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Chatbot and Conversational AI in **E-commerce Industry**

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"Automation is the future....many said....but **Conversational AI** is the one thatbrought it in the real picture."

As the technological world has been advancing at a rapid scale, innovations like AI, ML and NLP (Natural Language Processing) have transformed the world of commerce. They are helping develop affordable customer interaction and engaging consumer journeys.

The conversational AI isn't some programmed chatbot to respond to a given set of questions. However, conversational AI allows businesses to acquire comprehensible information with the ability to be used in order to add value to the conversations of customers. The tools of conversation AI help you imitate in-store conversations with customers. Moreover, conversational AI allows organizations and businesses to adopt personalized interaction in order to achieve differentiated consumer relationships. All the interactions are felt like in-person conversations to enhance awareness and persuade informed decisions of customers.

Conversational AI works by enabling businesses to facilitate engaging conversations through questionnaires, surveys, and other types of quizzes. It will specifically enhance the interaction between ecommerce stores and their customers, thereby creating a better brand image. Based on the personal information collected by this technology, E-commerce brands can cater relevant information to their customers. Moreover, it adds efficacy to the process of generating leads while building positive business perceptions.

Chatbots are one of the critical tools of conversational AI. They were created in order to minimize human intervention in customer service. The bots or machines were programmed to handle and resolve the complaints and queries of the customers. However, today they can be seen in all the areas of digital media. From blogs, social media networks, government or other authoritarian websites to eCommerce and mobile business, all are using chatbots. While combining chatbots and conversational AI, businesses will have the option to harness the understanding of personality and computing. The blend of two technologies will create a personified impact along with serving a distinct experience.

Since digital commerce has arrived, customers have increased the bar of their expectations. Customers, today, expect to gain instant and informed purchase journeys. Conversational AI works on understanding what customers want, which further helps businesses to offer the right solutions.

Why Conversational **AI Chatbots** Are About To Revolutionize Ecommerce?

Conversational commerce or chatbots are expected to transform the way people used to shop. Why? Well, before answering it's important to know how chatbots work.

A chatbot is an interactive program that uses Natural Human Language. It automates engagement with the customers by reading English and creating relevant outputs. Chatbots are available with both text and voice interfaces. There are several voice assistants, also known as Voice User Interface. They also use NLP to pursue human-like interaction with the customers .

Now, coming back to the revolutionising part. Recent developments and their implications have shown that chat bots can create an in-store shopping experience for customers. Currently, a great variety of renowned brands are using chatbots to enable online transactions. Some of the renowned ones are Tommy Hilfiger, H&M, eBay, Sephora, The Wall Street and Mastercard.

Tommy Hilfiger had combined its chatbot with Facebook Messenger in 2016. It was called the Facebook Messenger Fashion Chatbot launched at the New Fashion Week 2016. They were the first to start a Facebook Messenger shopping assistant. Artificial Intelligence can cater to revolutionising customer service through chatbots. Here is why they are revolutionising the world of commerce.

• Customers can get perfectly personalized answers in order to attain a satisfactory, sometimes even delighted shopping experience.
• Marketers are now able to gain real-time information. This is effective in understanding customer needs and planning relevant results and guidance.
• Chatbots have been spread across the world and in several industries. Not just commerce, but all the other areas of life have a greater advantage of chatbots.

The Conversational AI-based chatbots transform boring, non-engaging digital shopping into a personalized one. Customers can have the attention to find just for the products. In addition, the chatbots also remove the hassle of post-sale processes. It caters to in-person customer support in the commerce sector. Customers don't have to think about lashing out at a store executive, the chatbots will handle all the queries in a go. Even the returns are made extremely easy.

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AI CHATBOTS

Here is why they are **revolutionizing** the world of commerce.
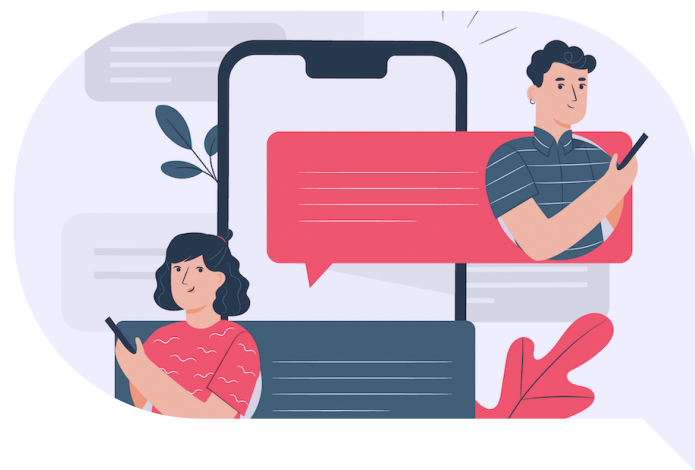
PERSONALIZED EXPERIENCE

Customers can get perfectly personalized answers inorder to attain a satisfactory, sometimes even delighted, shopping experience.
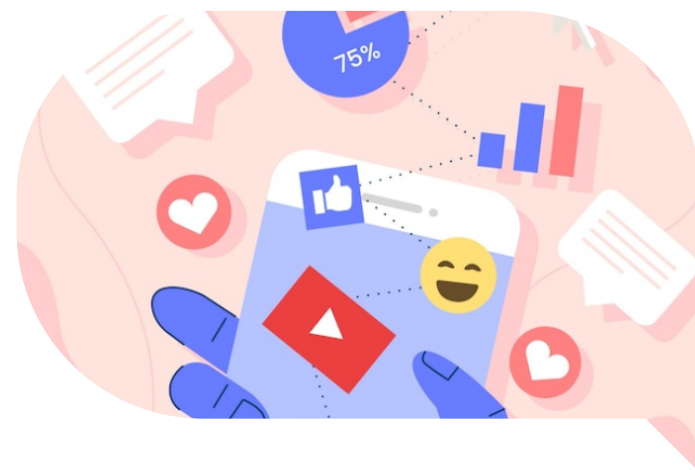
REAL-TIME INFORMATION

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BECOMING UNIVERSAL

Chatbots have been spread across the world and inseveral industries.

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Market on **Conversational AI** in Ecommerce

The market of conversational AI in the eCommerce sector is thriving. A study performed by eMarketer in 2020, showed that 38.5% of the US's population is dependent on voice assistants for using their gadgets and smartphones. With the increase in stay at home policies, there was a rise in the number of conversational AI gadget sales. It was also the reason why prominent e-commerce portals have been adopting chatbots along with other conversational AI integrations to spur up their sales.

On the other hand, Markets and Markets showed that the international conversational AI market stands at USD 6.8 billion as of 2021. It is expected to grow at a CAGR of 21.8% and reach 18.4 billion USD by 2026. Their report suggested some critical factors that are driving the growth of the conversational AI market. These are,

- Increase in demand for AI-centric customer service processes.
- Decrease in the cost of chatbot development
- Deployment of Omnichannel.

In addition, the growing demand for conversational AI chatbots intends to enhance connectivity and information. Its efficacy was seen during the pandemic when customer engagement was on the downhill. The market of Conversational AI chatbots has an exclusive potential and that is further observed in these utilities.

Enhanced Interaction

It was forecasted that by 2020, 85% of enterprise-customer relationships will be managed without human interactions.

The market tells that conversational commerce ignites that interaction. As per Drift's 2020 State of Conversational Marketing Report, in 2020, 24.9% of customers have used chatbots to interact with businesses. This is a 13% rise from 2019. Conversational commerce enables satisfaction among customers further enabling better retention. Moreover, Gen Z prefer the chatbot interactions and hence, it is seen as future of commerce.

The Growing Use of Conversational Marketing Tools

There are over 300,000 chatbots on Facebook.
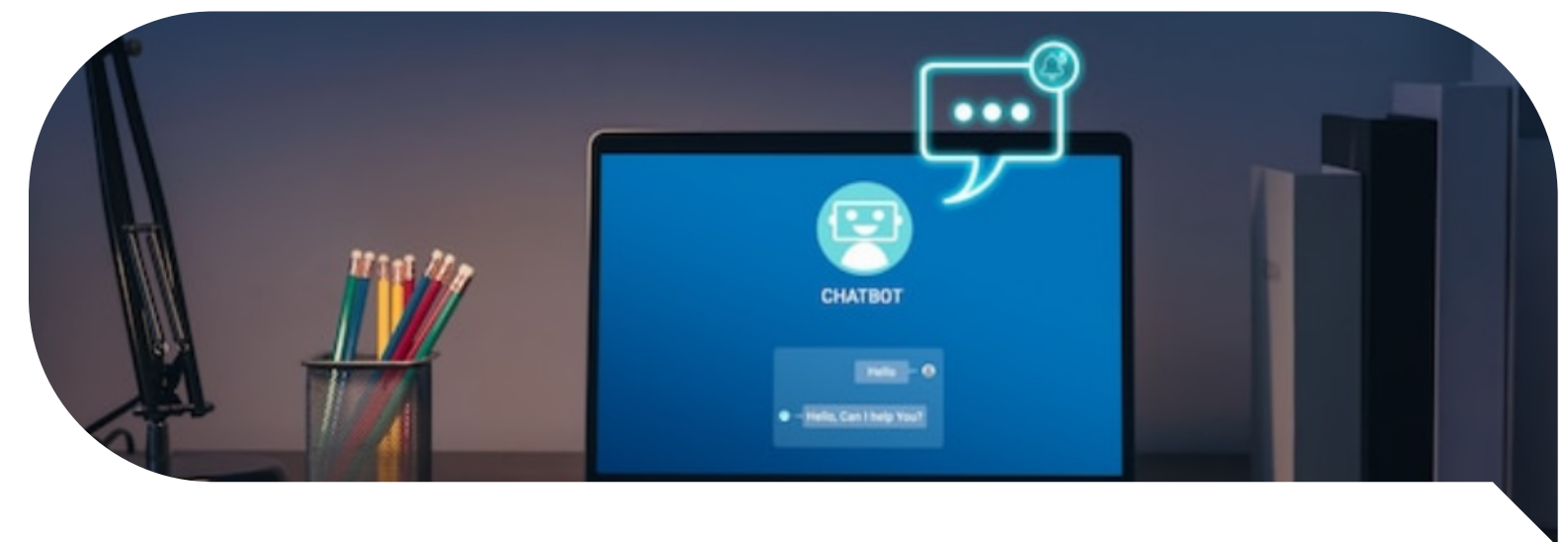
In last 12 months, around 67% of global consumers have used chatbots and around 1.4 billion people are using chatbots on regular basis. Furthermore, a report by Drift showed that 41.3% of consumers have been using conversational marketing tools to embrace their shopping experience. It's a swift 17.1% rise from 2019. These chatbots also facilitate better upselling opportunities as they will be integrated with conversational AI.

The Market is in the Budding Stage

Different markets have been embracing conversational AI in different ways. Here is the percentage of different industries using conversation AI chatbots. Online retail with 48% is on the top of the list with acceptance of AI chatbots.

Customer Retention

Chatbots help businesses solving customer queries, giving them support, personalize their experience, and make the process easier, thereby increasing the customer retention. The AI chatbot facilitates frequent interaction with the audience further ensuring they don't get distracted. Conversational AI chatbots work as performance measurement tools to determine whether the products and services are delightful or not.

Cost Efficacy

As per the research of IBM, businesses can save 30% of their customer support cost with the help of chatbots. Chatbots can help saving $8 bn annually by 2022. Businesses may find adopting conversational commerce chatbots to be an additional expenditure. But in a long-run, this will prove to be an asset and not expenditure. The businesses can expect ROI in 3 years. Its cost is quite low in comparison to other operational costs of customer support process and operations. This is why the market is shifting towards chatbots for cost-effective marketing and customer service.

Though market sentiment seems extremely positive, there are few challenges on the road ahead. Such challenges incorporate restricted skills and lower awareness along with some critical factors of restrain. All these aspects pose a threat to the growth of the conversational AI market. Yet, since Covid-19 came into the picture, conversational AI has increased its potency in the market. Conversational AI facilitates a wide range of benefits, such as growing consumer experience, effortless scalability, efficient collection of data, and high-level customer support. Lastly, businesses can get an extensive reduction in the cost of operations.

Why Market needs an **AI Innovations?**

The market is in urgent need of innovation. As BPOs and other customer support channels are becoming outdated for omnichannel operations, the conversation AI-supported technologies are effective for use.

The prominent market seeking adoption of Conversational AI is the B2B business sector. As per BoomTown, 58% of businesses using chatbot technology include B2B enterprises. The top 5 chatbot using companies are India, the USA, the UK, Germany, and Brazil.

Moreover, the market requires conversational AI to facilitate automation in communication. This was found in the survey of PwC, which intended to determine the most impactful AI-powered solutions. On the other hand, 53% of organizations implement chatbots in their technology vertical along with customer service (20%) and administration departments (23%). The scope of chatbots has been observed in marketing and sales departments up to 16%. In addition, these are the areas where conversational AI chatbots and virtual assistants can be effective.

Protection

ecurity is at the core when it comes to your online shopping experience. You may think general information will not harm you, but it can be trivial for organizations. When consumers interact with chatbots, they process and save information. Using high-data protected chatbots has become crucial for companies and the entire market. Renowned Conversational AI-based chatbots help to accurately communicate and prevent any leak. It is also the basis for trust with the companies.

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Comprehending Emotions

Along with chatbots, voice assistants are also effective in determining the semantic background of users' searches. Understanding emotions are one of the most tricky aspects of customer interactions. It's not just what they say, but how they say it. The digital conversational agents or tools are being innovated and designed to work with varying human voices in order to understand varying emotions and accordingly react to satisfy the customers.

Native Langauge Conversations

In the world, English is the native language of 379 million people. On the other hand, 753 million people assume it as a foreign language. That's just 20% of people in the world. The voice assistants and chatbots determine different mother tongues to facilitate better trust with the brand. Moreover, nowadays, voice assistants like Google assistant have been enabling conversation in varying regional languages.

How are Businesses Using Chatbot Assistance?

Businesses are able to create premium experiences for their customers by combining technologies like conversational commerce and cloud applications. These aspects are highly helpful to enhance the level of customer engagement. The business will be thus able to generate better customer retention and accelerate its sales revenue.

Not just eCommerce, but chatbot assistance is being offered in travel, aviation, hospitality, food, grocery retail, and healthcare sectors. In the present time, customers seek meaningful interaction with businesses in order to form an image and trust in the brand. Conversational Commerce has come into the markets as a saviour following a massive shift in consumer preferences and brand expectations. All these changes over the past few decades have changed engagement as well.
To stay ahead in the competition, businesses are using in adopting such a quick form of communication. In this section, one can see how businesses have embraced conversational commerce.

1

The Hewlett-Packard Company

HP has used the chatbot for resolving one of the most common problems of the customers- low or no ink. Thereal-time signal from the printers sends alert signals to the AI when the customers are at risk of running out of ink and updates the card with the cartridges.

This streamlines the process for the customers, and theyend up having a hassle-free and memorable shopping experience.

Before the chatbot, it was one of the most expensive andtime-consuming processes for the company to find compatible and relevant cartridges for customers as pertheir model of the printer.

Through chatbots, the process has become proactive, swift and easy.

Etsy

One of the largest online retail giants, Etsy, has adopted chatbots, especially for customer support. Through Twitter DM, the brand has made itself available 24x7 for its customers.

Moreover, as the chatbot can handle a number of queries at a time, it has been effective in terms of cost and resources for the brand. Moreover, the instant answers to l the queries have built trust and increased the sales for thebrand.

H&M

H&M used a chatbot to offer customized outfit and style inspiration to each user. The brand used Kik messaging platform for this.

The use of chatbots has helped the brand to create a personalized experience for its online store. The chatbots ask a few multiple choice questions to understand the sense of style of the visitor. It then gives you a custom outfit for the user based on their choices and displays all the items of the outfit to shop. The users can either shop or save the items and are navigated to the H&M online store to complete the transaction.

The chatbot also lets users check and review the out fits created by other users. This is fun for users, and for the brand, they get the insights related to the most preferred items and upcoming trends.

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Sephora

Another great example of chat bot adaptability is Sephora. The company hasbeen one of the early adopters of chatbots. The store offers a massive range which can be over whelming. The chatbot by Sephora that operates on Kik streamlines the process for customers as they can ask for information about any product, makeup tips, picture tutorials etc. This had enhanced customer engagement for the brand as they used to receive on an average 10 messages a day per user if the chat was initiated. [1]

The French giant of beauty and personal care products, Sephora, has beenthe first movers in the conversational AI market. They have a Kik-based chatbot that is available on various platforms like Facebook Messenger etc. On every visit to Sephora, a new customer has to complete a short quiz runby the chatbot. It helps the bot find suitable product suggestions and accordingly show related service and product recommendations.

The bot can also be used to plan in-store services and further implement varying products in selfies to help customers know how they'll feel once you have them. The conversational AI technology has enabled Sephora to createa brand image of helpful assistants in one's beautiful journey. It further addsease to the purchase decision of customers.

Why do Consumers Love Chatbot Assistants? How Do They Meet Match their Preferences & Demands?

When chatbots were initially launched, people were sceptical about it. However, as soon as they became helpful, people began to embrace them in their shopping journey. People soon started to find them convenient and beneficial. In addition, as the market shifted to self-service and care, businesses found that people are more likely to resolve issues without requiring to talk with someone over the call. Though initially designed chatbots are effective to handle queries at certain levels only, they did impact customer experience in a good way. One also needs to know that chatbots don't entirely replace humans, however, they do make their task easier.

The Level of Personalization

Customers also like chatbots as they enhance the personalization of the customer experience with the brand. As per the recent communication, these conversational AI-driven chatbots gather customer data and design responses as per preferences and needs. These personalized interactions add value to the consumer's journey. Customers are not bound to make instant responses, hence, they can take their time and accordingly make informed and well-thought decisions. The entire shopping process moves at its own pace.

Other than a chatbot, conversational AI-based voice assistants are also found to be extremely helpful in enhancing the customer's experience. As per Capgemini, 71% of users are highly satisfied while using voice assistants. The satisfaction level is higher among smartphone users.

Consistent Experience for Customers

Another research by Forbes shows that 71% of their customers expect a consistent experience across varying channels. It's nothing extravagant. When the world is moving to remote operations, the number of platforms to interact with are also increasing. Hence, businesses must remain updated with what their customers demand and serve them as per their preferences. Though Whatsapp and SMS are the leading channels to attain a greater rate of engagement.

However, consumers aren't very dubious about adopting different channels. In the recent, Facebook has already released Messenger API for Instagram. Most of the brands have been using it to handle their customers and level up their purchase journeys.

Quick Responses

Research performed at Hubspot reflected that 82% of your customers demand a faster response. Pre-programmed responses in the stack are quite important. The conversational AI chatbots allow customers to get engaged with the brand while offering accurate and quick resolutions to enhance customer support. Moreover, they also empower the customer executives to reduce their problem handling time by sharing information through automated chats. It also facilitates understanding of varying intentions.

Benefits of Conversational Commerce for the E-commerce Industry

Conversational commerce has several benefits, both for consumers and businesses. These advantages incorporate,

1. Reduction in Time

A study by Capgemini, 2019 showed that chatbots are effective to reduceoperational time by up to four man-hours every day. For an entrepreneur or amanager, it's like the cherry on the top. Moreover, in terms of customers'perception, getting answers directly from a chatbot is more effective than waitingin line for long durations. Besides, the ideal world conditions also suggest that all the customers at least once passed through an experience of customer support.Although, the big picture is that most of them are simply seeking answers togeneral queries.

Using chatbots and other virtual assistants would be effective to exceed your customer's preferences and further expand the capabilities of your team. The existing chatbots are effective to respond to the general queries of customers and providing them with simple answers. However, the innovations that we are witnessing suggest that chatbots will soon be able to give a human-like interaction experience. Coming to the benefits, the wait time has been extensively reduced through such conversational AI tools.

3. Direct Purchase Decisions

An in-store buying journey of a customer is quite exciting. They get to cross stageslike identifying the product, getting awareness, purchasing, bargaining, decision making etc. However, online stores don't add much to that value. Integrating conversational AI can be helpful for this job. Though people perceive that conversational AI is useful just for customer support,however, it has some other uses as well. The technology has incorporated Machine Learning, which helps it to develop a personalized buying journey for the customers.Hence, conversational AI can recommend,

find and give information about productsmaking online shopping more engaging.

2. Growing Availability

Though many companies avail customer support to their clients round the clockand by all week, they incur major costs in doing so. Conversational AI is thesolution to this problem as it will enable businesses to handle their customer'senquiries at odd hours as well. On the other hand, a market assessment by Mobile Marketer showed that Millennials prefer interaction with chatbots insteadof human customer support.

The reason remains specific responses and quick solutions. Also, customers feel likethey can talk and ask any query without being judged. Customers can get informationon order status, shipment, and a lot more with conversational AI chatbots. Conversational AI has the ability to make customers feel important. Hence, a businesscan run 24/7 with the accurate implementation of conversational AI chatbots.

4. No Language Restrictions

One of the less-emphasized aspects of Conversational AI is that global brands cannow grow their business beyond the limitations of language. Several chatbots andvirtual assistants have a language translation system. It enables them to identify,analyze, and accordingly produce the right lingual response.

So, businesses don't need to lose an opportunistic market because of language barriers. The business will be able to explore greater opportunities of embracing varying demographies

Gaps in the Current Conversational AI-driven E-Commerce Market

The Ecommerce market is thriving at a rapid scale, however, it has not completely embraced the potential of conversational AI. There are certain challenges in the path of harnessing the complete utility of conversational AI-powered chatbots. The most critical reasons include the level of accuracy among virtual assistants and chatbots. Besides, several conversational AI trends are yet to be introduced in the broader market segment.

In the existing dynamic business world, marketing and selling products to customers, who change their expectations and demands overnight is a big challenge. Using technology and investing in content is one-way Ecommerce has been trying to tackle the situation. They intend to use the combination of these two to optimize the customer experience. So, it shows that creating a customer experience is one of the major challenges of eCommerce businesses. In research by Forrester, the companies that didn't opt to differentiate in their online presence suffered from low sales and abandonment of sessions and lower retention. On the other hand, the companies that did focus on enhancing online customer experience were able to accelerate their revenue and had more loyal customers.
So creating an authentic customer experience while ensuring accuracy in factors like cyber security, adoption and discovery, and assessment of sentiments.

The Security Concerns

When it comes to conversational AI, small businesses have a major risk of suffering the repercussions of an unsound cybersecurity framework. If a small eCommerce business has been using AI chatbots, then in case of an attack, they will be the one to bear major losses. Hence, they need to adopt policies and regulations to prevent any downtime that could cost them their marginal financial gain .

Chatbots are reliable for gathering and protecting personal information and hence, are subjected to malicious cyber attacks. Though companies have still deployed such chatbots with automated response programs via social media networks. These platforms use end-to-end encryption, protocols, processes, and authentication systems to reduce cyber threats.

The Concerns of Adoption & Discovery

Though Conversational AI is becoming extremely simple to use, many customer groups have personal challenges to deal with. These individual challenges are restricting the number of people, who are going to adopt the technology for a variety of uses. The responsiveness and interactions with the surroundings are considered as one of the critical challenges in the domain.

Comprehending Emotions & Sentiments

Though virtual voice assistants are trying to comprehend semantic elements of interaction, there is still scope for improvement. Understanding exact human emotions is a big challenge for chatbots. The AI needs to be trained and further attain better programs to understand the sentiments and emotions of the customers. Once they are able to do that, they will be able to accurately respond as per the meaning of their emotions.
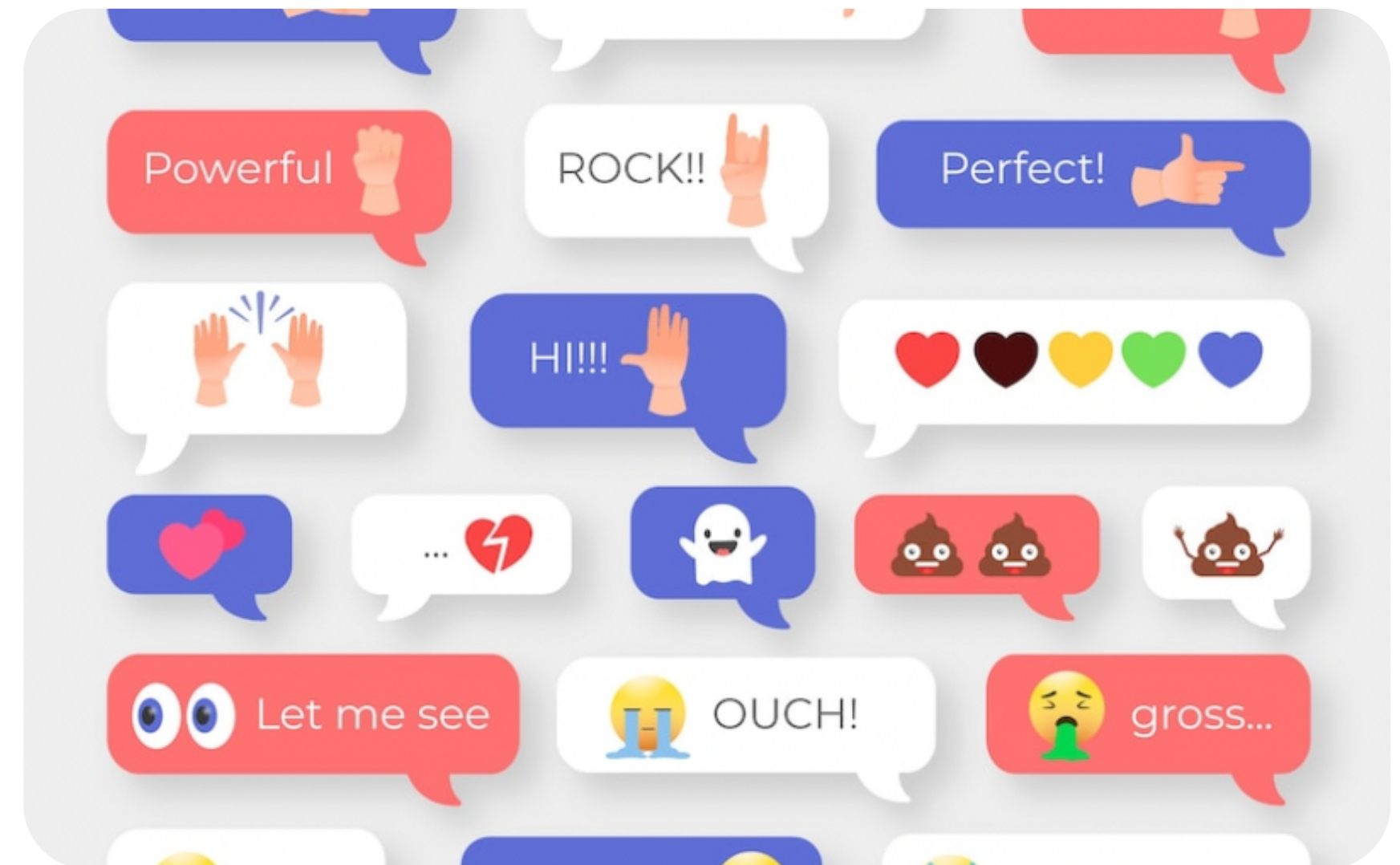
E-commerce organizations to Devise a Sound Conversational Commerce Strategy

Conversational Commerce allows eCommerce businesses to interact and communicate with their potential buyers at each stage of their purchase journey. Instead of showing banners and pop-ups, Conversational AI-based chatbots create the path of interaction within the brand and its customers to create a better relationship.

Using conversational commerce, the buying journey of the customer is segmented into awareness, consideration, decision, retention, loyalty and advocacy. Implementing ideal conversational commerce tactics will allow brands to remain handy with the customers on each stage and further improve their overall customer experience.

Here is a step-by-step conversational commerce strategy plan.

Explore the Right Opportunities:

Firstly, businesses need to explore the right opportunities in the conversational commerce environment. For Ecommerce stores, chatbots are a smart way to support the executives of the store. Add the chatbot effectively to reduce operational time and handle the situations of labour shortage.

Use Chatbots to Determine Your Customer's Preferences:

As per a survey, 64% of the respondents agree to the fact that retailers are using customer information they gather through chat interactions. Conversational commerce can be determined as a way to gather first-party information. It's highly crucial in an environment where Apple and Google are restricting access to consumer behaviour.

Ensure Human Intervention is Not Completely Eliminated:

It's found in several surveys that humans usually trust AI, especially when it comes to online shopping. As customers are given assurance that they can contact human executives anytime they need, they are further able to trust AI responses.

The Ultimate Conversational AI Chatbot with Kommunicate

In the last few chapters, you must have discovered all the opportunities and weaknesses, pros and cons of conversational AI. Kommunicate is a company that aims to harness the strengths or opportunities of conversational AI chatbots and accordingly use them to help businesses attain maximum strength. Based in Banglore, India, our Conversational AI tools are driven through innovative and dynamic market trends.

We believe that conversational commerce can transform how consumers used to purchase products and services. The integration of AI and ML-based chatbots will enhance the brand interaction of customers and businesses. Our experts say that Conversational Commerce is much more than just an added channel for omnichannel interactions. It allows to combine services along with experiences to smartly match customers' needs and emotionally engage them.

Our industry assessment shows that Conversational Commerce is in the initial stage. However, the increasing adoption has the potential to grab greater investments in innovation. It consistently allows brands to form relationships with their potential customers. Such relationships will further give value to the consumer lifecycle with the brands.

Its efficacy can be seen in customer service, marketing, sales and more areas.
Our team at Kommunicate intends to explore the market and determine its acceptance for conversational commerce. These aspects further help us create suitable tools and solutions for retailers and brands. Our experts intend to further survey Ecommerce consumers to evaluate consumer interest in conversational commerce. The focus groups will be from the USA, the UK, Germany, and France.

After understanding how and what factors influence consumer behaviour towards Conversational AI chatbots and other tools, we develop highly effective customer support solutions. These solutions allow businesses to stay in touch with their customers all the time. It also helps them better understand their demands and serve as per their preferences.

The Kommunicate team also understands that building such tools from scratch could be really expensive and time-consuming. This is why we have decided to adopt a codeless mechanism. We create a perfect hybrid chatbot program, which is distinct from any other available in the market. Our clients can develop their individual NLP-based customer service bots and harness the conversational AI in a matter of a few minutes!

Our **Product Categories**

Kommunicate has curated highly relevant and effective Conversational AI-based products. These incorporate,

- **Kompose Chatbot Builder**
- **Live Chat**
- **Help Center**
- **Dialogflow Integration**

Besides these products, we also have a variety of integrations including Business Whatsapp, CRMs, Messaging, CMS and Websites, Automation and Analytics, Mobile Apps, and eCommerce.

Kompose Chatbot Builder

This solution allows businesses and brands to build their own chatbots in just a few minutes. Businesses can design these chatbots to streamline their lead collection, automate their customer support, and enhance the level of customer engagement. The platform allows businesses to build powerful and lasting conversational AI systems. Brands don't need exclusive coding skills to create this intuitive GUI. This solution is a hybrid customer support system, integrating human and chatbot systems.

Dialogflow Integration

Kommunicate allows you to get Dialogflow integration using natural language, which adds ease to building and integration of conversational user interface on several devices. Our solution is embedded with simple as well as codeless chatbot inclusions, seamless transition from chatbot to human executive, a smart messaging program, and multilingual solutions.

Live Chat

Get the fastest mode of communication at Kommunicate. This platform is effective to pursue meaningful interactions with customers. In addition, it also caters to personalized services and accelerates the lifetime value of customers. The Live Chat solution of Kommunicate is ideally customizable and works on all the devices. It is effective for cross-platform operations.

Help center

Kommunicate has found that 80% of queries customers ask are repetitive. This solution will allow customers to attain self-service solutions for their problems. The interface is highly engaging and easy to modify, so you get the best of your customer's feedback. It has the option to integrate Kompose, which is the leading intelligent chatbot for answering clients' queries. Some of the exclusive features of Helpcenter include the WYSIWYG editor with numerous formatting options, theme and domain customization, and Faqs.

eCommerce AI Chatbot Features by Kommunicate

ORDER STATUS, REFUND STATUS, PRODUCT AVAILABILITY

Save time and resources with the help of automated replies. Let customers view their "order status" using the self-service widget. Set up automation rules that check for keywords like "refund" in your incoming messages and automatically reply with the refund policy link.

DEEP SHOPIFY BACK-END INTEGRATION

View & modify Shopify order data while replying! Deep Shopify integration leaves no room for manual errors. With readily available customer info, the support team can always respond to queries with better context.

READY-MADE TEMPLATES FOR E-COMMERCE

Easily import the templates and quickly customize them. No coding required!

SELF-LEARNING AI

Our system figures out the answers the human agent is giving to various questions, which is inserted back into the bot for training without any human intervention.

WHATSAPP API

Automate WhatsApp Notifications at scale, automate abandoned carts recovery, send order confirmation and tracking notifications, and verify cash on delivery orders, all via WhatsApp.

NUMEROUS INTEGRATION OPTIONS

Communicate with your customers on every channel. Save countless hours & have peace of mind by never missing a customer query across any channel like Email, Whatsapp, FB comments, Messenger, Telegram and Live Chat.

Innovation with Kommunicate

We know that the future is all about transforming the world. Hence, Kommunicate aims to contribute to the changing world with extensive efficacy and absolute creativity. We have a team of over 30 engineers along with marketers, and designers. Moreover, we have superior sales geniuses, who are highly experienced in examining the products and accordingly add AI to make it more than a value-driven customer support solution. Chatbots and live chat solutions are just the beginning, however, we intend to increase our threshold to maximum heights.

As we create our products after determining complete insights into the industry, we provide our clients with immense quality products. The No-Code hybrid solutions at Kommunicate are the ideal solution to deal with all the challenges found in the conversational AI market adoption. Being one of the globally renowned companies, Kommunicate enables businesses to attain international standard security practices to keep important customer information safe.

Summary/Conclusion

Whether you say Conversational AI, Chatbot or Conversational Commerce, it all stands for the same, i.e. an effective medium of transforming eCommerce businesses. In this document, you have witnessed how promising is the Conversational AI market. Some factors influenced not just customers but even businesses to adopt the new technology. Though innovation requires more research and importance, companies like Kommunicate are ready to embrace it for the better and holistic development of businesses.

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