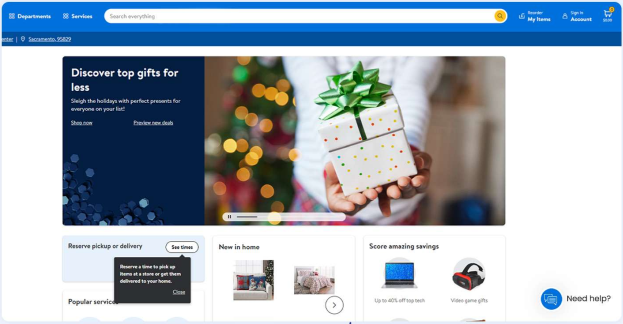
# A Suite Of Omnichannel CX Solutions Designed Specifically For The Retail Industry.

To make it simpler, we've shown how each of our solutions helps the customer and the logistics provider along every step of the journey.

***Note:** 'Amanda' and the establishment named 'Premium Mart' are fictitious and purely for explanatory purposes.*

## Visiting the retailer's website to make a purchase

Amanda visits Premium Mart's website to make a purchase



Departments
Services
Search everything
Reorder
My Items
Sign In
Account
$0.00
enter | Sacramento, 95829

Discover top gifts for less

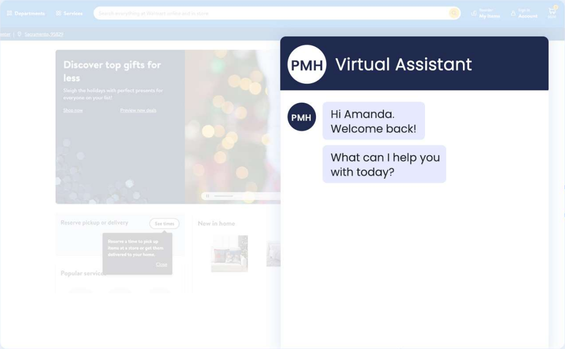
Sleigh the holidays with perfect presents for everyone on your list!

Shop now
Preview new deals
Reserve pickup or delivery
See times

Reserve a time to pick up items at a store or get them delivered to your home.

Close
Popular services
New in home
Score amazing savings
Up to 40% off top tech
Video game gifts
Need help?

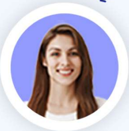
The Intelligent Virtual Assistant named Premium Mart Helper (PMH) pops up when Amanda visits the website.


Departments
Services
Search everything at Walmart online and in store
Reorder My Items
Sign In Account
Sacramento, 95829
Discover top gifts for less
Sleigh the holidays with perfect presents for everyone on your list!
Shop now
Preview now deals
Reserve pickup or delivery
See times
Reserve a time to pick up items at a store or get them delivered to your home.
Close
Popular services
New in home

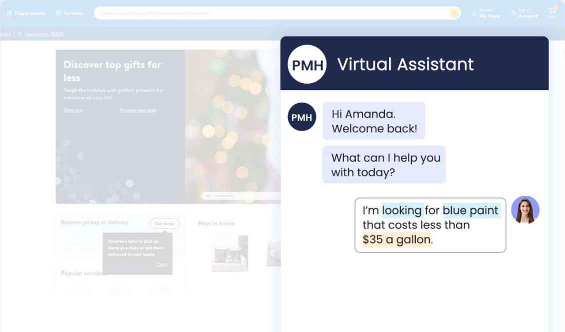
**Virtual Assistant**

PMH: Hi Amanda. Welcome back!

What can I help you with today?



Amanda responds with her requirements


Departments
Services
Search everything at Walmart online and in store
Reorder My Items
Sign In Account
Sacramento, 95829
Discover top gifts for less
Sleigh the holidays with perfect presents for everyone on your list!
Shop now
Preview now deals
Reserve pickup or delivery
See times
Reserve a time to pick up items at a store or get them delivered to your home.
Close
Popular services
New in home

**Virtual Assistant**

PMH: Hi Amanda. Welcome back!

What can I help you with today?

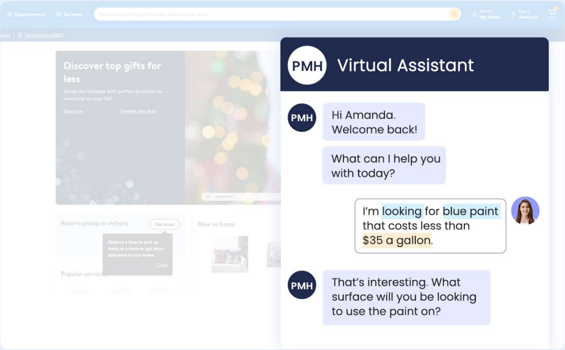
I'm looking for blue paint that costs less than $35 a gallon.

**Recognized Values**

- Intent: Purchase
- Item: Blue paint
- Price range: <$35/gallon

The Intelligent Virtual Assistant analyzes the conversation and asks for a specific detail to narrow down the search

PMH


Departments
Services
Search everything at Walmart online and in store
Reorder My Items
Sign In Account
Sacramento, 95829
Discover top gifts for less
Sleigh the holidays with perfect presents for everyone on your list!
Shop now
Preview now deals
Reserve pickup or delivery
See times
Reserve a time to pick up items at a store or get them delivered to your home.
Close
Popular services
New in home

PMH Virtual Assistant

PMH: Hi Amanda. Welcome back!

What can I help you with today?

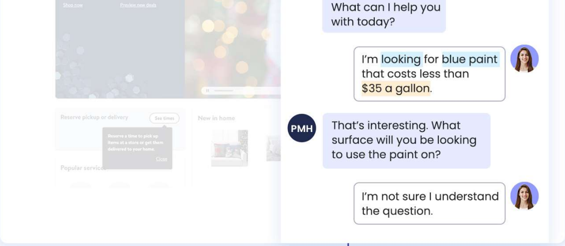
I'm looking for blue paint that costs less than $35 a gallon.

PMH: That's interesting. What surface will you be looking to use the paint on?

Amanda tells the Bot that she doesn't understand the question

Departments
Services
Search everything at Walmart online and in store
Reorder My Items
Sign In Account
Sacramento, 95829
Discover top gifts for less
Sleigh the holidays with perfect presents for everyone on your list!

PMH Virtual Assistant


Shop now
Preview new deals
Reserve pickup or delivery
See times
Reserve a time to pick up items at a store or get them delivered to your home.
Close
New in home
Popular services

What can I help you with today?

I'm looking for blue paint that costs less than $35 a gallon.

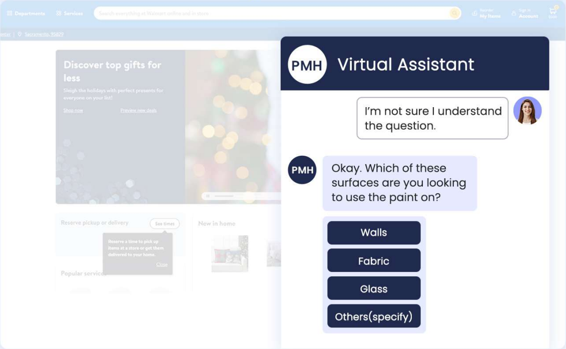
**PMH** That's interesting. What surface will you be looking to use the paint on?

I'm not sure I understand the question.

**Recognized Values**

Intent: Purchase
Item: Blue paint
Price range: <$35/gallon

The Intelligent Virtual Assistant provides multiple-choice options to help Amanda enter an accurate response.

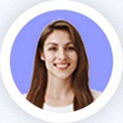

Departments
Services
Search everything at Walmart online and in store
Reorder My Items
Sign In Account
Sacramento, 95829
Discover top gifts for less
Sleigh the holidays with perfect presents for everyone on your list!
Shop now
Preview new deals
Reserve pickup or delivery
See times
Reserve a time to pick up items at a store or get them delivered to your home.
Close
New in home
Popular services

**PMH Virtual Assistant**

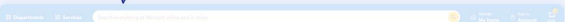
I'm not sure I understand the question.

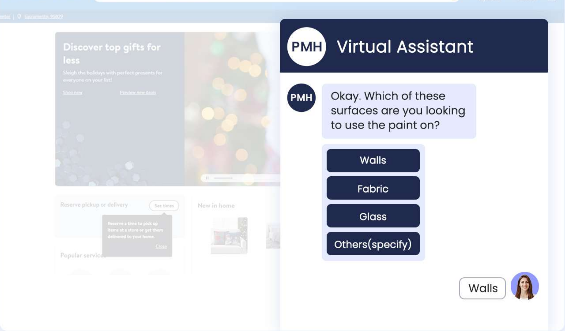
**PMH** Okay. Which of these surfaces are you looking to use the paint on?

- Walls
- Fabric
- Glass
- Others(specify)



Amanda enters the response, which helps the Bot figure out the accurate requirement.

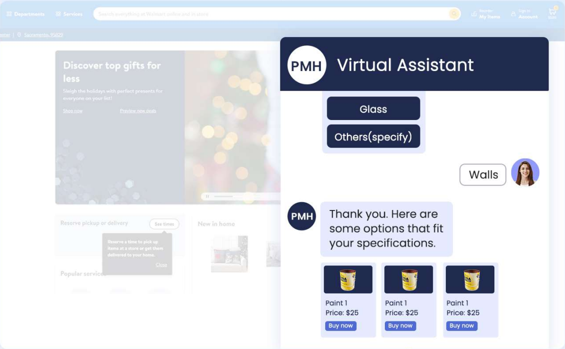

Departments
Services
Search everything at Walmart online and in store
Reorder My Items
Sign In Account


Virtual Assistant
Discover top gifts for less
Sleigh the holidays with perfect presents for everyone on your list!
Reserve pickup or delivery
New in home
Popular services
Walls
Fabric
Glass
Others(specify)

PMH: Okay. Which of these surfaces are you looking to use the paint on?

Walls

The Intelligent Virtual Assistant makes personalised recommendations to help provide a seamless shopping experience.

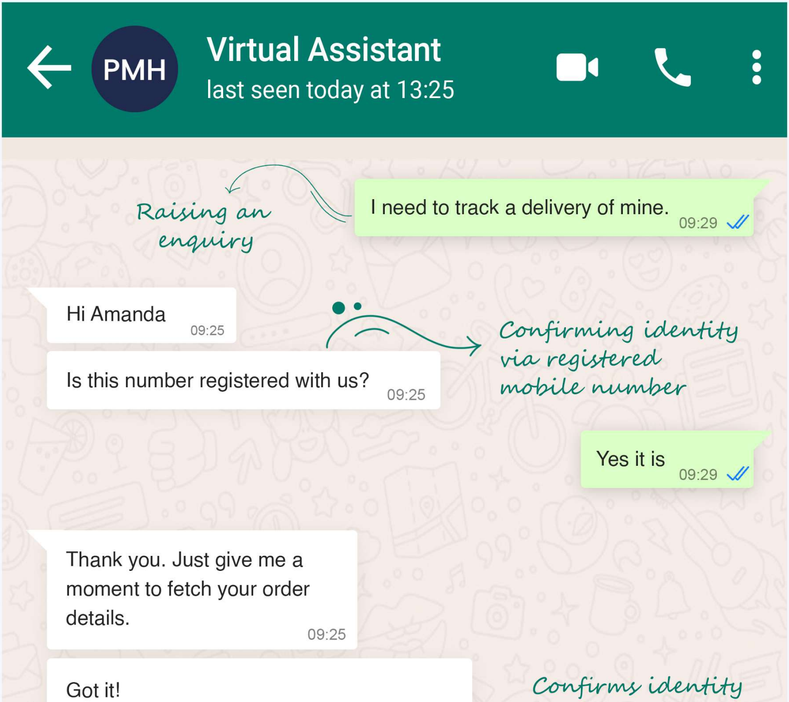

Departments
Services
Virtual Assistant
Discover top gifts for less
Glass
Others(specify)
Paint 1
Price: $25
Buy now
Paint 1
Price: $25
Buy now
Paint 1
Price: $25
Buy now

Walls

PMH: Thank you. Here are some options that fit your specifications.

The Intelligent Virtual Assistant then guides Amanda to the checkout page to help complete the purchase.

## Delivery tracking using an Instant Messaging (IM) Virtual Assistant (Whatsapp Help)



**Virtual Assistant**
last seen today at 13:25

I need to track a delivery of mine. 09:29

Raising an enquiry

Hi Amanda 09:25

Is this number registered with us? 09:25

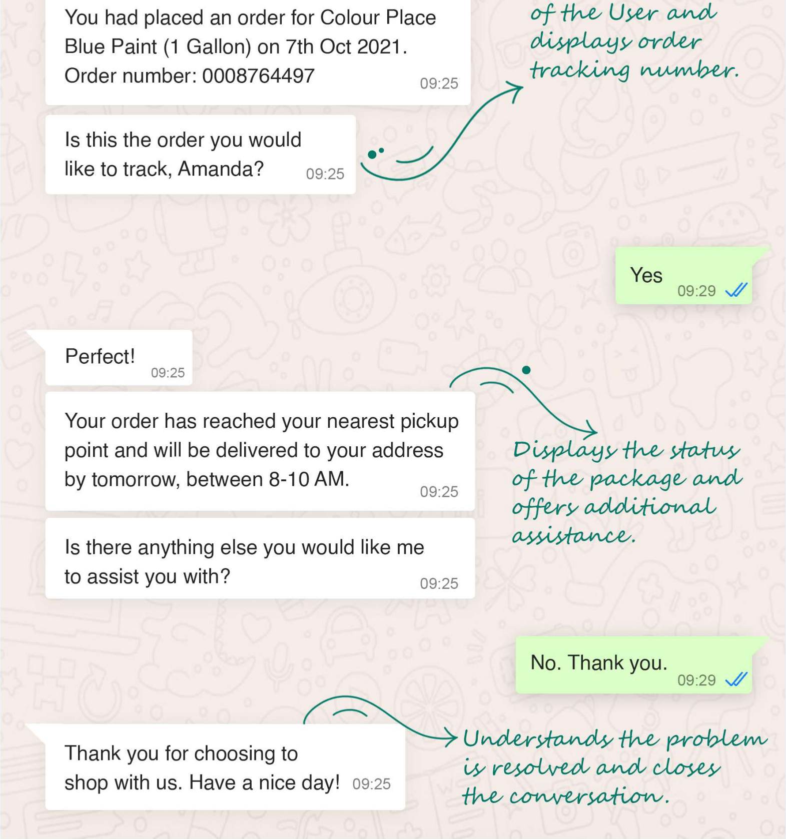
Confirming identity via registered mobile number

Yes it is 09:29

Thank you. Just give me a moment to fetch your order details. 09:25

Got it!

Confirms identity



You had placed an order for Colour Place Blue Paint (1 Gallon) on 7th Oct 2021. Order number: 0008764497 09:25

Is this the order you would like to track, Amanda? 09:25

Yes 09:29 ✓✓

Perfect! 09:25

Your order has reached your nearest pickup point and will be delivered to your address by tomorrow, between 8-10 AM. 09:25

Is there anything else you would like me to assist you with? 09:25

No. Thank you. 09:29 ✓✓

Thank you for choosing to shop with us. Have a nice day! 09:25

of the User and displays order tracking number.

Displays the status of the package and offers additional assistance.

Understands the problem is resolved and closes the conversation.

Before delivery, Amanda realises she needs more supplies and so she reaches out to the retailer Premium Mart via a telephone call.

# Locating nearest store locations via our AI-powered Voice Assistant (AIVA)

Amanda now needs to locate nearby store locations

Dialing...
1-800-3755

*trying to connect with IVR*

*The voicebot answers*

Hi. I’m AIVA. How can I be of assistance to you today?

**PMH**

Hello. I need to urgently purchase some plastic sheets and brushes and overalls. Where is the nearest Premium Mart store of yours?

Based on your location, there are 2 stores within a 1.2 mile radius. But the store which has the mentioned products in stock would be the one on East Maria Road.

**PMH**

That’s perfect. Thanks.

You're welcome. Is there anything else I can help you with?

PMH

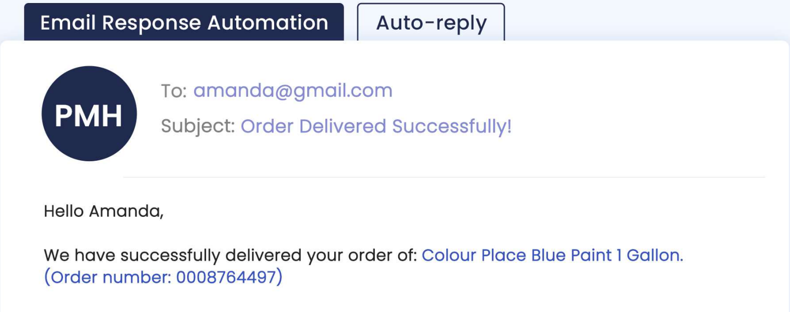
No. Thank you.

Thank you for choosing us today. Have a nice day.

PMH

After the order is placed, the retailer (Premium Mart) can reach out to the shopper to collect customer feedback and deliver personalised offers.

## Delivering personalized offers and collecting feedback via an automated Email Response Assistant (ERA)



Email Response Automation
Auto-reply
PMH

To: amanda@gmail.com

Subject: Order Delivered Successfully!

Hello Amanda,

We have successfully delivered your order of: Colour Place Blue Paint 1 Gallon. (Order number: 0008764497)

Here are some additional offers that might interest you:

20% off on blue curtains from Homeware Mart

30% off on monochrome carpets from HomeyStore

If any of these interest you, click on the links provided to check them out.

Also, if you have any feedback on how to improve the experience while shopping with us, reach out directly to us at premiummart@gmail.com

Thank you,
Team Premium Mart

If you're interested in knowing how this suite of solutions can help your business or if you're looking for an answer to your own unique set of needs, get in touch with our experts today.

Let's Get Talking