

An American Conglomerate

Increases Customer Satisfaction by 60% with Generative AI-Powered Conversational Commerce Chatbot



ABOUT CLIENT

A prominent American conglomerate, known for its extensive range of products and services including laptops, computers, hardware, and software, boasts a rich legacy of over 80 years. With a workforce exceeding 60,000, they have a global presence in over 170 countries, leveraging their extensive experience and widespread reach.

THE CHALLENGE

Owing to a substantial customer base, the company encountered challenges in engaging customers effectively on their website. The existing reliance on live agent chatbots and manually navigating through 1000+ products on the website presents the following challenges

- **Customers are unable to decide what to buy**
Customers found it hard to navigate and compare options among the extensive product list, leading to website abandonment.
- **Delay in customer response**
Limited live agent capacity resulted in dissatisfaction among customers due to delayed responses.
- **Employee Fatigue**
The manual handling of queries posed a challenge, burdening employees with a heavy workload and resulting in increased tasks and support ticket volumes.

Have A Question? Connect With Us Now

SOLUTION

To overcome the mentioned challenges, Acuvate upgraded the website customer engagement chatbot by introducing a co-pilot powered conversational commerce solution harnessing Generative AI technology. The primary goal is to improve the existing chatbot features and offer a seamless, effective customer engagement. The proposed chatbot is designed to seamlessly connect visitors with tailored content, addressing their unique needs, and can smoothly transfer requests to support agents when necessary.



KEY BENEFITS



Accelerated Sales Conversion

The chatbot streamlines product research and comparison, guiding customers through their decision-making process to enhance sales conversion.



Enhanced Live Agent Productivity

The solution allows employees to redirect their focus towards more critical tickets, maximizing overall workforce efficiency.

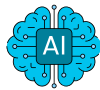


Immediate and Consistent Responses

The intelligent chatbot ensures prompt and tailored responses, fostering real-time interactions and elevating the overall customer experience.

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TECHNOLOGIES USED



Generative AI



Co-pilot Studio



Custom Bing Search

RESULTS



Increase in Customer Satisfaction, enhancing overall experience.



Reduction in time for efficient product discovery, streamlining decision-making.



Efficient Query Resolution, addressing monthly queries without live agents' support.

