

Customer story

INDUSTRY:

RETAIL OUTLET



HIGHLIGHTS

Natural Language communication between humans and AI for smooth Retail Operations by Viva using Conversational AI

CLIENT

A well-established retail organisation with a strong focus on fashion apparel and a diverse range of accessories, catering to the ever-changing preferences of modern consumers.

REQUIREMENT

The company required a solution to enhance customer service across its 200+ locations, ensuring consistent support nationwide.

- They sought a system capable of delivering 24/7 support to address customer queries and issues promptly at any time.
- A personalised shopping experience was essential to better engage customers and strengthen their loyalty to the brand.

CHALLENGE

Due to the current customer service infrastructure, customers could not receive the level of service and support they needed and expected, leading to frustration and dissatisfaction.

The company wanted to find a way to overcome these challenges and improve its customer service to retain and attract more customers.

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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: An AI solution was provided that enabled natural language communication between humans and artificial intelligence systems.
- It provided a platform for the business to automate and optimise customer interactions.
- This solution aimed to transform their customer service and provide a more convenient, personalised, and efficient shopping experience for their customers.
- 24/7 availability, allowing customers to receive assistance at any time.
- Automated responses to common questions, reducing wait times for customers.
- Personalised recommendations and promotions based on customer preferences and past interactions.
- Integration with existing customer relationship management (CRM) systems for a seamless experience.
- Advanced data analytics and reporting, providing insights into customer behaviour and preferences.