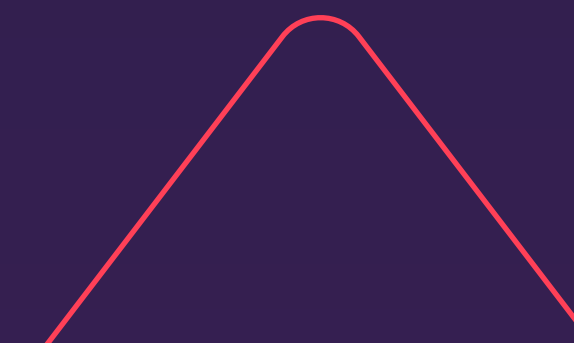
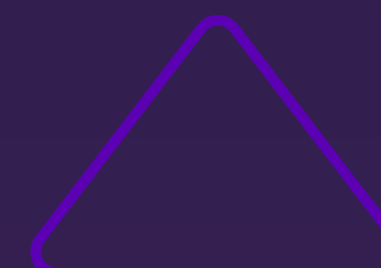
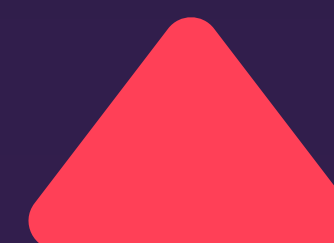
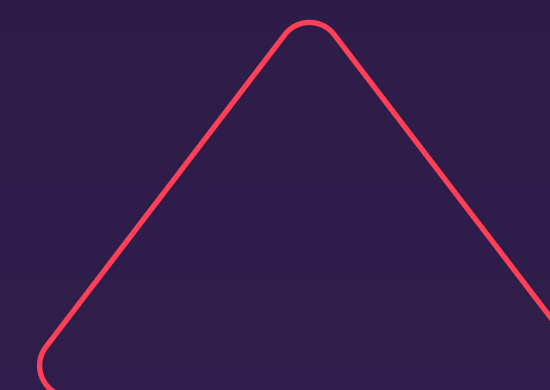
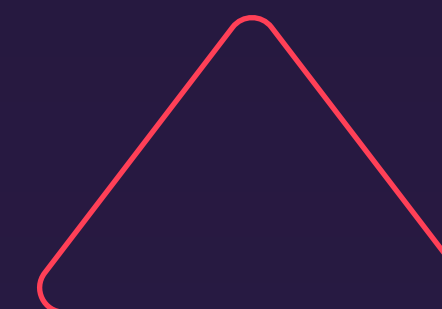


How to Increase Online Sales with Chatbots and Artificial Intelligence

A comprehensive e-commerce guide for greater lead generation and web conversion.

aivo





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Executive Summary

If you sell products or services on your website and you want to discover new trends, know your customers inside and out, and explore the latest technological advances for boosting your business, you're in the right place.

In this ebook, you'll find:

- An overview of the current state of e-commerce and the challenges and opportunities for your online business.
- Consumer expectations and how to offer a comprehensive and satisfactory purchase experience.
- Approaches, tools and technology that will help you adapt your strategy for optimizing 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.
- Generate more leads and boost sales on your website.

All the information is supported by data from recognized international sources and [Aivo's](#) own studies.

So, relax and happy reading!

Tips to make the most of this ebook


Readers might have different levels of knowledge but there's something in common that they share. For all of them, **making the most of time is vital for their business**. With this in mind, **we created a guide that is comprehensive yet simple, easy to read, and that adapts to the available time**. And because we believe in delivering **content that can have a practical application and that is useful for decision-making**, we made sure that it also provides **complete and in-depth information**.

01. Chapter 1 Strategic Challenges



Choose the chapter you are interested in and dive in. It isn't necessary for you to read the ebook on the set order, especially if you are already familiar with some of the topics.



Use the **menu icon**  located on the top right margin of the pages to return to the table of contents and continue reading other chapters.



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Words of a go-getter



“We know how much effort it takes to keep up with a business, develop innovative products and services, and accomplish customers’ expectations.

Nowadays, having an online contact channel is a must. Whether you use your web for direct sales or for lead generation and increasing the number of clients, your digital strategy is key. That’s why, in this ebook you’ll find a guide that will allow you to better understand and evaluate the available technological resources to improve your business”.

Martín Frascaroli
CEO & Founder | Aivo



01.

Strategic Challenges in the World of Online Sales

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 and we're not just talking about Tamagotchi, troll dolls and Blockbuster.

In 2014, there were already **1.32 billion** online shoppers - nothing to sniff at - and it's estimated that it will rise to **2.14 billion** by 2021, according to Statista¹.

Specifically for the US, roughly eight-in-ten Americans shop online now², and this trend will only become stronger. By 2021, it is expected that 230.5 million US people will be online shoppers, which would position the United States as of one the leading e-commerce markets based on online shopper penetration³.

Truth is, nowadays, the competition is fiercer, product offerings almost infinite, and technology advancements are constantly changing the rules. This pushes companies to constantly revise the way they approach their online strategy.

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 an online business and of any business in general.

03

Understanding and interacting with customers takes time and effort

Talking to a lot of people and giving the right answer at the right time is hard to do.

Traditional customer service can feel bogged down and unable to keep up with consumer demand. Your team consists of human beings who get tired or frustrated, and this can impact the company as a whole.

Plus, consumers today are not ones from the past. They communicate through multiple channels simultaneously and they expect speed and efficiency. Changes in their behavior impact directly on customer service and service strategies need to be redesigned.

04

It's impossible to manually handle a high volume of inquiries

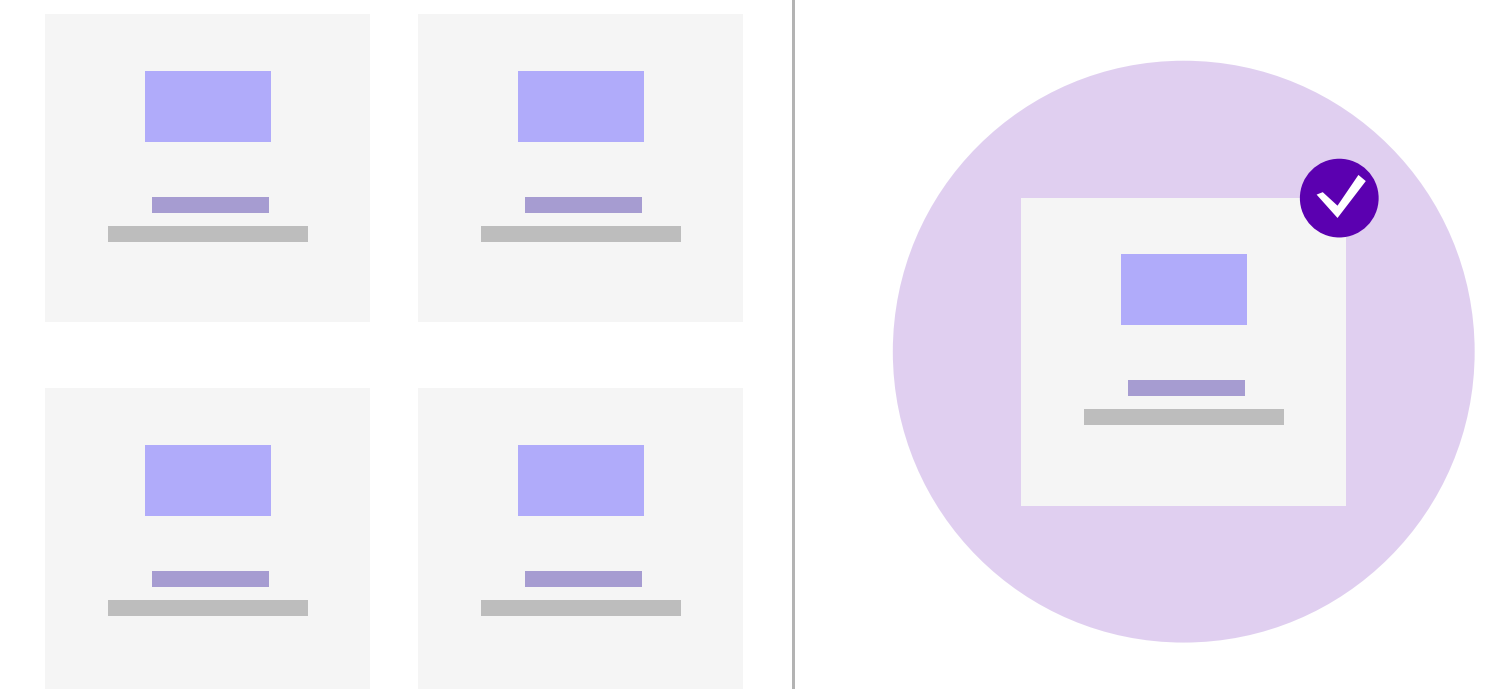
Unless your team is huge, answering questions on time and correctly might be a pipe dream.



05

In such changing times, staying on track and optimizing time is a real challenge

Everything has a past-due deadline that needed to be done yesterday. When there are so many pending orders and inquiries that interrupt you every five minutes, it's hard to concentrate and make time to think about how to improve your business.



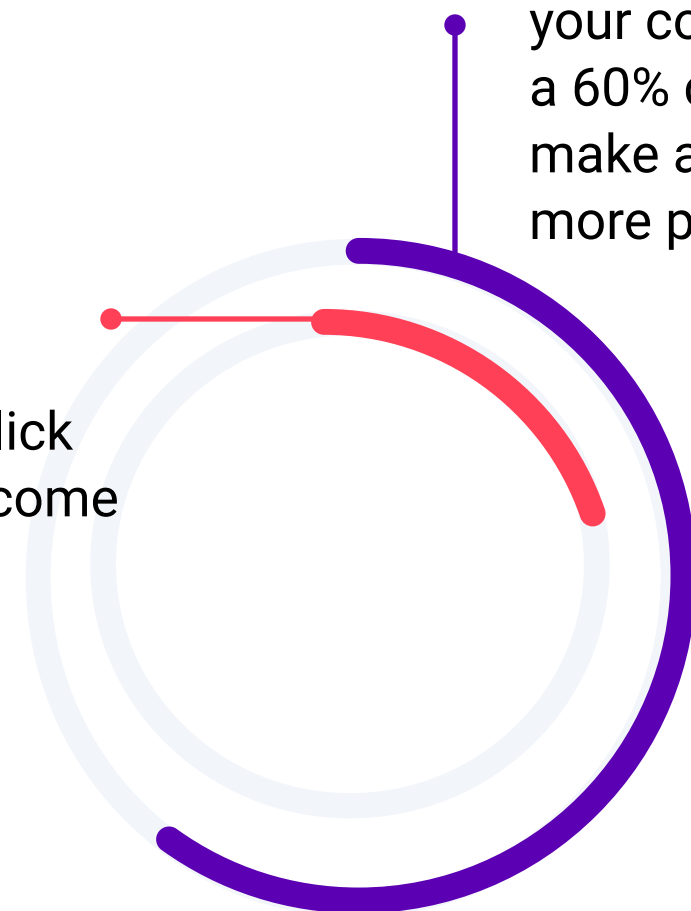


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Gaining customers is hard.
Keeping them is even harder.

20%

Of users who click on your site become customers



60%

If someone has already purchased at your company, there's a 60% chance they'll make at least one more purchase.

06

Providing 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 sales⁴. This makes it hard to have a clear view of customers' profiles. Understanding a customer's particular journey and experience takes time and effort, especially when no technology is used to find out this information. But this data is useful for drawing conclusions and making decisions.

07

Gaining customers is hard. Keeping them is even harder

If someone has already purchased at your company, there's a 60% chance they'll make at least one more purchase. But only 20% of users who click on your site become customers⁵. Getting customers to be loyal to a company while meeting business goals is kind of like solving a complex math problem.

If you feel like some of these points limit your business's growth, I have good and bad news for you. Yes, you have a problem that has to be solved, but 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.

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. Businesses are based on numbers and you should carry out an in-depth study to obtain concrete data about your customers’ specific preferences and requirements. This is the only way you’ll be able to design an online sales strategy based on the actual needs of your clients and your company. But if you still don’t have the time or resources to do it, there are certain aspects many consumers share nowadays.



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What do consumers want? 5 consumer characteristics you need to know

Wherever you look, consumer behavior has transformed, and the evolution of technology is one of the main causes. 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. Consumers are busy; they multi-task and the faster they can do it, the better. Waiting on a company to reply is not high on their list of priorities.

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 salesperson⁶. 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, but behind every purchase decision there's usually research, comparison and more research. There's an obsession with information, and the more customers investigate, the more empowered they are during the purchase process. Before spending their money, they read descriptions, look for feedback from other users on social media, look at multiple images of the product and compare prices. Transparency and visibility play a super important role.

- **Personalization**

A report from Salesforce showed that **52%** of consumers would leave a brand if it didn't have a personalization strategy in their communications⁷.

On the other hand, **65%** of companies would stop doing business with a service provider if they didn't offer communication adapted to each customer. Whether you work in a B2C or B2B company, customers will expect personalized experiences. A message with their names, deal recommendations based on their recent purchases or product and service suggestions based on their web search patterns are some examples.

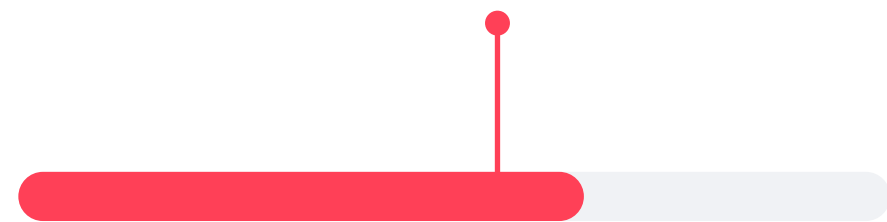


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Personalization

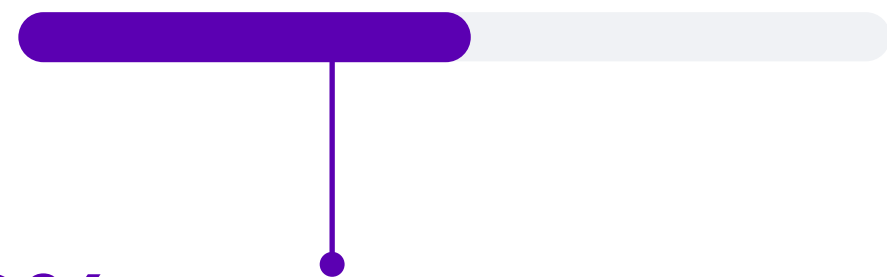
65%

Of companies would stop doing business with a service provider if they didn't offer communication adapted to each customer.



52%

Of consumers would leave a brand if it didn't have a personalization strategy in their communications



- **The same experience on multiple channels**

Consumers stopped associating shopping with brick-and-mortar businesses a while ago. Social media, mobile apps, websites and online stores created new opportunities. Now potential customers come from different places but they expect the quality of the experience to be the same regardless of the sales or contact channel. Basically, 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.

A study from Harvard Business Review⁸ found that **73%** of respondents use multiple channels during their shopping. What's curious is that customers who choose multiple channels spend **10%** more money shopping online than those who prefer a single channel. Moreover, they are more loyal to companies and recommend them more frequently.

- **24/7 Availability**

Millennials and Generation Z in particular don't do anything without their cell phones. The Internet is their life and their favorite hobby is sharing their activities, likes and opinions.

In the case of an e-commerce store or a business with online sales, this means a ton of inquiries waiting to be answered immediately. 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 loyalty⁹.

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



Customer-centered companies are more profitable.

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 companies¹⁰. Organization around the product or the sales strategies tend to be more common, and the customer is further down the pecking order.

However, a study from Econsultancy, Deloitte and Touche, found that customer-centered companies are 60% more profitable¹¹. This is because organizations that adopt this approach notice an increase in the net value of the income a customer would generate during their entire relationship with the company, and there’s 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 at the beginning, 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.



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01

Start with your customers and not with your business goals, products or services

Maybe you're already doing this, but if not, 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, monitor all interactions they have with the company, organize and give to the entire company the data you have about your consumers, among other strategies.

02

Develop an organizational culture that's aligned with customer expectations

Determining corporate values that are considered an asset for the company is part of the customer-centric approach. This is not just important for the marketing, sales or customer service areas. The entire company has to share these objectives and goals. How you can 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

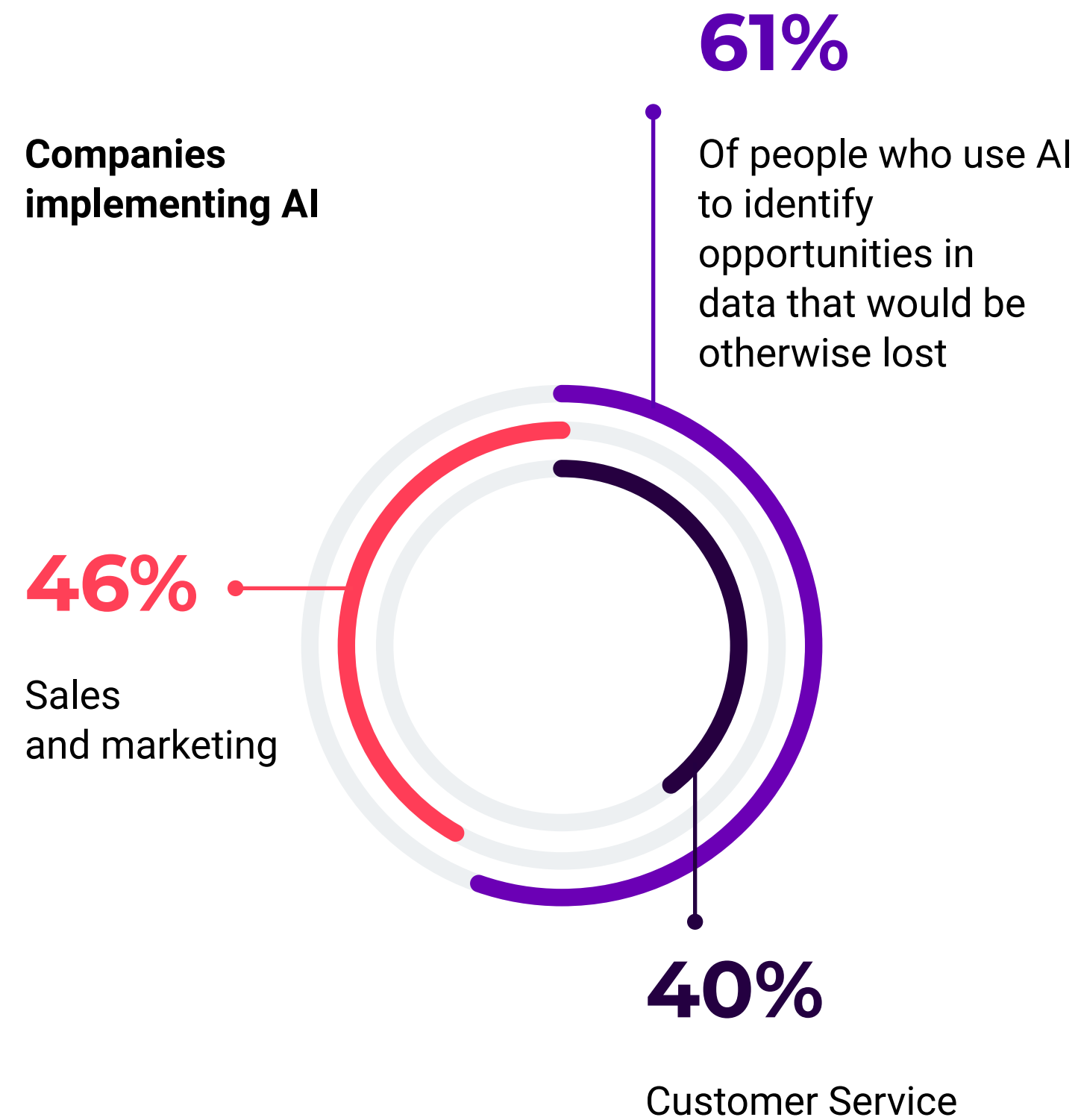
Communication is the cornerstone of every relationship. The more listening, dialogue and understanding there is, the greater brand trust and loyalty will be. Adding the right tech resources for this function will boost your chances. We'll talk about this in more detail in the next chapter.

03.

Technology for Business Innovation: Chatbots and Artificial Intelligence

Technological development has an enormous impact on everybody's life. In the case of companies, in general, and sales, particularly, there are contributions that force to constantly evaluate the chosen action plans. Since there's opportunity for growth all the time, we'll analyze in detail two key technologies for strengthening your digital business: Artificial Intelligence and chatbots.

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 in different areas of their companies. According to Juniper Research, global expenditures on Artificial Intelligence will increase to 7.3 billion per year by 2022, compared to 2 billion in 2018¹². 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**. It makes everyday and little tasks easier, both for companies and consumers, and that's why customers are rapidly adapting to this new reality.

Another great advantage of Artificial Intelligence is that it constantly learns from customers' behavior. This is an excellent method for obtaining valuable information from potential and actual clients. If used correctly, this information can help a brand grow because **it's an excellent source for improving market research and identifying trends**.

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**.



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Deep Learning, a Trend in Artificial Intelligence

“Artificial Intelligence is becoming intelligent at last,” MIT Technology Review stated. This optimism from experts is defined by one advance in particular: Deep Learning.

Now machines can imitate the functioning of the neocortex, the most evolved part of the human brain. This allows them to recognize patterns in digital representations of data such as sounds and images.

Because of this, AI is now an expert in text and voice processing. Its capabilities make it the ideal complement for every online company that seeks to improve communication with its customers.

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. Unless they have the money to hire a large team, being available 24 hours a day is impossible.

Second, if you have a diverse catalog or you offer products and services that are difficult to use or require a big investment, you'll probably receive hundreds of questions. As if this wasn't enough, inquiries arrive from many channels, such as your website, Facebook Messenger 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, and although this is part of the business, it can have a negative impact on your team.

Repetitive tasks are not only a waste of time, but they also generate frustration. Answering phones for hours on end and replying to the same inquiries from customers is counterproductive for agents. Burnout and emotional fatigue are the most worrying consequences from this kind of demand. Employees stay less time at their jobs and your customers interact with fed up and unmotivated people.

However, now it's not necessary to do everything ourselves. The right technology can solve these problems. Automating operational processes, companies can complement and strengthen customer service and sales. Here is where chatbots come into play.

Chatbots 101

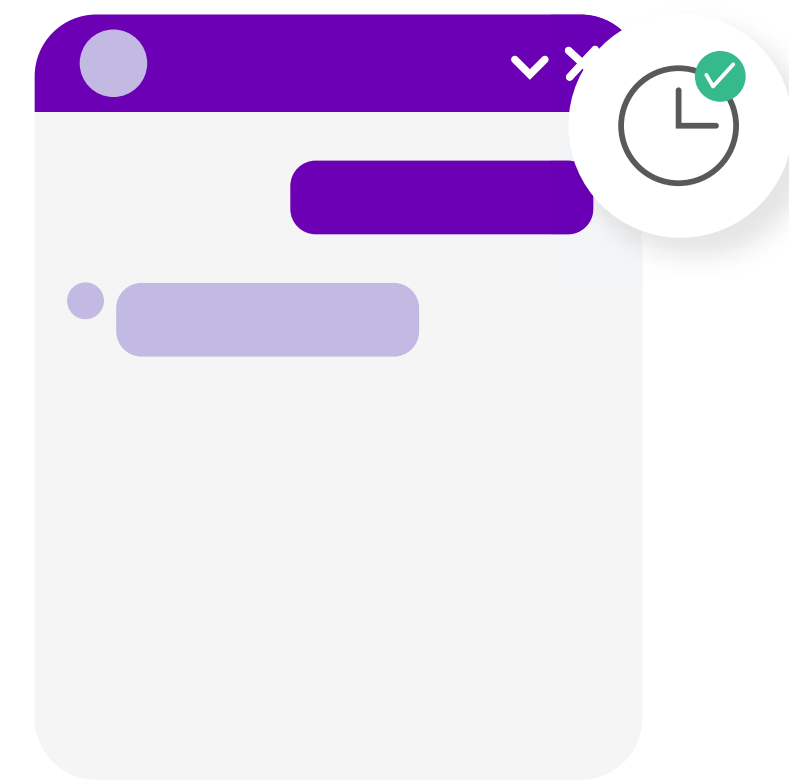
More and more companies are implementing chatbots for automating processes and making the customer experience more efficient and satisfactory. **By 2024, Global Market Insight estimates that the chatbot market will exceed more than 1.3 billion dollars**¹⁴. That number's amazing, but what exactly is a 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 the language of the users browsing your website.

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.



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**.

When will my package arrive?
Track number 374659

Asistente Virtual

Your package will arrive Monday 11th 😊

Thanks! 😊

Order

To: support@tas.com

Subject: Order

Hi! I want to know when will my package arrive.
This is my truck number 374659.

Bye!

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.

Consumers want information instantly and chatbots have become the perfect partner for companies of any size to answer inquiries immediately. But which chatbot is the right one for your business?



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Types of Chatbots Based on the Technology They Use

There are many kinds of chatbots. The key is to understand your own needs and which resource best fits your business.

Virtual assistants could be classified a few ways: based on their use, the way they interact with users, and their technology. This last one is crucial.

Chatbots based on rules and commands

Operate from an outlined set of questions and answers and they usually follow fixed conversation flows. They're affordable and easy to program. But their language is limited and conversations may not be as fluid as you'd like, since they don't include Artificial Intelligence.

Smart chatbots use AI

In order to understand customer intent, interpret everyday language and converse coherently. They're active systems that learn from their interactions with people. They can suggest answers, have greater memory and are constantly enriching their vocabulary. This is very important. You'll not only save time, but you'll also get to know your customers better.

For example, some AI chatbots offer a section with the most consulted topics by users. If you launched new sneakers to the market but you still don't have enough information about the product on your site, the inquiries sent to the virtual assistant can help you find out what information your customers will be interested in when shopping.

That said, virtual assistants with Artificial Intelligence usually take more effort to set up and a larger investment.

How do chatbots develop natural dialogues?

- Normalization
- Classification
- Contextualization
- Intention identification
- Semantic Assistance
- Selection of the best answer
- Empathic response

[Learn how Artificial Intelligence works in greater depth.](#)

Virtual Assistant

Welcome! I'm your Virtual Assistant. How may I help You?

did you **opn** a new **plce** in **NY**?

Virtual Assistant

We opened a new store in New York just yo be closer to our customer there! We look forward to your visit.

where is it? 😊

Virtual Assistant

It's located at 742 Evergreen Terrace 😊

when do you close?

Virtual Assistant

We close at 12:00 p.m

and in San Francisco?

Help me understand you better... What would you like to know?

Existence of stores in San Francsico

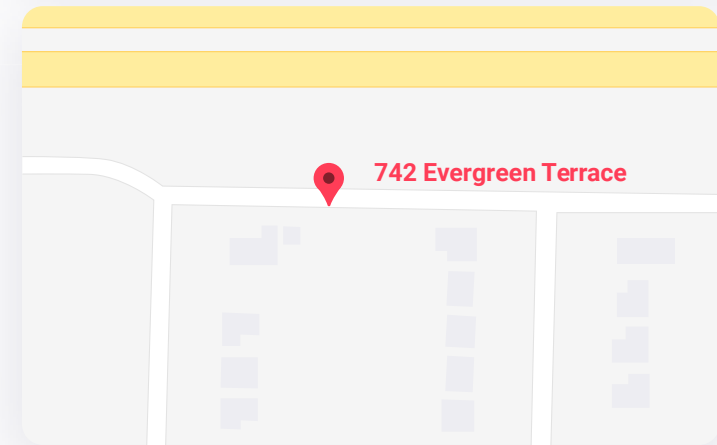
Store hours in San Francisco

Location of stores in San Francisco

Location of stores in San Francisco

Virtual Assistant

Here's a map of our stores so can find the nearest one to your home. We would love you visit us!



Awesome! Thanks! ❤️



04.

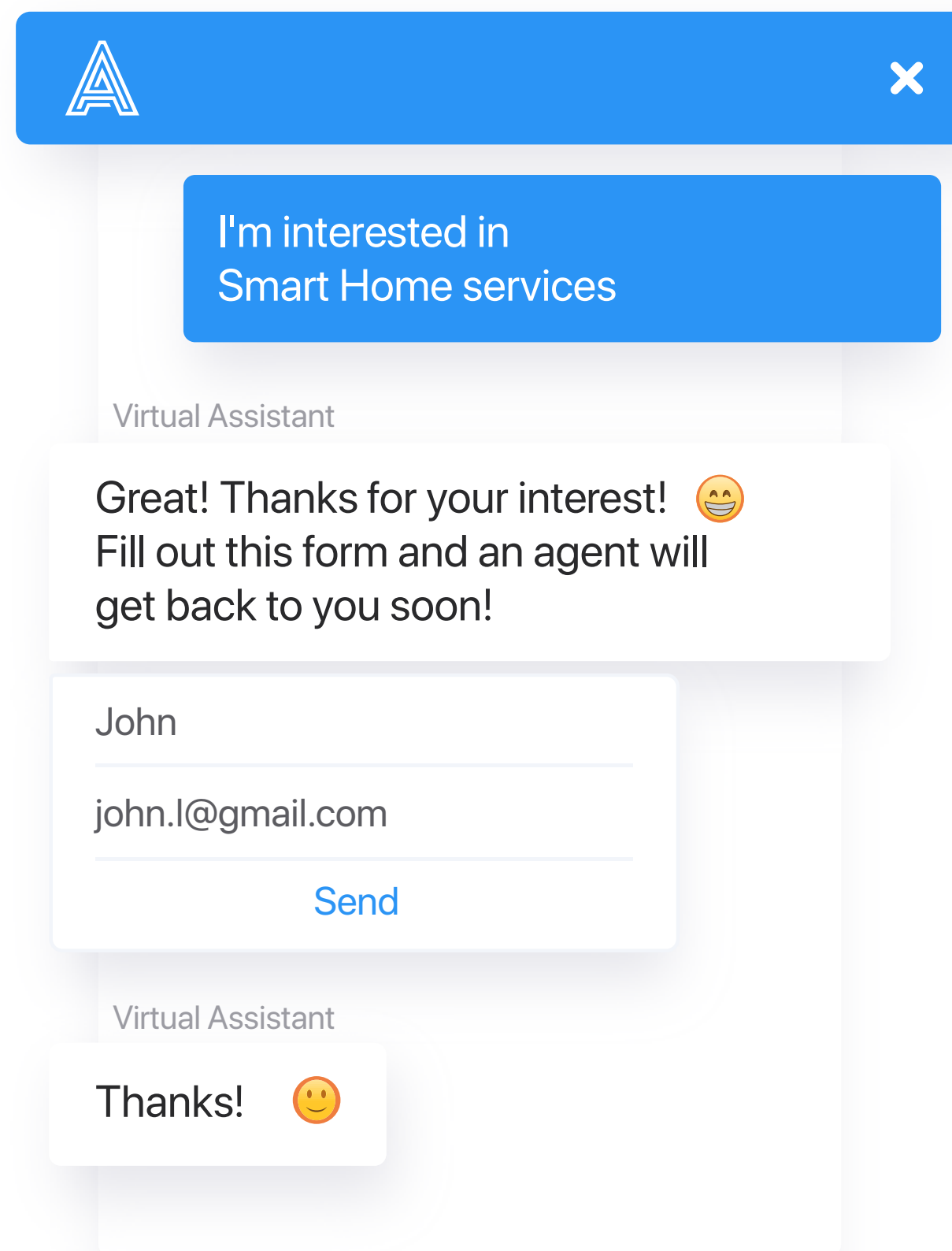
Using chatbots and Artificial Intelligence to Sell More

As we've already discussed, Artificial Intelligence benefits many areas of the company, and sales are no exception. An article by Harvard Business Review¹⁷ reported **that companies using AI increased by 50% the number of leads** (something we'll touch on later), **reduced costs by 40% to 60%** and **lowered customer call times by 60% to 70%**.

Implementing AI and chatbots in your sales strategy can seem like something complex and futuristic, but there are very practical concrete apps that improve customer experience and your business outcomes, especially in the sales, marketing and customer service departments.

Sales & Marketing

What strategies can you drive with an AI chatbot?



Lead generation

Generating leads is key to every online business. **Every website visitor is a potential customer and thus capable of turning into a lead.** A *lead* is a user who agreed to share certain information with the company because they have certain interest in your brand or proposition (maybe the products, content, even its values). By sharing their contact details, that user is included in the company's database and can be contacted and nurtured so it eventually converts and buy the products or services.

One of the most popular ways of getting leads is through a classic contact forms. But be careful and 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.

Even though it is important and useful to have forms in your strategy, today that's not enough. People also want to learn about the brand and talk to a representative before committing to provide their contact details. Chatbots are also useful for simplifying this process. With each interaction between chatbot and customer, users provide information about their preferences, interests and contact channels. Companies can use this data to identify new markets and opportunities. That's how the lead base will increase and you'll have greater opportunities to generate new sales.

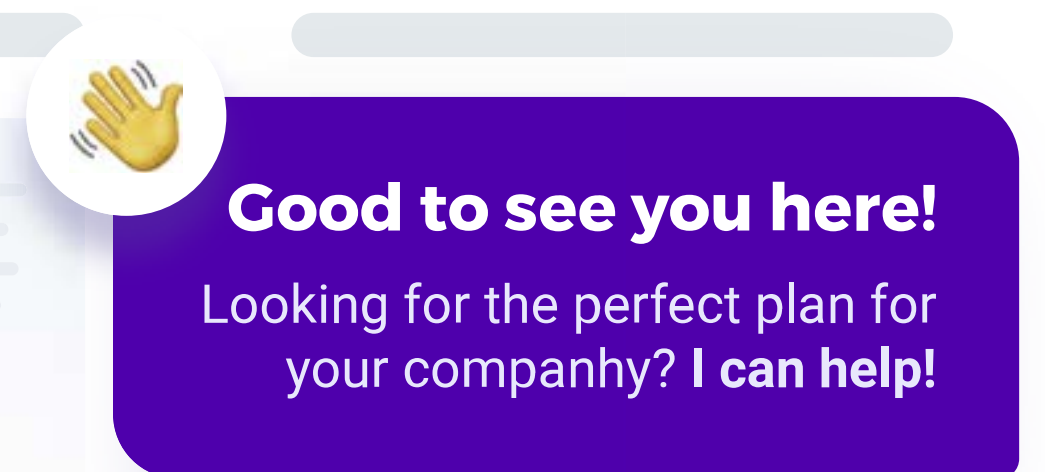
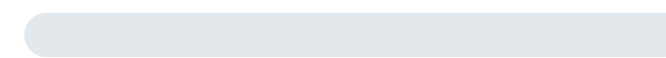
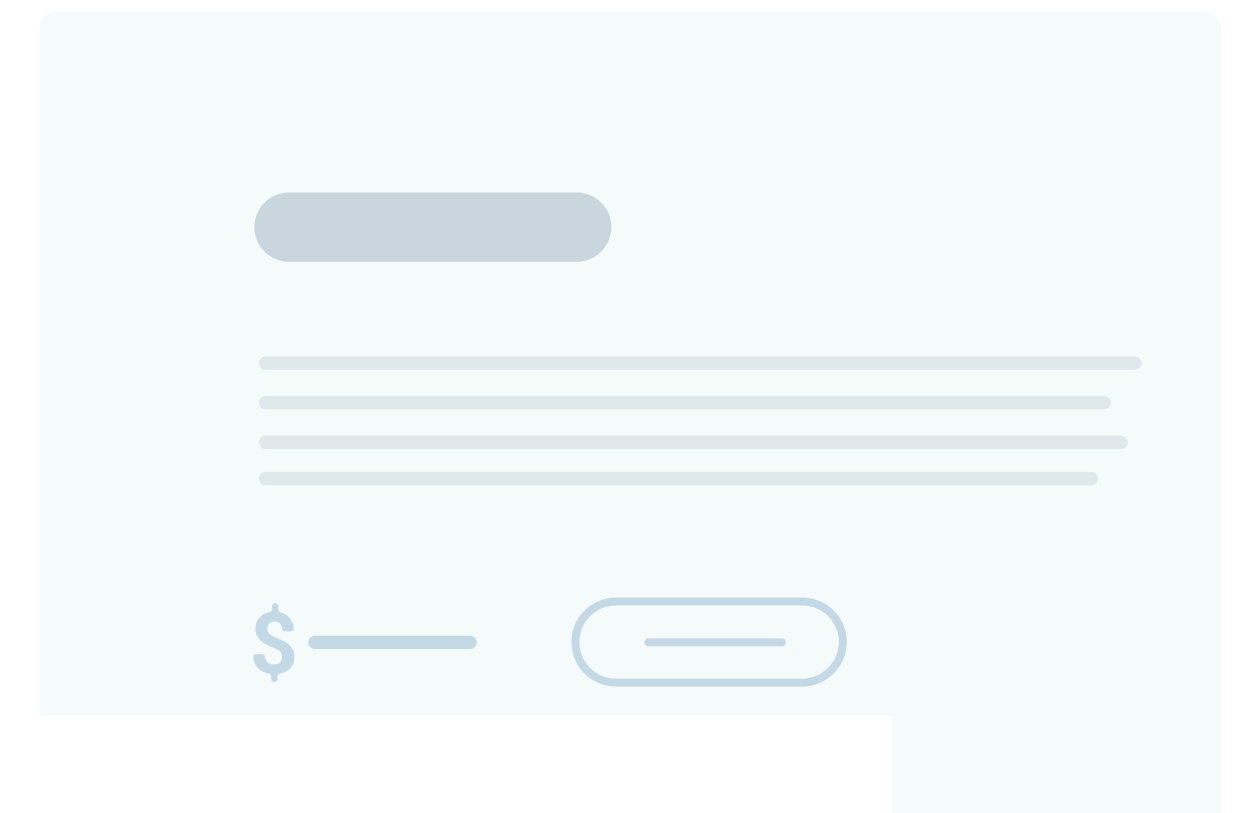
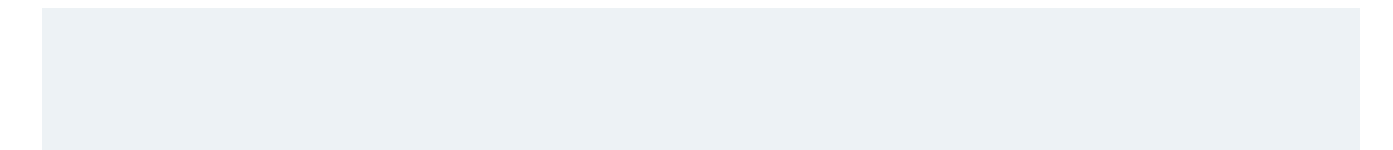
Conversational Marketing

We've already anticipated this. Although we say forms are a useful resource for generating leads, there's another alternative to consider. Instead of making your customers give their information to get in touch with your company, why don't you send them a friendly greeting through a chatbot first? Conversations have a 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. As the old saying goes: "You catch more flies with honey than you do with vinegar." And in this case, honey represents an amazing experience for your potential customers.

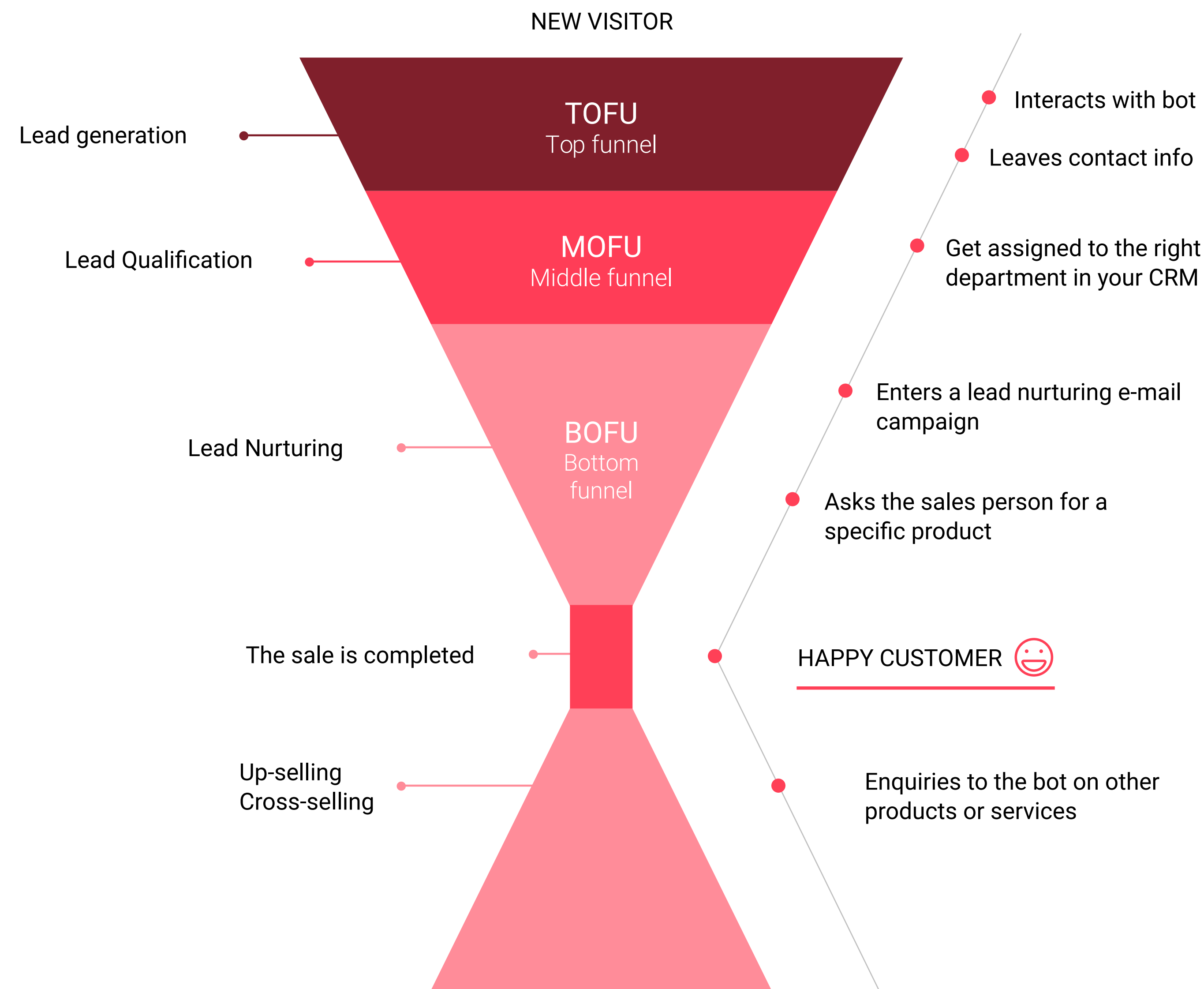
How do you put this into practice?

With smart virtual assistants, for example. Sending personalized messages while users browse your website is a good tactic for making communication with your company easier.





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Lead Qualification

Once you've turned your anonymous visitors into leads, you'll have to score them. Of course a lead that's been generated in order to learn about future deals or receive news about your company isn't the same as one who's created a user profile and left a shopping cart full of items without checking out. And each one of these leads has to be treated differently.

One of the most popular ways is to differentiate between MQL and SQL leads. MQL or Marketing Qualified Leads are leads rated by the marketing team as sales opportunities. They aren't ready for a purchase yet but they're willing to learn more about the brand's products or services. SQL or Sales Qualified Leads are the MQLs who have interacted repeatedly with the content and are one step ahead in the purchase process. They were rated by the sales team as the ones better prepared for making a transaction¹⁸.

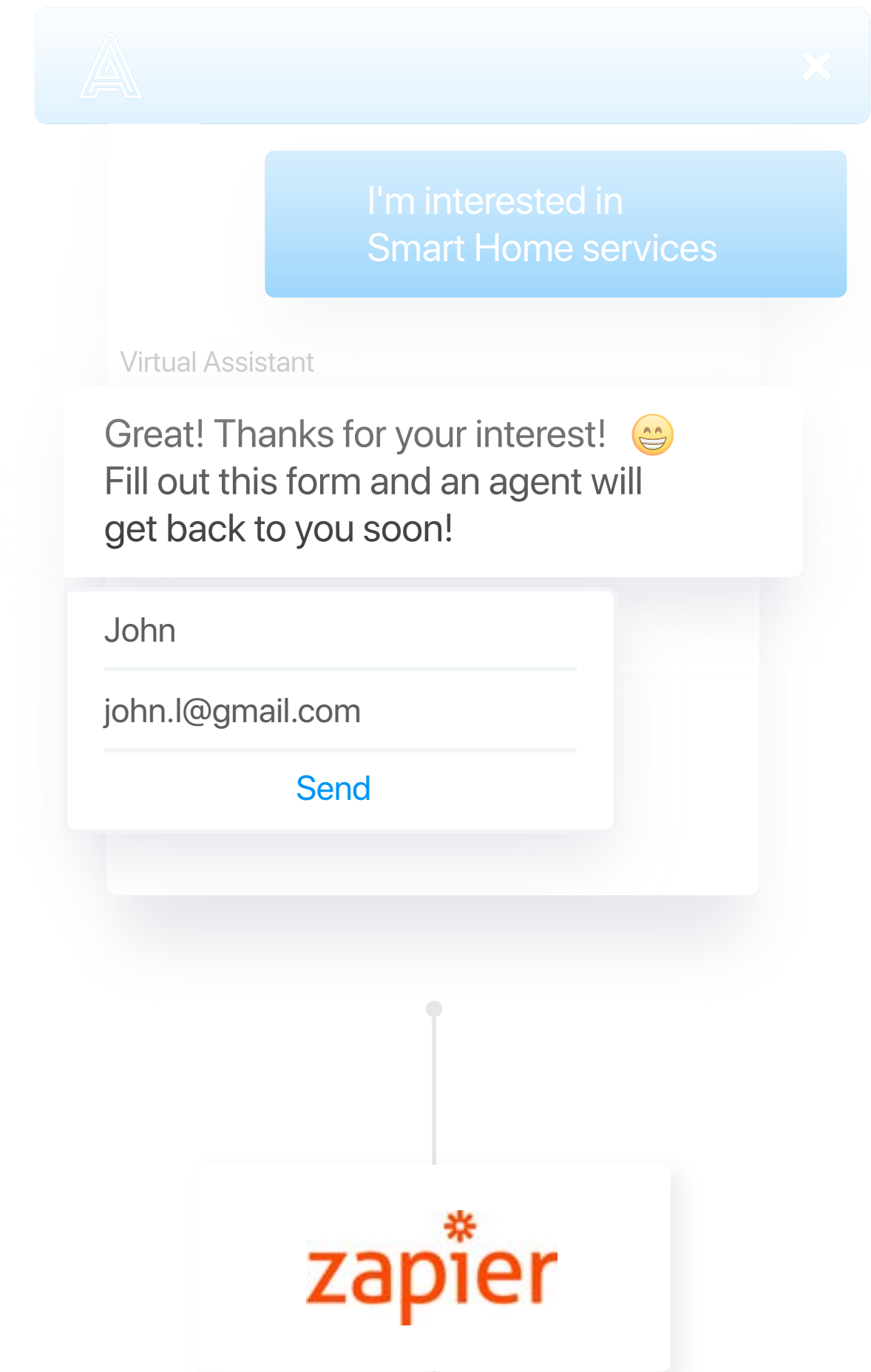
This is a pretty broad topic and a few lines doesn't do it justice. So take these definitions as an overview. If you're not applying these differentiations and want to learn more about qualifying leads, make sure to analyze the points you're interested in the most. Hubspot and Salesforce are the go-to experts on this topic. Besides offering powerful tools for solving these tasks, they have very useful learning materials on their websites to gain more knowledge.

Automatically Referring Leads to the Right Department

Turning your users into leads is just the first step. Once you've differentiated which types of leads you have and which stage of the purchase process they're in, you have to keep nurturing that relationship. Before thinking about sales, your potential customers have to be directed to the area of your company that will keep in touch with them and help in nurturing and maturing these leads.

In many cases, these referrals are carried out manually. The contacts obtained from the different collection points are reviewed (web forms, your chatbot, your different contact channels) and transferred to a spreadsheet or Customer Relationship Management (CRM) tool where companies can manage them. However, this normally means labor-intensive and repetitive tasks that can be simplified with the correct use of technology.

If you already use a chatbot for contact information collection, this process is extremely easy to automate. Through integration with your CRM or Zapier, you can save time and effort by passing along leads automatically.



Lead Nurturing

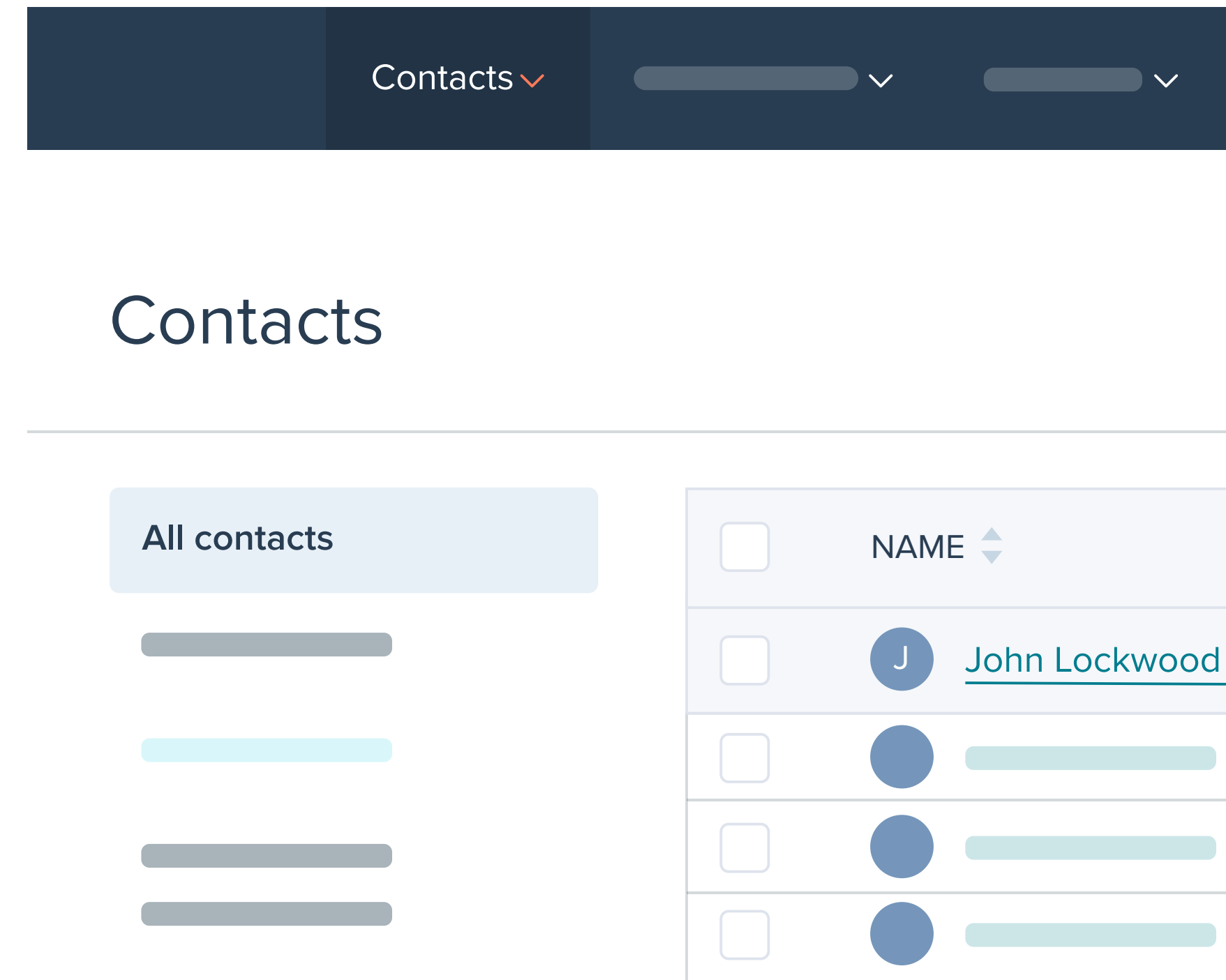
Once the derivation has been carried out, you can start guiding your leads through the funnel, bringing them closer to a purchase decision. Here the strategy will depend on the nature of your product or service, your sales team and how close your lead is to a purchase. However, the most important thing is to stay in touch with them. In addition to the sale itself, it's important to develop a long-term relationship with customers.

Email marketing is another important strategy at this stage. This doesn't mean sending bulk emails to all your contacts. Instead it means reminding them of the brand with an added value. Moreover, it's important to align this technique with the lead's goal when they gave their contact information.

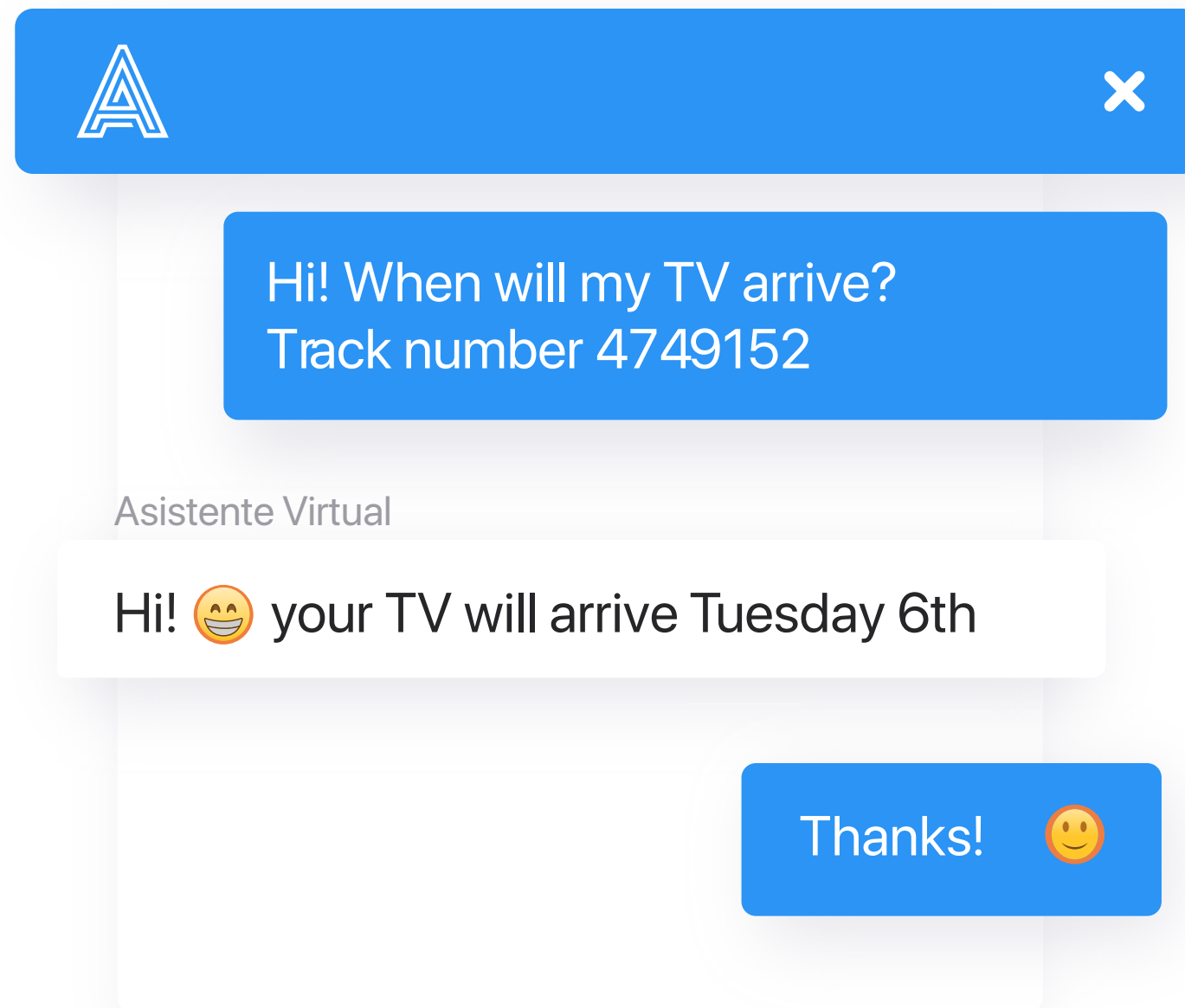
Email marketing isn't a tactic that you'd normally associate with AI and chatbots. However, just as with lead derivation, you can optimize the processes

since many chatbots integrate with email platforms. This lets you automatically transfer your contacts between different apps, cutting down on the time and effort it normally takes.

A chatbot can even kick off the lead nurturing strategy. For example, if the chatbot detects that a user has visited your site several times to ask for deals or discounts, it could suggest that they sign up for a weekly newsletter with the best deals and add that contact to the existing distribution list on Mailchimp or Hubspot.



Accurate and Personalized information



Up Selling and Cross Selling

An online business is not only about new customers. An excellent strategy consists in increasing the customer lifetime value of those who already trust your products or services. AI chatbots contribute to this goal by putting upselling and cross-selling techniques into practice.

Upselling means offering your customer or potential customer a product or service they bought or are interested in buying that's similar but has a higher value. However, the suggestion doesn't always have to be more expensive. Thanks to virtual assistants, you can know users' preferences and recommend products that better suit their needs.

On the other hand, *cross-selling* is about suggesting to the customer or potential customer a complementary product or service they could be interested in. This satisfies a different need and encourages a purchase that maybe the consumer hadn't thought about at the beginning.

Accurate and Personalized Information

Transactional information management is vital for daily operating processes. The data your customers send on forms, order confirmations, and receipts are some examples. If you can transfer them automatically between the different software you use, you'll save some time and effort.

As we already stated, virtual assistants that integrate with CRMs and Web Services make handling this data simple. This makes customer management much easier and they'll receive personalized service based on their needs. For example, this feature is ideal for telling customers when they'll receive their orders.

Chatbots for Customer Service

As we already know, chatbots are also experts at automating customer service. By 2024, 35% of the chatbots use will be dedicated to customer support. Surveys also report that the bots with “personality” and “humanity” will be used the most¹⁹.

In fact, it’s estimated that **by 2020, 85% of this department’s interactions will be managed without the need for human agents**²⁰. But why are they so successful?

When used correctly, virtual assistants can help achieve:

01

Greater control over interactions with customers

Systems that use AI are more accurate in every sense. The information given is more objective and consumers are in greater control over conversations.

02

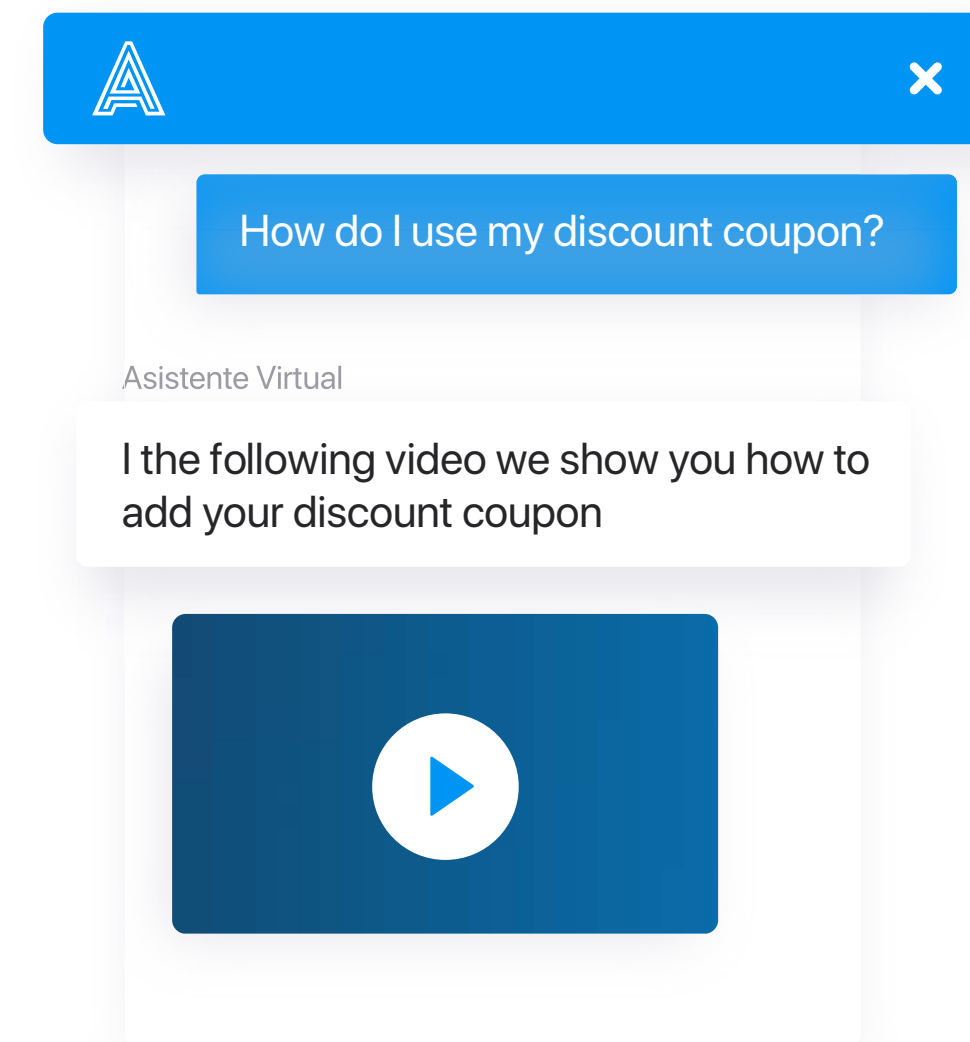
Availability 24 hours a day, 7 days a week

With chatbots, communication channels are available 24 hours a day, 7 days a week, even if you’re not there. This makes customers feel constantly supported, which is great for the brand.

03

Faster problem-solving

Unlike human operators, chatbots 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.





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04

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.

05

Greater confidence

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

06

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.

07

More personalized interactions

Virtual assistants learn from every interaction with the consumer. This information, combined with customers' records. 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.

Customer service also has an impact on sales

Since we are covering customer service, maybe you're wondering what this has to do with increasing sales. Automating parts of your service strategy allows you to save money and time, since you are transferring inquiries and issues to a human agent only when it's necessary.

In the US alone, bad customer service is costing businesses more than \$75 billion a year²¹. But if your current customers are satisfied and your customers are 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%

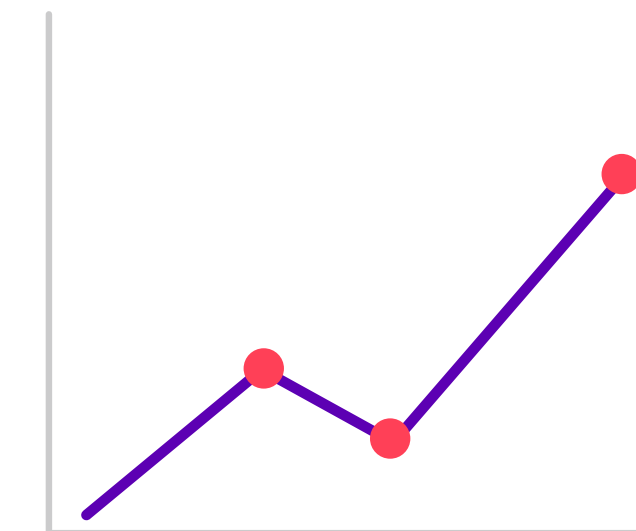
profit boost²². Truth is, a happy customer buys more, keeps strong relationships with the company and recommends it. And this is crucial. Since the market is so big and competitive today, if you let a customer down or don't manage to wow them, there's a greater risk that they'll replace you next time.

The key here is to offer an excellent experience. According to Gartner's predictions, "by 2020, poor customer experience will destroy 30% of digital business projects."²³ And this trend is very likely to go on.

Build customer loyalty

+5% 

If a company increases customer retention



75%

It can lead up to a 75% profit boost



05.

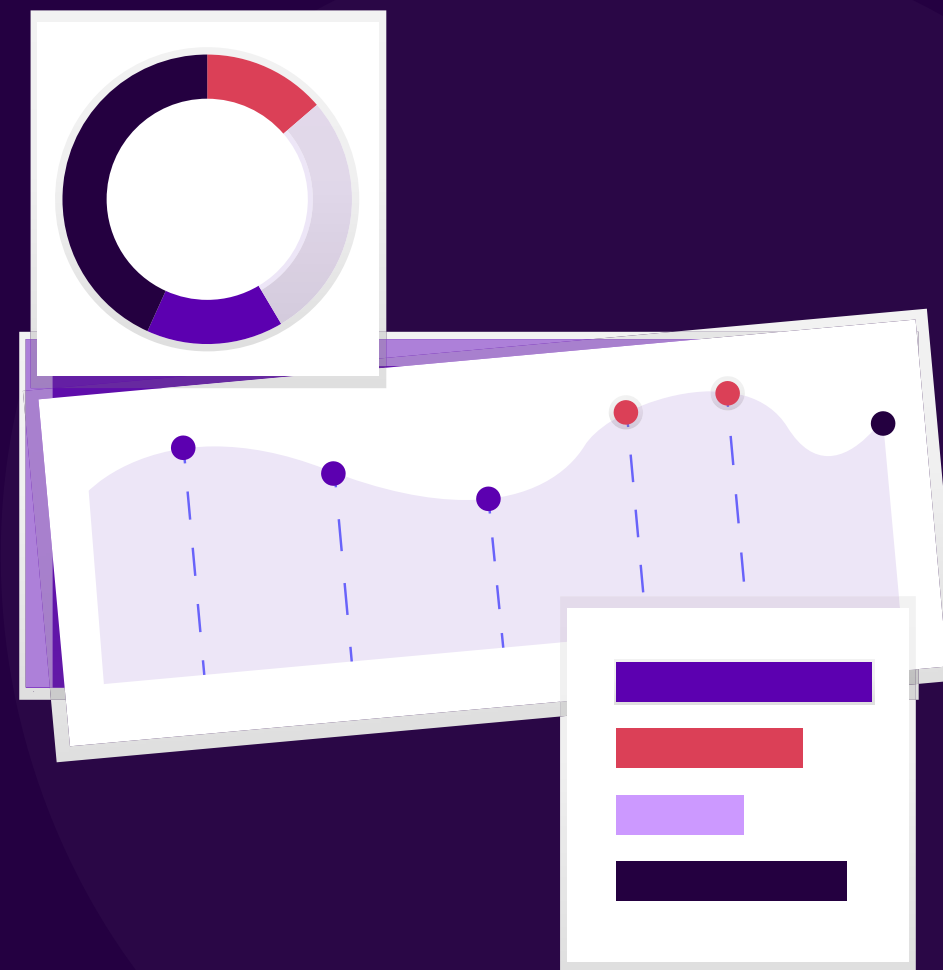
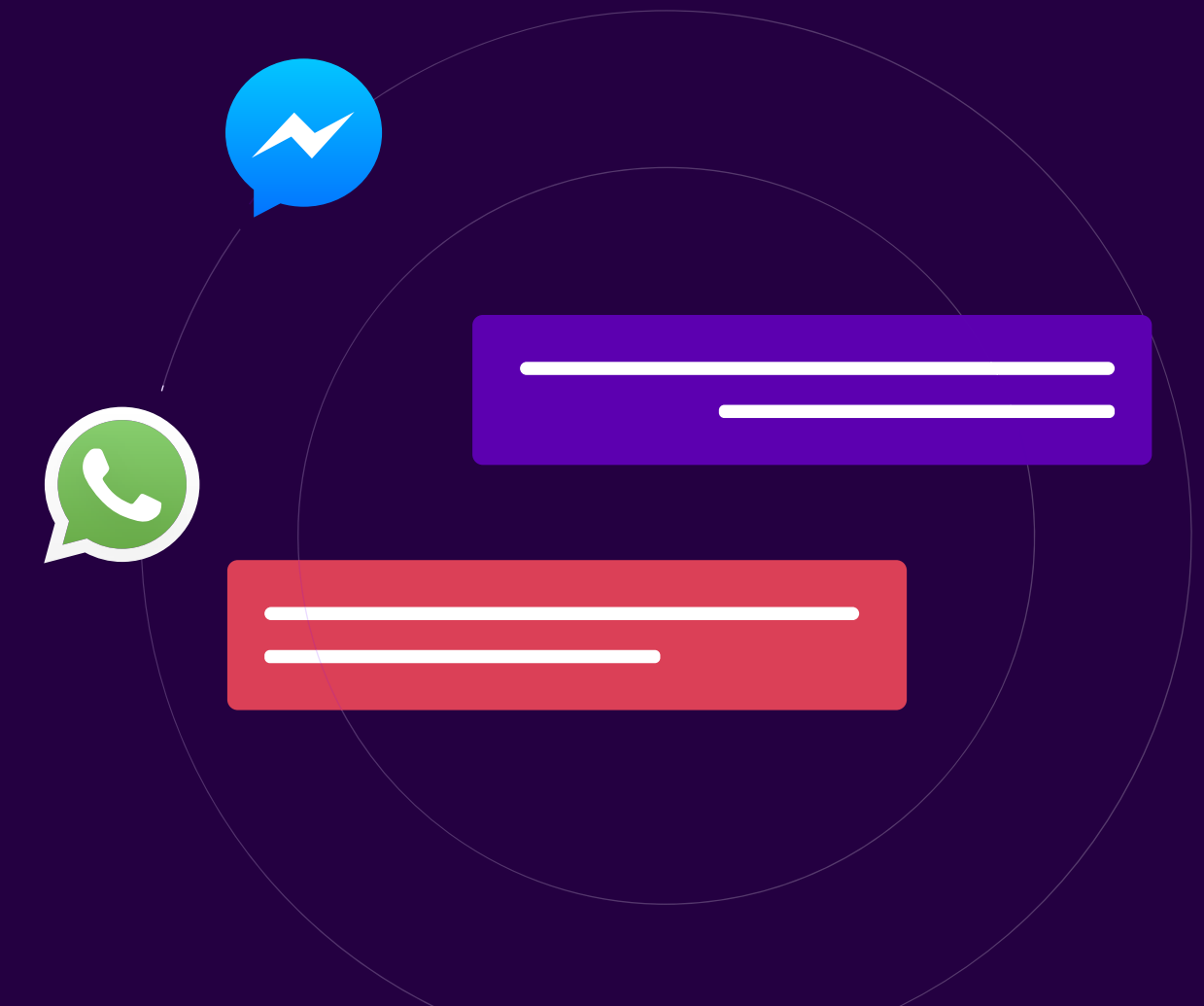
How Aivo's Customers Implement AI Chatbots

A Study of Our Success Stories

In order to quantitatively illustrate the impact chatbots and Artificial Intelligence have on companies, Aivo analyzed a sample of about 30 of their customers. They focused on companies of different sizes and parts of the world that sell or offer a service or product through digital channels (categorized by Aivo as E-commerce) and that use AgentBot, our AI-enriched chatbot.

Uses by companies

Companies that sell or offer online services usually implement chatbots on multiple channels. They mainly use their website and Facebook Messenger to attend their clients.



Most of these companies use chatbots to:

- Increase sales and reduce costs.
- Improve the customer experience.
- Optimize customer service processes.
- Deflect repetitives inquiries.
- Offer omnichannel experiences.
- Automate support on digital channels.
- Add new support channels.
- Offer clients self-service tools.

Interactions with clients

On average, E-commerce companies that use AgentBot have:

3746
conversations

10110
interactions

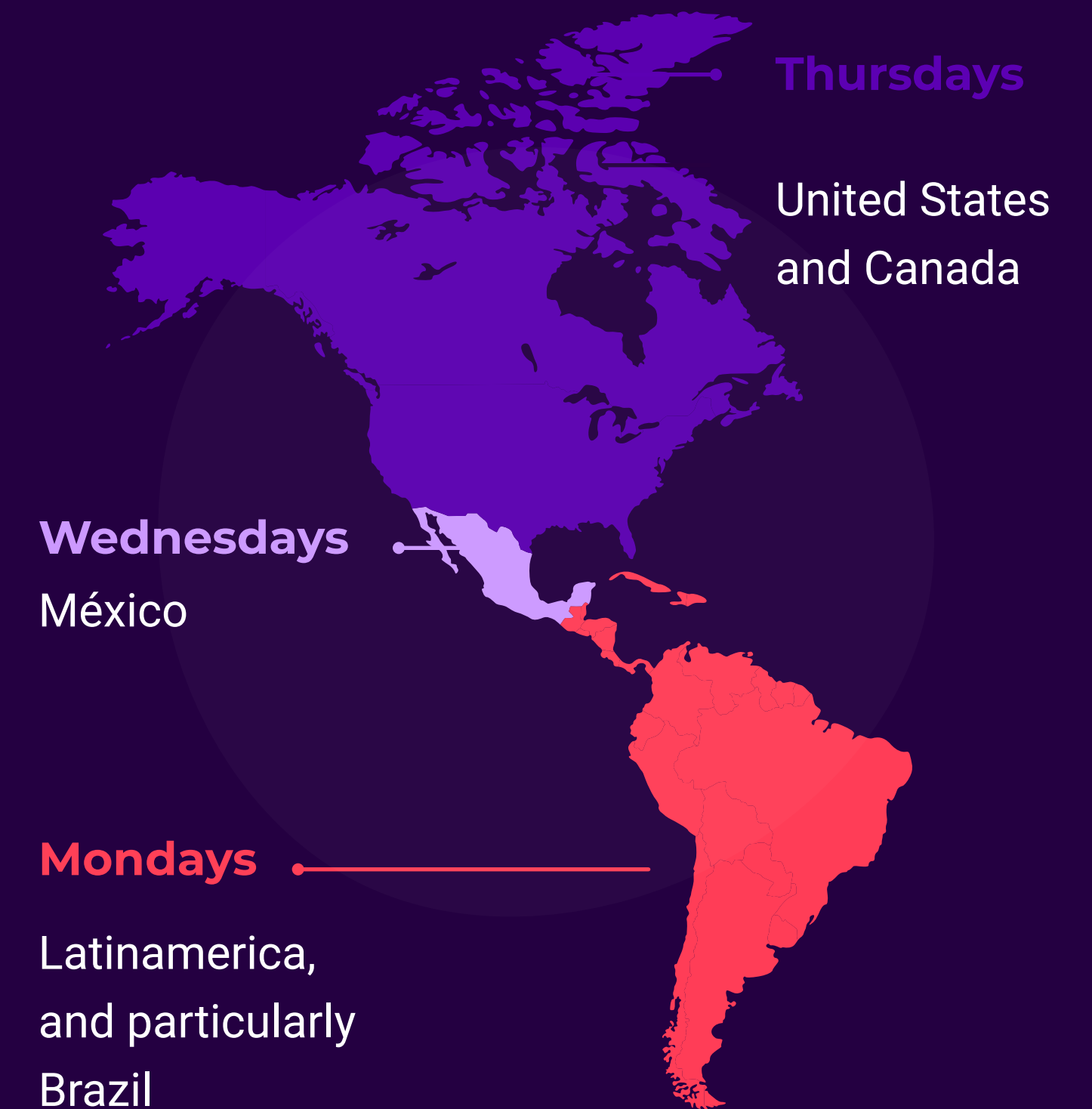
This represents:

- A high volume of engagement with clients.
- A high volume of inquiries to accompany the purchase process.

Most responses to customer inquiries only take 2-3 interactions with the chatbot. Usually, most questions have to do with complementary information currently missing from the company's website (which is easy to provide) but important to the purchase process.

2-3
interactions with the chatbot

The peaks of use of the chatbot during the week often vary according to the geography:



Problem resolution

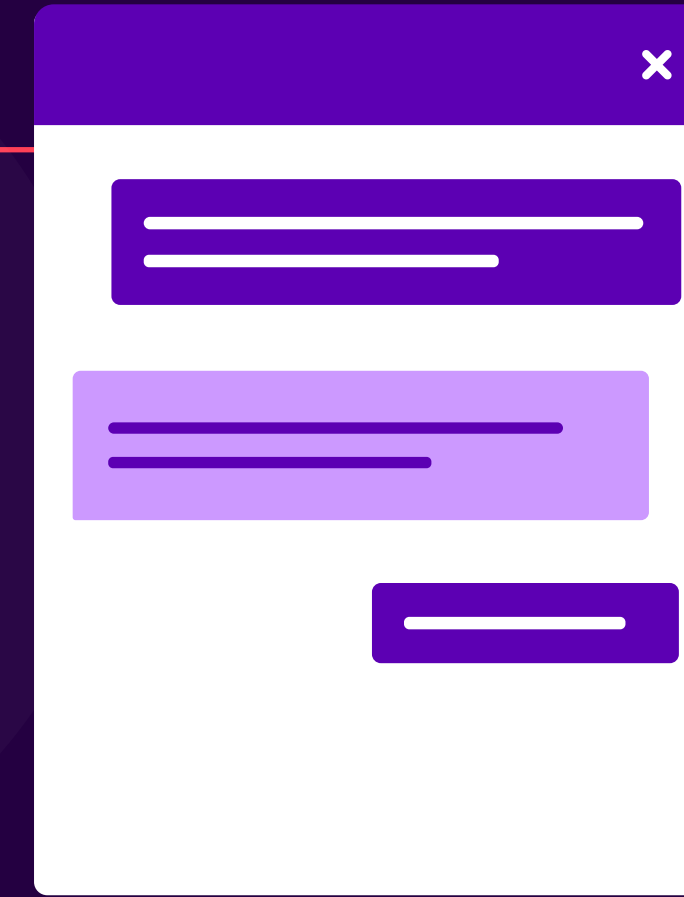
The chatbot has proven to be a practical and valuable tool for these companies' clients.

2 out of 10

Clients used it more than once in the last 6 months.



65% Of inquiries were effectively answered by the chatbot.



In the last 6 months, AgentBot allowed companies to solve most of the inquiries and questions from clients. 65% of inquiries were effectively answered by the chatbot.

21%

Queries had to be transferred to a human agent



Only 21% of the total queries had to be transferred to a human agent.



06.

Recommendations for a Successful Online Business



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01

Customer self-management

Encourage customers to solve their questions on their own has a double benefit. On the one hand, customers feel in control of the purchasing process. It's a win when they can find the answer to their question 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 devote more time to closing sales and not to 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

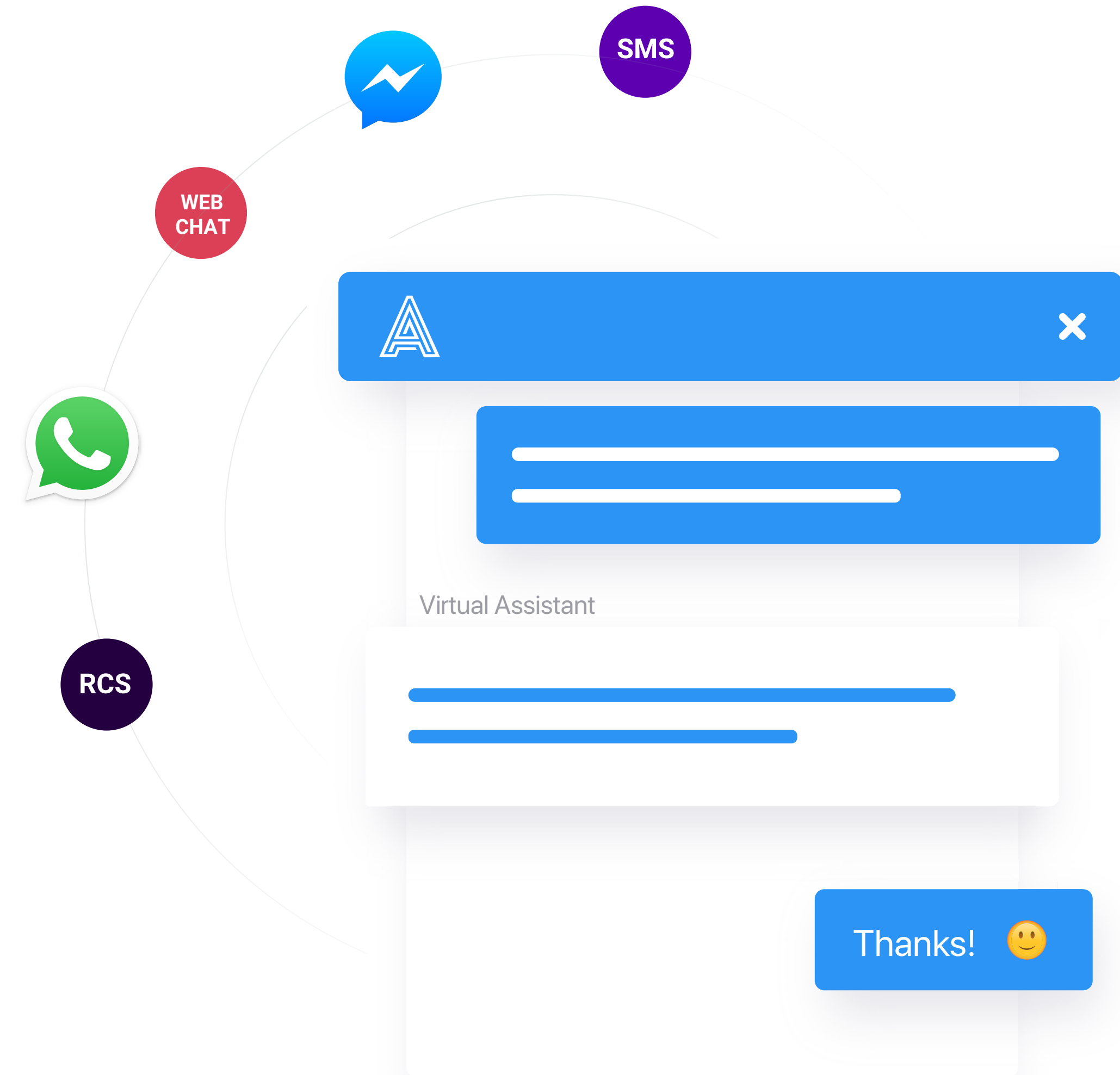
Human and virtual assistance as complementary partners

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. If your customers have to rehash the same information in an e-mail, SMS, web chat and live chat, they can get fed up, which discourages a purchase. It doesn't matter on what digital channel your customers contact you, just make sure they all get personalized service.





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05

Measurement of results

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. Although there are lots of them, these 5 will allow you to start designing your strategy.

- **Traffic** on your website. You can find this figure on the online platform where you offer your products or services.
- **Average ticket or average transaction value.** The easiest way of obtaining this is calculating.

$$\frac{\text{Total sales}}{\text{N}^\circ \text{ of tickets}}$$

- **Conversion rate**, i.e. the percentage of that traffic that makes a purchase or, in other words, "converts".

$$\frac{\text{N}^\circ \text{ of conversions}}{\text{N}^\circ \text{ of total visits}} \times 100$$

- **Customer lifecycle value or lifetime value.** The earnings per customer, on average, during their whole relationship with the company.
- **Customer acquisition cost.** In order to obtain this, first you have to determine the time period to be studied. Based on this, estimate your total investment in sales and marketing and the number of customers you gained. Then the formula is simple: **costs/n° of customers.**

It's very important to keep track of these results periodically so that you can measure your improvements through time, and compare the performance of your company in different times of the year.

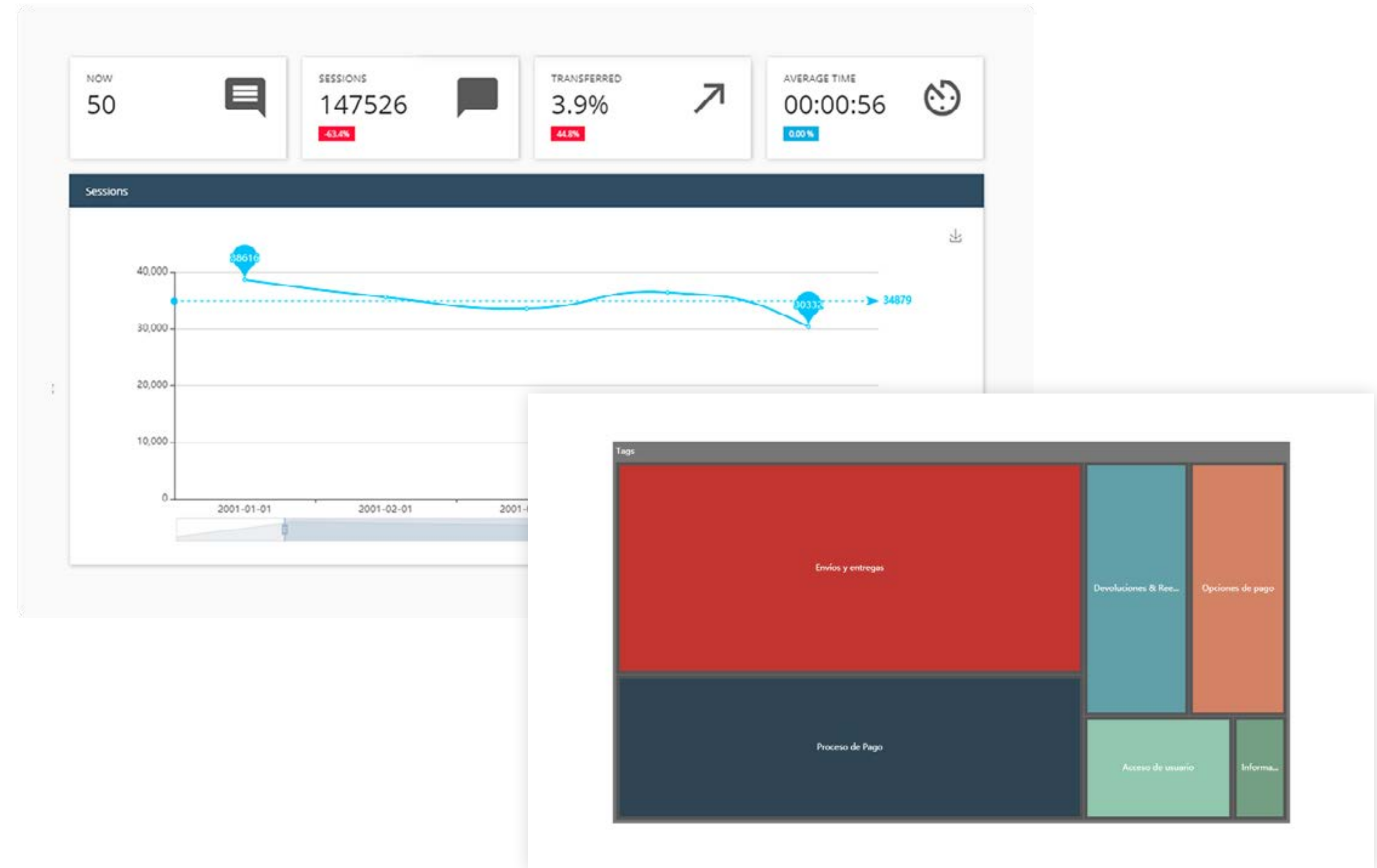


06

Analytics

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 the 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 when it comes time to **improve your marketing strategies** and think of new ways to communicate that really speak to consumers.





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07

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 integrate to the ones you already use. This way, it'll be easier to **automate actions** between different apps.



08

Import content to your chatbot

Apart from 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 loading process will be faster and easier.**



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Conclusion

It's probably 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.**

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.

A screen and many miles separate companies from their potential customers. There aren't handshakes or smiles to smooth over conflicts. With Artificial Intelligence applied to chatbots, 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 customer service, marketing and sales 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.



In the e-commerce world, relationships are key. AI has humanized the relationship between people and companies.

Today, implementing technology correctly you will be able to build strong relationships that otherwise would be very difficult to create and provide an efficient and respectful purchase experience, that adds value to your customers.

Everton Alves

Chief Revenue Officer | Aivo

Get to know us

Aivo

Founded in 2012, Aivo is a technological company specialized in helping companies improve customer service and increase sales with Artificial Intelligence solutions. Its mission is to help give time back to people, to both companies and their clients, making corporate processes smarter, faster and more effective with the use of this technology.

Applying Artificial Intelligence, Aivo offers a full-stack solution of four omnichannel products for customer service:

Agentbot - an automatic solution for customer service enriched with Artificial Intelligence.

Voice - automatic customer service on telephone channels with Artificial Intelligence.

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.

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.

[Talk to a specialist](#)

Companies that trust us





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