



RetBot

Chatbot for Online Retailers

Powered By



How to provide
Better Customer
Support at low cost?

How to increase
Sales?



How to manage
Returns
effectively?

How to
Elevate CX and
Increase Customer
Retention?

**Challenges with
E-Commerce
Companies
!!!**

Smarter Customer Support at low cost

- ❖ Maintaining a support team that can care for your customers 24/7 can be very costly, and customers' needs may also arise outside of business hours.
- ❖ RetBot can help customers at any time, leaving a positive impact even if customer support staff is unavailable.

- ❖ RetBot can be integrated with CRM or any other application to provide answers immediately, at any time.
- ❖ RetBot reduces customer wait and frustration on IVRS, and can handoff to human agents when needed.

- ❖ RetBot can reduce operational costs by reducing customer support staffing needs
- ❖ RetBot can handle thousands of customer queries at once that too in multiple languages.
- ❖ RetBot has the ability to gather data for analytics in order to provide improved services and meet better customer expectations

Increase Sales

Increased conversion Rates

- ❖ The average bounce rate of e-commerce sites is 20%-40%.
- ❖ RetBot can provide 24/7 availability to answer your customers' questions, to point them in the right direction in case they have trouble finding what product they're looking for.
- ❖ RetBot can ensure support during holidays and that your customers and site visitors don't end up buying from your competitor.

Product Recommendations

- ❖ RetBot can ask your site visitors a few questions in order to understand what they're looking for and based upon their answers can help them finding suitable options in no time.
- ❖ RetBot can also suggest the additional items as per customer's browsing history or items placed in the shopping cart.

Reducing cart abandonment

- ❖ Cart Abandonment can be minimized by proactively triggering a targeted message offering help or a discount to customers on pages where they experience friction, like the checkout page for example. At this stage RetBot can help customers and ensure that they complete their purchase.
- ❖ Telling them about return policy and delivery timeframes

Effective Returns Management

Offer Seamless Returns

The number of returns is surging along with the boom in eCommerce purchases. Ensure you offer a frictionless, transparent returns process and personalize the experience as much as possible. RetBot can help a customer throughout the returns process, answering questions about company's return policy and eligibility.

RetBot can keep a customer happy by updating along various parts of the process through deep integrations with the RMA platform.

Return prevention

It's estimated that over 30% of all online purchases are returned. If a shopper is conducting behavior that indicates a return is likely, RetBot can preemptively intervene to prevent a return from ever happening. For example, if a person has checked the size guide and added two of the same item in the cart in different sizes, a RetBot can intervene to help the person find the right size. This not only eliminates a customer from having to go through the hassle of returning an item, but also saves the retailer significant costs related to returns.

Elevate CX and Increase Customer Retention

- ❖ RetBot provides updates on transactions. Customers like receiving updates about their online purchases. It shows that that brand is concerned about their purchases.
- ❖ Turn customer grievances from monologues to dialogues, a two-way discussion will make your customers feel heard.
- ❖ Like a Salesman at the shop, RetBot can initiate a conversation with the customer proactively and can provide an end-to-end shopping experience. It boost customer satisfaction levels.
- ❖ RetBot is easy to use, It can magnify the usability of your website.
- ❖ Usually, each click a customer makes reduces their chances of going through with the purchase, fewer the clicks, the higher the chances of purchase. That's why e-commerce companies' strategy 'Buy-in-1-click' is such a big success.
- ❖ RetBot gives customers the ability to achieve their purpose with little-to-no clicks.
- ❖ After a purchase, the best way to retain a customer is by providing post-purchase support and services. It is important if you want to deliver some instructions or manual regarding your product.
- ❖ The customers can also rate the products and give direct feedback to the RetBot.
- ❖ In case the customer is not happy and gives negative feedback, RetBot can schedule a call with live agent to help dissolve the issue or situation.

Omni Channel

Today's consumers demand you respond to them wherever they hang out. If you only support one/two channels you are behind. Your customer support organization needs to scale across email, chat, messaging and voice platforms.

WhatsApp emerging as the new online shopping channel



Among all the contemporary social media and messaging platforms, WhatsApp is the most popular messaging app used by more than 2 billion active users sending over 65 billion messages every day. 67% of messaging app users say that they would prefer to use chat for communicating with businesses over the next two years. Also, 53% of respondents say they're more likely to shop with a business that they can directly reach through messaging. Forward-looking businesses are capturing this latest trend to drive their online sales using intelligent, proactive RetBot Chatbot.



Thank you

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