

# AI Chatbots for E-Commerce Businesses *Case Study*

## Challenges

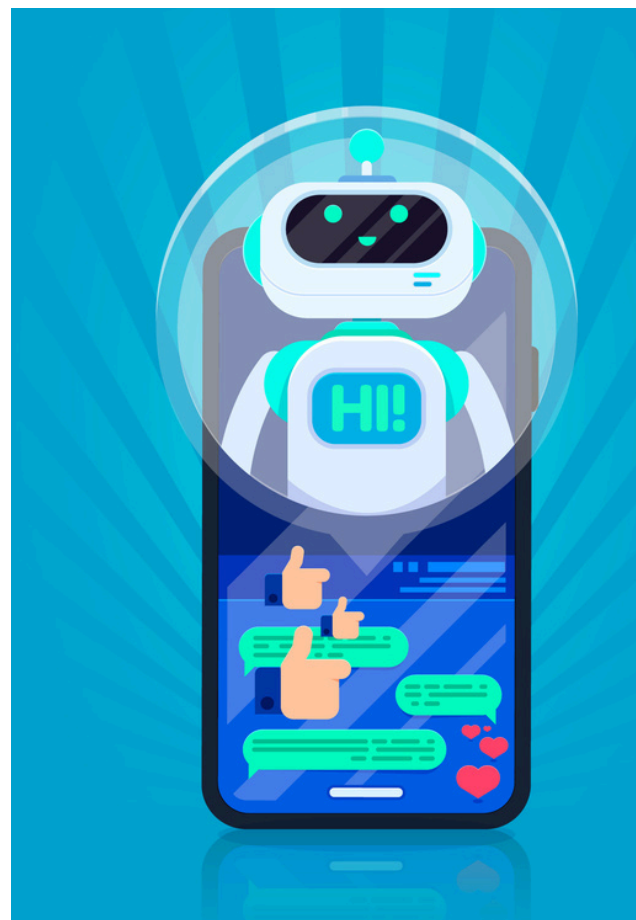
Struggling with slow response times and high cart abandonment rates, the client needed a 24/7 solution to engage shoppers and recover lost sales.

## Our Solution

We deployed AI-powered chatbots across the website and social media channels. These bots handled customer queries, personalized product recommendations, and triggered recovery campaigns for abandoned carts seamlessly integrated with the client's CRM and email marketing platforms.

## Key Actions

- Customized conversation flows for common customer queries.
- Integrated product catalog and real-time stock updates.
- Automated cart abandonment recovery messages.
- Provided multilingual support for wider audience reach.
- Continuous learning model to improve chatbot responses over time.



## Impact

- 35% boost in customer engagement rates
- 25% reduction in support tickets
- 18% increase in recovered cart revenue

