

A GLOBAL HERBAL WELLNESS BRAND WITH A PRESENCE IN 100+ COUNTRIES COLLABORATED WITH ASKSID TO IMPROVE THEIR CONSUMER EXPERIENCE AND SUPPORT.

ASKSID CREATED A CUSTOMIZED VIRTUAL ADVISOR FOR THE BRAND



THE PROBLEM



How do we make it easy for consumers to find the right product across **500+** options?



How do we provide expert support **24/7**?



Is there any way we can tap into what our consumers really want?

THE SOLUTION

By focusing on the consumer journey for this global wellness brand, AskSid was able to find sustainable solutions to all the challenges the brand was facing. We did this by simplifying the shopping journey, providing instant assistance 24/7, and ensuring that the virtual advisor was backed by a comprehensive knowledge base. Insights from conversations also gave the brand a peek into changes that could potentially meet their consumer's most pressing needs.

BUSINESS OUTCOMES



700+ hours per month of automated conversations.



For every **100** conversations, **5** result in online order within **7** days.



70% of all questions were answered by AI in 2 months of going live.



Unique consumer insights on what they need from the brand derived from natural language interactions with AI.

KEY FEATURES

- ⦿ We built an AI knowledgebase of Q&As for all products.
- ⦿ Chatbot trained on retail across channels like Webshop, Facebook, Whatsapp, etc.
- ⦿ Qualified leads handed over to human agents to close the sale.
- ⦿ We derived precision marketing insights from conversation data that led to new business opportunities for the brand.