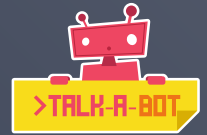


Home Depot company e-commerce bot



Client: Home Depot company



Location: Hungary



Date of implementation: 2018 dec



Platform: Webwidget, Viber, Facebook

! PROBLEM

Our client's aim was to disencumber their contact centre and increase their conversion. They also realized that nowadays it's a must to have a digital shopping assistant because the whole experience gets easier and more comfortable with a virtual chatbot. From business point of view, it also brings more lead, increases conversion. That's why our client wanted a chatbot on its Facebook, Viber and website.

✓ SOLUTION

We developed a chatbot called Krea, who makes shopping simple and convenient: by visiting our client's page or send them a message on Facebook or Viber customers immediately get in touch with the chatbot. By chatting with the bot or by browsing the product catalogue customers are able to see all our client products in stock within chat, get detailed information about them or even click on "Buy" and navigated exactly to purchase site. When the chatbot is not able to handle a question customers can ask for a Hybrid chat means a real human person (from Contact Centre) continues the conversation.

NUMBERS



11 000

new subscribers/month



average correct answer rate

99.7%



total subscribers

45 000



45 000

total interactions/month



0.3%

asked for Hybrid chat