Retail & E-Commerce – Customer Support

Call Script

Rep: "Hi, this is from Spark AI here in Dubai. We build small, custom automations that save teams hundreds of staff■hours every month, especially in customer support for retail & e-commerce teams. Did I catch you at a bad time?"

If prospect says "I've got a minute."

Rep: "Perfect. Quick one: roughly how many customer support tasks does your team handle on an average day?"

Prospect answers.

Rep: "Got it. Most teams we work with spend more than they realise on that busywork. Clients who join our 90■minute AI Accelerator workshop typically reclaim those hours in under sixty days and see a positive ROI—or we refund the fee."

Rep (social proof): "For example, one of our clients in Dubai improved efficiency in this exact process by over 40% last quarter."

Rep (close): "Let's map your three biggest processes on a short Zoom. Does Tuesday 10 AM work, or would Wednesday 3 PM be better?"

Objection Handling

If prospect says "Email me." Rep: "Happy to. To make it relevant, which workflow wastes the most hours right now?"

If prospect says "No budget." Rep: "Totally understand. Most clients fund the Accelerator from the first process we automate—if we can't find savings, you keep the roadmap free."

Internal Cheat-Sheet

Flagship offer: AI Accelerator – AED 10k fast■track package (90■min workshop + AI audit + implementation roadmap + access to Spark's tool stack + follow■up consult). sparkai.ae

Core benefits: Saves 200+ staff■hours in <60 days • Refund guarantee if no ROI • Typical pay■back < 2 months

Typical wins: Retailer cut onboarding time 42% • HR teams 3× faster onboarding • Support desks automate FAQs overnight

Industry relevance: Retail & E-Commerce – focus on Customer Support.

Tone cues: Friendly, consultative, ROI■obsessed—avoid jargon, focus on hours saved & speed to value.