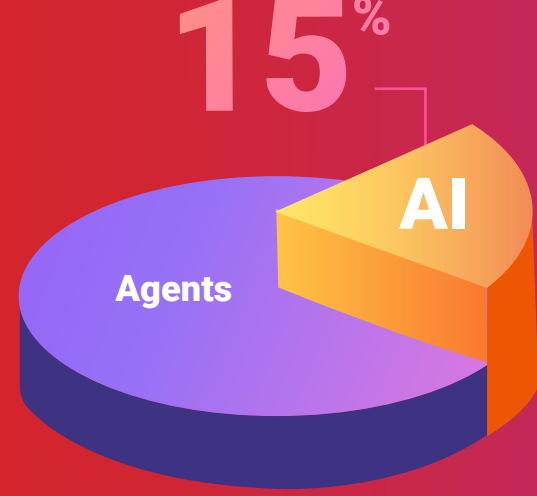


Retailers Starter Guide to Conversational AI

Gartner predicts that by 2021, 15% of all customer service interactions globally will be handled completely by AI.



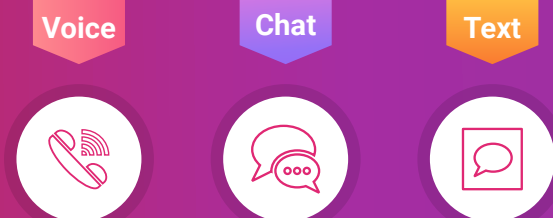
It's time for retailers to face the facts—

Customers are asking for new ways to interact with brands, and many of them no longer require a human agent.

More and more retailers are turning toward omnichannel Virtual Agents to assist customers with their needs when they pick up the phone or open a chat.



AI-powered Virtual Agents automate conversations handled by your live agents over voice, chat, and text.



Check out the 10 ways leading retailers are using AI-powered Virtual Agents to save time, save money, mitigate risk, and more across popular use cases.

Top 10 Use Cases from 11 Leading Retailers

1



Intelligent Front Door

Customers no longer want to wade through lengthy phone menus. An Intelligent Front Door greets customers conversationally and determines their precise intent, whether it's to inquire about a product, manage a recently placed order, or any one of several dozen requests a retailer may receive at any given moment.

2



Authentication

Often coupled closely with an Intelligent Front Door, Virtual Agents for Authentication can identify customers and verify their identity using deep data integrations.

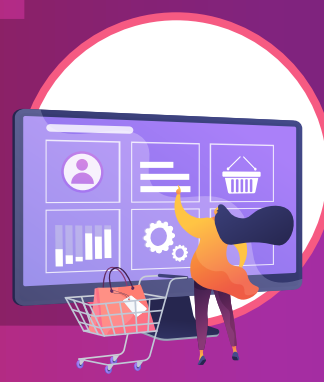
4



Order Management

For retailers, one of the most frequent call drivers for customers are interactions that fall under the order management umbrella. Virtual Agents for Order Management can locate orders, update shipping addresses, assist with returns, cancel existing orders, and more.

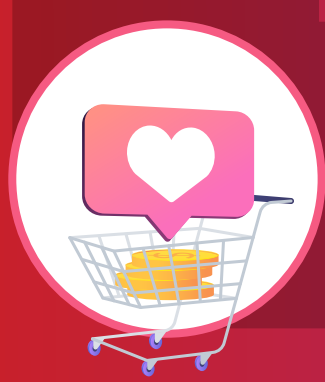
3



Account Updates

A well-designed Virtual Agent can assist customers with complex Account Updates, such as updating profile information, including stored addresses and phone numbers, and assist with password resets.

5



Order Placement

While many organizations rely on Virtual Agents for customer care requests, more and more retailers are turning towards Artificial Intelligence to drive revenue through Order Placement. Virtual Agents can use prediction and machine learning to proactively recommend products and provide on-the-fly incentives and upsell opportunities.

6



Product Registration & Warranty

As many retailers know, the value of having a product registered with a customer holds immense value. By leveraging Virtual Agents for Product Registration and Warranty, customers can register products and check the status of warranty, and more.

8



Store Locator

For brick & mortar retailers, customers may call to simply locate a store in their area. Although customers are more and more likely to self-serve this intent using Google Maps or the retailer's website, a well-designed Virtual Agent is at-the-ready to identify and share store locations.

7



Scheduling

For many retailers, scheduling comes in a variety of flavors, whether it's scheduling new appointments in a store, scheduling a home delivery, reminding customers of upcoming appointments, and more. Virtual Agents can handle them all—and it comes at a high value to brands—scheduling an appointment can often cost an organization upwards of \$5 per call.

9



Payments & Collections

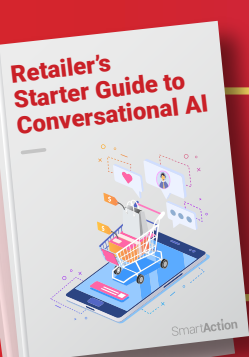
Retailers who rely solely on live agents to handle payments expose more risk to their organization than retailers who leverage Virtual Agents to complete the process. Following a relatively straightforward process, Virtual Agents are excellent at collecting credit card information to process payments in a PCI-compliant manner.

10



Rewards

A significant amount of call volume to any retailer is likely to involve their rewards program. These call requests are often ripe for automation – whether it's providing rewards status, information on rewards tiers or points expiration, help with promotion codes, and merging multiple accounts.



Find out more about these 10 use cases and read through 11 case studies from leading retailers in our latest eBook.

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