

**Disclaimer: this is a concept; details may need tuning and so on.**

## ***Virtual Salesperson for Website***

Customer Support & Anti-Abandonment System

Abandonment by **almost** customers is a huge problem both online & offline. Clearly measured in ecommerce (69% of shopping carts are abandoned – Shopify), but actually valid for any business.

### ***The solution exists in the offline world***

**It's used everywhere:** salespersons near customer, ready to help, proactively offering help, offering something for leavers.

### ***The same solution for your website***

- 1. Let's be close to customers**  
All communication channels always visible
- 2. Let's proactively offer help**  
Smart initiative system offers help at the right moment
- 3. Let's offer something for leavers**  
Exit intent detector identifies leavers and offers them something

/needs testing: whether to keep it 1-2-3 simple or to add something/

**Try it free >**

## ***How it works?***

### ***1. Being close to customers***

**Offline salesperson:** physically near to customers

**Virtual salesperson** uses digital alternative:

- Several contact options always visible on screen - it's proven that users more often interact with objects that are in the visible area.
- As different users prefer/ignore different channels they should always see several options.



### ***Powerful live chat***

Completely optional, but **one of the best on the market.**

- It's easier than you think - many customers strongly prefer this channel. You can also quickly consult customers via mobile app.

- Seamless auto-translation to not miss foreign customers.
- Team collaboration

## ***1-click phone calls***

It's like having a speed dial button on your website! Local phone numbers, Whatsapp, Viber, and Skype.

## ***Quick emails***

Without leaving a page.

## ***Self-serve FAQs***

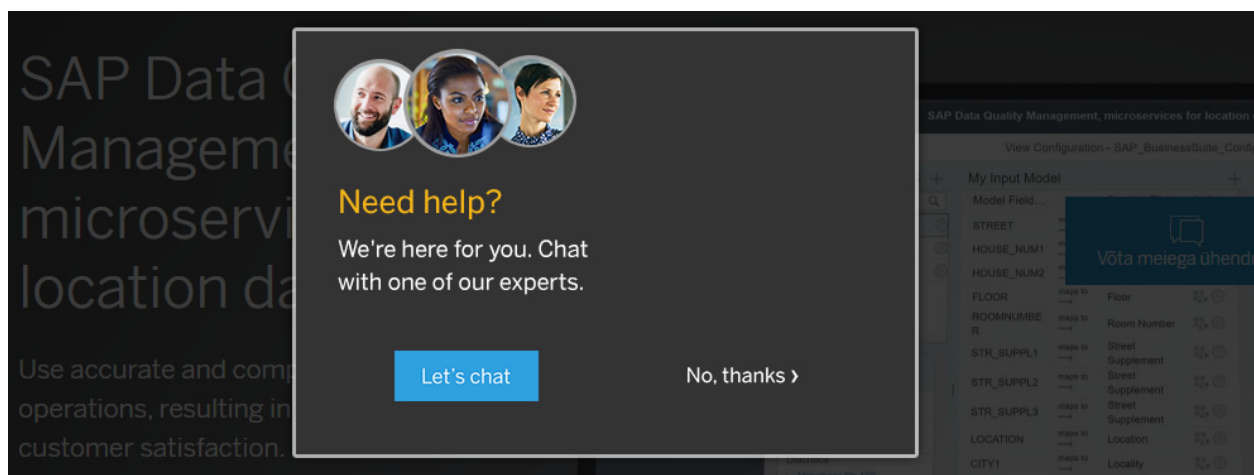
Think chatbots, but better. Enable your customers to quickly access FAQs.

# ***2. Proactively offering help***

## ***Strong proactivity***

**Offline salesperson** directly approaches and offers help at the right moment, in many niches it's done after letting customers to check product selection independently at first (to avoid annoyance).

**Virtual salesperson** has a smart initiative system that analyses user's engagement and offers help at the right moment. The same approach is used by Microsoft and SAP.



Additional ideas possible here: like AI selecting the most effective moment when to offer initiative.

## *Light proactivity*

**Offline salesperson:** typical practice is to say “hello” without more communication at first. It’s not just an act of politeness, but a professional trick to open communication with those who are ready for it.

**Virtual salesperson** does the same by showing small self-disappearing message, pointing attention to communication possibilities.

## *3. Offering something for leavers*

**Offline salesperson** works with unsure customers or leavers by offering discounts or something interesting.

**Virtual salesperson** has several exit intent analyzers:

- Cart/checkout abandonment
  - Website abandonment
  - Abandonment in inactive browser tab
- ...and offers customers discount or something interesting.

## *More features*

### *Keep it simple - OR - if it suits your style - add emotions*

A digital substitute for emotions that offline salesperson brings into communication.  
/competitors don’t directly offer anything like this/

