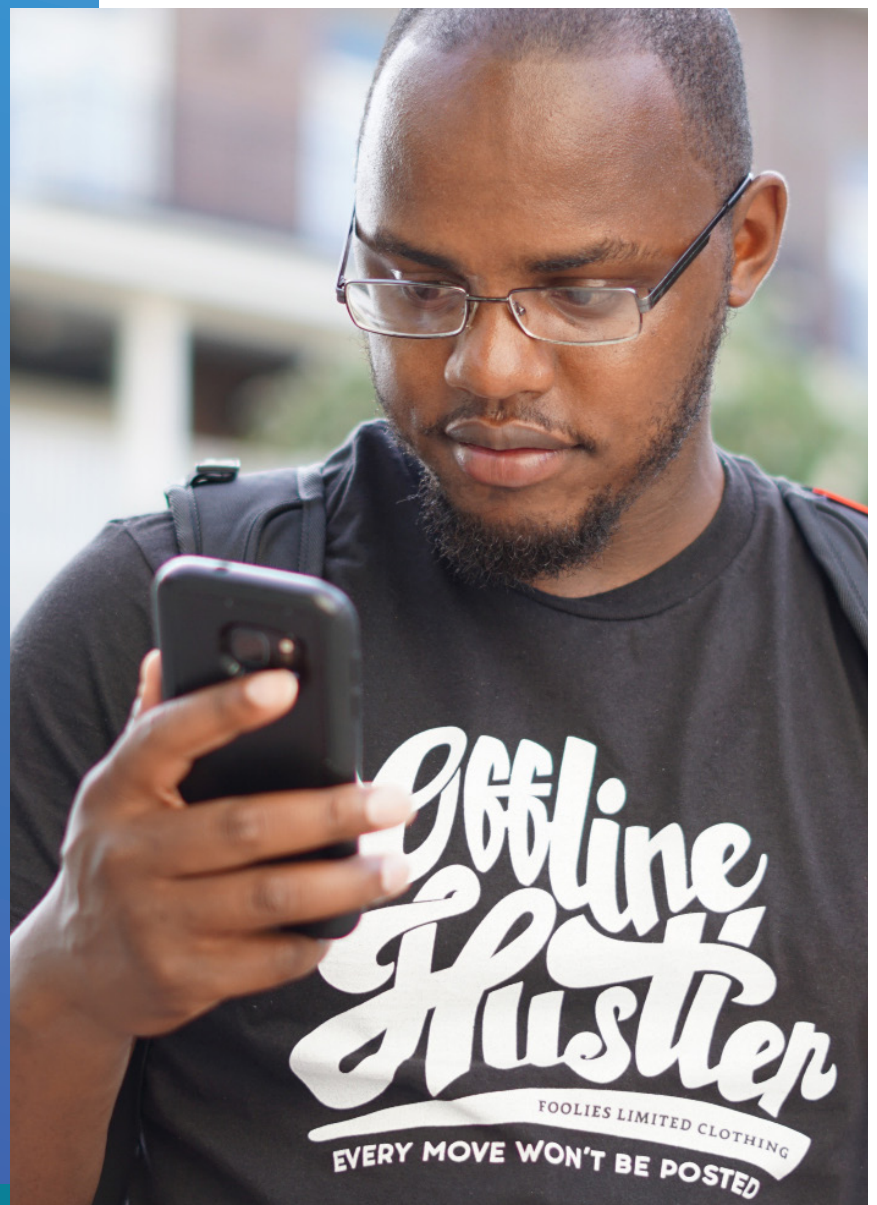


Improve Sales with Conversational Commerce

Between 2017 to 2019, the number of messages exchanged between customers and businesses has exploded from one billion to over 20 billion.

Such explosive growth led Gartner to forecast that businesses deploying AI-powered assistants for retail will grow to 25% by 2020 – will you be one of them?



Accelerate Growth with AI-Powered Sales Bots

Everise helps your brand transform conversations into consultations, and complex purchase decisions into simple choices with our AI-powered digital experiences.

62%

of customers would prefer to chat directly with a business as opposed to searching for an answer.
~Everise user study

Optimize your path to purchase with in-the-moment conversations designed to sell:

- Time your messages to arrive at high-impact moments
- Provide unique product positioning and targeted offerings
- Reverse engineer your best salesperson into a scalable recommendation engine
- Drive customers to retail outlets with geolocation awareness
- Remarket with effective bot-delivered emails and notifications
- Sell in multiple languages with multilingual NLP

Gartner reports that organizations implementing AI-powered sales bots realize a reduction in call, chat and email inquiries of 70%. Additional benefits include increased customer satisfaction and cost savings of over 30%.

Everise offers high-performing solutions for brands seeking this level of digital transformation.

70%

reduction in call, chat and/or email inquiries

30%

cost savings



CASE STUDY: Reverse Engineering Successful Sale Strategies for Leading Telco

CLIENT

U Mobile is one of the fastest growing cellular data and telephony providers in Malaysia – one of the fastest growing mobile markets in the world.

CHALLENGE

U Mobile needed to educate the market on its various installment plans and financing options – concepts previously foreign to many Malaysian consumers. Given the innumerable combinations of factors bearing upon financing terms, including handset price, plan, subscriber longevity and credit history, the client struggled to find a way to effectively present the most relevant information to individual consumers online.

ANALYSIS

Through front-line observation of U Mobile's five highest performers, Everise researchers determined that successful retail sales agents best helped customers by focusing on two main financing plan components: device specs and monthly budget. This knowledge formed the foundation of a reverse-engineered intelligent financing experience platform built to both maximize sales and customer satisfaction.

STRATEGY

Instead of customers sifting through large amounts of information, an AI-powered chatbot would present a few simple questions taking the customer on a self-directed journey culminating in the discovery of their ideal plan.

SOLUTION

The outcome was the development of U-bot. Fluent in both traditional and Malaysian English, U-Bot used machine learning to present individually optimized plans and seal the deal by sending a personalized plan summary to the customer, while leveraging location detection to then direct them to the nearest retail store. It also helped answer common questions about their unique micro-financing options and complex mobile internet plans.



RESULTS

In the first 90 days, U-Bot hosted almost 300,000 conversations, providing 50,000 plan recommendations in the process. This exceeding client expectations eight-fold. U-Bot was also a proficient marketer, achieving an astounding 152% email open rate.

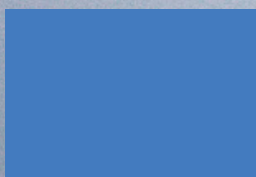
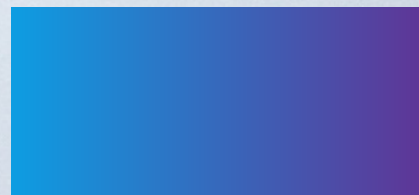
High Performance Digital Experiences

“U-Bot has worked well in guiding our customers to find the most suitable plan for their needs. Even without a marketing push, we have seen significant organic traffic and engagement growth since its launch.

“We are certainly happy with U-Bot’s performance so far and we hope to also use it as a platform to mine insights so that we may develop something even more extensive and responsive in the future.”

Lee Ping Han

Marketing, Integrated Digital Platforms
U Mobile



Everise builds intelligent digital experiences that drive customer satisfaction and sales. Learn more about how we can efficiently transform your customer's experience and in doing so, greatly expand your relationship.

CONTACT US TO LEARN MORE

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