

# Kore.ai Smart Bot™ for Commerce



## An Out-Of-The-Box Solution to Digital Transformation

Meet growing customer demand for a personal and consistent shopping experience. Turn more visitors into customers by reducing the time and effort needed to locate your products, find information, and make purchasing decisions. Increase customer satisfaction and loyalty by providing superior and memorable service at all times within every available service and support channel. In just 60 days, you can empower your customers to shop how, when, and where they want using a familiar conversational interface they know and love.

### The Kore.ai Advantage: Bots as the Future of Retail

- **Fully Optimized Natural Language:** Customers can interact with your brand and complete tasks as easily as they send a text. The more the Smart Bot is used the more it comes to understand user intent and requests.
- **Omnichannel Engagement:** Our Smart Bot works within the communication channels you choose - from Facebook Messenger to SMS and email to your website and mobile apps. Customers can start a conversation in one channel and complete it later in another channel with full context and a consistent UX.
- **Proven Platform Integration:** Built-in seamless integration with Demandware and SAP Hybris lets you simply and securely tap into existing platform investments. Easily integrate with other key systems using APIs.
- **Enterprise-Grade Security:** Meet strict compliance obligations with secure bot messaging and user authentication, built-in access controls, data retention, eDiscovery and more. All bot-based data is protected using the maximum encryption protocols available for each communication channel.
- **Comprehensive Administration & Analytics:** Easily manage your Smart Bot and the communication channels it is deployed to. Get real-time, actionable insights - giving you unparalleled insight into what makes your customers tick.
- **Personalize Your Bot:** Tell us your Smart Bot's ideal look and personality and we'll help you refine it to be a 24x7 brand ambassador.

### What's Possible With Your Smart Bot for Commerce



#### Make It Easy to Get Started

- Greet and help customers
- Identify shoppers and set up new accounts
- Manage customer accounts



#### Provide Superior Service & Support

- Give instant and consistent support across all channels
- Answer frequently asked questions
- Bring in a human customer service agent (coming soon)



#### Keep Customers Up-to-Date on Orders

- Track the status of orders and shipping details
- View order history



#### Increase Cart Value With Personalized Offers

- Inform customers of current and upcoming promotions
- Deliver right-time, right-fit actionable offers on related products and services
- Get alerted when an online cart is abandoned



#### Streamline the Browse-to-Buy Process

- Search for products and refine results by price, color, and more - ensuring customers find exact matches
- Manage a digital shopping cart and add, view, or remove items from cart or empty it to start over
- Add items to a wish list and add wish list items to a digital shopping cart
- Start a transaction in one channel and easily complete it later in another
- Purchase products

## Get Started in Just 60 Days

Kore.ai understands the importance of deploying new technology quickly and flawlessly. Our expert team of product managers, technical architects, NLP specialists, and business analysts will work with you directly to best meet your needs. We'll also customize your Smart Bot for commerce to fit your exact requirements through a streamlined, personalized development process. We want to maximize the financial impact our Smart Bot will have on your business while providing the fastest ROI possible. The following is a sample 60-day deployment timeline with some key highlights from each step of the process:

Week 1 - Week 2	Week 2 - Week 5	Week 5 - Week 8	End of Week 8	Post Launch
<b>Solution Blueprinting</b>	<b>Development &amp; Customization</b>	<b>Testing &amp; Training</b>	<b>Launch</b>	<b>Ongoing Learning &amp; Continuous Improvements</b>
<p>Our expert team works with you to capture and understand your specific requirements</p> <p>Test availability and access to your systems, data, and APIs</p> <p>We present the customized blueprint to your stakeholders (typically on-site at your preferred location)</p>	<p>Development begins using existing solution bot</p> <p>All relevant APIs tested to ensure proper connectivity</p> <p>Task definitions are modified to point to customer specific APIs</p> <p>Bot functionality is customized per your needs and specifications</p>	<p>Bot's NLP is trained per your specifications</p> <p>Our NLP expert develops test cases for initial validation and will tune and refine NLP to ensure 90% accuracy</p> <p>Bot provided to UAT testers</p> <p>Bot's NLP &amp; other functional behaviors continually monitored by our NLP expert and bot developer</p>	<p>Bot officially deployed into production environment</p>	<p>Kore.ai monitors logs for issues found by production users and makes fixes and corrections to the bot configuration as needed</p> <p>Kore.ai continually tunes NLP per user feedback within a 72 hour SLA</p>