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CHATBOTS – A TOOL FOR CUSTOMER SATISFACTION IN E-COMMERCE

Article from [Revalsys Technologies](#)

This article explains about the advantages of using chatbots for customer satisfaction in e-commerce

The sole purpose of every e-Commerce business is to acquire new customers and communicate well with the present ones. When it comes to running a store online, every little thing should be paid attention; but it's not that easy.

In the present business scenario, the main benefits you get when you have an e-Commerce website includes wider customer reach, better conversion rates, increased profitability and open 24/7.

With more and more people turning online shoppers, having an e-Commerce portal doesn't offer possibility rather you get lots of opportunities to sell your products or services to a wider audience. e-Commerce platform allows organisations to offer a better shopping experience to each customer that contribute to better sales and customer satisfaction.

For any e-Commerce store, providing an excellent customer service has become a necessity these days. If you want to impress your customers, you need to provide assistance whenever they require. You should be there to help your customers through the entire buying process and even after that. Chatbots are a great addition to the e-Commerce industry making lots of work easier.

What are Chatbots?

Basically, chatbots are automated bots that interact with customers via the chat interface. The experience the customers receive interacting with a chatbot is similar to interacting with a customer care agent through live chat. Apart from offering responses to simple questions, it can be used for various other purposes.

Chatbots can be differentiated based on the following -

- **Rule-based bots**

Rule-based bots operate through a pre-set rule that offers pre-written responses to the queries of the customers.

- **Machine learning bots**

With machine learning bots, you'll get more human-like interactions. To offer appropriate responses, it looks for previous interactions, pulls from context and other resources. Over time, it becomes more effective at responding to queries.

Benefits of Using Chatbots in Customer Service

- **Chatbots play the role of a sales associate**

Along with addressing the queries of the customers, chatbots work as a sales associate. When it comes to buying decisions, chatbots can help the customers make purchases by answering questions about product quality, features, size etc. The bots even provide with direct links to the product pages relevant to the queries of the customers. This helps the customers navigate directly to the relevant pages rather than wasting their time and energy scrolling through the product pages. The standard shopping experience of the customers turns into an interactive one with the support they get from the chatbots while shopping.

- **Make automation interactive**

Most e-Commerce businesses use automated services such as order confirmation emails, shipping details emails, follow-up emails etc. to communicate with the customers. No doubt these emails are helpful, most customers delete the emails once they read it. But you can make the communication an interactive one by providing the automated content through the live chat interface.

- **Let shoppers say**

A significant percentage of shoppers like interacting through live chat and including chat-based support through chatbots let you make better your customer service. As the customers get an opportunity to interact through chat-based support, it helps in making better purchase decisions.



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