

Increase Sales & Lead Generation with AI & Chatbots

In-depth guide on how to use chatbots and AI solutions to generate more leads and increase sales in your ecommerce store



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Introduction to chatbots and AI

To grow your ecommerce business, you need to gain more clients. And to achieve it, you have to provide high quality customer experience. Sounds logical.

But, the more visitors on your website, the more questions your support agents have to handle. And here is the challenge you need to face to successfully grow your store:

How to serve more clients, answer more questions, and maintain the high quality of support at the same time?

There are two ways.

The first is to constantly hire new support agents. It probably will work, but the cost you'll have to take for constantly recruiting and training new employees will be huge.

The second way is connected to technology that took the ecommerce industry (and not only this one) by a storm and will stay with us for a long time. If not forever.

The AI.

In this guide, we'll show you how AI solutions like chatbots, and tools related to them, can:

- Support your growth strategy with high level support
- Accelerate sales processes
- Automate your customer support system, so you can handle multiple queries at once, without big costs related to expanding the support team

Without further ado—

Let's jump right in.

What are chatbots and AI chatbots?

As “regular” and AI chatbots can help your ecommerce business, it’s important to first understand what exactly they are and how they work.

The main thing to remember here is that chatbots and AI chatbots aren’t two separate entities. AI is just an additional way of utilizing conversational bots, which allows us to trigger them with direct messages from the customers written in the natural language.

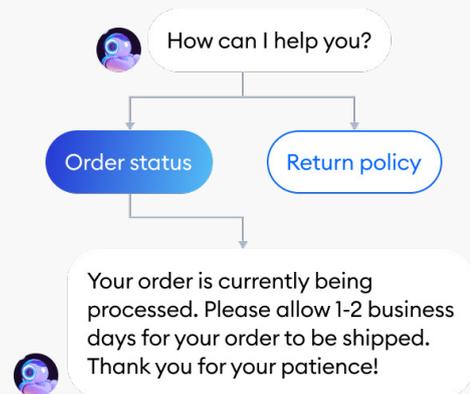
This type of trigger provides a more frictionless experience and utilizes our own Natural Language Processing (NLP) technology. It helps us to understand what the customer is typing and based on that provide previously defined answers for a given topic.

Chatbot vs AI chatbot

Chatbot is a computer program that can simulate human communication via text or voice chats.

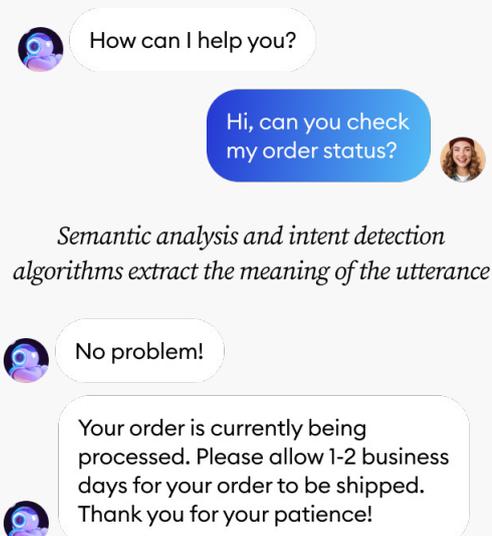
Chatbots are programmed with the elements of artificial intelligence to recognize parts of speech and engage in simple tasks based on the triggers.

They can be integrated with many messaging apps or websites to make the usage of chatbots even more efficient.



AI chatbot uses artificial intelligence to understand what customers are saying, provide relevant information within milliseconds, and then measure if they are helpful.

They learn from past conversations to improve their answers to new questions, so they can automatically solve up to 73% of your customers’ inquiries.



What value can chatbots bring to your ecommerce store?

Thanks to the automation of customer service and sales processes, chatbots can help your ecommerce business grow. How?

Chatbot tools, supported by AI-based features (which we will describe in the following sections), can positively impact every aspect of your sales and lead generation process making them more efficient. This, in consequence, leads to better ROI.



But what exactly can chatbots do for you?

- **Allow two-way communication with visitors and customers**
Chatbots don't only answer common queries or guide visitors around your store. With the help of AI features, they can analyze your customers' questions, learn about their shopping habits, and, most importantly, build lasting relationships with your clients.
- **Bring the automation to lead generation process**
Chatbots can generate leads even before the chat begins by asking visitors for their information in order to start the chat. What's more, with the support of AI solutions, chatbot tools can later categorize the prospects. Consequently, your team can prioritize the leads that are most likely to convert.
- **Help to get more sales**
Bots can turn your visitors into new customers in many ways, even without the interference of your sales team! Chatbots can do it by showing off your products and offering special deals, discounts, etc.
- **Improve customer engagement**
Chatbots, as virtual assistants for your clients, make the whole experience with your company more interactive. Instead of browsing your online store to find desired products or information, your clients can engage with chatbot and get personalized support in a split second.
- **Handle more customers queries**
With chatbots, you can serve multiple clients at once, with the same quality of service. Even when you sleep. Using them, your company will be able to handle more queries and solve more problems without expanding your support team. Also, your agents won't have to handle repetitive tasks, so they can focus on more complex and demanding issues.
- **Decrease bounce rate**
Chatbots can entertain and engage your website visitors while helping them out at the same time. This engagement can keep people on your site for longer, which leads to more sales opportunities and increase in revenue.

Sales strategies using chatbots and AI support

Categorize visitors' queries and automate the communication process

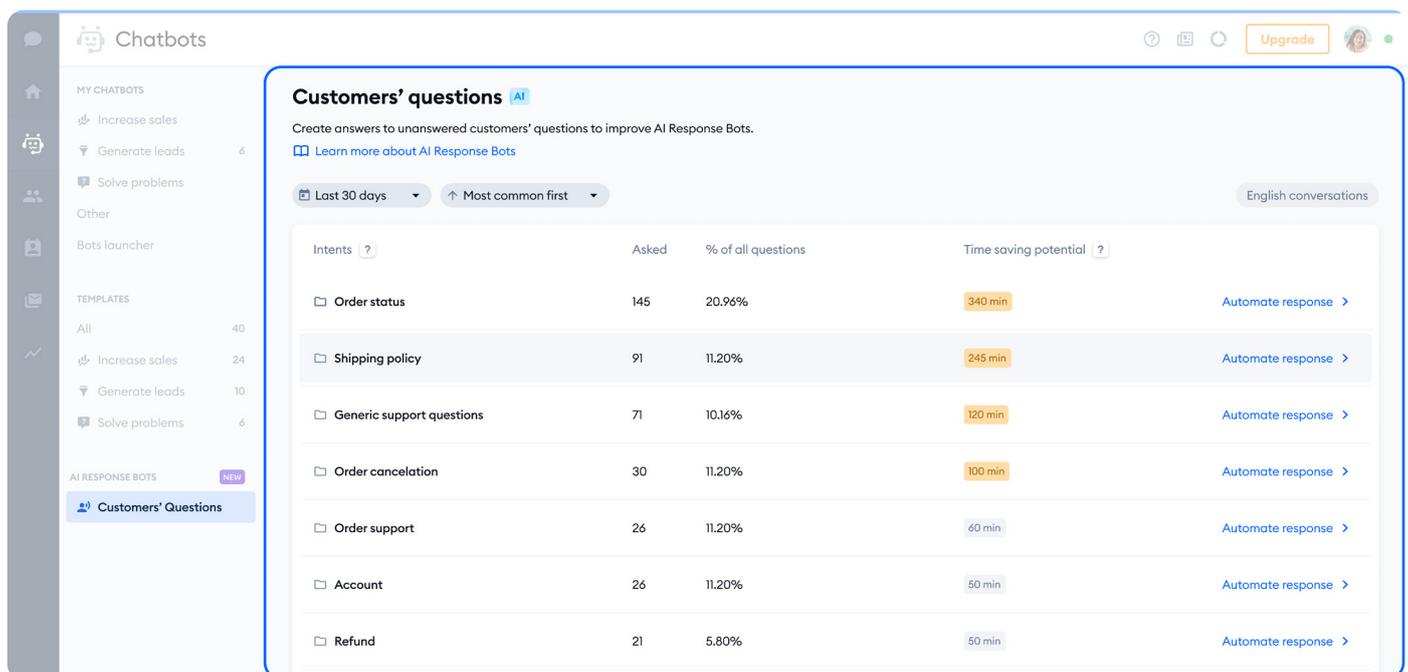
Strategy 1

The more visitors you have in your store, the higher chances for a conversion are. But, if you get too many queries, you can easily get flooded with them and oversee the hot sales opportunities.

Thanks to the FAQ AI feature available in Tidio AI, your chatbot can gather the visitors' questions and categorize them into groups. This bot was trained to recognize not only key phrases and keywords, but also intents on the messages. So, for example, if a visitor asks "How much for [product]?", the tool will recognize that it is a "Pricing" related question.

FAQ chatbot can categorize the questions into following groups:

1. Products specifications
2. Pricing, discounts, and loyalty programs
3. Delivery options and time



The screenshot displays the 'Customers' questions' section in the Tidio AI interface. It features a table with columns for 'Intents', 'Asked', '% of all questions', and 'Time saving potential'. The table lists various question categories such as 'Order status', 'Shipping policy', and 'Generic support questions', each with a corresponding number of questions, percentage, and time saved. An 'Automate response' button is available for each category.

Intents	Asked	% of all questions	Time saving potential
Order status	145	20.96%	340 min
Shipping policy	91	11.20%	245 min
Generic support questions	71	10.16%	120 min
Order cancelation	30	11.20%	100 min
Order support	26	11.20%	60 min
Account	26	11.20%	50 min
Refund	21	5.80%	50 min

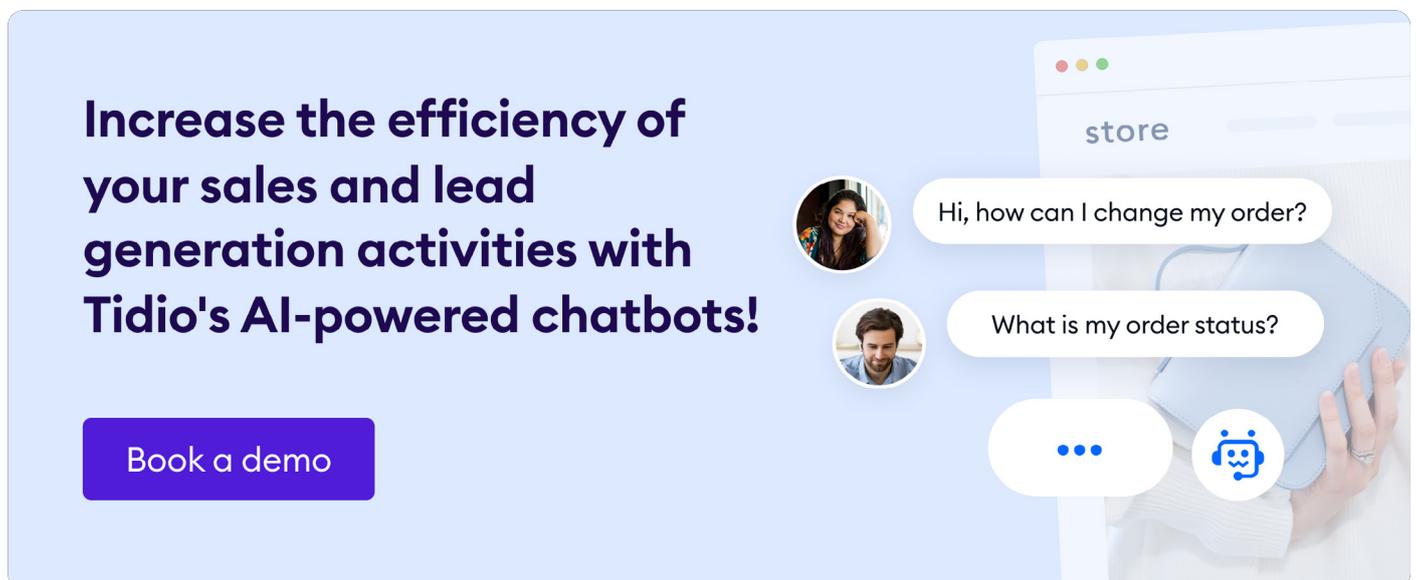
The chatbot can then prepare a base of questions related to the specific category and prepare answers to these questions and send them to visitors right after spotting the “question category” in the incoming queries.

Based on the groups and the frequency of queries in each of them, you can create additional marketing assets, like landing pages, e-books, and more. These will help you address the most common queries and remove your visitors’ doubts.

But, you don’t have to rely only on customers’ questions. [You can also upload your own FAQ knowledge base to let the AI create responses to these questions and take care of up to 80% of their conversations.](#)

This is possible thanks to [Lyro AI](#).

This tool uses significantly more processing power, but can provide contextual conversations, and you’re able to continuously add FAQ’s or knowledge base data to the platform.



Categorize incoming live chat conversations

[Strategy 2](#)

To win new customers, you need to act fast and serve the most promising visitors over others. The sooner you’ll address their queries, the higher your chances for conversion are. It also helps to speed up response time to urgent requests.

[But how to verify if the certain visitor is more willing to buy or not?](#)

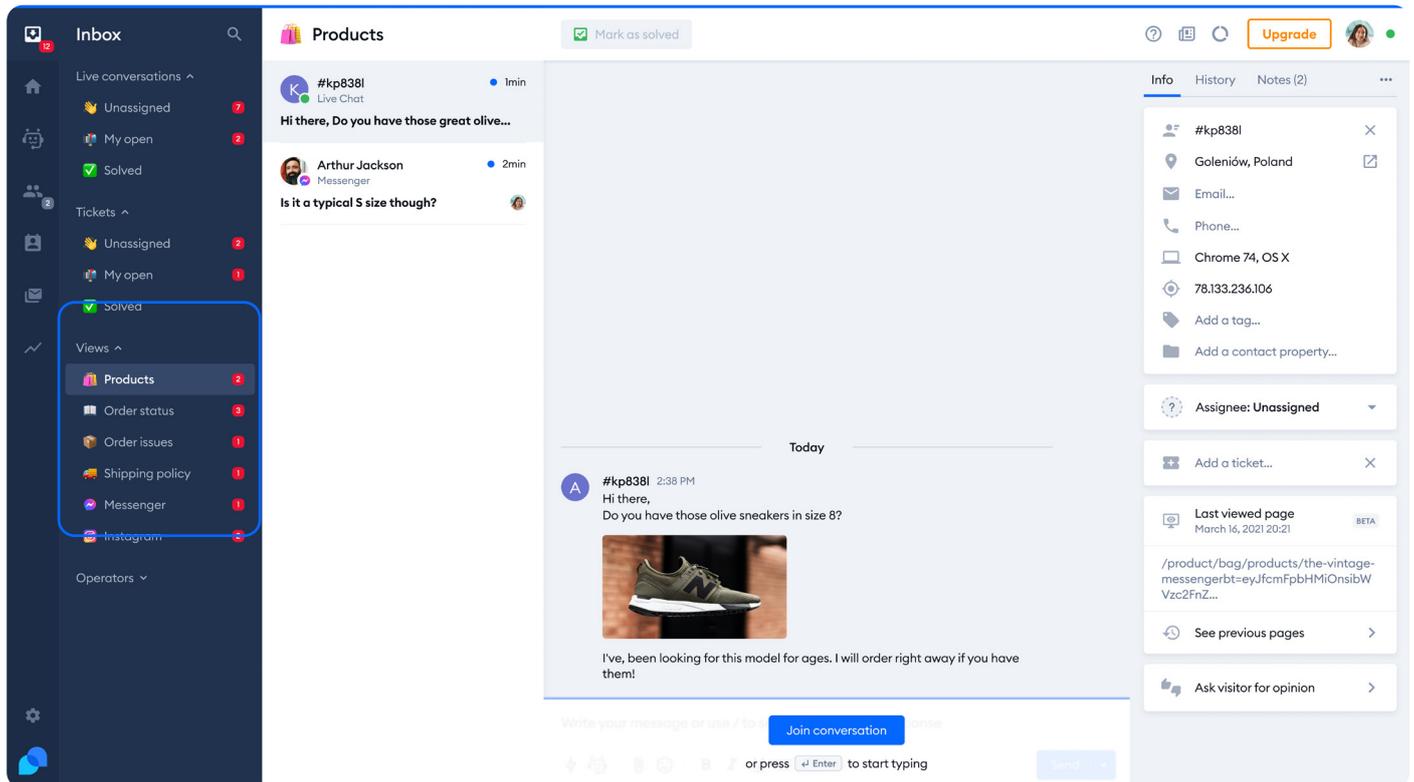
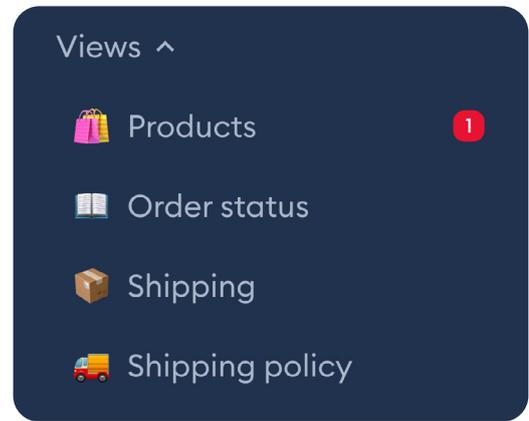
You can do it with a little help of one of the Tidio AI [features](#)—[Smart Views](#).

This feature allows you to prioritize all the “sales” and “revenue-generating” conversations.

How does it work?

Smart Views analyze the conversations your agents have with the visitors based on the customers' intent. Then, the conversations are assigned to groups, for example:

- Product questions
- Order status
- Order issues
- Shipping policy



Automate personalized product recommendations and cross-selling offers

Strategy 3

This is one of the best solutions for increasing conversion and cross-selling in your store. Thanks to simple templates combined with AI solutions, your chatbot will be able to proactively approach your visitors with product recommendations, hot deals or cross-selling offers.

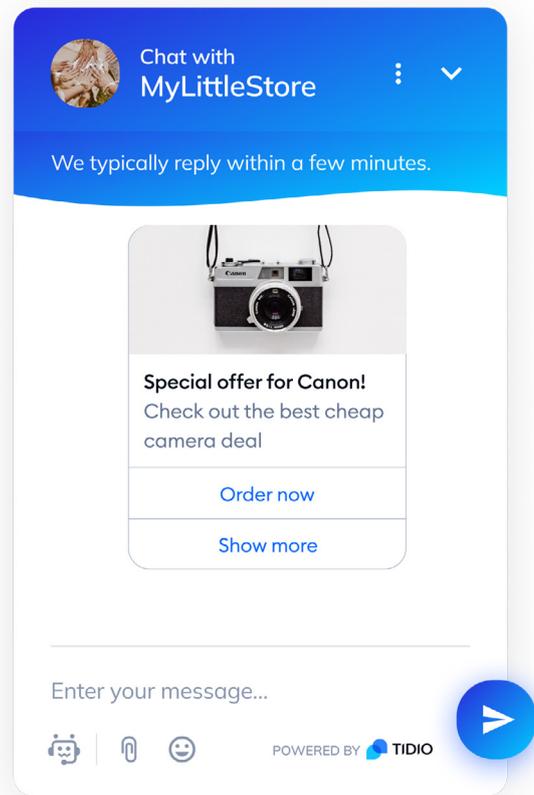
How to do it?

To automate product recommendations on your ecommerce store, you can use a [Product recommendation](#) chatbot template offered by Tidio.

With this template, your chatbot approaches your visitors and recommends hot deals and other cross-selling offers. It starts the conversation when your visitor opens a specific page, like a product page, or wants to finalize the purchase.

Also, with the help of Tidio AI's feature—FAQ Wizard, your bots can detect what your customers ask about.

Then, based on that knowledge gathered with the help of machine learning, the Wizard then uses your content to recommend bots. These bots can answer those questions automatically, freeing up your support agents from dealing with repetitive inquiries



Decrease shopping cart abandonment rate

Strategy 4

Many customers abandon their shopping carts before completing a purchase. Chatbots can automatically reach out to these customers, reminding them of their abandoned items and offering discounts, hot deals, or free shipping. By addressing any concerns or objections, chatbots can help recover lost sales and increase conversion rates.

So, how to decrease shopping cart abandonment with chatbots?

This can be achieved with some of the Tidio's ready-to-use chatbot templates:

1. Last item in stock
2. Cart booster
3. Inform about discounts for particular products

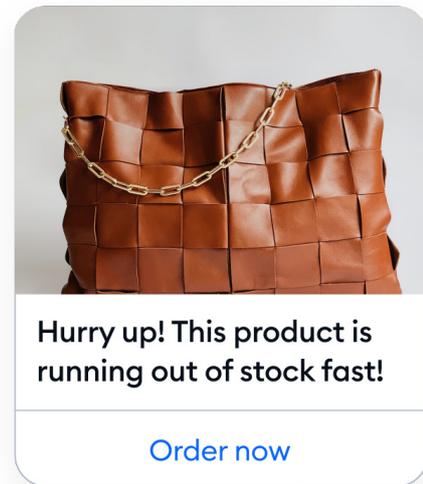
How do they work?

1 Last items in stock

This template informs your visitors that they're currently looking at products that are running out of stock. It uses scarcity and urgency to increase sales of specific products.

Key features:

- Informs that the product is running out of stock
- Urges visitors to buy

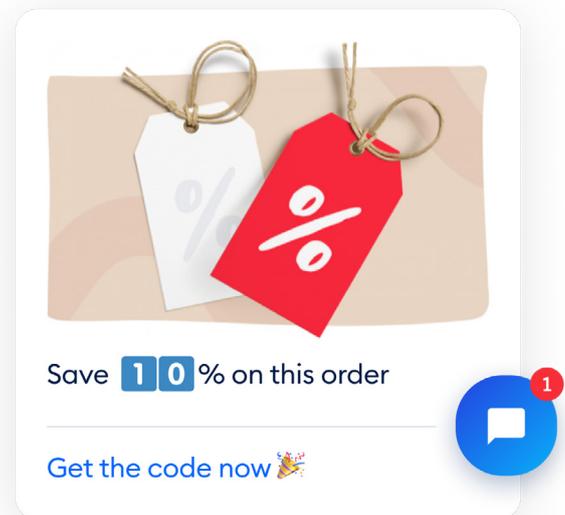


2 Cart booster

This template starts the conversation right when a visitor enters the shopping cart page. The "Cart booster" convinces your customers to make a purchase, by offering them a small discount in the cart. With that template, chances for better conversion are growing.

Key features:

- Starts when a Visitor enters the cart page
- Provides discount codes
- Collects email addresses for the future marketing campaigns
- Gives the possibility to subscribe for the newsletter

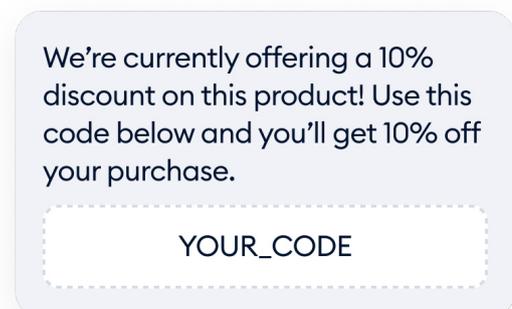


3 Inform about discounts for particular products

This template sends the messages when your visitor opens a specific page, ex., a product page. Then, it highlights its special qualities that can persuade your client to make a purchase. Also, It can send special promo codes, hot deals or promotions for your products.

Key features:

- Sends a promo code
- Showcases hot deals & promotions
- Convinces visitors to purchase



Send discounts before and after purchase

Strategy 5

Who doesn't like discounts? Or hot deals?

Even if we know that it's a calculated strategy to make us buy (and pay) more, we love being tickled by personalized deals and treated like the "special ones". And it works!

But, sending discounts manually through live chat could take ages. Luckily, you can automate this process as well with the following simple chatbot templates:

1. Discount for new visitors
2. Inform about discounts for particular products
3. Spinning wheel
4. Post-purchase discount

1 Discount for new visitors

This template offers your visitors a small discount for their first shopping. Thanks to that, you can effectively push them down through a sales funnel and finally increase the conversion rate.

Key features:

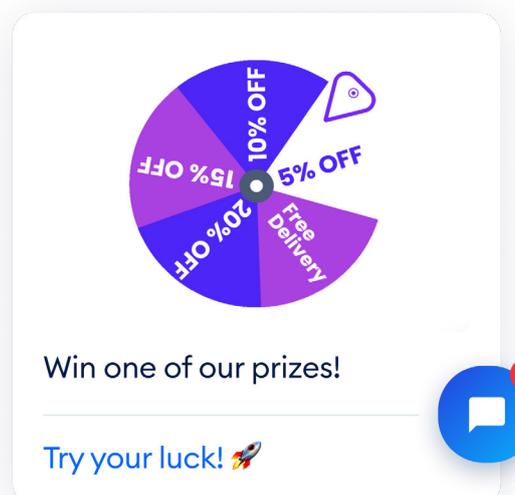
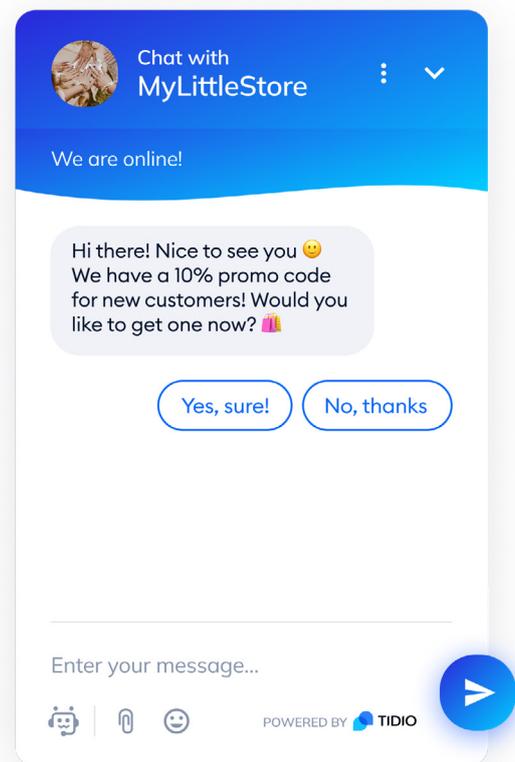
- Starts on the first visit
- Gives the chance to increase conversion rate by sending discounts for potential customers
- Collects email addresses
- Subscribes visitors to the newsletter

2 Spinning wheel

This template allows adding a fun activity that increases customer interaction and engagement. The visitor spins the wheel and wins one of the prizes—a special discount, free delivery, etc. As it's fully editable, it's up to you what's on the wheel and what your visitors can win.

Key features:

- Provides interactive spinning wheel
- Sends discount code or free delivery service
- Grabs people's attention with an animation

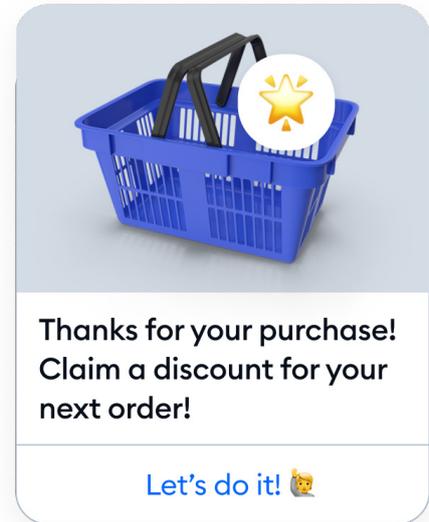


3 Post-purchase discount

This bot triggers after the visitor makes the purchase. Then, to encourage people to go back to your store, the bot sends them next-order coupons. It's a simple way to drive sales and boost revenue.

Key features:

- Provides a discount code for the next order



Lead generation tactics using chatbots and AI solutions

Collect information about your visitors and their needs

Tactic 1

Getting to know your potential customers is the first step in building a relationship with them and turning them into your clients. It's like saying "Hi! How can I help you?". The first impression is crucial, so ensure that your visitors feel taken care of from the very first moment on your store.

Also, while gathering information about your visitors, you can build a solid base of email addresses which can be later used in email marketing activities.

But, greeting and questioning every visitor would take ages and seems to be a never-ending process. That's why it's good to use some chatbots here.

We suggest using the following templates, all of them are available in Tidio chatbot builder:

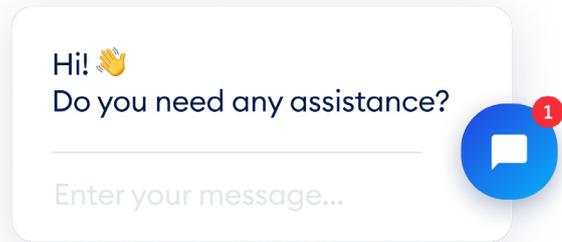
1. Reactive welcome message
2. Lead generation bot
3. Lead magnet / subscribe form

1 Reactive welcome message

With this template, your bot starts the conversation right when the visitor clicks on the chat icon. It can be a simple message with a greeting or question if the visitor needs any help.

Key features:

- Greets all new customers
- Asks if anyone needs help

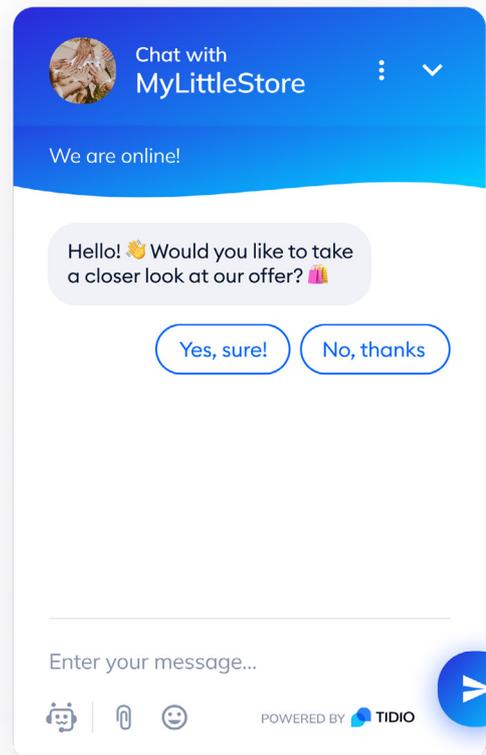


2 Lead generation bot

This one will help you engage visitors with your brand and learn more about their needs. All of this by asking if they are interested in getting to know more about your offer. Also, it can gather shoppers' basic info like email address and encourage them to subscribe to your newsletter.

Key features:

- Starts on the first visit
- Collect email addresses
- Subscribes to the newsletter

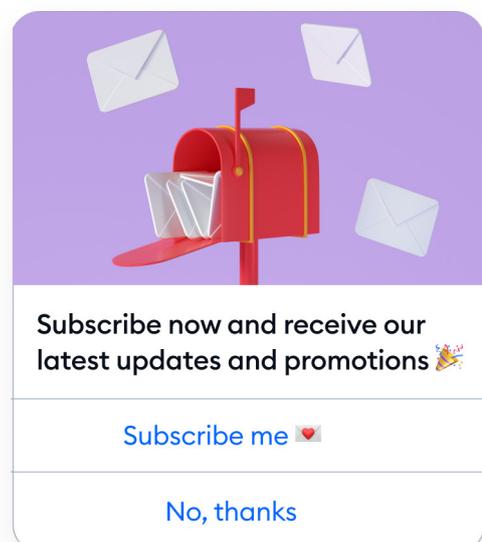


3 Lead magnet / subscribe form

This template helps to automate your lead generation process and collect visitors' contact information. This data can be later used in re-marketing campaigns, sending special deals, promotions, and more.

Key features:

- Collects email addresses
- Gives the possibility to subscribe for the newsletter



Keep your visitors engaged

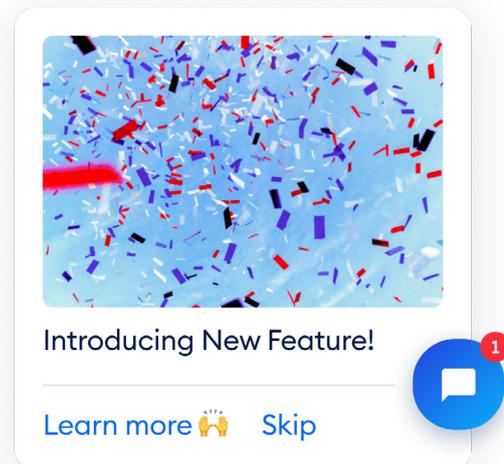
Tactic 2

Keeping your website visitors engaged and making them feel valued is essential in building a customer relationship. So, make sure you keep your potential clients updated with the latest deal in your store, new products, services, shipping possibilities, etc. Or, maybe you're organizing some event related to your business? Let people know!

To maintain the engagement of your ecommerce store visitors, we suggest using the [News & updates](#) chatbot template provided by Tidio.

Simply put this template:

- Provides an announcement
- Helps to share and promote new offers



Don't limit your communication only to chats

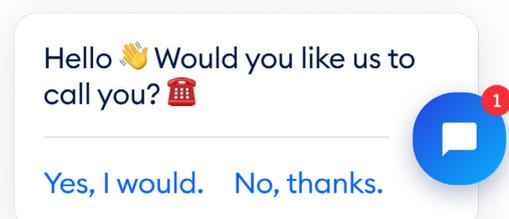
Tactic 3

Especially if you're selling more sophisticated products or services. We love chatbots and AI technology but, in some cases, a "classic" phone call can occur priceless. If your ecommerce store is offering some complex products which require detailed personalization or more detailed service led by a human agent, you definitely should consider adding "phone call" as one of the contact possibilities.

This can be achieved with the use of [Order a phone call](#). With this template, you can collect phone numbers of your visitors to reach them later by a phone or SMS

Key features:

- Starts on the first visit or when a Visitor clicks on the Bots Button
- Asks if a visitor wants to schedule a call
- Collects a phone number



Conclusion

And here we are– these are the tactics and chatbot templates that can help your company boost revenue by generating more leads and increasing sales via automated tools powered by AI.

These tactics can also help you automate your sales and lead generation process, qualify leads and better understand your customers' needs, so you'll be ready to address their needs more precisely.

So pick the solutions that best suit your needs and move your sales and lead generation activities to another level, leaving your competitors behind your back.