it can increase the number of automated queries overnight without your team having to make any changes or extra work.

This allows you to provide the same quality of care at any time of the year. Whatever your business, industry, or sector, **a conversational AI platform will help you deal with overdemand like a champ** and deliver a great experience without crashing your strategy, your agents, or your technology infrastructure.

TAG Livros, a literary subscription from Brazil, used its platform with Conversational AI on special dates. As a result, it **increased the volume of automated queries by 58%** without diminishing the quality of care.

Read the full case.

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Boost the sales of your online store

Following the previous point, the second great advantage of conversational AI is that, as we mentioned in previous sections, it can become a great salesbot.

This is especially useful in times of over-demand, as it can help you **send proactive promotional campaigns, make personalized product recommendations, help with payment methods or errors, and instantly resolve any customer issues.**
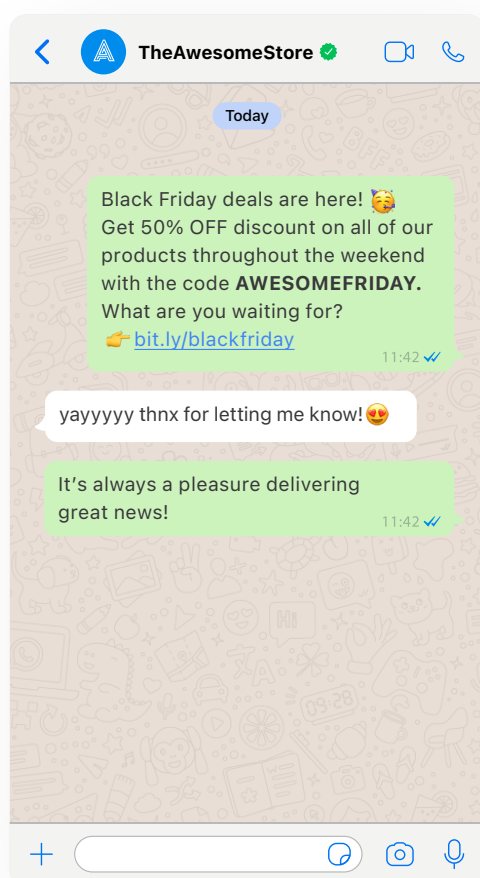
Thus, you will not only serve more potential customers, but **you will automatically and immediately guide them to the purchase.**

This not only applies to e-commerce. Financial institutions, for example, can take advantage of conversational AI to spread promotions with their cards, while an educational institution can take advantage of it to promote its courses and careers with special discounts. Whatever the industry or sector, any company can use the features of Conversational AI to increase their revenue and boost their business.

Instantly resolve any query

Conversational AI not only responds, but it also resolves. And it does so when the customer needs it, through the channel that the customer prefers. In addition to answering frequently asked questions such as available payment methods or shipping delay times, **this technology connects with third-party platforms you already use to provide personalized and transactional answers.**

For example, it allows you to provide information on the status of a purchase, make changes and returns, manage user accounts, change the shipping address, among many other possibilities.

Thus, your customers will not have to enter telephone queues, send emails, or go to the physical branch to solve their problem. On the

TheAwesomeStore ✅

Today

Black Friday deals are here! 🥳
Get 50% OFF discount on all of our products throughout the weekend with the code **AWESOMEFRIDAY.**
What are you waiting for?
👉 bit.ly/blackfriday
11:42

yayyyyy thnx for letting me know! 😍

It's always a pleasure delivering great news!
11:42

contrary, they will be able to solve any type of inconvenience or doubt through their preferred instant messaging app.
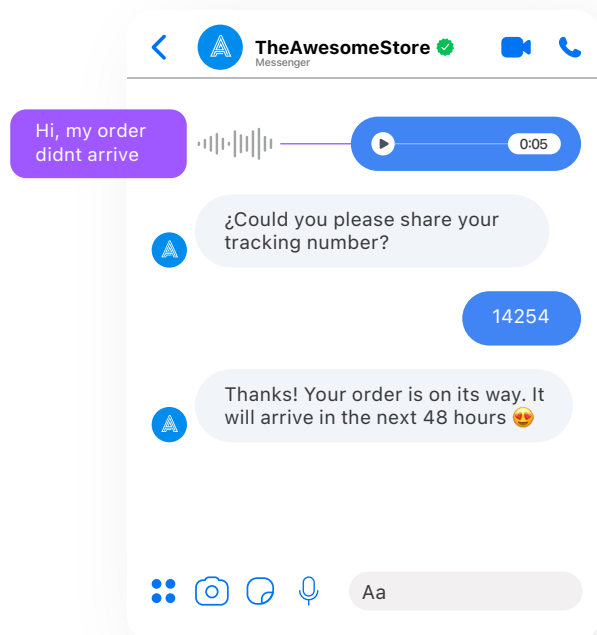
Get ahead of your customers' needs

In order to solve instantly and sell more, you need to be one step ahead of your customers. This means knowing their needs, preferences, and behaviors. In other words, it means understanding what they are going to consult during Black Friday (or other special dates) and what kind of inconveniences can arise.

It also means planning a sales strategy so your conversational AI platform can promote the right products and services.

For all this, the step prior to Black Friday, Christmas or any other special date is to **train your technology, load the correct content and have made the corresponding integrations to effectively provide personalized, transactional and resolutive support.**

The easier the platform is to use, the easier it will be for your team to perform this step. For example, at Aivo we offer a **no-code platform** so that anyone can modify the content at any time and without the intervention of a code expert.

This **flexibility** is key to changing the content according to the evolution of the strategy or the objectives of each campaign.

> Do you want to boost your conversational strategy on Black Friday? We share concrete use cases for all industries to incorporate into your strategy.
>
> **Download whitepaper now**

06.

Recommendations for a Successful Online Business

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.
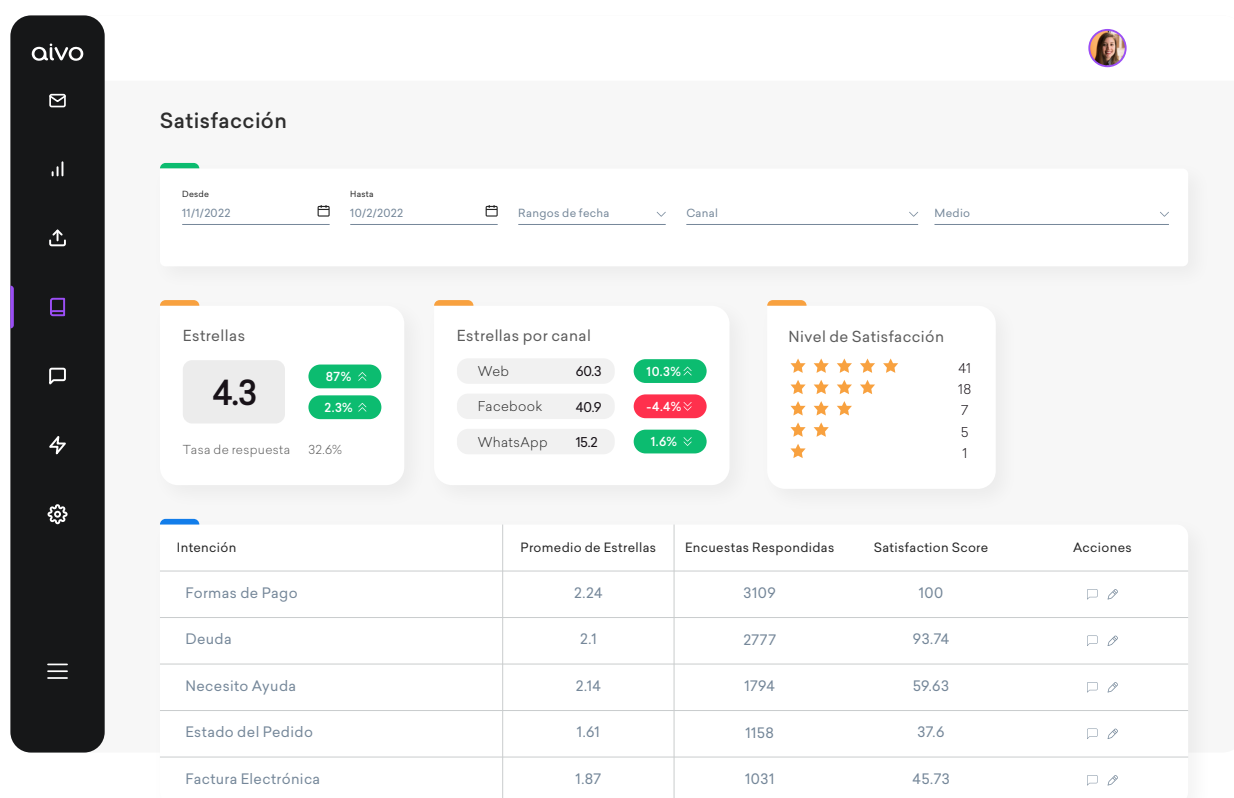
05

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

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Satisfacción

Desde	Hasta	Rangos de fecha	Canal	Medio
11/1/2022	10/2/2022			

Estrellas

4.3 87% ⌃ 2.3% ⌃

Tasa de respuesta   32.6%

Estrellas por canal

Web	60.3	10.3% ⌃
Facebook	40.9	-4.4% ⌄
WhatsApp	15.2	1.6% ⌄

Nivel de Satisfacción

★★★★★	41
★★★★	18
★★★	7
★★	5
★	1

Intención	Promedio de Estrellas	Encuestas Respondidas	Satisfaction Score	Acciones
Formas de Pago	2.24	3109	100	
Deuda	2.1	2777	93.74	
Necesito Ayuda	2.14	1794	59.63	
Estado del Pedido	1.61	1158	37.6	
Factura Electrónica	1.87	1031	45.73	

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consumers.

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.**

07.
Conclusion

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!

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Get to know us

About Aivo

Aivo provides omnichannel AI-powered solutions to empower companies to create simple interactions and instant solutions for their customers. Our AI-powered platform is specially developed to automate Customer Service, improve customer satisfaction, increase sales and offer better experiences.

What sets us apart is our powerful, no-code, and easy-to-use platform, our multiple AI technologies, our ability to integrate with other platforms, and a high availability architecture that complies with the highest international privacy and safety standards.

Mostly, we help companies interact with their customers and solve their queries 24/7 in an omnichannel, personalized, unstructured, and natural way.

Our conversational AI platform includes:

» Agentbot: It empowers companies to build a customer experience that respects people's time and resolves their queries instantly

through natural, open, and empathic conversations through web chat, WhatsApp, Instagram, Facebook Messenger, and mobile apps.

» Engage: Solution to create WhatsApp campaigns and start proactive and valuable conversations with customers.

» Live: Omnichannel chat solution for agents with artificial intelligence.

» 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.

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.

(→)   VIEW PRODUCT TOUR

Companies that trust us

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