

Customer story

HIGHLIGHTS

Boosted sales for E-Commerce platform by Social media integration using Conversational AI



CLIENT

A prominent e-commerce company in India, recognised as a market leader and a key player in the country's rapidly growing e-commerce industry.

REQUIREMENT

The company wanted to enhance the customer experience and boost sales.

- They aimed to improve the shopping journey for customers, making it more convenient and enjoyable.
- The company hoped to increase customer loyalty and attract new shoppers by offering a seamless and user-friendly platform.
- This strategy aimed to drive growth and solidify the company's market leader position.

CHALLENGE

The e-commerce company was facing challenges in its customer service operations, which impacted its ability to provide a seamless shopping experience to its customers. The issues were as follows:

- Inefficient customer service
- No personalised product recommendations,
- Abandoned carts
- Poor customer shopping experience.

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MORE INFO

SOLUTION

[Conversational AI]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- Conversational AI: Viva provided an AI solution that enabled natural language communication between customers and the e-commerce company.
- The AI solution improved the customer shopping experience.
- The AI-enabled natural language communication provided personalised product recommendations and 24/7 customer service.
- Automating repetitive tasks reduced costs and social media integration allowed for shopping on the go.
- As a result, sales increased, and customer satisfaction improved.