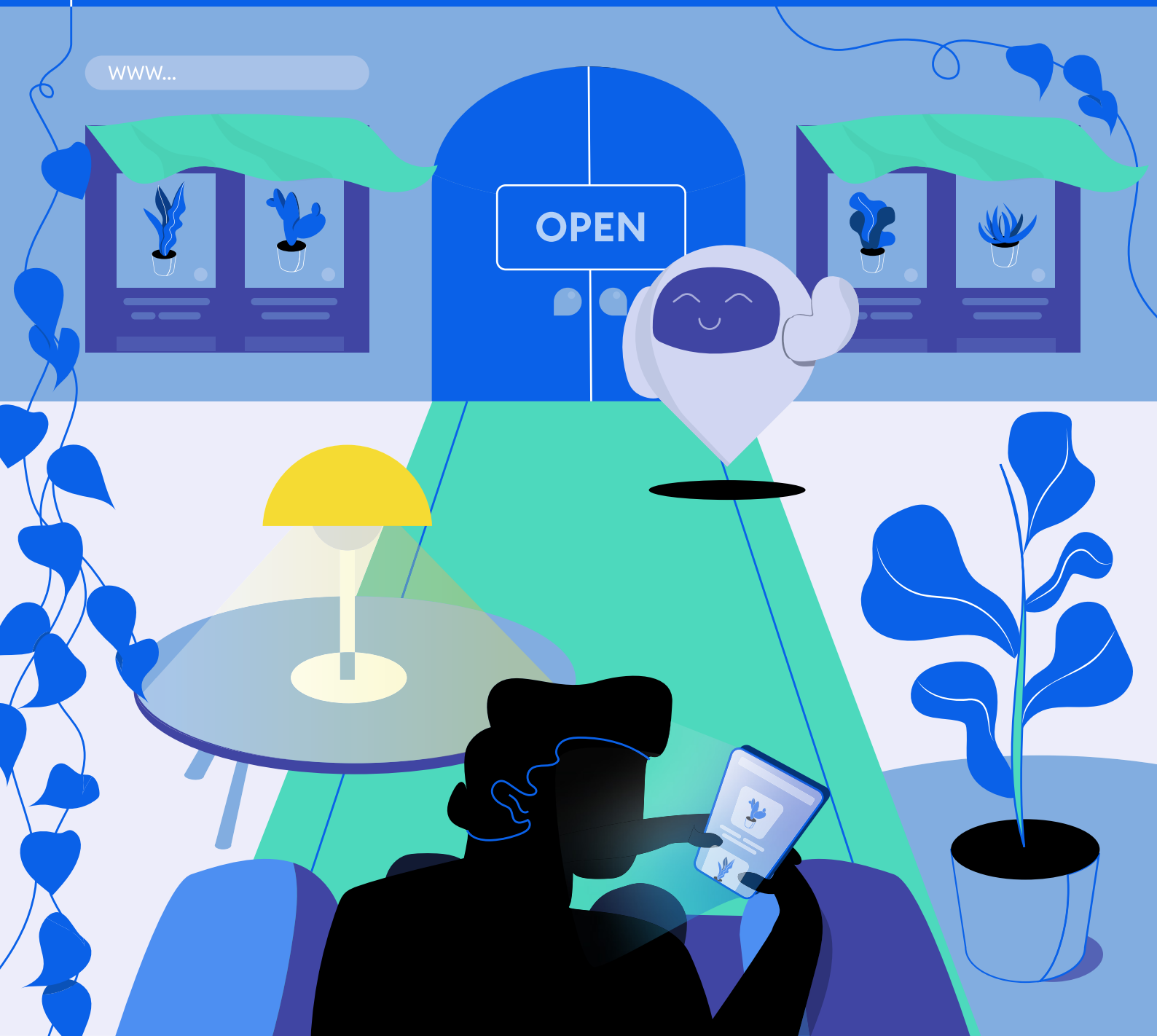


# Improve customer experience with chatbots

A practical guide to recreating the in-store experience online with chatbots.



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# How did we get here?

Let's start with a short [history](#).

**How is it possible today to recreate the in-store shopping experience online?**

**It all started in 1950,**

when an English computer scientist, Alan Turing, introduced a Turing test that checks whether a computer program could communicate with a human without the person realizing that it was artificial.

**The first chatbot Eliza,**

simulated the conversation by returning the user's messages in an interrogative form but it couldn't hold a long conversation or learn context from the discussion.

**The next big advancements Parry,**

was built to mimic the behaviors of patients with paranoid schizophrenia.

**Jabberwacky was made**

to match contextual patterns based on previous conversations.

**The term chatterbot**

was first mentioned in the MUD, a multiplayer virtual world. TinyMUD was an artificial intelligence player that chatted with real human players.

**SmarterChild**

was the first chatbot that could help people with daily tasks, such as retrieving information about news, weather, movie times, and much more.

But it's only thanks to the latest developments in chatbots that we're able to provide the in-store experience to shoppers online.

**1950**  
Turning test

**1966**  
Chatbot Eliza

**1972**  
Parry

**1988**  
Jabberwacky

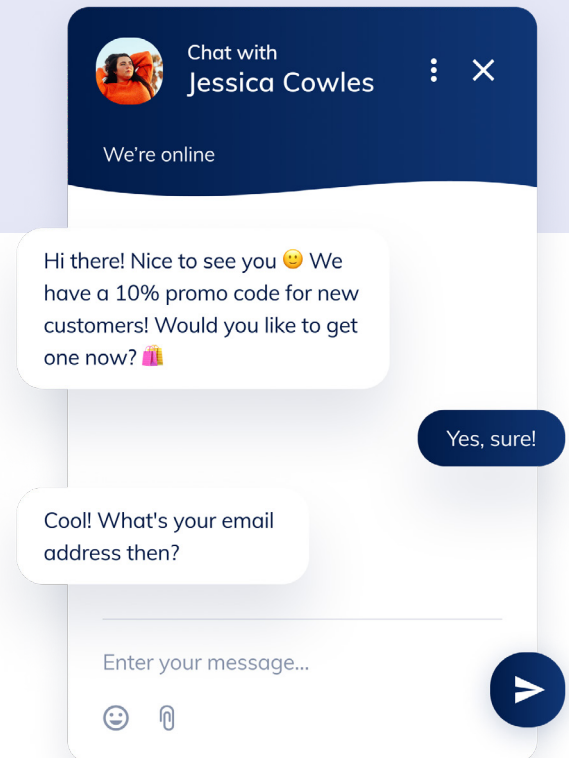
**2001**  
SmarterChild

# Introduction to chatbots

## What are chatbots?

A chatbot is a computer software that simulates conversations with humans. It provides human-like interactions through messaging applications without the need to involve the representatives.

Many companies are still hesitant when it comes to adding bots to their business website.



## Our internal user research into chatbots showed that some of the most prevailing reasons for business owners not wanting to use chatbots are:

- They don't want to destroy customers' experience since chatbots aren't human-like
- They don't know how to personalize the chatbots and match them or align them to the business
- They don't want to automate their processes because customers ask unpredictable questions
- They think chatbots are cold and people don't want to talk with the machine

Let's address these concerns by looking at some of the main benefits chatbots can bring to your business backed by research.

Starting with—chatbots help to increase revenue, improve customer satisfaction, encourage loyalty among shoppers, and much more. They can also help you recreate the in-store shopping experience that customers crave.

In fact, our study shows that 9 out of 10 shoppers have a positive experience when using chatbots.

## Let's see what benefits they bring to your business.

- **More generated leads**

Our data shows that chatbots can convert more than 4% of all of your website visitors into leads. And this number is even higher if you decide to use pre-chat surveys. Bots collect email addresses straight from your website, often offering deals and discount codes in return.

“Adding a chat helped my website look more established. Nobody could tell it was a new store, and it helped me compete with more mature companies.”



Kelly Clinton, founder of Care Package Depot

- **Increased sales**

Intercom study found that business leaders say that chatbots, on average, increase sales by 67%. At the same time, companies can also save on manpower by using bots for customer service and marketing.

- **Improved customer engagement**

Multichannel and 24/7 support are not a miss for online shoppers. In fact, according to a HubSpot research, more than 47% of consumers say they don't mind buying products through a chatbot.

- **Better user experience**

Our study found that as many as 90% of people rate their last experience with chatbots as positive. Especially when it comes to Gen Z who prefer to use chatbots to search for products online (71% of shoppers) and to order food (62% of respondents).

This could be due to the fast replies, multilingual support, or better personalization. It could also be a combination of these factors altogether.

On top of these benefits, chatbots also help businesses to improve their marketing efforts, decrease bounce rates, get more customer insights, and provide proactive customer service.

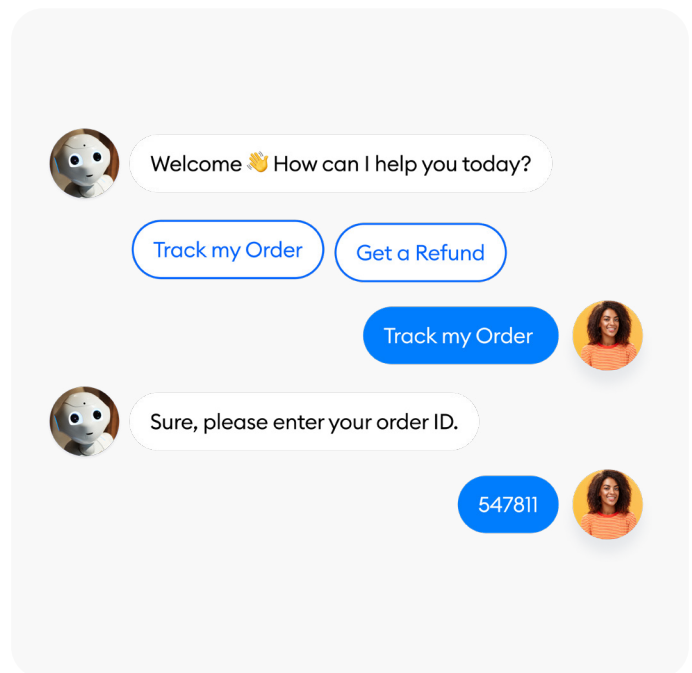
There are two main types of chatbots. Let's see how they differ.

### 1 Rule-based

Rule-based, or linguistic chatbots are built based on a dialog tree. This is why the rule-based model is also often referred to as a decision-tree model. These chatbots aim to answer questions on a specific subject and are usually limited to one area.

This type of chatbot requires you to predict the type of queries a client may ask and put the questions forward for the shopper to choose from. The conversation flow uses an if/then logic to provide appropriate responses for the user.

Decision-tree chatbots are most often used for FAQs and marketing efforts.



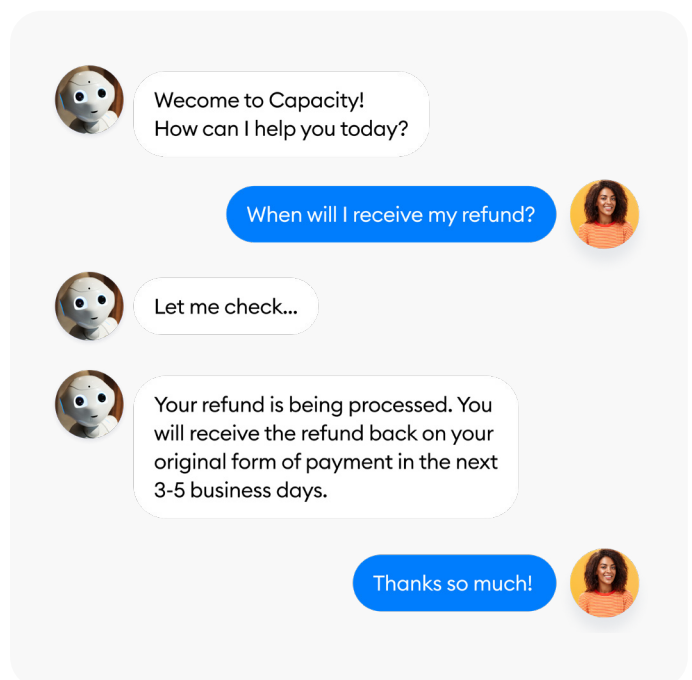
### 2 Artificial Intelligence

AI chatbots are more advanced. They use machine learning, natural language processing, and other technologies to have human-like interactions with users and learn over time.

This type of chatbot understands the context and intent behind the user's question before formulating a reply. They generate answers to complex questions, and the more they are used, the better they operate.

Artificial intelligence chatbots are most commonly used for order tracking and customer onboarding.

Now, to the main point—



## How can chatbots help you recreate the in-store shopping experience online?

# In-store scenarios online

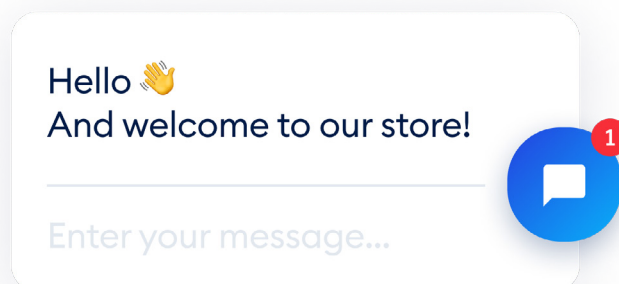
## Welcome visitors

### Scenario 1

Let's say a customer enters your store and starts browsing your products. In real life, a store assistant would come up to the potential client and offer support. So, why not replicate this experience and welcome visitors to your online ecommerce website?

#### 1 Add welcome chatbots to your homepage

This will enable you to say Hello to the shoppers right when they enter your store and ask if they need any assistance.



“It is certainly possible to recreate the in-store shopping experience online using chatbots—the bot could welcome customers, assist them with finding what they’re looking for, and suggest related items they may like.”



Grace Baenal, Director of Brand Kaiyo

## 2 Customize the chatbot

Make sure the chatbot fits your brand. This includes the color of the widget, bot's name, as well as, the language that it uses.

So, if your website consists of predominantly warm colors, make the chat window red or warm yellow. And if your brand uses playful language, don't make the chatbot sound like a lawyer as this will confuse and detract your visitors from interacting with your brand.

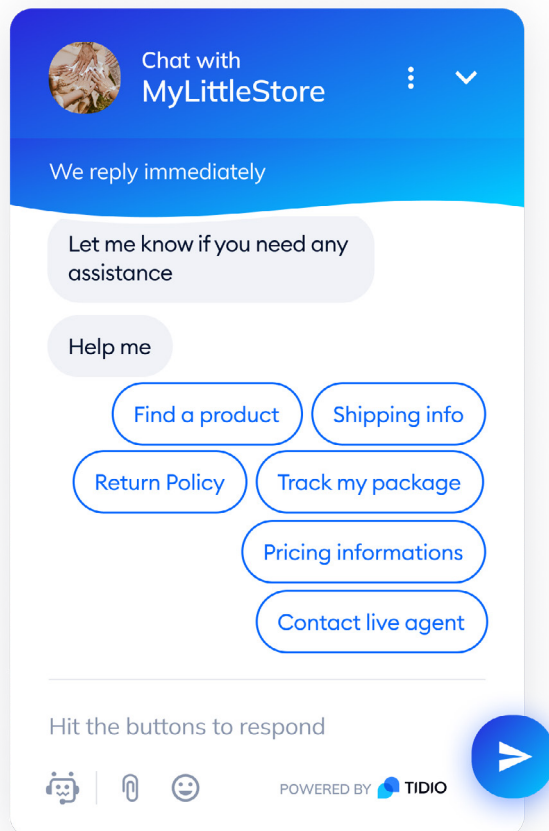
To edit the visuals, go to your settings. Here you'll be able to view and change the appearance of your chatbots.

## 3 Include all the common options

When giving people choices to pick from, make sure you provide all the common options.

So, if your visitors usually ask for assistance in finding products, providing shipping and pricing info, as well as, tracking their package, then put these options in front of them. This will make the process quicker and more efficient, and you'll get more conversions from your website.

It's a win-win situation!

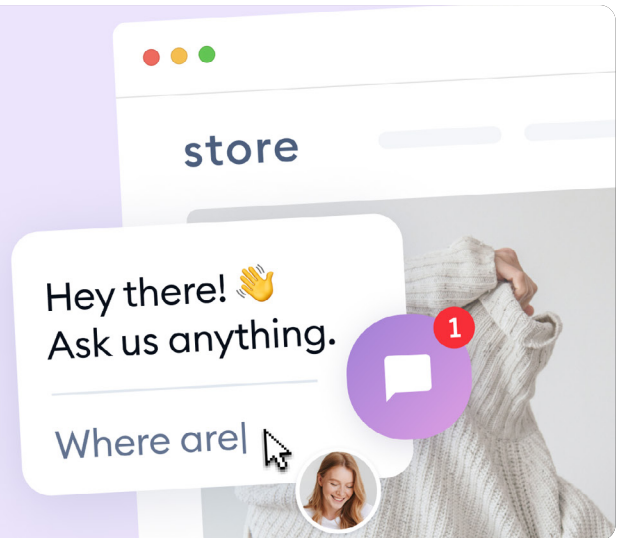


**And if you're new to this and not sure what your customers might ask about, then try to start with these topics:**

- Pricing information
- Track my package
- Shipping policy
- Product finder
- Return policy

## Use our customer success team's help to add custom codes to your chatbots

Book a call



### Best practices

Always provide an option to contact your live agents during opening hours.

No matter how useful and efficient chatbots are, you will always get customers that just want the human contact, and the only way to satisfy them is to provide a live agent they can chat with.

So, offering a blended solution with chatbots and live chat is the best way to keep all of your shoppers happy. And always remember that chatbots are an addition to your customer support team. Not a replacement for it.

## Offer support

### Scenario 2

Customers most often contact your help desk to gain support. Whether it's in the physical store or through a phone call, they want a quick and easy way to solve their issue.

Here comes the problem.

Contacting a call center usually takes a long time because of waiting in queues. So, going to your physical store is ideal as the client can come with the product, explain the issue, and show you what they're struggling with.

But this interaction doesn't have to be exclusive to brick-and-mortar stores. Your shoppers can do it online with the help of chatbots.

“Chatbots are like ‘on demand staff’ who knows everything about your business.”

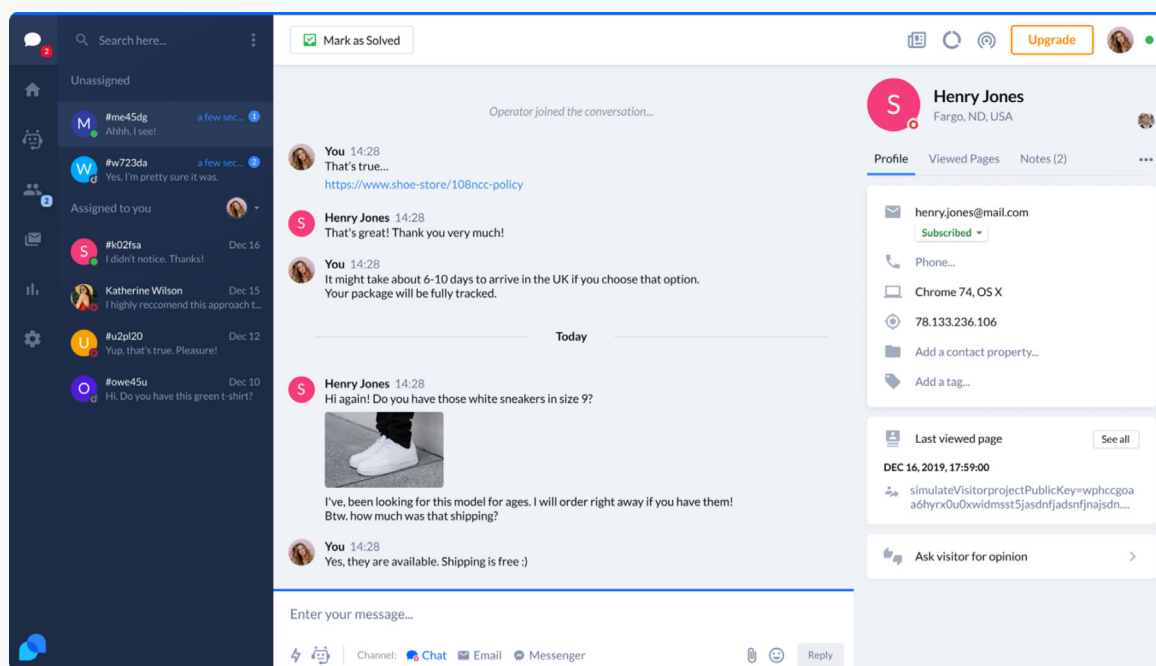


Alex Broadley, founder of Small Wallets

## 1 Collect commonly asked questions

Just like the in-store shopping assistant, your support team knows best what puzzles your clients.

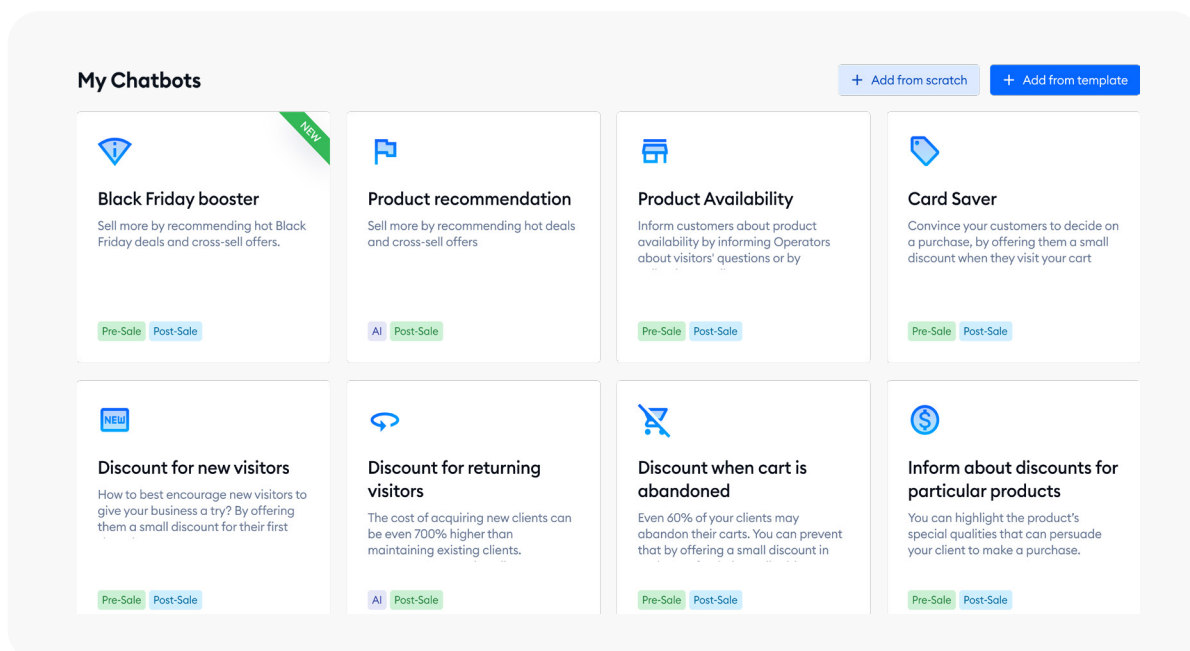
So, ask your agents to help you identify the most common questions asked by customers. And keep in mind that this will most likely be a continuous process, as you’ll continuously find questions the more you use the chatbots.



Once you get all the data, you will see repeating patterns and intents. Using those, define what you need the chatbot to do. This could be greeting visitors, answering FAQs, or tracking a customer’s package.

## 2 Build chatbots for specific questions

Looking at the chatbot templates provided by any bot platform you can see that chatbots for solving problems can be divided into various categories.



“Chatbots can be used to provide a more engaging customer experience, as they can be programmed to recognize customer preferences, offer product recommendations, and provide real-time assistance. This can help to create an interactive and immersive shopping experience that customers can enjoy from the comfort of their own homes.”



Brenton Thomas, Founder & CEO of Twibi

### 3 Give a complete response

Try to be as complete with your answers as possible. And if you can’t include all information in your chat messages that’s needed to fully answer the client’s inquiry, then add a link to your help desk page on the topic.

This way, you’ll never leave your shoppers confused after the interaction. This can help you ensure the visitor is satisfied with your service and encourage them to become loyal clients.

“Chatbots are programmed to respond to customer queries naturally and conversationally, so they can provide a personalized real-time shopping experience that mimics what customers would get if they were chatting with a store employee.”



Lindsey Hyland, Founder of Urban Organic Yield

Add chatbots to your different channels and provide an omnichannel service.

The best thing about this is that most triggers work on all channels so you only need to create one bot, connect the chatbot platform to your channels, and the bot will be available to all of your customers.

This will help you keep a consistent experience for your buyers no matter what platform they're using to contact you.

Think of it this way, a potential customer sees your ad on Instagram and sends you a DM (direct message). They like your products and communication, so the client moves to your site to find out more. When they enter your ecommerce, a chatbot continues the chat with them that was started on Instagram without the person having to explain their situation all over again.

## Show off your deals

### Scenario 3

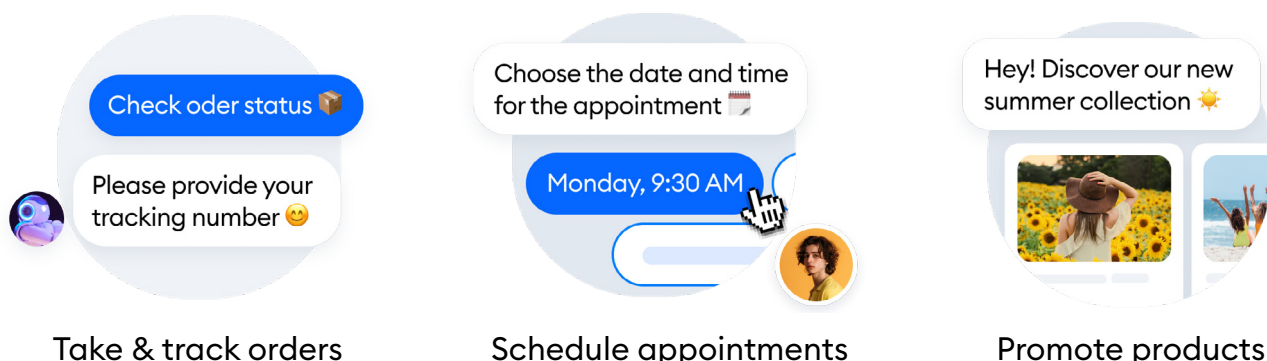
One of the experiences that customers love about shopping in the physical store is that the assistant tells them about the hot deals they have at the moment. Usually, you can also see them all over the store with sales billboards.

Believe it or not, but you can easily replicate this experience in your ecommerce store.

How to show your offers and deals to online customers?

### 1 Build marketing chatbots

You can use chatbots as pop-ups advertising your deals, give tailored discounts, and show off the products you have the sales on. This will provide the experience of a sales associate telling your visitors about promotions they didn't know about.

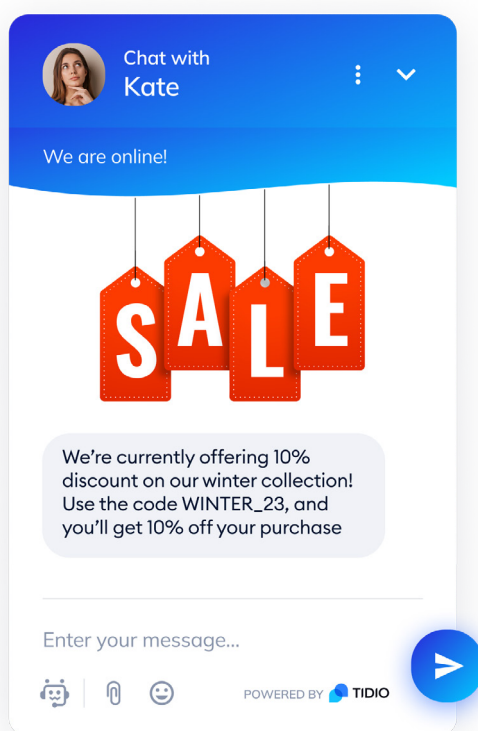


Just remember to personalize the chatbot and the deals to your shoppers. This is very important because nowadays, consumers expect tailored experiences and are more likely to shop with brands that offer recommendations relevant to them.

## 2 Use visual aids

Don't just write about your deals. Use photos and visual representations to show your buyers what you have to offer. This can be graphics from your marketing campaigns, images of your products or posters with big SALE written across it.

Our eyes are drawn to visual aids, and people's brains have been shown to remember images much better than text. So, if you want to be memorable and attract the attention of visitors to your deals, make sure to add images and graphics to your chatbots.

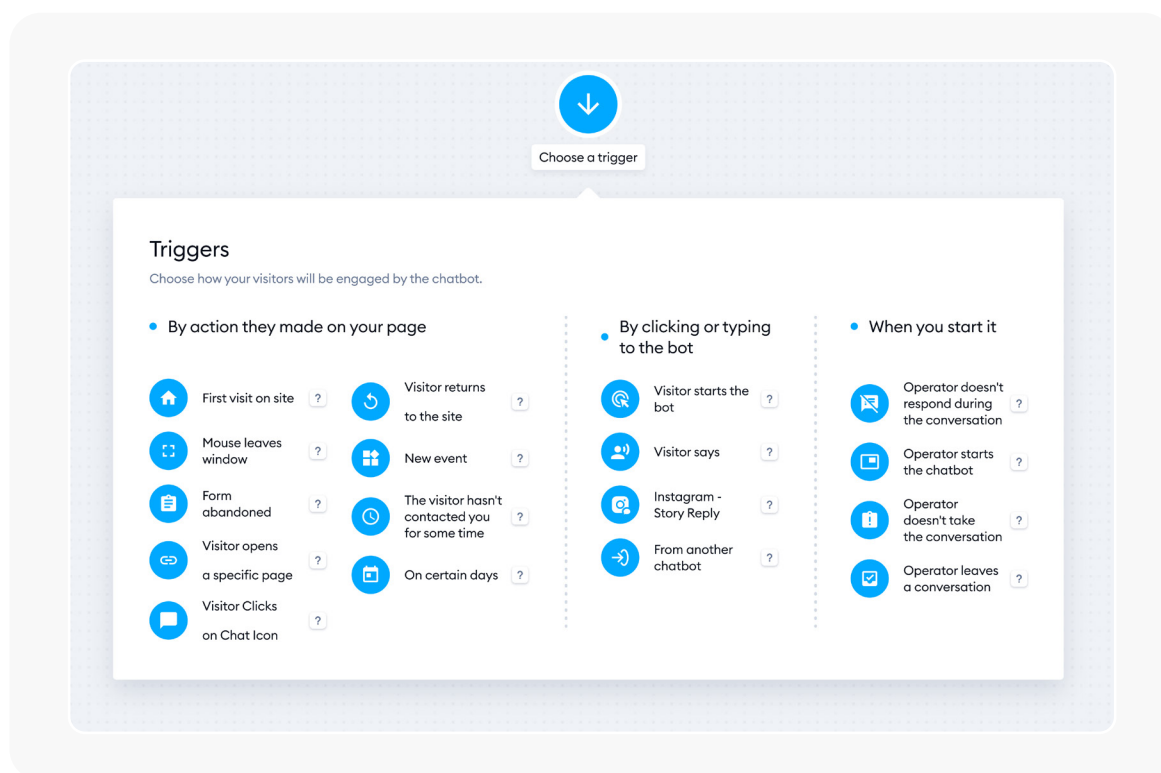


## 3 Keep the deals fresh

Make sure to change the deals regularly and keep them fresh in your chat. It would be very annoying for your visitors to click through to the special deal that your chatbot advertises just to find out that it's long gone.

So, to avoid this situation, update your chatbots regularly and keep on top of your offerings.

Use specific triggers for your chatbots.



Specific events require determined triggers on fixed product pages. And that's when you can get the most out of the variety of triggers available on the chatbot platform. So, ensure that you match the event with the right trigger to get the best results.

Also, triggers can help you use personalized digital offers and recommendations in your favor. It might not seem like it, but personalization can be even easier done online than in physical stores. That's because you can leverage available customer data to offer relevant promotions based on their interests and behaviors.

# Use a proactive approach to sales

## Scenario 4

Don't wait for the visitor to come to you. Reach out first, just as you would if they'd come through the doors of your physical shop.

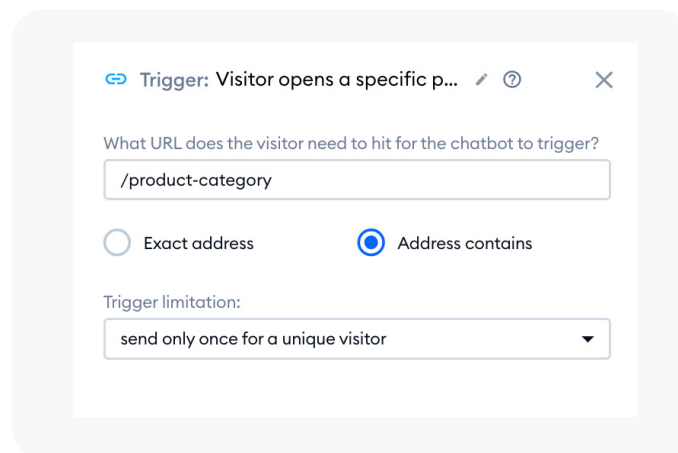
This way, you can get them to convert more often and increase their overall experience with your brand.

That's because people appreciate proactive communication from a business. In fact, Microsoft study found that 68% of customers have a more favorable view of brands that offer proactive customer service than those that don't.

How to proactively reach out to shoppers?

## 1 Send marketing messages when shoppers enter product pages

Visitors who enter your product pages are the warmest leads of all—there's no better time to proactively approach them and push them to convert.

A screenshot of a chatbot configuration interface. At the top, it says "Trigger: Visitor opens a specific p..." with edit and help icons. Below, it asks "What URL does the visitor need to hit for the chatbot to trigger?" with a text input field containing "/product-category". There are two radio buttons: "Exact address" (unselected) and "Address contains" (selected). At the bottom, it says "Trigger limitation:" with a dropdown menu showing "send only once for a unique visitor".

## 2 Personalize the chat to the visitor

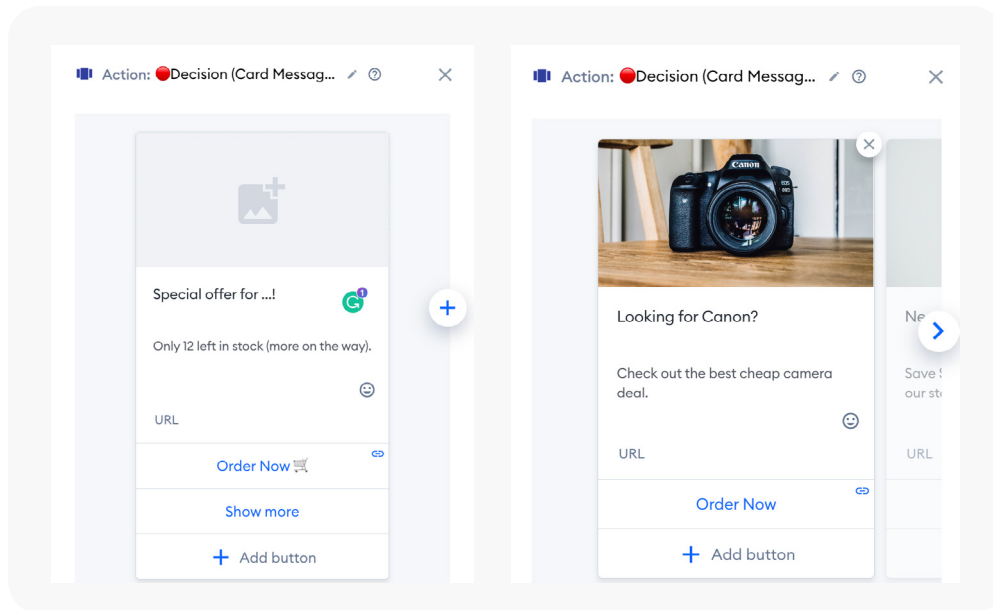
Make sure your chat is relevant to the potential customer—generic messages just don't do the trick anymore.

If it's a returning customer, send them a message saying "Happy you're back". And, if a visitor is from a different country than yours, you can send them information about your free shipping offer. Every one of your clients is unique, and they deserve to get tailored communication.

### 3 Provide customized recommendations

Sometimes you'll get people browsing your ecommerce website not sure what they want to get. But more often than not, you'll see a trend of what type of products the client is interested in.

Your system can record that information and send custom messages with recommendations that relate to the user's interests. So, if the potential customer is mostly looking at running shoes, you can send them some suggestions from your latest collection that they might love.



### 4 Engage the potential customers

“The conversion rate is higher than 50% when a person writes on the chat”



Lorenzo Colucci, Co-founder and CMO of Ad Hoc Atelier

This pays off as engaged customers convert better.

Sending proactive communication to shoppers can help you detect potential issues with your website, create relationships with clients, and much more. This is the trick that salespeople use in physical stores, and you can copy that into your ecommerce shop to gain the same results.

Balance is key.

We know we just told you to send proactive messages and recommendations to website visitors, but don't overdo it. When contacting potential clients, use common sense and don't be spammy.

Sending too many chats will do the opposite of what you intend it to. So, make sure you engage your clients and not scare them away.

# Help to find the right items

## Scenario 5

When a buyer comes into your store, they most likely know what they're looking for. Your job, or rather your chatbot's job, is to help them find the right product.

They can do it by asking whether the visitor is looking for anything specific and getting more details on what products they're looking for. Then, the bot can send some suggestions or direct the person to the right page for their search.

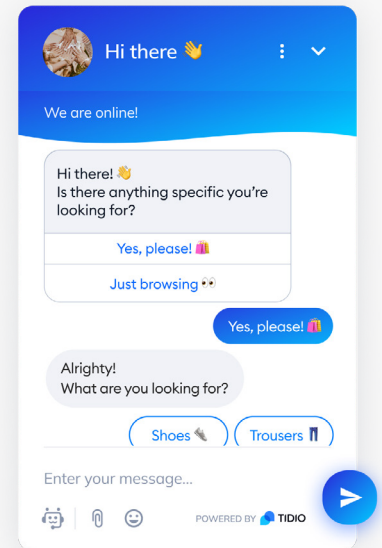
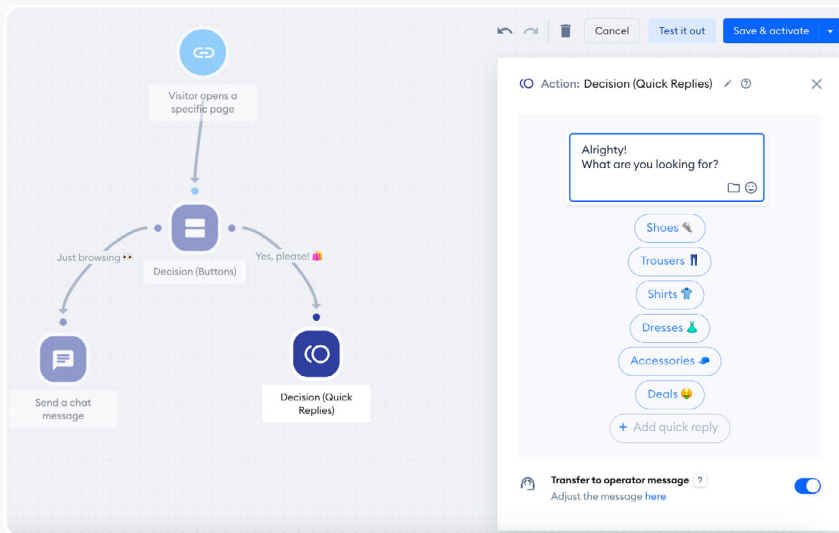
And if the buyer still needs a hand, they can ask the chatbot about different colors and sizes that you have available.

How to assist online visitors in finding the right products?

### **1 Send marketing messages when shoppers enter product pages**

Ask if there's anything specific that the visitor is looking for. And set a trigger for visitors that go from a specific product back to the product category page with a tailored message that matches the item type they just left.

This will help you encourage the client to stay on your website instead of going to the competitor. And the customer will appreciate your help as this will make their experience smoother and quicker. Great advantage for both sides.



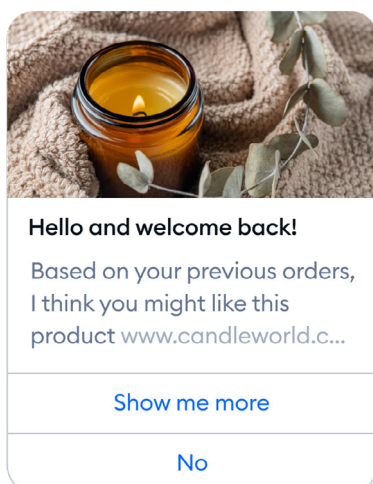
## 2 Implement chatbots on specific pages

Add different chatbots to different pages. This will help you be as specific and relevant as you can when messaging clients.

You can put a chatbot on your various product pages asking if the shopper needs the item in a different color or size. In another situation when a visitor goes onto your pricing page, you can insert a bot explaining your costs.

## 3 Train chatbots on user data

You can train your chatbots to recognize what the returning visitors are interested in and send them suggestions. This opens the conversation with the shopper which can help the buyer find the right products while, at the same time, promoting related products they might want to have a look at.



It's a great way to keep the communication personalized and upselling your products in a subtle way.

Hello and welcome back! → No

Ok, I'll try better next time. What can I assist you with today?

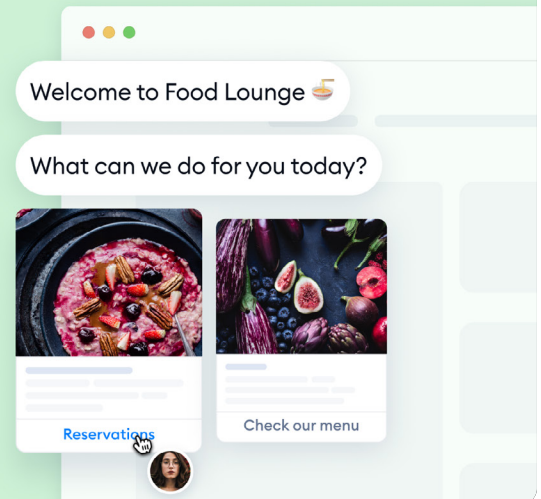
“It is possible to recreate the in-store shopping experience online with the help of chatbots. Our chatbot is trained to understand customer needs and provide helpful advice on selecting the perfect product for their home. It helps customers make informed purchase decisions that result in their satisfaction and loyalty.”



Kevin Wang, Co-owner of Inyouths LED Mirrors

**Contact our team if you  
need assistance with setting  
up your chatbots**

Talk to us



## Best practices

Customize the message to fit the page and the visitor.

Many consumers say that ecommerce stores don't understand their needs. That's because a client can't explain exactly what they're looking for online as opposed to in person to a store associate.

Well—maybe. But brands can provide the same service online as the store clerk does in person.

If not better.

For years, companies have been collecting consumer data for marketing use. Now, you can track visitor's information and divide shoppers into specific groups for future interactions.

You can track information, such as pages viewed, what device they use, as well as location, email address, and name. This information can help you determine the user's interests and the stage of the buyer's journey they're on to then divide the customers into specific groups or segments.

Imagine going to a checkout desk in a store. What does the cashier do when you get there?

Suggest additional products for you.

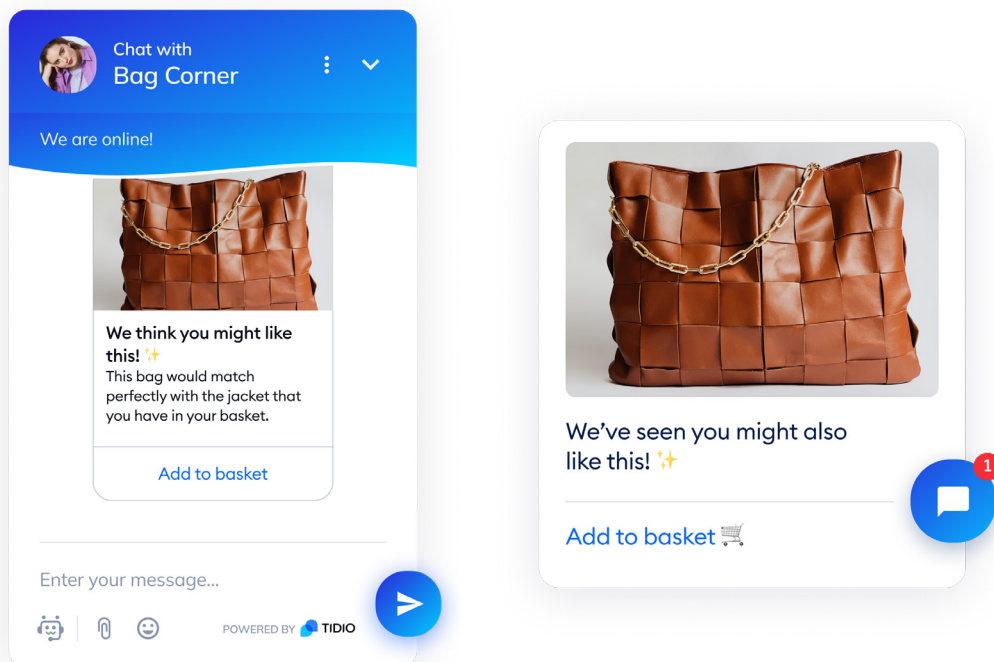
Sometimes it's the discounted items next to the till. Other times, the store clerk offers some related products that would go well with the one you're buying at the moment. And yet on another occasion, they suggest you get a bundle with three different products that would work well together and there's a deal on.

All of these are customized to the situation, and you can transfer these interactions into your online store to get the most out of each purchase.

How to upsell products on your website?

### 1 Build upselling chatbots

To create chatbots that will upsell your products, set the trigger to open on the checkout page. People tend to be more willing to spend some extra money when they're already going through with a purchase than when they're not ready to buy.



That's why setting up an upselling chatbot on a checkout page is the perfect place to get a larger order value from the client.

## 2 Suggest related products to clients

Putting the suggestions in the right place is one thing. But for the customer to actually add the additional products to their shopping cart, the items need to be relevant to them.

And you can do that by manually setting specific conditions and rules for your bot. You can set your chatbot to match the recommendations with the products that a customer already has in the basket.

For example, if someone has a pair of shoes in their basket, you can send them recommendations for your new arrival trainers or funky shoelaces.

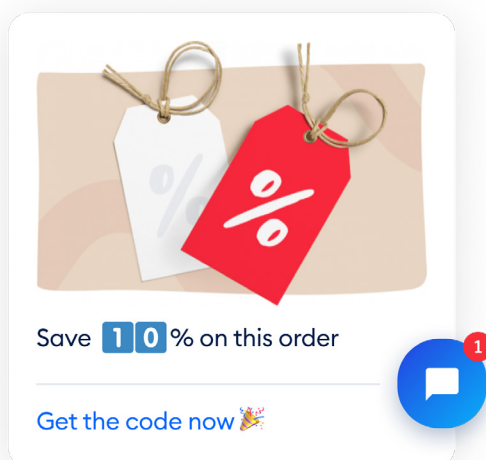
“We use chatbots for several functions, including scheduling appointments, sending follow-up emails to prospects, and automating certain tasks. It’s possible for chatbots to recreate in-store shopping experience when its AI is fed with the appropriate data that it can use to provide a personalized experience to each shopper, including an excellent framework and a sophisticated dialogue system to imitate a human response to queries.”



Daniel Petkevich, Founder & CEO at Fair Square

## 3 Convince the visitor to buy with a discount in the cart

One of the nightmares of every ecommerce business is the abandonment of carts. So, to prevent that and encourage more visitors to checkout, you can add a chatbot offering a small discount to the basket page.



A small 10% discount can accomplish more than you might think. It won't hurt your store and can quickly slash your cart abandonment rates while increasing revenue.

Match the interaction to the occasion.

Say that the discount is a welcoming gift to first-time visitors. And when it's a returning client, send them a message saying "We're happy you're back! Here's a 10% discount for this order." This is sure to make everyone feel appreciated, which is the first step into earning loyal customers for your brand and boosting your business.

# Handle complaints

## Scenario 7

The frustrated customer can complain and lose their temper as much as they like when speaking to the chatbot. It won't make the bot lose its cool or bother it. That's because the chatbot doesn't take anything personally. It's not programmed that way.

Therefore, you should employ chatbots to get all the information needed from the shopper and find the right solution to the issue.

"I actually think a chatbot can help to make their shopping experience even better than shopping in an actual store. Oftentimes many retail outlets are short-staffed, and the people who are working are busy dealing with multiple things on top of doing their job. This makes it difficult to be able to talk to someone about an issue you might have."

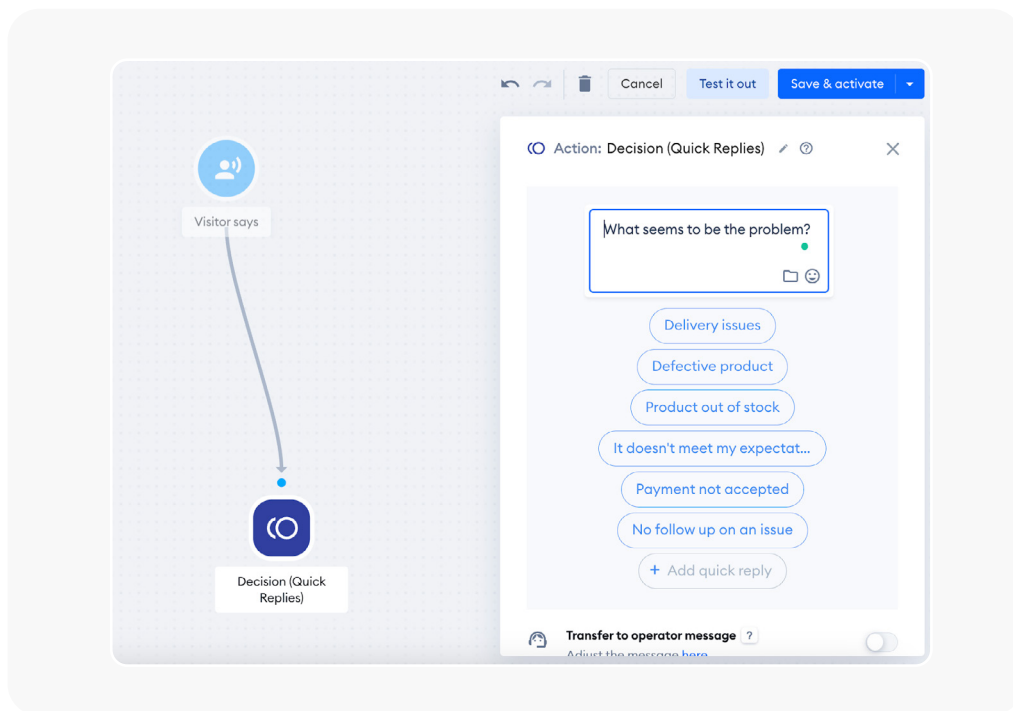


Daniel Climans, Senior Manager,  
Digital Marketing & Partnerships at Sticker You

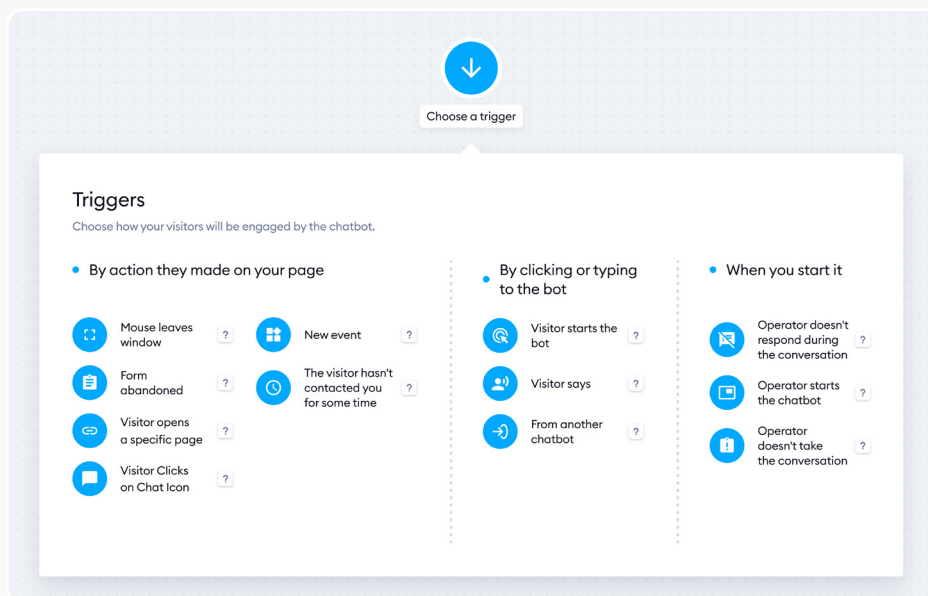
## 1 Set rules for each complaint

Firstly, go through your archives and conversations history. Try to spot the repeating complaints and shoppers' problems they write to you about. Also, speak to your agents to ask about the common complaints they deal with on the daily basis.

Once you have the list, create chatbots for each complaint with detailed information and a specified solution. One generic chatbot won't do the trick and will probably annoy your customers more than solve the problem. You need various bots each taking care of a specific complaint.



## Triggers related to customer complaints



## 2 Be professional

Write the responses in a professional manner. Remember that the chatbot represents your business, so make sure that it leaves a positive impression on your clients.

Also, make sure that you're consistent and empathetic. People will have repeating complaints, so ensure they all get a great service and the same solution to the problem.

### 3 Don't let it escalate

If the chatbot can't handle the complaint, transfer it to your agents. They will have an idea now what it's about and can talk to the client before they get angry at your brand.

Sometimes it will happen that the bot won't be able to help your client. And that's okay, you can train them on that experience and ensure that it does better next time.

## Best practices

Ensure your chatbot is a great listener.

Some customers want to be understood more than they want a quick resolution to their problems. So, make sure they feel heard and their issues understood.

Simply let the shoppers fill out a form for a complaint and write out everything they're not happy with. While at the same time, make sure to adjust the tone of your bots to reassure the client that their complaint has been passed to the team and let them know when to expect the answer.

This will give your shoppers a medium to let their frustration out and you the concrete data to work with towards the resolution of the consumer's issue.

## Suggest becoming a member

### Scenario 8

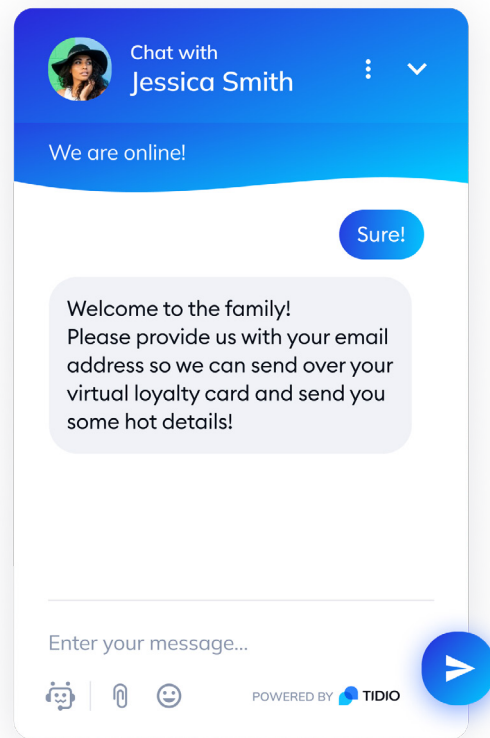
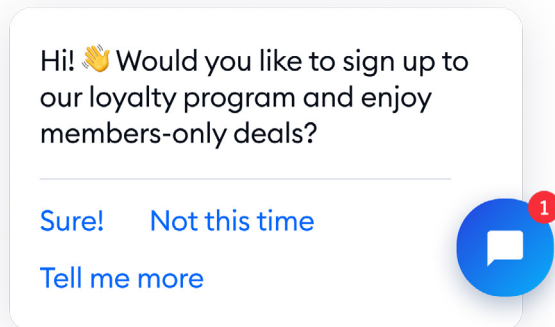
When you're in a clothing store, pet shop, or even a grocery store, you're most likely asked if you have a loyalty card.

Can you take advantage of this online? Of course, you can.

How to get people to sign up for a membership or loyalty card?

### 1 Offer members-only discounts

You can convince visitors to subscribe by offering members-only deals. This can include special discounts for your products or services, exclusive collections, early bird access to new products, and more.



Use the chatbot to show off the benefits people will get from becoming loyal member of your store. This will encourage customers to join and provide you with their data.

## 2 Provide loyalty points

When you have a loyalty card to a store or a café you get points for your purchases. And you can later exchange these points to get a free product or a discount on your next purchase.

This is what encourages many people to keep shopping in the same grocery store or continue buying coffee from the same café. So, use this to your ecommerce store's advantage and offer loyalty points that members can collect on every purchase.

## 3 Ensure the sign-up is quick and easy

Don't ask too many questions and ensure that the sign-up process is straightforward for the user.

Start by thinking what information you need from the customer. This could be their email address, their name, birthday, and so on. But you probably don't need their phone number or address. And you don't want to push them away by asking too many questions.

So, stick to only collecting necessary data from the user and be clear with your questions.

Collect leads right at the checkout.

You can present the benefits from signing up to your loyalty card as the buyer is going through the checkout process. Offer them a chance to become a member to take advantage of your offerings. This will generate leads for your marketing team and grow the customer base.

Also, if you're offering special discounts for the members, you can show how the customer's final price will decrease if they sign up to your loyalty program. Everyone likes to save up on their shopping, so this might be the final push they need to give you their details.

## Collect feedback

### Scenario 9

It might not seem like it, but collecting shoppers feedback is easier online than it is in a physical store.

Yes, you can give a feedback sheet at the checkout for your customers, but there's usually no time for it as the queue is growing behind the client. Whereas online, you can send visitors messages asking for their feedback straight after the purchase or after a support chat.

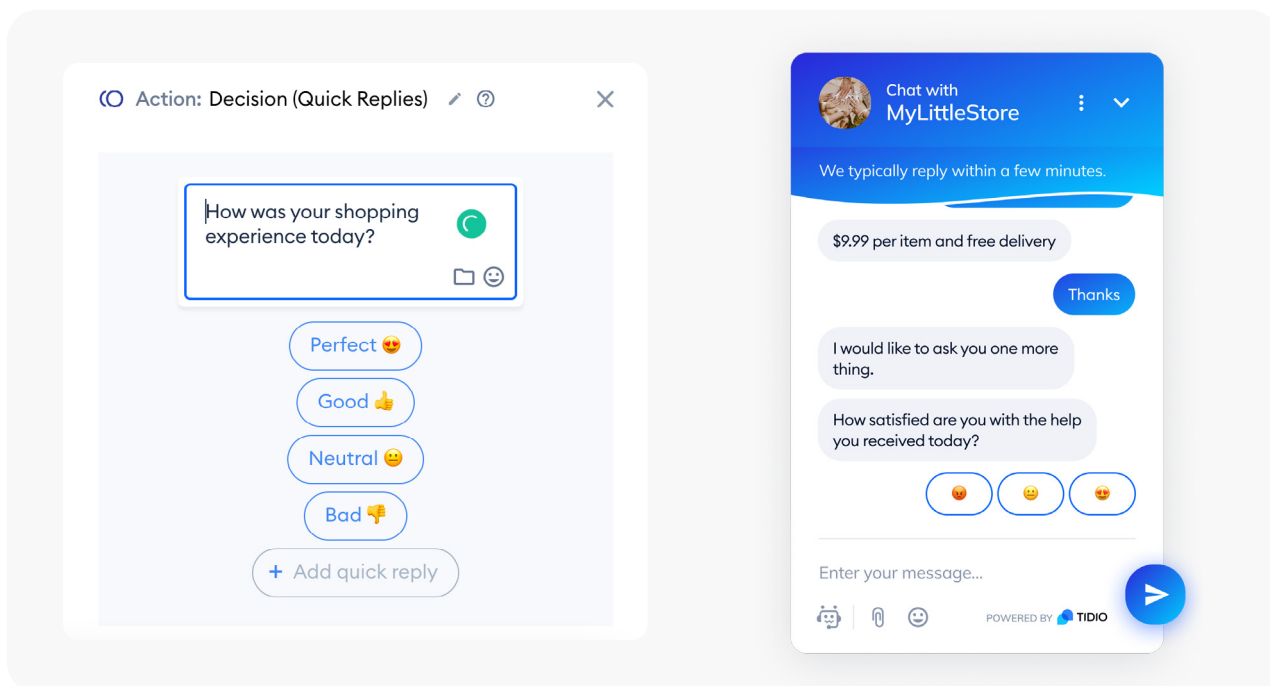
And people that shop on ecommerce websites, usually have more time to fill out a short survey than those doing their shopping in a physical store.

How to collect customer feedback straight from your ecommerce website?

### 1 Use feedback chatbots

Implement chatbots asking for feedback. You can add them to your **Thank you for your order page** to gather feedback on the entire shopping experience.

Also, you can add the question after the customer support interaction to gather feedback on what to improve in your service efforts. Survey chatbots can gather customers' opinions on different areas of your business.



## 2 Create specific messages

Putting the same survey chatbot on all of your pages won't do the trick.

You need to be specific about what you're asking the clients. Do you want to know how do they like your website's appearance? Do they enjoy the checkout process? Or if there's anything you should improve in your support processes?

Ask the right questions to gather the information you need. If you ask a generic question, you either won't get any responses, or you'll gather feedback on everything at once that will be hard to categorize. So, do your team a favor and create specific messages when asking for people's opinions.

## 3 Choose the right time for the trigger

Don't send the first-time visitor feedback questions. That wouldn't make sense, would it?

It's also not a good idea to ask for feedback when a client is about to check out. So, choose your timing well to send your surveys. This can be after the client completes a purchase or right after the support chat finishes.

This ensures you get great answers, but also that the question doesn't distract your potential client from buying the product.

Add custom code to the chatbot.

If you need any specific functionality that the provider doesn't offer out of the box, you can insert custom code or use provided APIs to add it manually. Some of the possible tasks you can add with APIs include language recognition based on HTML lang, visitor identify, and event tracking.

For example, if you want to define the user details from your system and fill them in the chatbot platform, you can insert a JavaScript snippet before the chat code in your back-end. This will merge all the interactions with the visitor in your admin panel.

```
document.tidioIdentify = {  
  distinct_id: "unique_id", // Unique visitor ID in your system  
  email: "contact@mail", // visitor email  
  name: "John Doe", // Visitor name  
  phone: "+44 2032897807" //Visitor phone  
};
```

But remember to check with your provider which customized solutions they're able to offer you. Some of the chatbot platforms are more customizable than others and some of the functionality you would like the bot to have, might not be reachable at the moment.

## Provide multilingual support

### Scenario 10

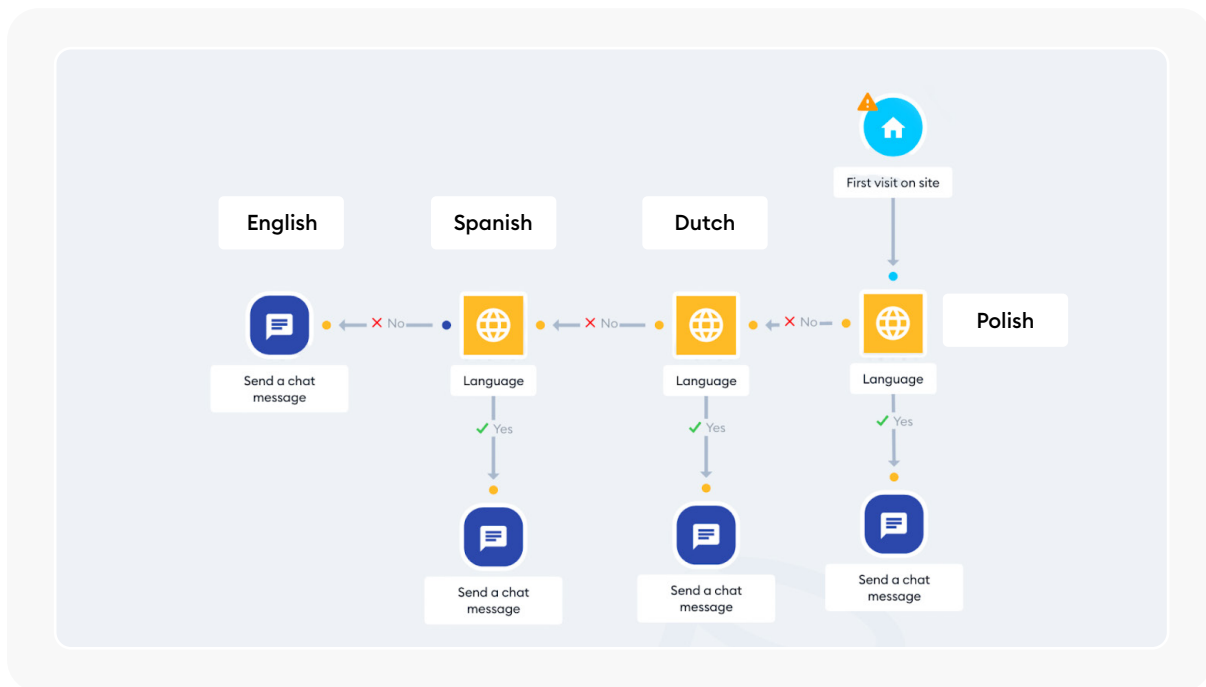
A shopping assistant can usually speak one or two languages.

And this is where your online store gets an advantage. That's because chatbots can be programmed to communicate with website visitors in tens of different languages seamlessly.

How to offer multilingual customer service online?

### 1 Add all the languages your customers use into your chatbot

Firstly, check where your customers are from and what languages do they speak. Then, set up nodes to translate your message into those languages for a smoother experience on your website.



Just because someone speaks Spanish and not English shouldn't prevent them from getting a great shopping experience on your website. So, ensure that your multilingual chatbot makes everyone feel welcome and comfortable.

## 2 Double-check the accuracy of the responses

We're not saying that you have to speak every language that you're setting up the chatbot in. But, you should check if the responses the bot sends to your users are the correct translations of your messages.

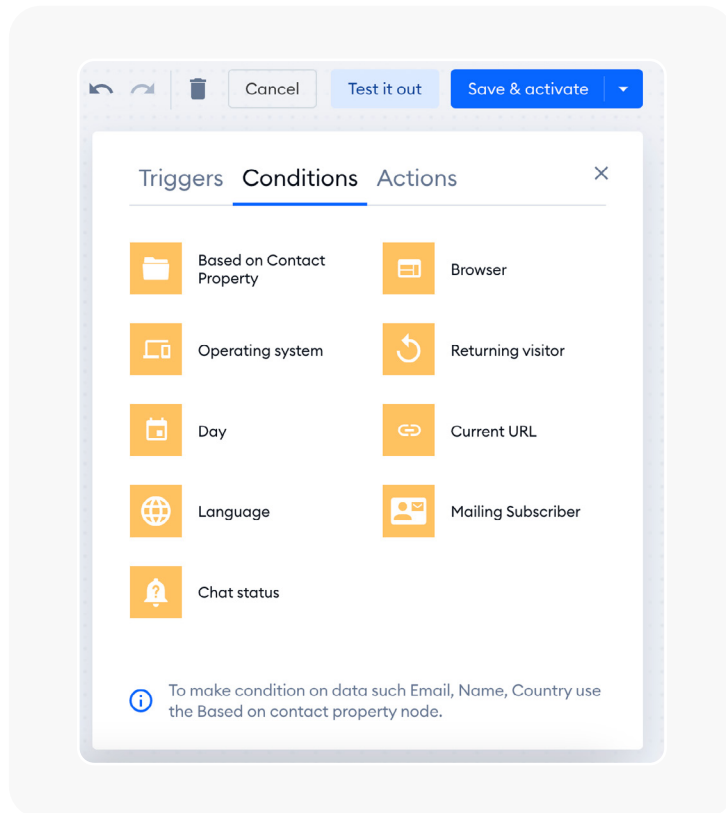
Sometimes the system might mistake a word or give a Danish translation instead of Swedish. These are the small details you should be able to spot and ensure a seamless experience for your clients.

## 3 Trigger the right chatbot for the right visitor

Make the most out of the **Conditions** available on the provider's system to reach the right customers. You send messages based on the visitor's browser, language, and other properties.

This way, you can send different chats and offers to clients from various locations. You can also target returning customers with different interactions than first time visitors.

Conditions can help you ensure the communication with clients is even more personalized and effective.



## Best practices

Ensure that communication in every language feels natural.

We all know that translations can sound off. We understand the meaning of the sentence, but it's just not a phrasing that a person would use.

And you don't want to sound robotic and for your customer communication to seem fake. So, to prevent that, you should ideally ask native speakers to review the messages you're going to use.

# Conclusion

## Here are the main takeaways of this ebook, in short.

We have come a long way in the past 70 years since chatting to a computer was first mentioned.

A chatbot is a computer program that communicates with human users over text or through a speech-to-text system.

Businesses can use chatbots to communicate with their customers and recreate the in-store shopping experience online. Ecommerce companies can do this by:

- Welcoming visitors to their online store
- Offering support within arm's reach
- Showing personalized deals
- Using proactive sales techniques
- Helping customers find the right products
- Upselling items and services
- Handling complaints on auto-pilot
- Offering membership cards
- Collecting feedback from shoppers
- Offering multilingual support

Many ecommerce brands are already taking advantage of chatbots to get ahead of their competitors. Why not try them for yourself and see what this technology can do for your business?