



## BOTS MUST BE A PART OF YOUR RETAIL STRATEGY

Nowadays Chatbots are actively used in commerce and lots of companies implement them into their retail strategy. It helps to engage with customers and collect feedback. Why are they becoming a key element in retail strategy? Let's try to find out.

### 7 reasons why Bots must be in your Retail Strategy

1. **Bots are omni-channel**, which means intercourse with a customer with any device, anytime, anywhere. No more hit-or-miss targeting.
2. **Messaging.** People prefer sending messages in social media or email marketing. To be engaged in communication with someone is always better.
3. **Customers engagement.** From the perspective of a Simply Contact's exploration, engaging with customers highly increases people's curiosity to special offers and modern products.
4. **Proactive notifications.** The most relevant way to stay in contact with clients. They will be always informed either about imminent events or special offers.
5. **Quick responses.** People who talk to company representatives via social networks hardly ever receive an answer. Bots supply immediate communication with representatives.
6. **Feedback.** Conduct surveys and receive an immediate feedback.
7. **Get more out of your mobile development.** Provide you app with a built-in bot. No coding skills required to make a bot. It is drastically increases speed-to-market and reduces developing expenses. And your app gets a virtual assistant, the best way to interact with users.

## Bots are really helpful, and we've got successful examples of using bots.



**H&M's chatbot** helps you to complete your own look and gives you pieces of advice. Then it leads to H&M's internet stores to purchase something.



**Sephora's Kik chatbot** gives different makeup tips and directs you to things you need.



**Matell's «Hello Barbie»** loves interaction with people and even remembers your conversations with her.



**Tesco's «Ask Rachel»** is a part of their website. This bot notifies you about service and different kinds of deals. It also catches up with customers about her personal life.



**Viewsonic** has made an «Online Support» bot is a part of their website. It helps clients to solve their problems. Just select the product type, describe your problem and it immediately finds a solution in a FAQ system.



**«College Stylist Bot/Target College Bot»** by Target. Target's chatbot helps to pick clothes according to your lifestyle while you're texting it through the Kik messenger.



**«VSPINK»**, Victoria's Secret. It just asks several questions and then offers the best for you. It can also choose bra for each day of the week.



Toshiba France has **Yoko**. She can solve the most popular technical issues online and immediately!



Mark Zuckerberg emphasized bot **«1-800-Flowers»**. It's plain to use, no more calls. 70% of orders are made by new clients.



**«Emma»**, Toys R Us. This bot is good at looking for items and informing about delivery status.

### In conclusion

Artificial intelligence (A.I.) is getting popular and valuable in commerce. However, A.I. is going to face lots of innovations and future bots may become more foreseeing. Who knows, maybe in a few years they will become an internal part of our everyday life, monitoring our actions and habits. Some people are frightened by the great power and abilities of A.I., but if you can't resist robots, just join their side. Or better teach them to work for you.

Contact us, we will tell you how.



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