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HOW CAN AI BENEFIT eCommerce Business

Article from [Revalsys Technologies](#)

This article explains about
how can AI
benefit eCommerce business

Over the past few years, the number of online shoppers has increased drastically. eCommerce itself has brought lots of changes to the buying patterns of customers. With a wide choice of products available anytime and the sheer convenience of getting products at home itself with just a few clicks, online shopping has become a vital part among shoppers.

With more and more online shopping sites growing at a rapid pace, the competition in the eCommerce industry getting tougher with each passing day. Due to the tough competition, it has become extremely important for you to stand out and offer better customer service. AI or Artificial Intelligence has become an integral part of many eCommerce businesses as you can redefine your business by unlocking the benefits offered by AI.

Benefits of AI in eCommerce

Let's have a look how AI can benefit your eCommerce business:

- **Easier product searching**

As most sales start with a search and if the shoppers don't find the results displayed to be relevant, they are most likely to leave your website and visit another one. Though keywords based search is usually used based on which websites offer relevant results. However, the results generated through this method may not be accurate always. To offer the most accurate results, using visual search engine powered by AI lets customers send an image and discover products similar to the image.

- **Personalised marketing strategy**

Recommendation engines powered by AI can filter relevant data about a customer's interest, preference, time spend on your website etc. from numerous data. Based on the insights received on a timely basis help online marketers to offer personalised product recommendations based on the recent activity of the customers and purchase history.

- **Quick customer service**

Chatbots are a great addition to the eCommerce industry as it can make many things much easier which include automation of customer service messages, interaction with customers in real-time, sending order-related information, resolving issues etc. And using chatbots that are powered by AI offers quick and direct customer engagement. It can create human-like interaction making customer service even better.

- **Retargeting potential customers**

A significant percentage of the marketing leads are lost due to the failure of the marketing staff to follow up the leads. This means you lose a good number of pre-qualified potential customers who are interested in your products. In addition, the loads of customer data you have just go waste. When you use AI in your website, you customers can even see special offers on their screen which are based on the dwell time of the customers. By responding to the lead and impulses of the customers, the scenario of sales is changing.

- **Make the sales process efficient**

Customising solutions and creating sales messages that reach customers at the right platform at the right time is all possible by integration AI into the CRM system. And if the AI system you use enables voice input and natural language learning, your CRM can solve problems, answer to queries of the customers and identify if there is an opportunity for sales.

AI is providing a great impact on different areas of an eCommerce business, from customer service to product discovery, engaging customers and increasing sales, it offers various benefits. It's helping online marketers to constantly connect with their customers in new and meaningful ways. It's making a vital change in the way online stores deal with their customers and offer quick access to information.



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