Hidden Brains®
Discover Possibilities

Chatbot

Reduce Support Expenditure, Increase User Experience

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ChatBot are trending everywhere at the moment and the demand for them is never going to run out soon. On the contrary, as the websites and mobile apps have become MUST, ChatBot for businesses will eventually become a Default inclusion

No customer service representative wants to answer the same question a hundred times a day. No sales representative wants to talk to people who aren't going to buy. And if you're leading an organization, you can't afford to let either of those scenarios be the norm.

ChatBots (more affectionately known as virtual assistants) provide a solution to both of these problems. Their infinite capacity helps free up your employees and scale your organization's efforts. Whether you use chatbots for customer service, sales, or something else, their artificial intelligence ensures that your human resources are only used when they're needed, and that your organization communicates with the most people possible.

Boost the Sales for Online Store

Business Need

- Being a technology savvy and customer service centric ecommerce store owner, our client came to us with a problem that is – getting bunch of customer complaints regarding delay in inquiry response due to lack of support staff.

- Through analytics found that on average, 70% of his online shopping carts are discarded.

- Delighting customer with quick response on their queries, ChatBot should also assist them in their shopping, guiding towards the checkout process like a real friend; simply going to help him to boost his overall sales with loyal customers.

Boost the Sales for Online Store

Hidden Brains Achieved Need

- We started to implement chatbot for our client's e commerce web store's generic queries by utilizing wit.ai framework for Natural Language Processing, set the work-flow and train the Bot by adding records in its database.

- Rather than making customer search on our website, wait for the page to load, then apply filters and hope to find their perfect product, using chatbot we simply send a quick message about what exactly they're looking for with a carousel of products. With direct option to make their purchases through the bot. No need to go through a complex process with multiple steps that would leave them frustrated and tempted to actually abandon their cart.

Boost the Sales for Online Store

Hidden Brains Achieved Need

- Using Facebook Messenger chatbot, we send users reminders about their shopping carts that they left idle or abandoned, offering limited-time discounts.
- As we said, customers want to be attended to within 5 minutes. They'd have to wait for an average of 11 minutes to speak to an actual human when they call companies. But with chatbots, they're only waiting for about 45 seconds, quite an improvement.

Product Guide

Business Need

- Product owner has already successful product in market with booming ongoing sells & annual revenue, feels the necessity of customer support for the product information, configuration specification; with minimal human resource cost.

- Product guide is already published on website along with separate PDF files, but people don't prefer to read all those lengthy content. Hence with emerging technology in the market – ChatBot, came to Hidden Brains to sustain his need.

Product Guide

Hidden Brains Achieved Need

- By collecting product standard information, we trained bot with the information we had in data set with help of Natural Language Processing.

- Our final solution simply provide easy interface for customers to directly choose the product and ask for the information he wants to know. Bot will quickly share the required details within the same chat interface.

- Product support service merely keep increasing with help of a Bot, without intervention of a human.