

# What are the advantages of using SalesIQ in retail?



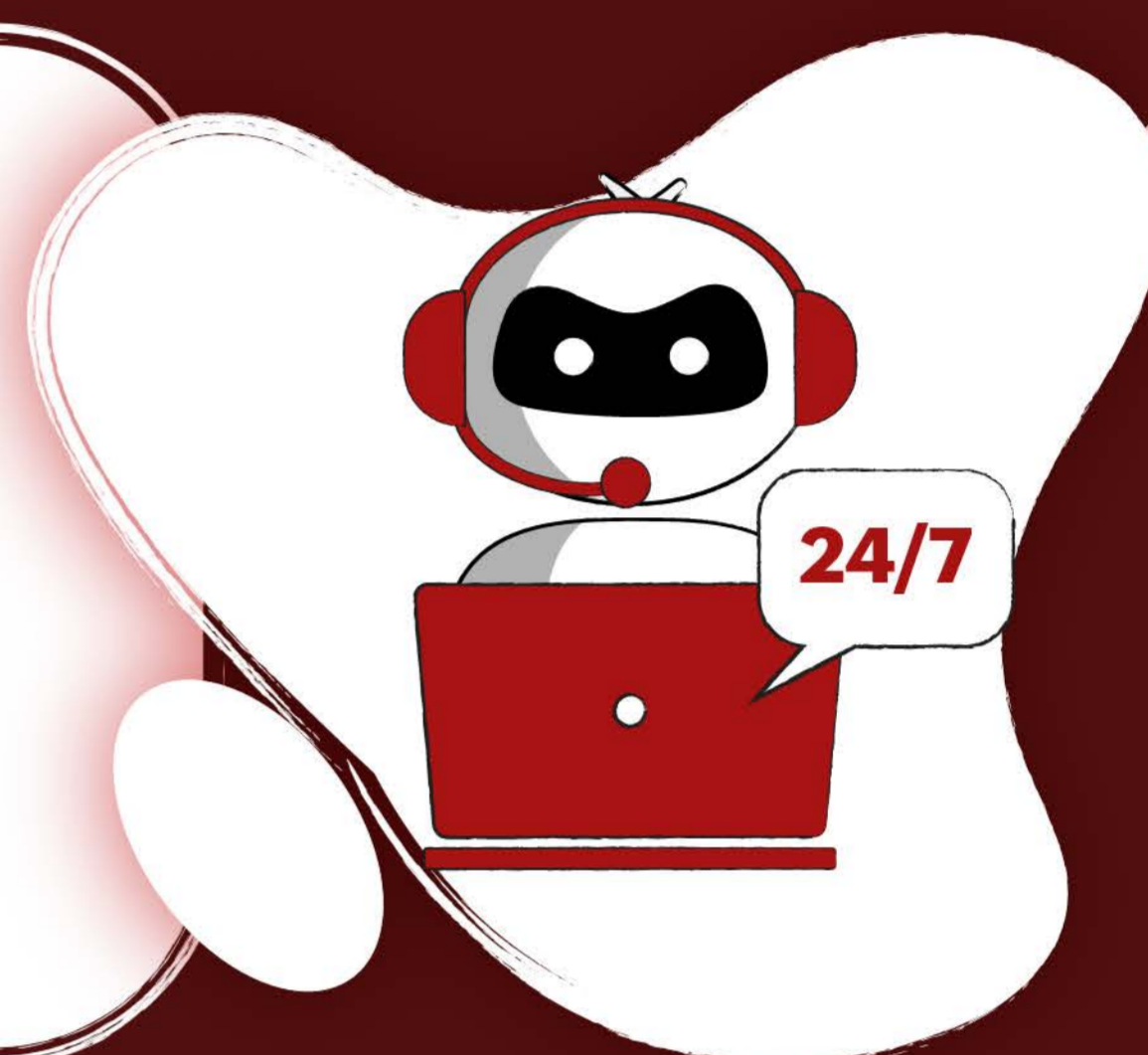
## Omnichannel communication

Consumer touch points with a business have become more complicated with numerous channels in place. For example, a consumer can contact a business via Facebook Messenger, live chat, Instagram DM, Tweet, Email, and more.

Omnichannel communication makes it simple for retailers to manage consumer interaction. More significantly, an omnichannel strategy enables customers to travel smoothly without having to restart the conversation every time, which is time-consuming and annoying for both clients and retailers.

## Present all the time

Chatbots are accessible 24x7. Customers can contact merchants at any time from any place to get answers to their questions. Without waiting for an agent to answer or being constrained by "working hours," chatbots for the retail sector allow for a continuous conversational flow throughout the client experience.

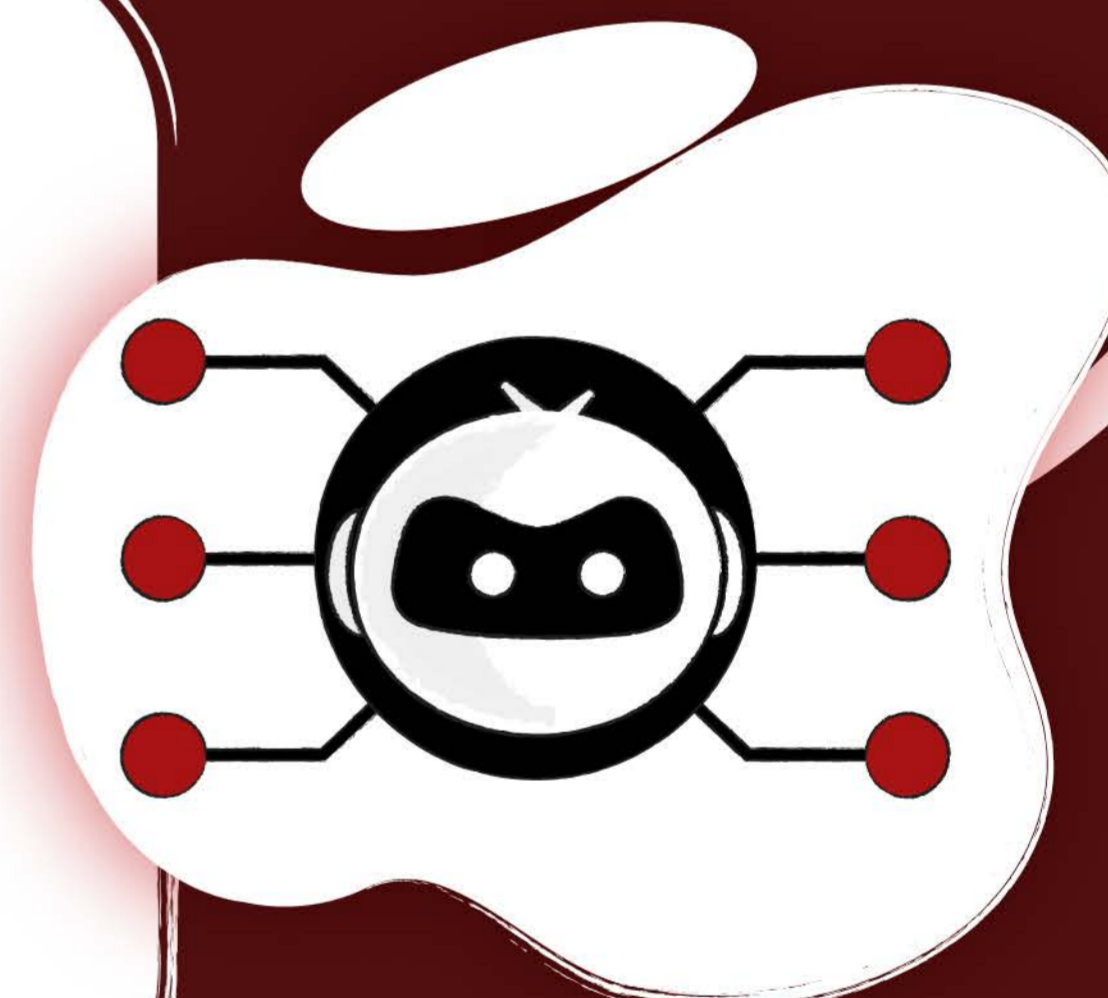


## Improves in-store experience

Customers can employ kiosks in retail store outlets to make payments or use self-service options. Employees can also use the kiosk to swiftly find out information, such as how many pairs of shoes are available in a size. Having a chatbot in store outlets will significantly increase employee productivity and enhance consumer experience.

## Streamlines processes

The retail environment has changed, complicating both the online and in-store experiences. In particular, store operations must continue the digital experience given by instant availability and easily accessible product information, keep track of special offers, and manage merchandising for their consumers. Conversational AI chatbots can be used efficiently for these tasks, freeing time for your shop operators to concentrate on more arduous duties.



## Recommended actions

Consumers can find products that suit their liking by using recommendation algorithms built into chatbots, which can help retailers boost sales.

## Locate nearby stores

When shopping online, a customer might wish to view or try on a product in person. The user can use the chatbot to search local retailers, inquire about a product's availability, and learn about store hours.



## Pre-book or place orders

Customers can use the chatbot to select the item they wish to buy, provide their contact and address information, and place their order.

The chatbot can also let customers pre-order new items before they go on sale and deliver information about forthcoming goods that are pertinent to their preferences.



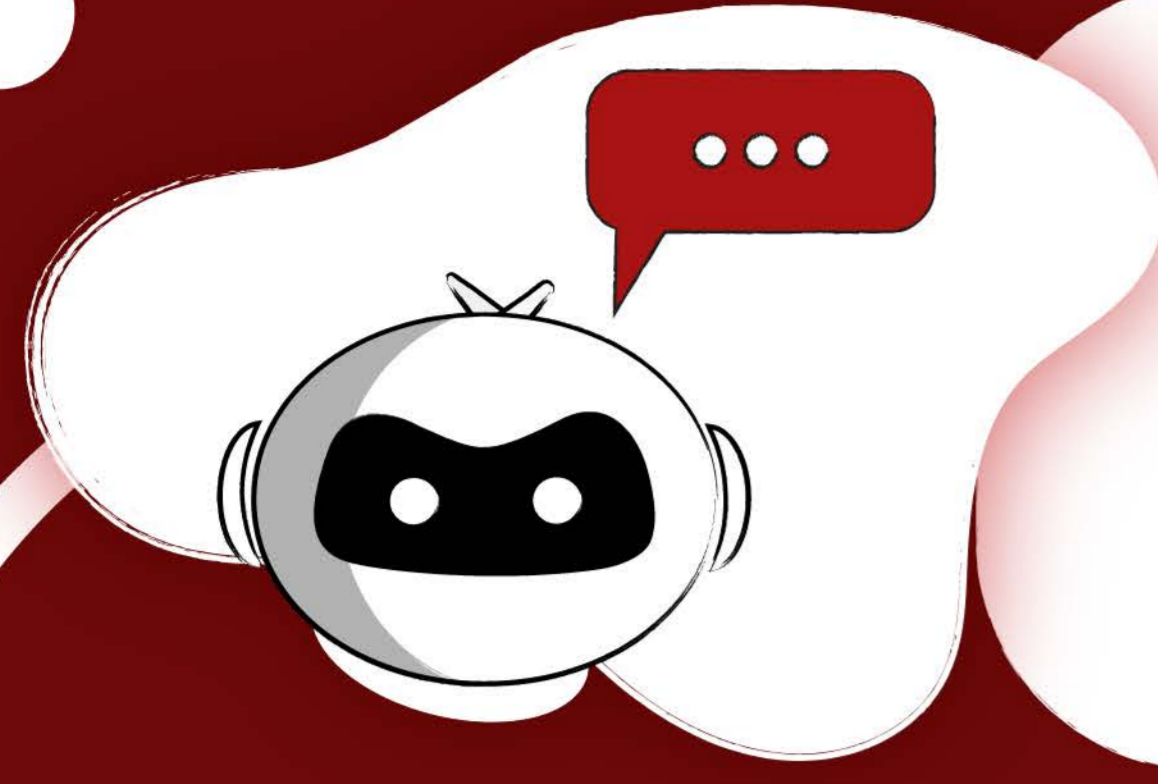
## Track deliveries

After placing an order via the chatbot, the consumer can inquire about the parcel's location, the day and time of delivery, and details about the postal service, such as the contact information for their local branch.



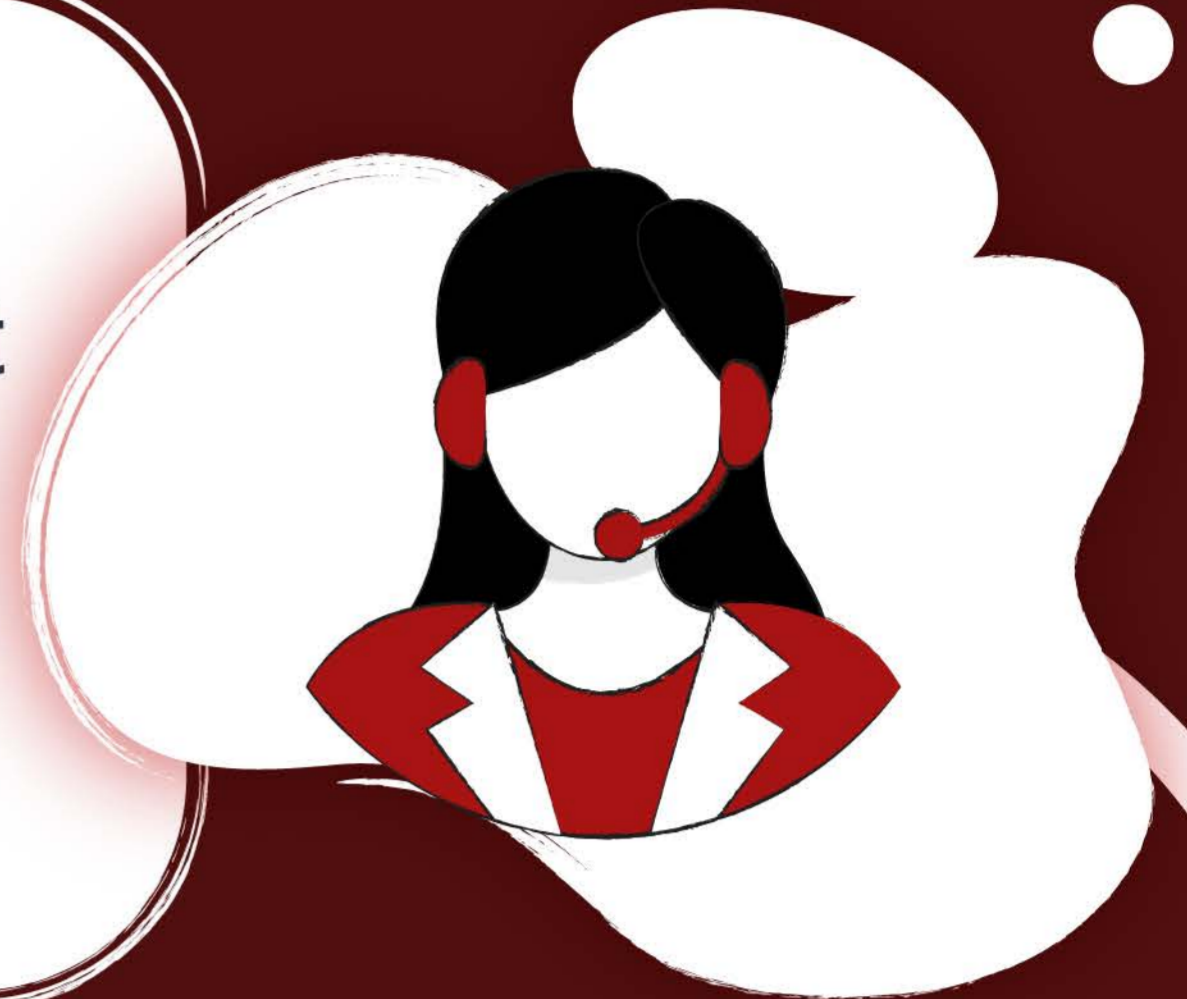
## Self-service options

The consumer can use a chatbot to obtain information about the product, such as the return policy of items, offers, and FAQs, rather than chatting with a human.



## Back up live agents

The company's database, which contains all the information about its goods and services, locations, and features, is connected to chatbots. If clients would rather deal with real representatives, the agent may use the chatbot to find answers quickly and avoid giving them erroneous information.



## Chat routing

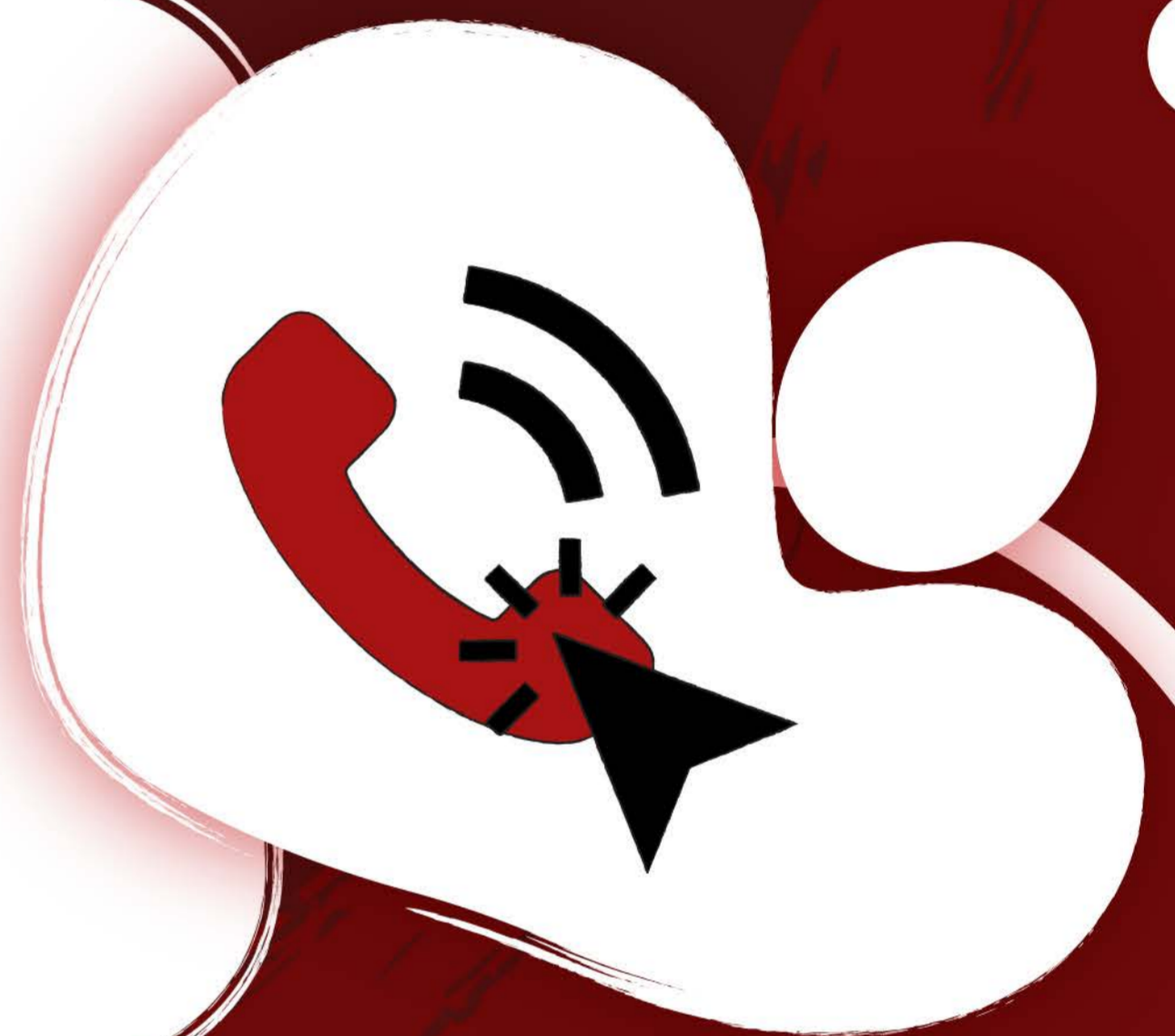
If the consumer wants to get in touch with a customer service representative to get extended support from an agent instead of chatbot, chat routing comes in handy. Chat routing helps the consumer by providing instant support without further ado. Additionally, by fairly spreading the burden among the available operators, it also contributes to improving a customer support team's effectiveness.



## Click-to-call

Gone are the days where consumers have to call a particular customer service number to talk to the reps. Not to mention the pain of waiting in a call queue while dialing numbers as instructed!

Using the click-to-call feature, consumers can effortlessly talk to the reps in just a click.



## Chat triggers

Retailers can employ chat triggers—for example, to boost conversions. Many times, consumers add items to carts but later abandon them for various reasons. Setting up a chat trigger for such circumstances enables the retailers to personalize customer experience.



## Personalized alerts

During the interaction, chatbots often ask people for their contact information. Retailers can leverage consumer information to alert users about new items, seasonal sales, news, and events.

Send messages and alerts to customers based on their information, demographics, preferences, searches, and prior orders.



## Maximize loyalty points

Chatbots can ping consumers who shop at stores that provide loyalty points to inform them of issues with their credit and guide them toward deals or purchases where they can redeem their points.



## Gather consumer feedback

A chatbot can ask the customer questions, such as rating the product, the service, the packaging, etc., to analyze consumer behavioral patterns and improve the shopping experience.

