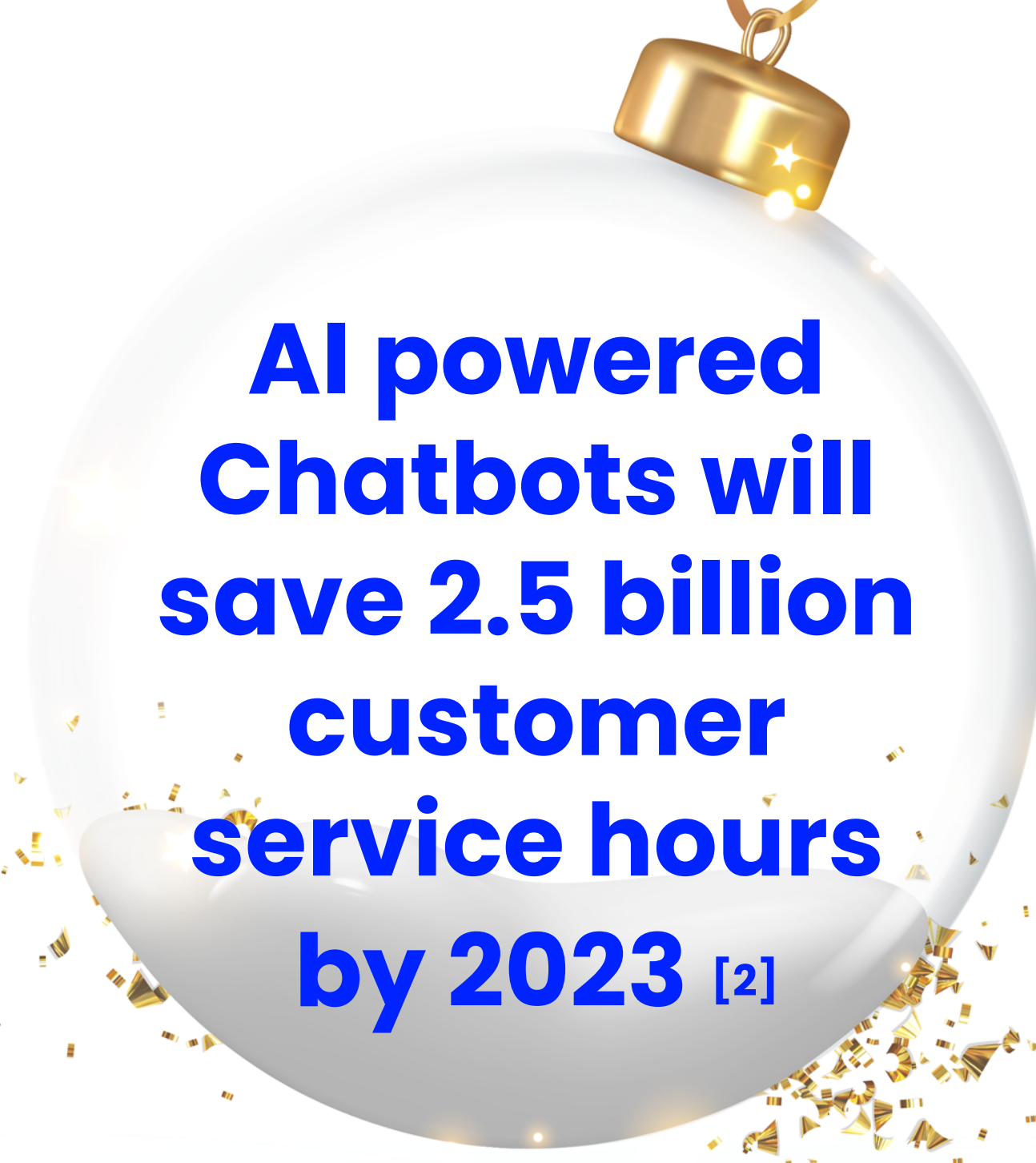# OpenDialog

Meet Santa's New Helper:
AI Powered Chatbots

Meeting demand can be hard around Christmas, even Santa needs his little helpers! With holiday shopping accounting for around 30% of all retail spend [1], a Christmas Chatbot can help support businesses and ensure that every customer has a positive shopping experience.

Supporting Staff

The Christmas shopping period can add a lot of pressure on staff throughout the business, with an increase in enquiries, being understaffed due to staff holidays and illnesses, as well as general end of year burnout. AI powered Chatbots and Intelligent Virtual Assistants can relieve this pressure as they are available for customers 24/7, providing accurate support without the need for human intervention.

AI powered Chatbots will save 2.5 billion customer service hours by 2023 [2]

Post-Purchase Experience

The customer journey doesn't end once they have finalized their purchase, it continues until the item has been delivered, tried, and tested. AI powered Chatbots and Intelligent Virtual Assistants have the capability to offer customers post-purchase support, collect relevant feedback data and offer personalized product suggestions to encourage an additional purchase.

Delivery Updates

We all know the stresses of delayed deliveries around Christmas, and with the current Royal Mail strikes the pressure is on for customer service staff. Customers want assurance that their parcel will arrive on time, and a Christmas Chatbot is able to provide them with the relevant information quickly and without the help of a live agent.

Sales Through Social Media

With many social media platforms now offering customers the option to shop straight from ads on their app, an AI powered Chatbot is able to assist online shoppers through this new buyer journey, providing them with instant responses at any time of the day and encouraging a quick and seamless purchase.

Social commerce is expected to reach $2.9 trillion by 2026 [4]

Reduce Cart Abandonment Rates

For a customer to go through the entire buyer journey and then exit at the final stage, there must be something that put them off. Maybe they're concerned about delivery times or feel they may need more information about the product or company. An AI powered Chatbot can help to reduce cart abandonment rates by answering any concerns that these potential customers may have and providing them with the confidence needed to complete the purchase.

Personalized Gifts

With thousands of products available to order online, finding the perfect gift can be overwhelming. AI powered Chatbots are able to gain an understanding of what your customers are looking for and guide them to the perfect item, providing a tailored shopping experience that is quick, easy and stress free!

Online shoppers are expected to spend around $209.7bn on holiday shopping this year [3]

Conversational AI With OpenDialog

Investing in Conversational AI can bring a whole range of benefits throughout the year, not just at Christmas, and can be adapted to what your businesses needs to function and scale with ease.

Book A Demo →

[1]   https://sproutsocial.com/insights/importance-of-social-media-marketing-in-business/

[2]   https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/a-new-way-to-measure-word-of-mouth-marketing

[3]   https://www.statista.com/statistics/1341589/holidays-online-spend-worldwide/

[4]   https://contentmarketinginstitute.com/wp-content/uploads/2019/10/2020_B2B_Research_Final.pdf