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WHY DOES YOUR ECOMMERCE NEED A CHATBOT?

**Spoiler: "Amazon's AI chatbot
is coming!"**

This white paper explores the main advantages of a chatbot for e-commerce, starting from the evolution of the shopping experience made possible by generative conversational agents.



Chatbots have become an essential component for personalizing and improving the online shopping experience.

Introduction

Until recently, Amazon has used conversational AI primarily for customer service, resolving issues and answering user questions through channels like Alexa. With the evolution of generative AI, Amazon has taken a further step forward, introducing Rufus, a virtual assistant that revolutionizes the online shopping experience.

This innovation has already been successfully tested in the United States, now offering Italian customers a beta version accessible via the Amazon app. Rufus is a true virtual expert, able to answer questions, suggest products, make comparisons and recommend personalized items, enriching the purchasing journey just like a sales assistant would do in a physical store.



THE RESEARCH

“Generative AI revolutionizes online shopping”

Generative artificial intelligence is changing the way consumers discover brands, request information and assist with the shopping experience.

According to the Accenture research “Unleashing the power of Generative AI”, generative conversational agents are positioned as the best shopping influencers.

Generative AI allows you to personalize the shopping experience in unexpected ways, so much so that we predict that generative chatbots will come to make purchasing decisions instead of the customers themselves.



WHAT OPPORTUNITIES?

- **Up-selling/Cross-selling:** instead of searching for five separate items, a consumer could simply type “40th birthday” and receive a series of relevant products and consider items they hadn't thought of.

- **Customer retention:** the more chatbots manage to retain consumers within the site, the less they will turn to other e-commerce platforms for their searches.

- **Customer experience:** most consumers expect generative AI to handle the negotiation and file refund requests and complaints on their behalf.

- **Positioning & recommendation:** LLMs (Large Language Models) will play a key role in brand positioning and reviews, transforming SEO - based marketing.



Experiences that chatbots can improve

“An eCommerce chatbot not only offers answers, but transforms the entire purchasing journey”

Real-time assistance: chatbots answer questions in real time, improving the conversion rate.

Guided purchases: chatbots guide users through the purchasing journey and provide assistance during the payment phase.

After-sales support: the ability to track orders, manage returns and resolve any problems builds customer loyalty.

THE RUFUS CASE

“We’re still in the early stages of generative AI, and the technology won’t always get it exactly right. We’ll continue to improve our models and refine our responses to make Rufus more useful over time.

Customers are encouraged to provide feedback and ratings of the responses they receive.”

***Rajiv Mehta, Vice President,
Search and Conversational
Shopping, Amazon***

Conversational Commerce

According to BCG research, in collaboration with Meta, the future of e-commerce is undoubtedly conversational.

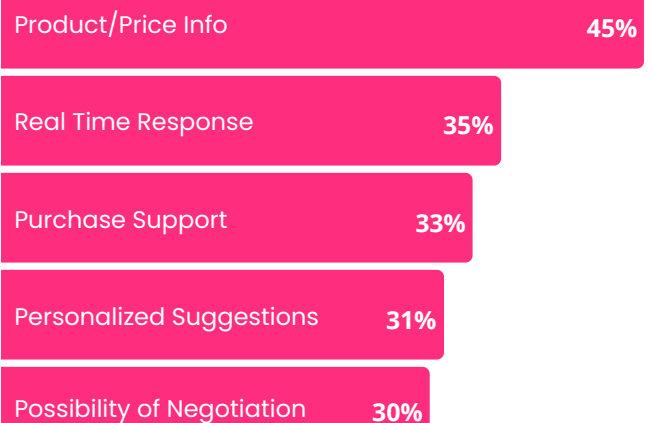
With 87% of the world's population owning smartphones and a message volume of 100 billion messages exchanged daily on Meta platforms alone, conversation is undoubtedly the channel for answering questions from potential online buyers.



40%

of C-commerce shoppers surveyed globally say chat was how they started shopping online.

Why C-Commerce Shoppers send messages to brands



42%

Shoppers surveyed in Europe and the Middle East revealed they used messaging channels for holiday shopping.

67%

More than two-thirds of shoppers surveyed say they plan to increase or maintain spending on the C-Commerce channel.

HOW TO START

"The key steps to integrate a chatbot on your eCommerce"

1

USER EXPERIENCE

Identify the areas where a chatbot can have a more significant impact.

THE PLATFORM

Opt for a solution that integrates well with your CMS and with your order management system.

2

3

RAG

The RAG (Retrieval-augmented generation) system improves control and precision of chatbot responses.

PERSONALIZATION

Train the chatbot with real interactions and customize it to your brand's voice and style, including canned answers for common questions and industry-specific scenarios.

4

5

MONITORING

After launch, gather feedback from users and monitor interactions to optimize the chatbot's performance, adding new content and improving responses as needed.





THANK YOU!

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