

# Conversational AI Solution Accelerator

Retail

# Consumer patterns drive demand for digital convenience

The COVID-19 pandemic led to greater expectations in customer experiences and support



## Digital purchasing growth

Over 27 percent of the world's population, about 2.14 billion customers, shop online and this number is rising rapidly<sup>1</sup>



## Explosion of self-service

One billion service tickets will be managed automatically by chatbots and virtual agents by 2030<sup>2</sup>



## New delivery options

Contactless shopping, curbside delivery, and buy-online-pick-up-instore (BOPIS) increase customer service calls and require seamless ordering, delivery, and support<sup>3</sup>



## Importance of returns

Online purchase growth has increased return rates and 60% of customers expect returns to be handled within seven days<sup>4</sup>

1. [19 Ecommerce Statistics You Need to Know in 2021](#)

2. [Gartner Says the Future of Self-Service Is Customer-Led Automation](#)

3. [Retail in 2021: Customer Service Trends You Can't Ignore](#)

4. [Total Retail: Bracing for the Returns Avalanche](#)

# Contact centers face growing pressures to adapt

Long wait times that lead to poor customer experience

Increasing volume of customer inquiries and responding to repetitive topics

High cost of hiring, training, and retaining agents



Inability to efficiently capture insights from customer interactions

Nonrelevant responses from traditional IVR and chatbot systems

Meeting customer expectations for **24/7 service** can be **cost prohibitive** to support

# Conversational AI drives significant contact center efficiencies



Handle the bulk of call volume, leaving agents for more nuanced conversations



Manage fluctuations and increases in volume without hiring additional agents



Reduce cost per interaction by addressing routine and repetitive inquiries 6X faster than traditional phone calls



Create better customer experiences and higher quality interactions with automated intelligent responses



Gain valuable insights from analytics captured from every interaction



Provide improved customer access with 24/7 chatbot, IVR, and voice assistant support

# Leverage the Conversational AI Solution Accelerator

Publish informative content across multiple communication channels with a single click



Conversational AI interacts with customers through human-like dialogue



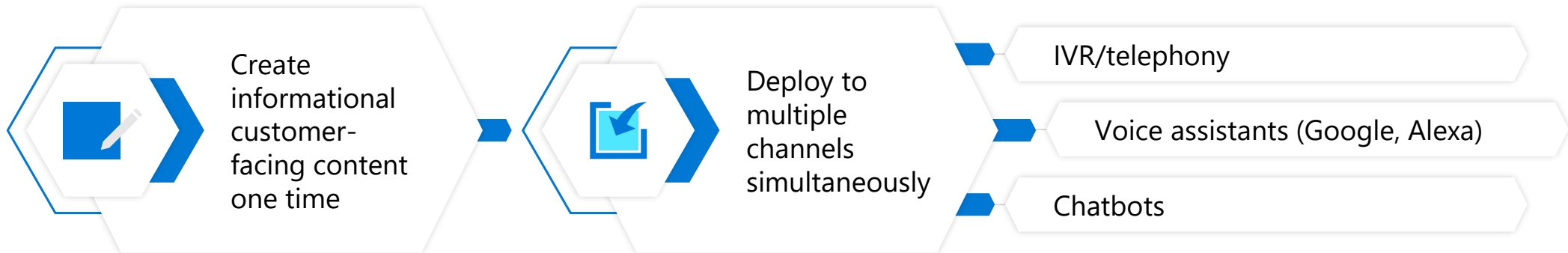
Data collected provides a continuous feedback loop, enhancing content over time



Solution augments your existing telephony or IVR system and can be published to voice assistants and chatbots

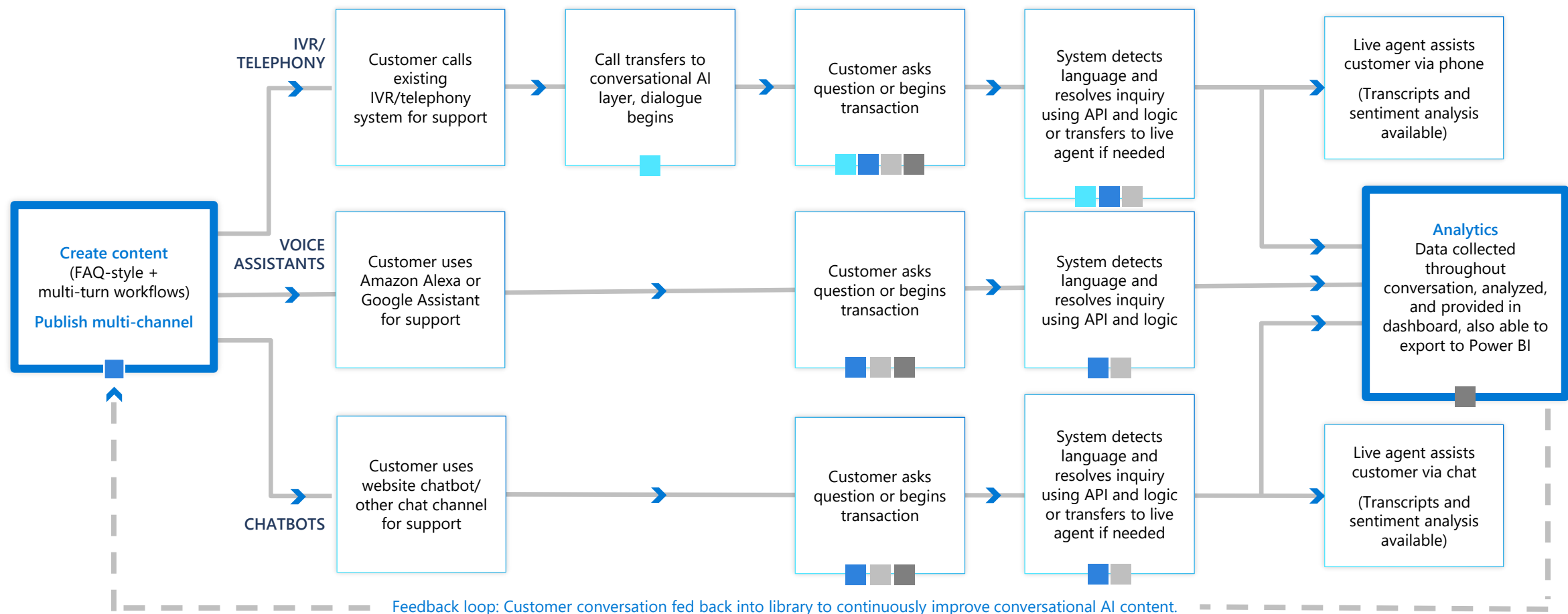


Rich analytics and a dashboard provide actionable insights into customer interactions



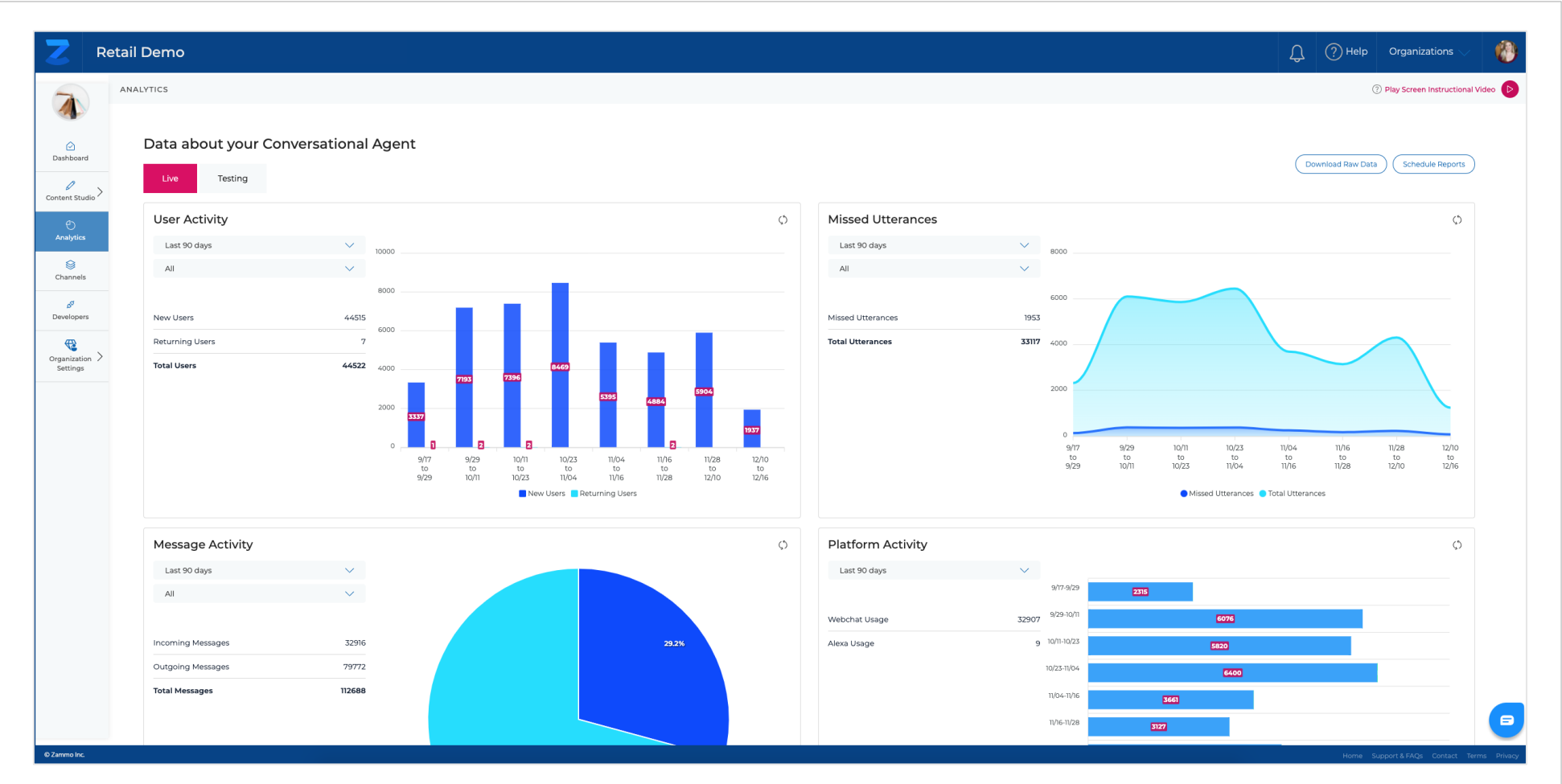
# Optimize the contact center experience for your customers

Deliver human-like customer dialogues and gain powerful insights for optimization



Built on: Azure Communication Services Azure Cognitive Services Azure Bot Services Azure Data

# Conversational AI performance insights delivered



# Customer success



[Diedrich Espresso](#) implemented conversational AI by deploying content to Google Assistant, Alexa, and to a website chatbot to help existing and prospective customers in finding the nearest store locations in a hands-free manner.

With no IT staff support, the owner of this 17-store coffee chain was able to **deploy to voice assistants and their chatbot in just one day**.



**Large online retail distributor** was utilizing Zendesk as a live agent chat solution. Inquiries were skyrocketing and agents were only available to answer customer inquiries during normal business hours.

The Conversational AI Solution Accelerator was used to launch a website chatbot and publish informative content to Google Assistant and Amazon Alexa. **Conversational AI now handles over 75% of the incoming questions and provides 24/7 availability**. Seamless integration with Zendesk means that customers are transferred to a live agent only when necessary for more nuanced questions.



# Next steps: Accelerate your conversational AI journey

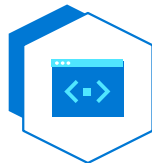


## Kick-off

Learn more about the Conversational AI Solution Accelerator and see a demo.



30 minutes



## Proof of Value (PoV)

Platform demonstration based on your business content, workflows, and channel needs.



1-3 days



## MVP or Proof of Concept

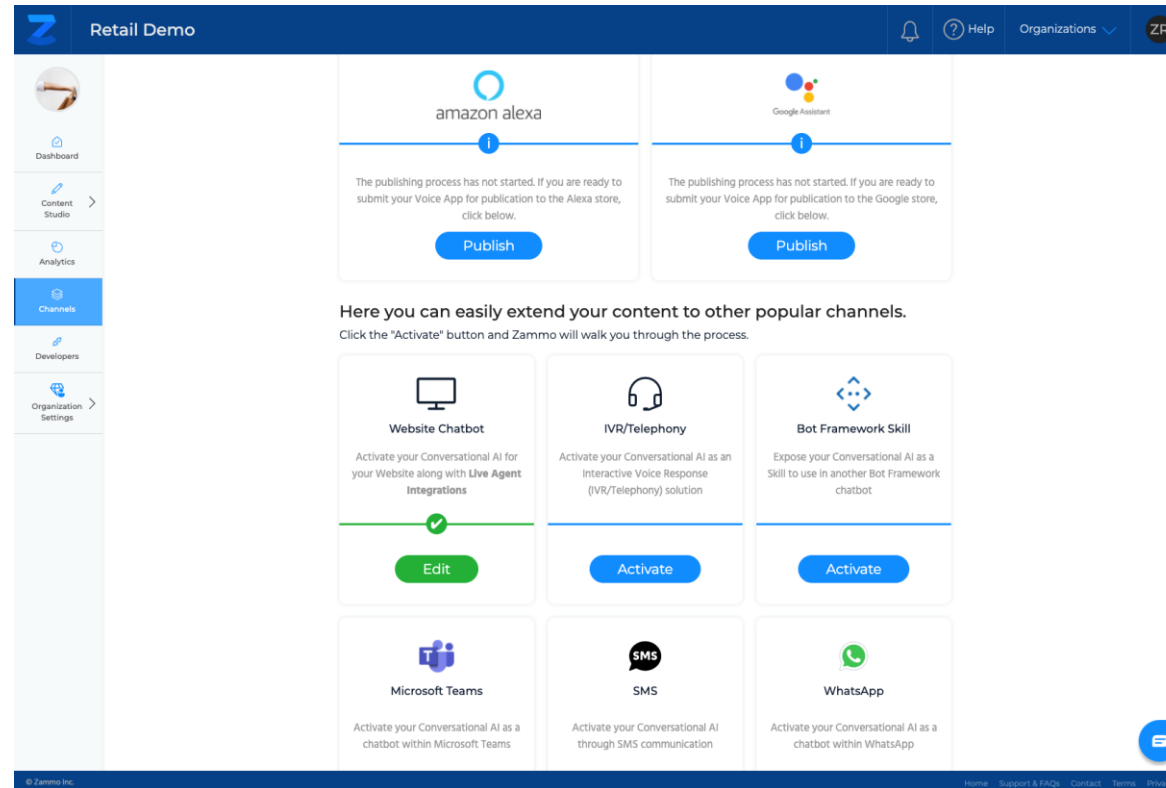
Minimum Viable Product (MVP) or Proof of Concept – to include connection to your backend systems.



2-5 weeks

# See how fast conversational AI can become an advantage

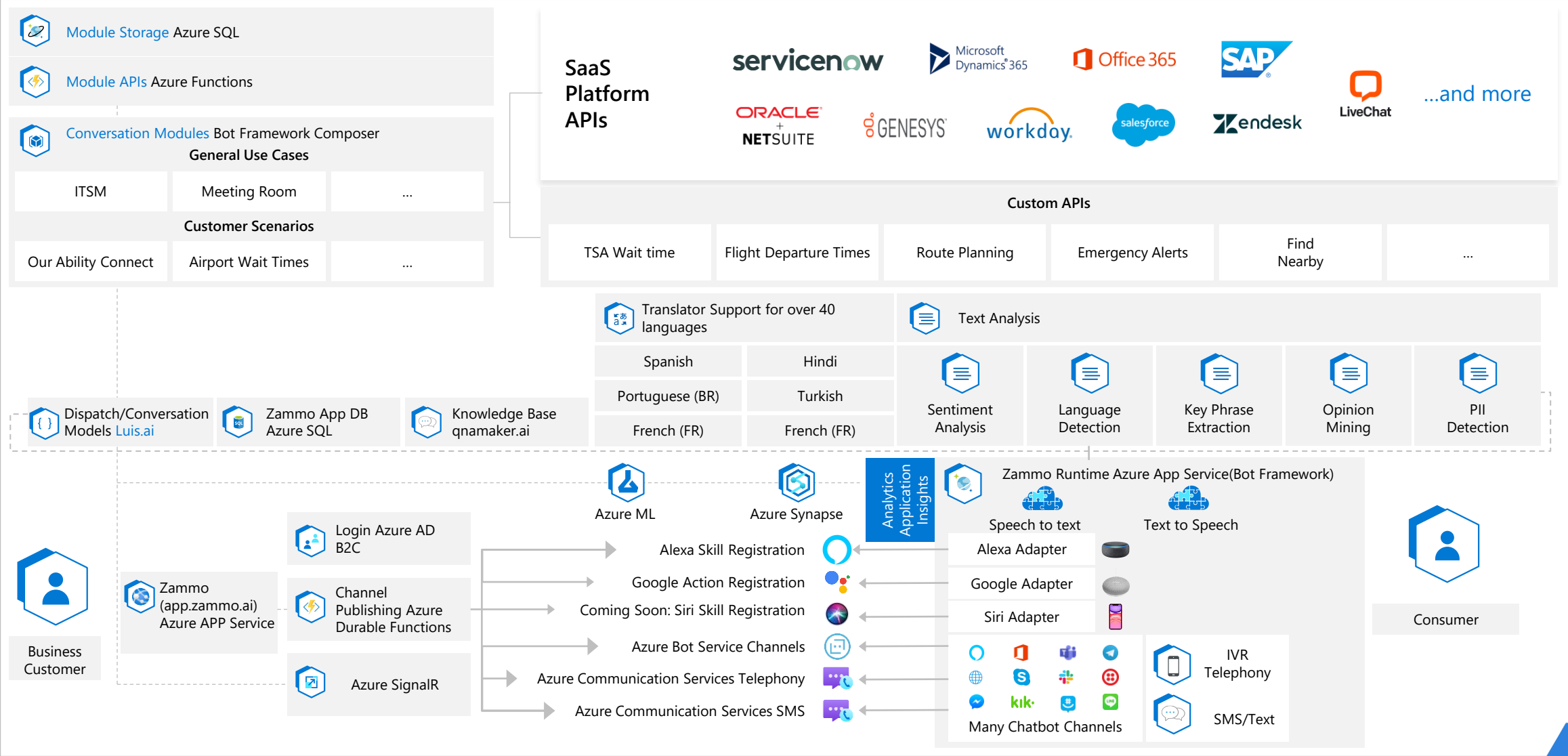
View a demo video of the solution [here](#).



Thank you

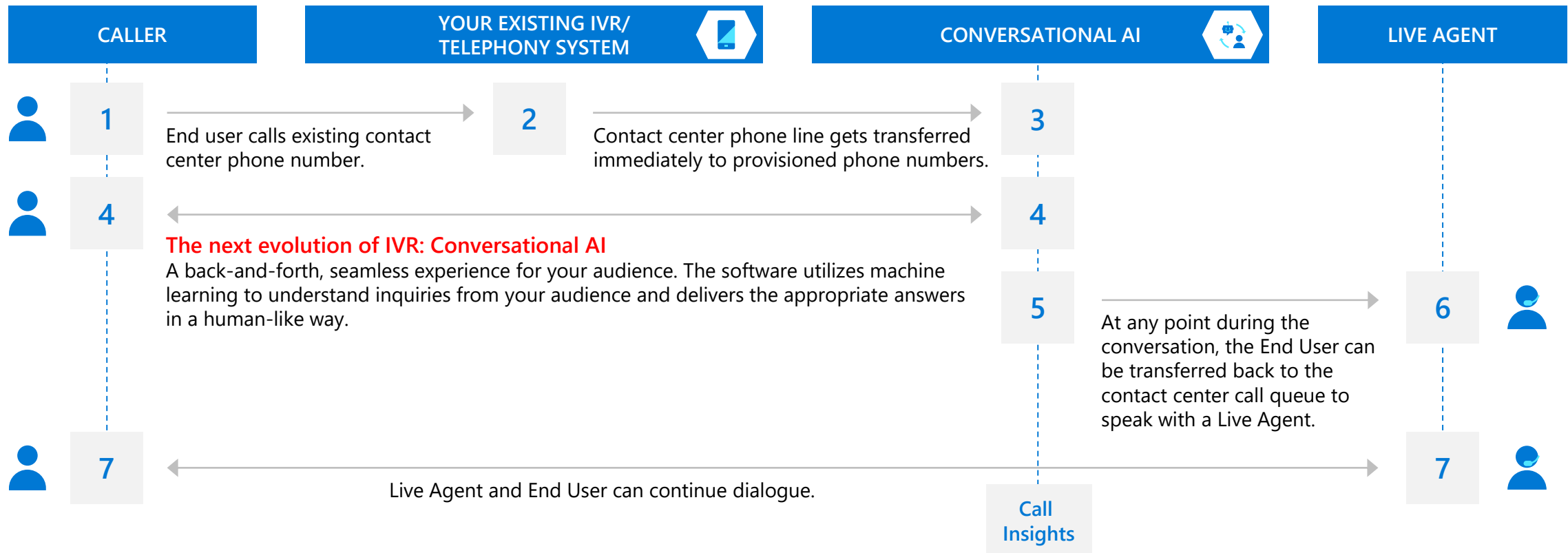


# Architecture

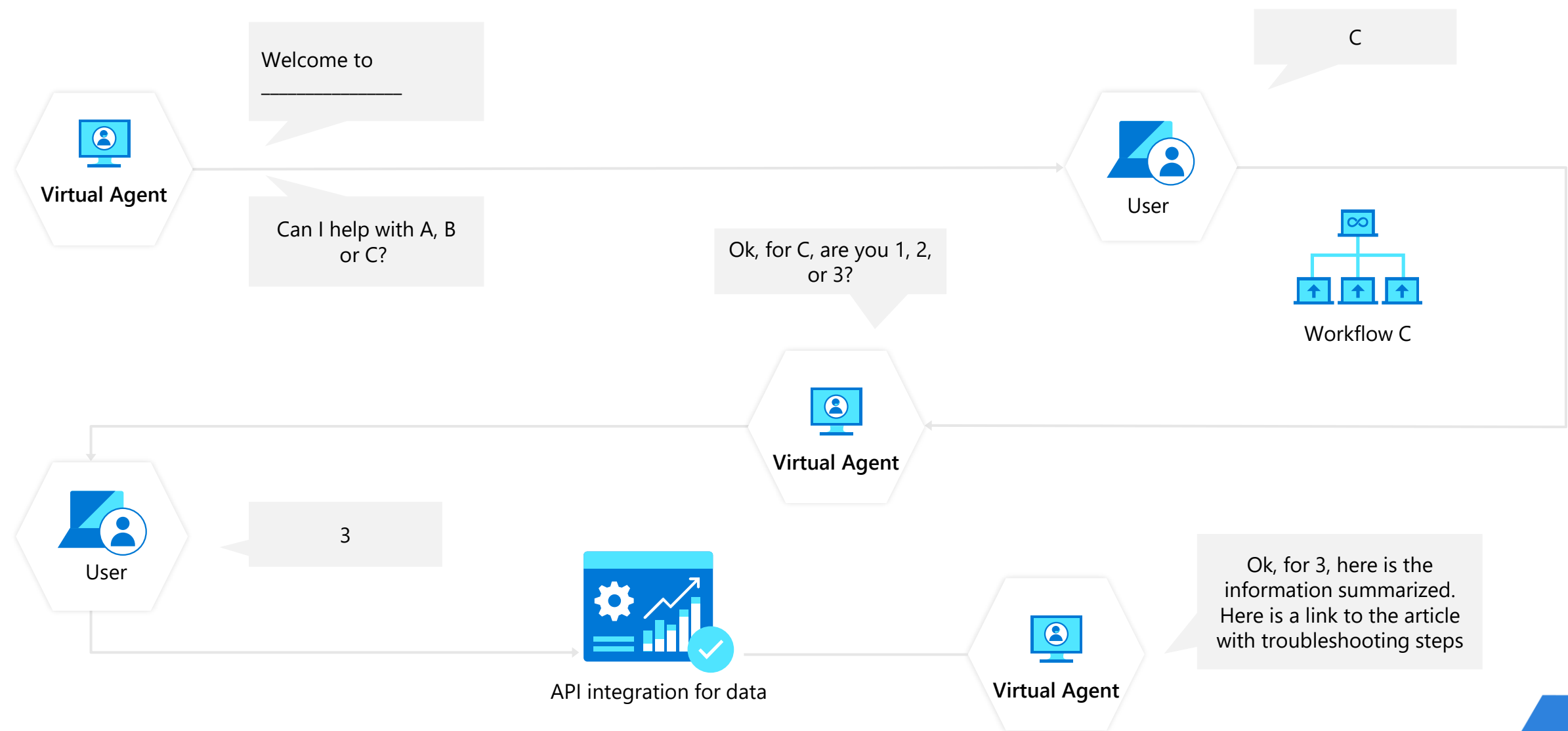


# Augmenting your existing IVR or telephony system

Deeper look into the workflow after adding a conversational AI layer to your current environment



# Example of automated workflow with API integration



# Current FAQ content

## 1. Q: How can I order

A: You can order easily using our online platform. When you find a product you need, you can add it to cart, login and go through the ordering process. After the order is ready, you will receive order summary to your email. Order summary will also be stored to your account.

You can also easily make reorders afterwards by clicking the “reorder” button on any of your previously made orders. After clicking the “reorder” button the cart will open and you can change quantities or products.

## 2. Q: Why should I buy online?

A: Speeding up the process. By ordering online you will get prices faster and you will be able to go through order confirmation and payment process much faster. This could save days of your time.

Traceability: You will have easy access to all of your previous orders any time you want.

Reordering: you can make a re-order anytime based on your previous orders by only couple of clicks. This will save time and effort as you don't need to go through all the documents and emails from the past.

## 3. Q: What information should I input when ordering?

A: our online ordering system will ask for all the important information you should submit. If you have a VAT number, please remember to submit it. This will make sure the shipment is not delayed because of the lack of VAT number

## 4. Q: What payment methods can I use?

A: You can use all the major credit cards.

If you are a customer with established customer relationship with HyTest Ltd. you are able to use invoice as a payment method on our online shopping checkout process. If invoicing option is not activated for you although you are repeated customer, please contact [hytest@hytest.fi](mailto:hytest@hytest.fi) and notify us.

# Auto-ingested

## Converted to voice-first content in minutes

The screenshot displays the 'Retail Demo' interface of the ZAMMO AI platform. The top navigation bar includes the ZAMMO logo, the title 'Retail Demo', and links for Help, Organizations, and a user profile (ZR). Below this, a secondary bar shows the status of content: 'Draft' (21 Questions), 'Review' (20 Questions, highlighted in red), and 'Live Content' (0 Questions). Action buttons for 'Share', 'Test', and 'Export' are visible.

A search bar labeled 'Search Word or Phase' is present, with a 'Search' button. A pink banner indicates 'Working in Voice Mode'. The main content area is divided into 'QUESTION' and 'ANSWER' columns. Three question entries are shown, each with a checkbox and a corresponding answer text box:

- ☐ Q: What information should I input when ordering?  
Answer: our online ordering system will ask for all the important information you should submit. If you have a VAT number, please remember to submit it. This will make sure the shipment is not delayed because of the lack of VAT number
- ☐ Q: Why should I buy online?  
Answer: Speeding up the process. By ordering online you will you will get prices faster and you will be able to go through order confirmation and payment process much faster. This could save days of your time.  
Traceability: You will have easy access to all of your previous orders any time you want.  
Reordering: you can make a re-order anytime based on your previous orders by only couple of clicks. This will save time and effort as you don't need to go through all the documents and emails from the past.
- ☐ Q: How can I order  
Answer: You can order easily using our online platform. When you find a product you need, you can add it to cart, login and go through the ordering process. After the order is ready, you will receive order summary to your email. Order summary will also be stored to your account.  
You can also easily make reorders afterwards by clicking the "reorder" button on any of your previously made orders. After clicking the "reorder" button the cart will open and you can change quantities or products.

At the bottom left, there is a link '< Send back to Draft'. At the bottom right, a blue button says 'Save & Go to Publish >'. The footer contains the copyright notice '© Zammo Inc.' and a list of links: Home, Support & FAQs, Contact, Terms, Privacy.



# Easily extended to voice and chat

Hello! I am Retail Demo's automated assistant. How may I help you?

Where are your products shipped from?

We ship from 6 warehouses around the US. With so many shipping centers across the country, we provide some of the fastest, most affordable delivery options in the industry.

ALEXA/GOOGLE

45th Anniversary

PERUVIAN CONNECTION

Search

0

Sweaters

Dresses

Tees & Tops

Skirts & Pants

Coats & Jackets

Jewelry & Accessories

Love Home

Style Guide

SALE

TODAY'S SPECIAL SAVINGS: 25% OFF SELECT FULL-PRICE SWEATERS

SHOP NOW

extra 25% OFF

all sale items & select full-price items

+ free shipping

Use Code: DELIGHT

SHOP THE SAVINGS

Luxurious Comfort

From classic cardigans to alpaca pullovers and art knits, an heirloom sweater from Peruvian Connection is the ultimate gift to give and receive.

SAVE ON SWEATERS

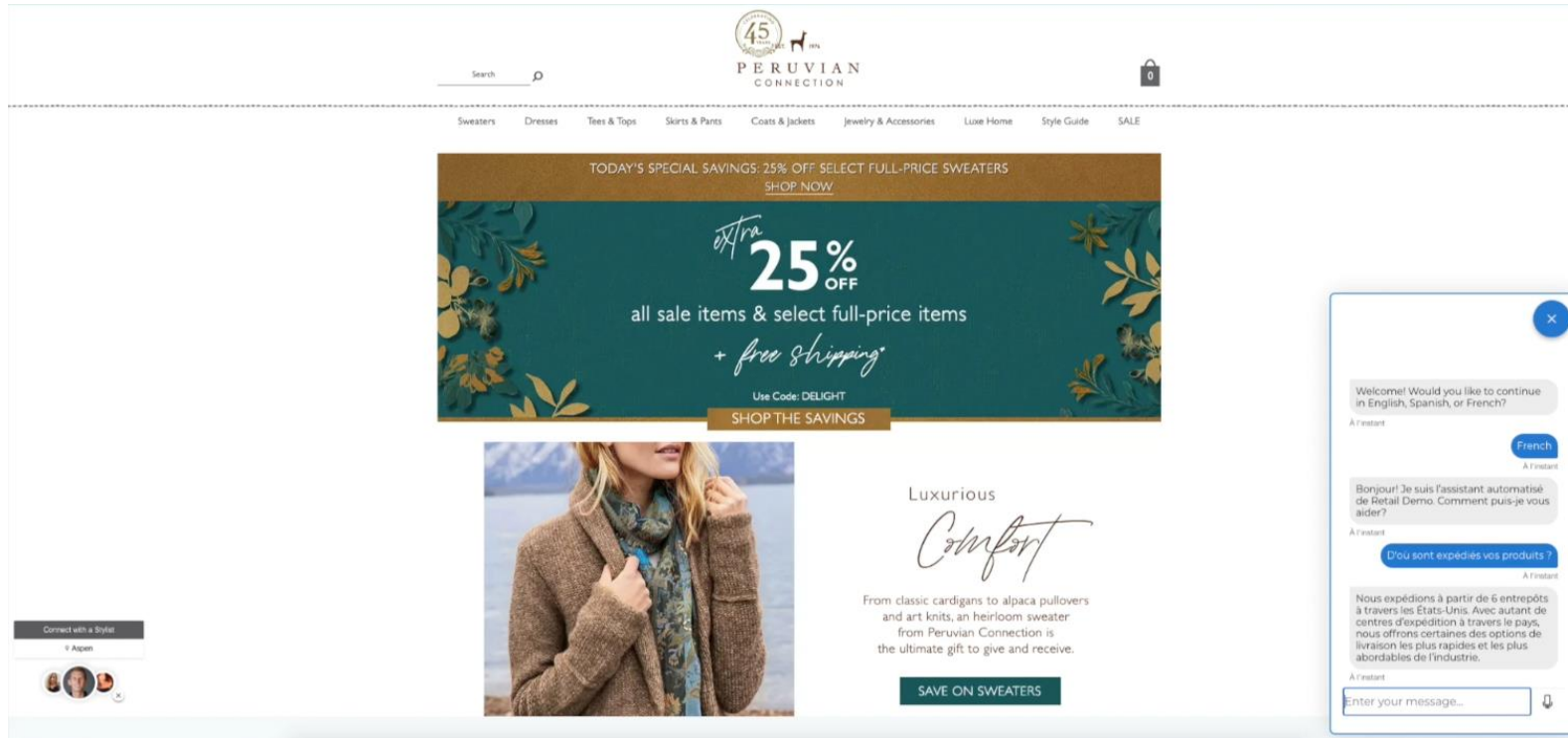
Connect with a Stylist

4 Aspen

WEB CHATBOT

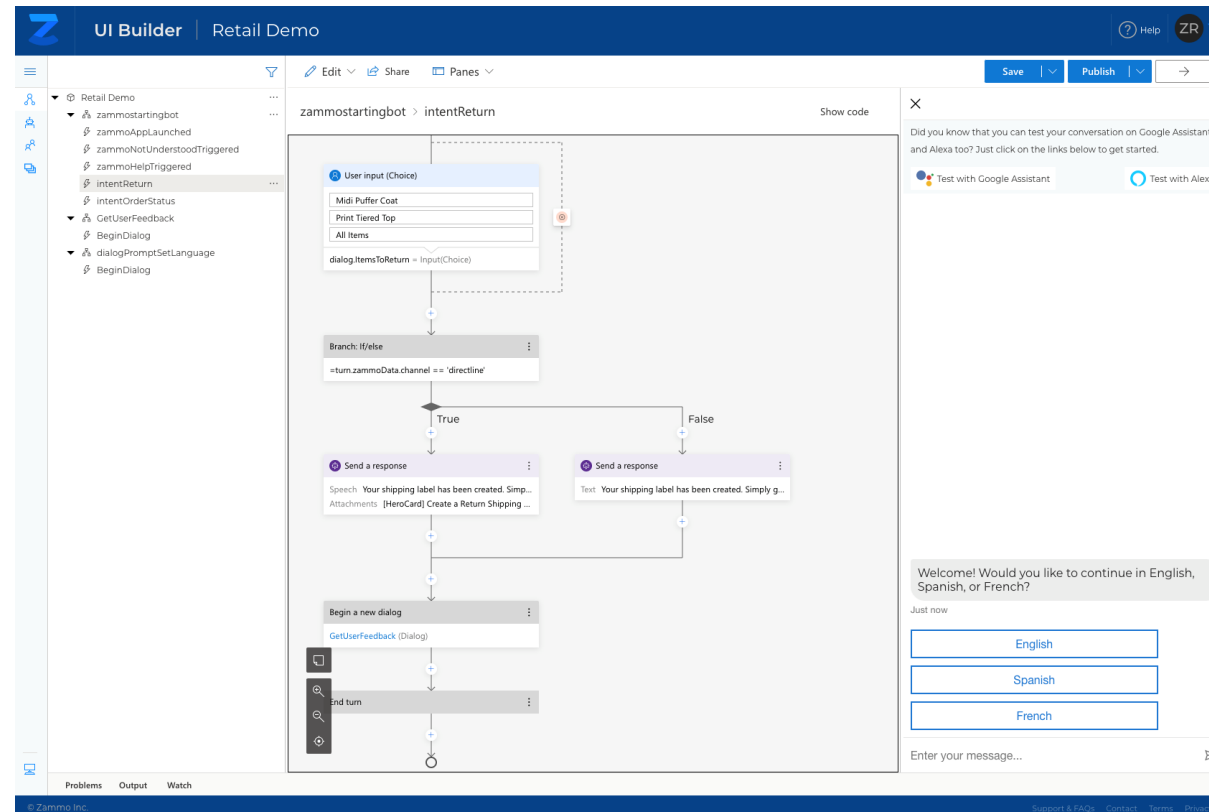
# Multi-lingual support

Language model training in eight languages



# Create multi-turn workflow

## ZAMMO.AI UI builder



# Publish

Language models retrained automatically in the background

