Prolifics®

RETAILER IMPROVES INTERACTION WITH CUSTOMER SERVICE CHATBOT

COGNITIVE

COGNITIVE CAPABILITY
Watson technology improves interaction, drives satisfaction, and gains insight

CUSTOMER SERVICE
Chatbot service sets the business apart in an intensely competitive space

REALIZED OPPORTUNITIES
Learn more about customer buying patterns to upsell and cross-sell related products

Competitiveness Through Cognitive

This solution was implemented at an American home décor chain. Its web sales and overall presence could not compete with larger online competitors, and it desperately needed to drive customer interaction and differentiate itself in the digital space. The Company wanted to experiment with new online customer interaction tools using a small project that would provide quick results.

The Company had been evaluating AI bots for over a year. It wanted to innovate, but struggled internally with where to begin. The Company was also battling customer dissatisfaction with its current website search functionality. Its product catalog is extensive, and without an adequate search feature, the Company was losing customers to the competition. It needed a more thorough understanding of its customers, with a quick return on that analysis.

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Chatbot Drives a Superior Customer Experience

Prolifics provided the end-to-end application architecture, design, and development necessary to build and implement an online retail advisor solution.

Using the Watson Conversation Service, Prolifics built a customized chatbot that is hosted on IBM Bluemix. Available both online and on mobile, the chatbot assists customers with selecting products.

The chatbot asks a series of questions driven by Watson Conversation Service and IBM Cloud Foundry. It uses customer input to work through a decision tree, guiding the customer to the ideal product selection. It also prompts second and third conversations about related items. When the interaction is complete, the chatbot ends the process with a series of survey questions to further build its repository of customer data.

Throughout this process, Watson logs each event, providing the Company with additional customer data that powers analysis. The Company can see how customers work through the catalog of products, what products are purchased, what product offers were declined, and how long each customer spent evaluating each item.

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Leveraging Both the Online and In-Store Experience

With the solution in place, the Company now has a more complete understanding of Watson technology and how it can be used to improve customer interaction, drive satisfaction, and gain insight. The more the Company understands about its customers, the more effectively it can sell its products.

Virtual chatbot interaction using the Prolifics solution provides a service that the competitors don't yet offer. It enables the Company to learn more about a potential customer's buying patterns and leverage that information to upsell and cross-sell related products. This increases the Company's perception of value in the customer's eyes, helping it provide a time-saving 'one-stop shop' while driving additional revenue.

The solution allows the Company to provide a "wow factor" as part of its online customer experience, improving customer interaction and collecting customer data for future innovation and enhancement. Using a personalized in-store experience, whether mobile or otherwise, connects online shopping and face-to-face commerce.

It is this level of personalized interaction that allows the Prolifics online retail advisor solution to set the Company apart from the competition, providing a first step into the world of Watson and customer analytics.

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