



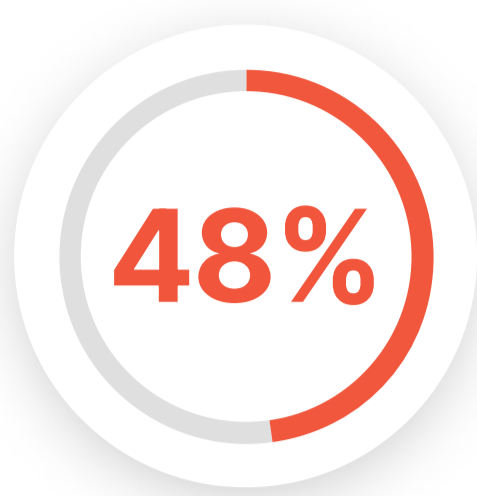
Conversational AI and Customer-Centric Personalization

Did you know that 80% of consumers are more likely to buy from a business that offers personalized experiences? Today's consumers expect personalization from enterprises, regardless of size and industry. Companies that invest in personalization to improve customer experience and build relationships are winning big time.

Using chatbots you can create personalized digital experiences for your users at scale.

The goal of personalizing your chatbot is to make the user feel more understood and make their life easier.

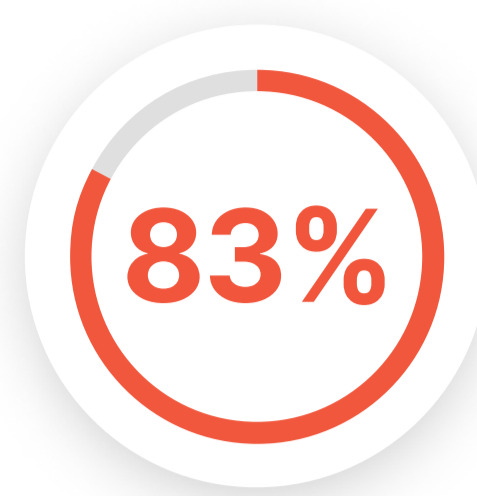
Facts about Personalisation



of consumers spend more when their experience is personalized

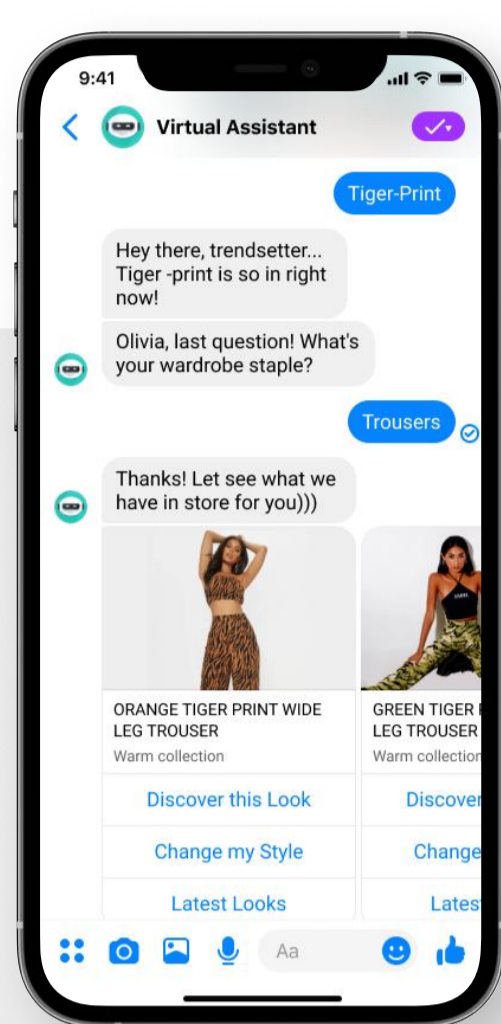
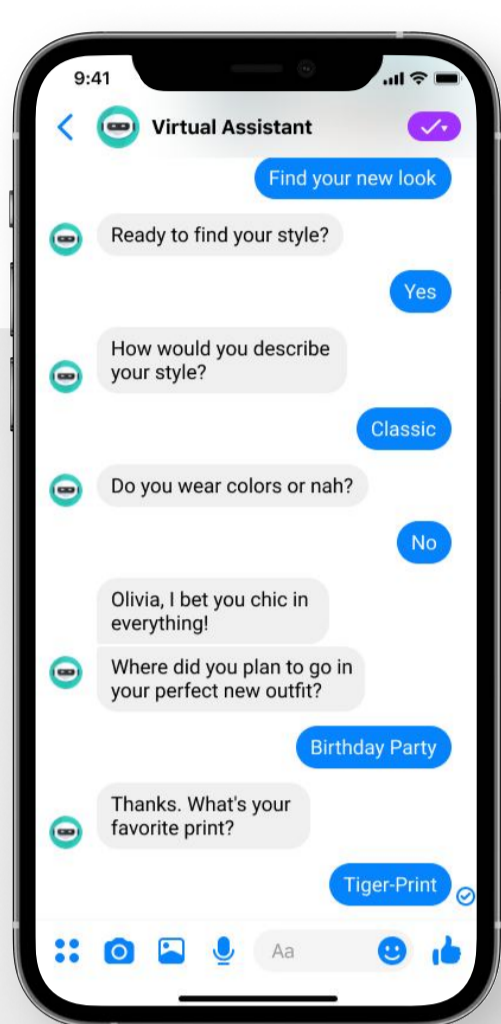
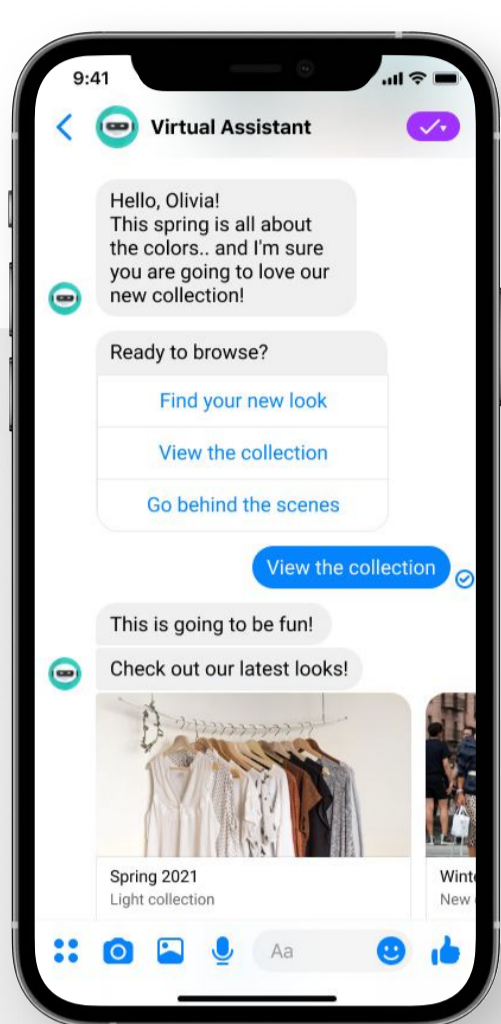


of consumers are more likely to buy from companies who remember them and provide relevant offers



of consumers are also willing to share their data in exchange for a personalized experience

eCommerce Chatbot: What a Bot Can Do to Personalize Customer Experience



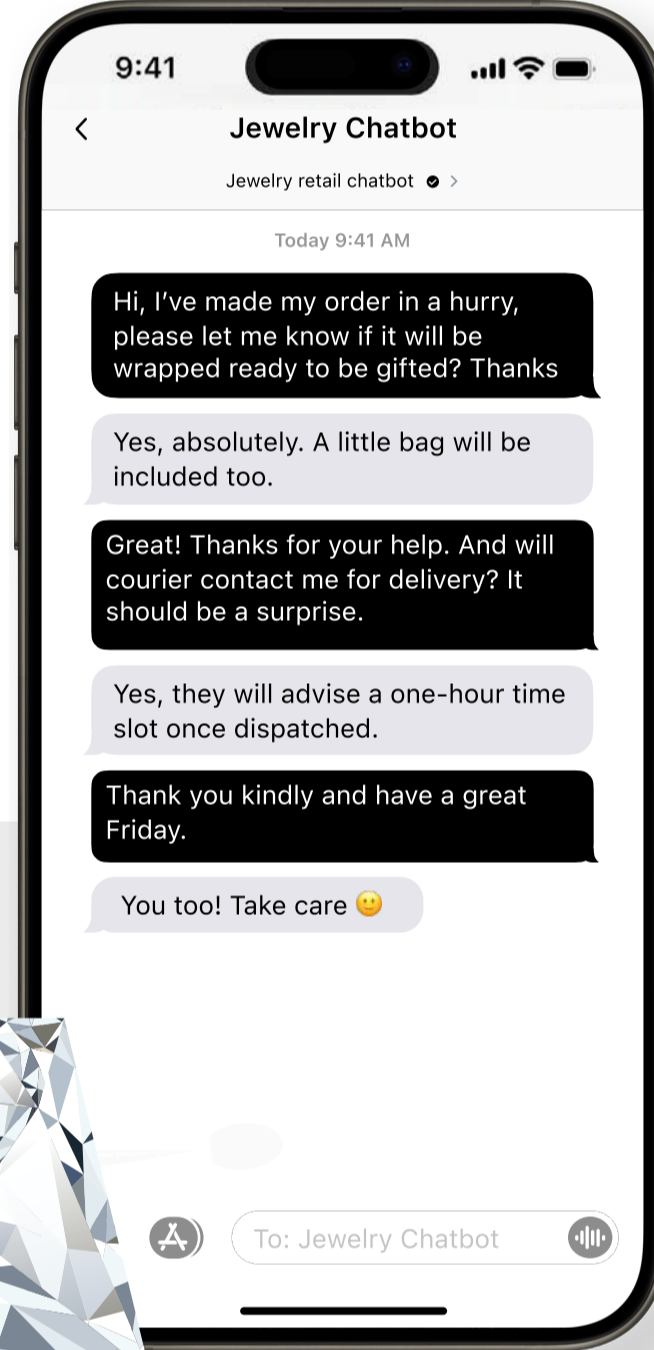
Use Cases:

- Customer services personalized at scale, 24x7
- Increase the rate of returning customers by providing a tailored experience for each
- Personalize product introductions
- Answer product questions anytime
- Infer visitor profiles to personalize the shopping experience
- Collect user data

Look at These Chatbot Examples That Deliver Effective Personalization at Scale

Luxury Retail Routing ChatBot

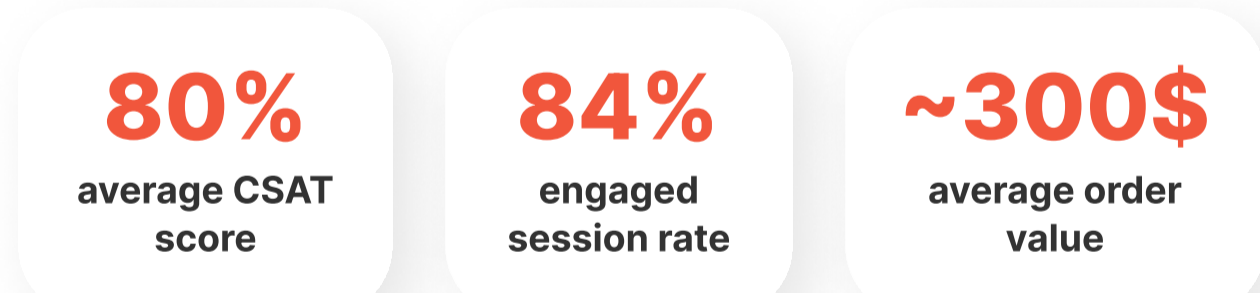
Our client aimed to optimize their international customer support service to automatically manage the work of teams located in different time zones. At Master of Code Global, we addressed their challenge by developing a unified routing bot for several markets.



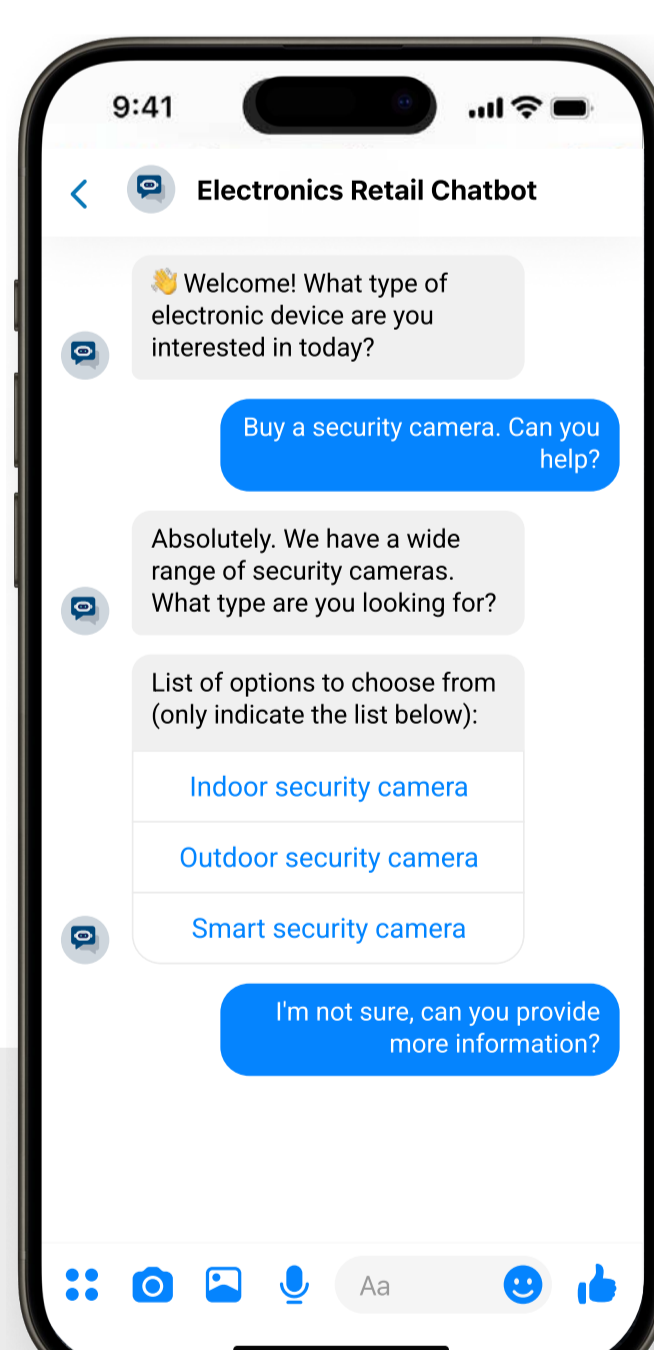
Use Cases:

- Effortless management of teams located in different time zones
- Reduced workload on support agents
- Instant assistance to buyers regardless of their location

Electronics Retail Chatbot



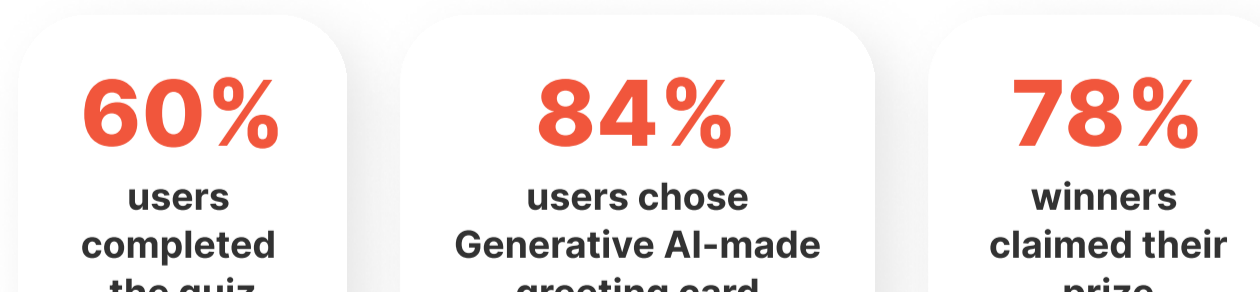
To capitalize on Black Friday sales, the global electronics manufacturer aimed to implement an on-website chatbot to increase seasonal revenue. The MOCG team developed an Apple Messages for Business bot to help the company level up their interactions with end-users.



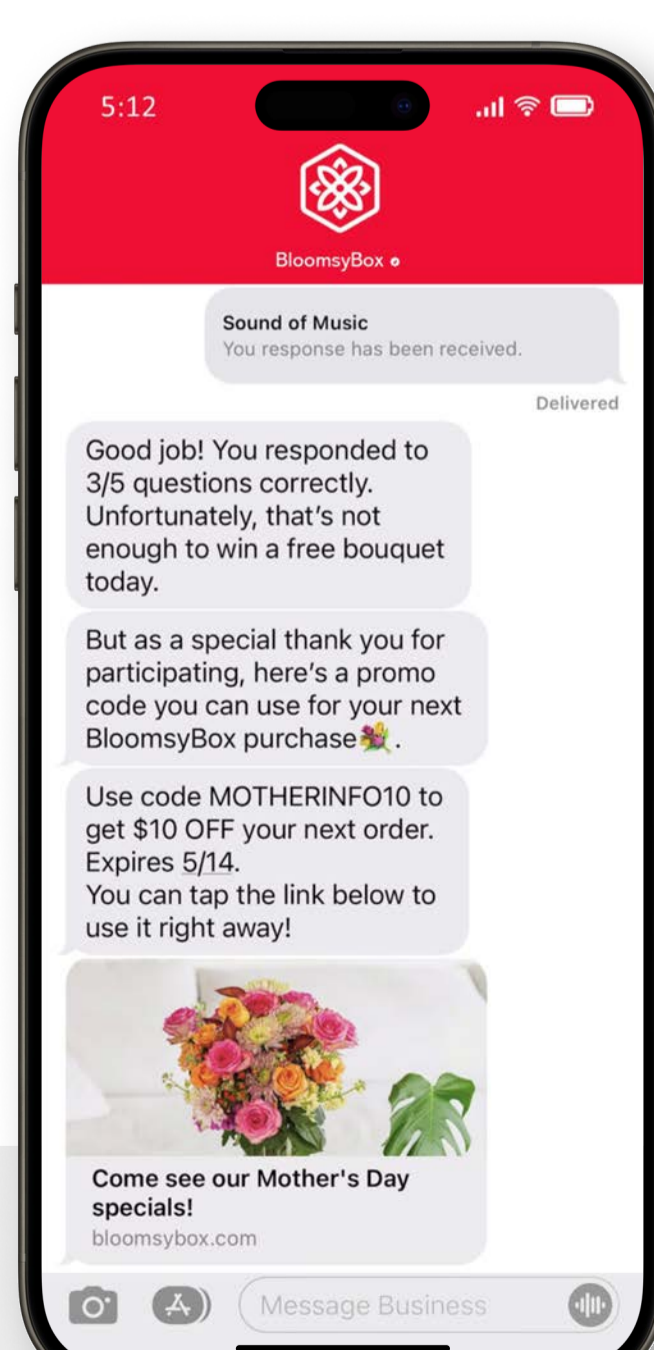
Use Cases:

- Streamlined purchase process
- Increased seasonal revenue
- Tailored product recommendations

BloomsyBox



The MOCG team developed personalized eCommerce chatbot using Generative AI to drive user engagement. This way, we helped the floral subscription company to boost customer engagement during Mother's Day campaign by creating a highly personalized experience using artificial intelligence.



Use Cases:

- Higher engagement
- Increased sales
- Strong customer relationships



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