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Empower Your Business with Conversation

PREPARED BY SANUKER TEAM

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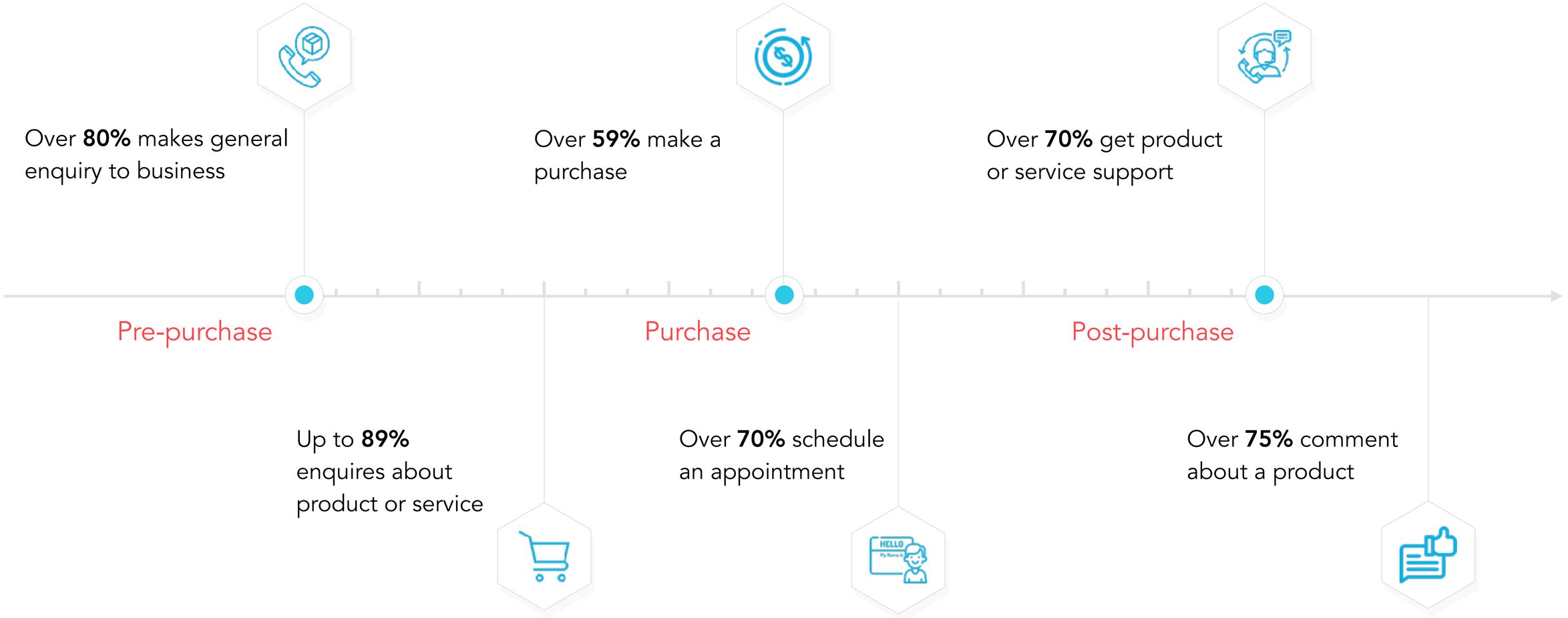
CONVERSATIONAL COMMERCE

People want to message with business across customer journey



"Motivations, Mindsets and Emotional Experiences in Messaging (vs Feed)" by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun 2018.

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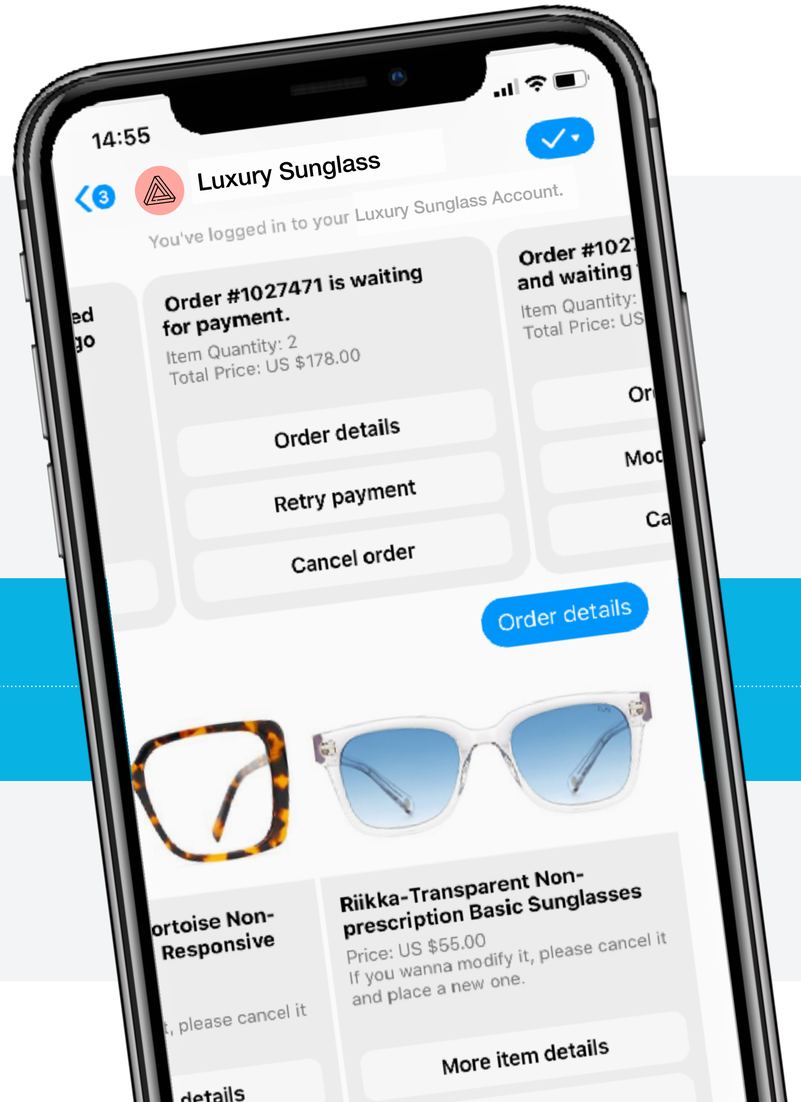
E-COMMERCE POWERHOUSE

Facebook Messenger Chatbot with Online Shop Integrations



Enhance into a seamless selling experience

You cannot sacrifice customer engagement with automation. Imagine a customer wants to ask for a discount and no staff is there to help. That's why a messaging experience is essential to grow your E-commerce business.

Over **80%** enquiries handled by chatbot

Check-out rate increases by **30%**

Customer care satisfaction improved by **60%**

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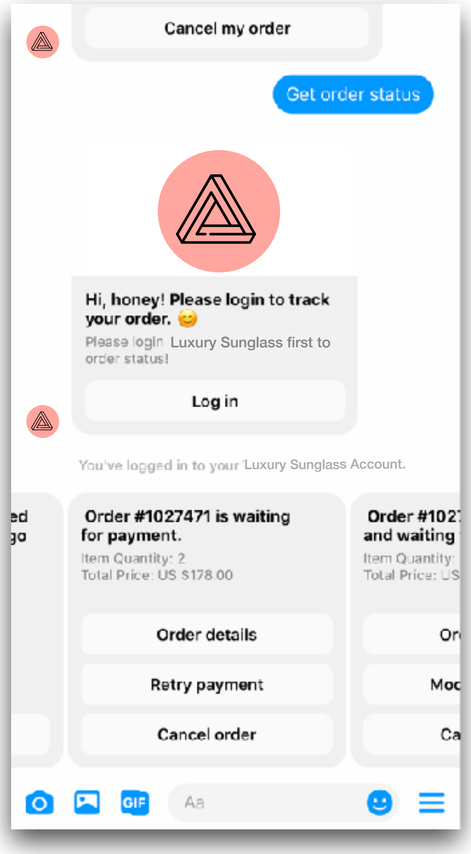
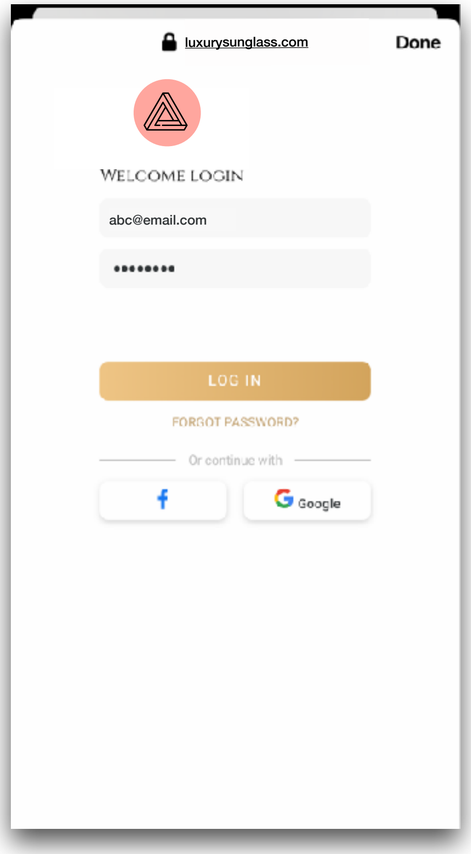
BEST PRACTICE - ACCOUNT-LINKING



Add an account-linking button to your conversation



Build a web view with Messenger SDK & account-linking API

Beyond basic enquiry

Your chatbot should be able to provide a personalised messaging experience. Linking your CRM system with Messenger allows the user to check order status, items which are pending payment or waiting to restock.

Not only does account-linking improves your **user retention rate by 25%**, it also facilitate user to complete purchase.

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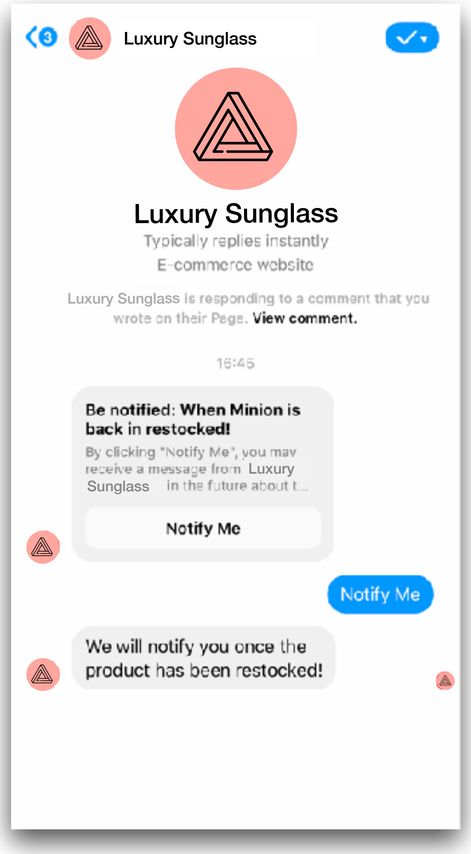
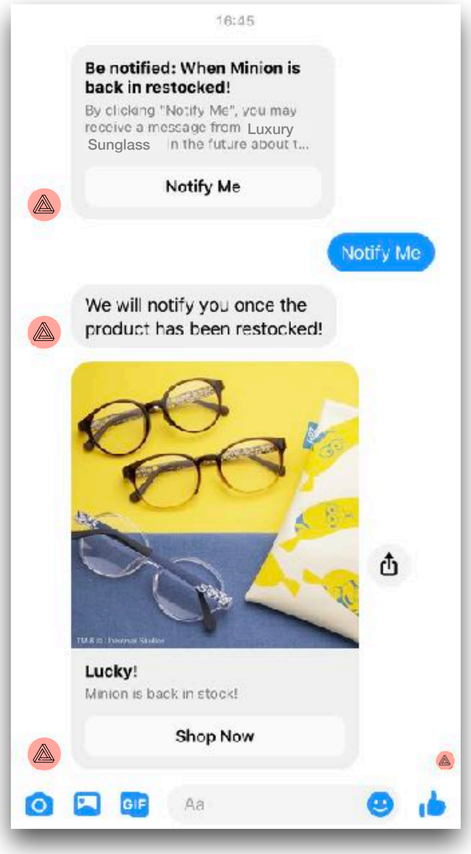
BEST PRACTICE - PUSH NOTIFICATION



Activate notification when there is a restock



Get notified immediately and complete your purchase

Buy time to sell product

You cannot always get what you want instantly. Products can be out of stock. However, online shop seldom follows up with their customer because there is no way to do so.

By integrating your online shop with your chatbot, you can now send a push notification to tell the customer at a later time if there is a restock. Push notification helps to recover up to **30% of sales**.

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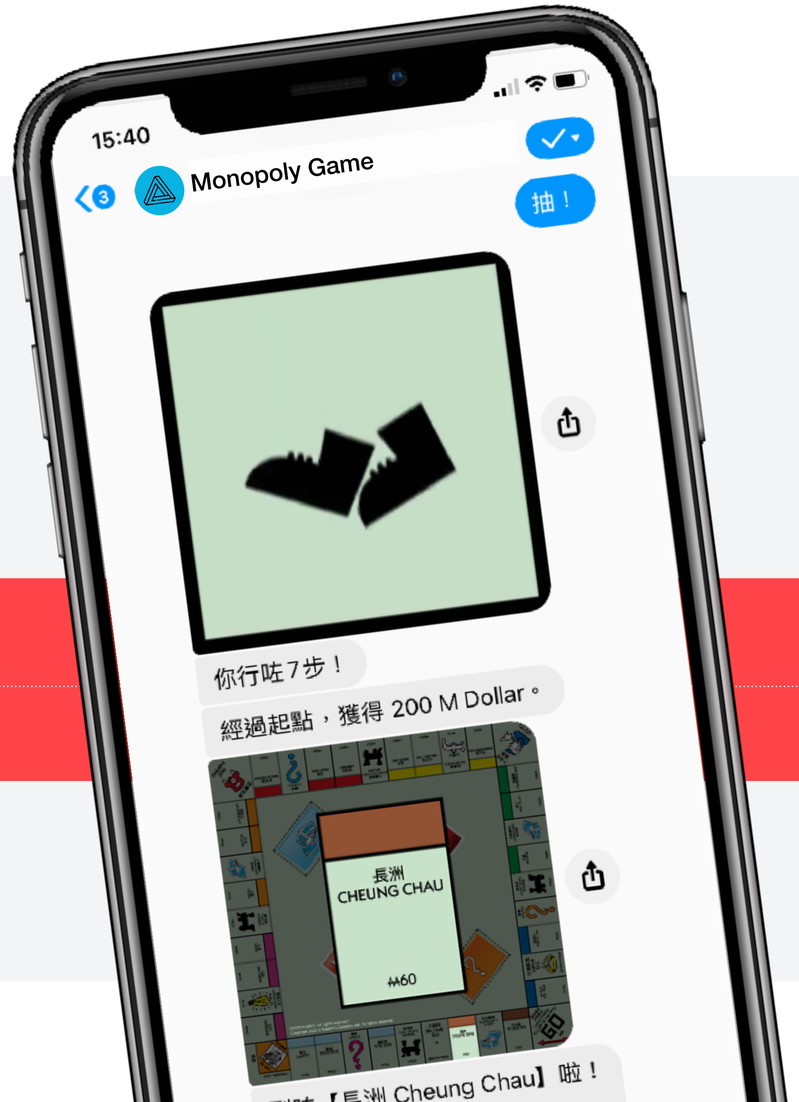
MARKETING GURU

O2O Monopoly Game on Facebook Messenger



Build an everlasting bond with your followers

Bring your sleepy followers into a lively crowd by tempting them with game & prizes. Give them a monthly objective to accomplish before winning a prize and they will keep your chatbot busy everyday.

Over **7 mil** engagements in a month

Generate more than **2 mil** revenue

Grow more than **50k** subscribers in 2 weeks

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BEST PRACTICE - INCENTIVISED CONVERSATION

Roll a dice or buy a product to win a land card & points

Convert your points to lucky draw chance at the end of the month

You win some, you lose some

You should incentivised your campaign. This greatly increases the game completion rate up to **80%.**

Moreover, you can improve your engagement rate by giving daily rewards and end the campaign with a grand lottery prize at the end.

Last but not least, you could provide opportunities to earn fast track rewards. i.e. **Pay to win.** So that, your store can generate revenue from the campaign.

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SALES LEAD GENERATION

WhatsApp Business API Chatbot & Ticketing System

Engage sales leads with greater ease

Interested parties can easily kick start a WhatsApp conversation with showroom sales rep by simply clicking a Facebook ad. They often end up booking a test drive, giving business more opportunities to close deals.

Over **70%** engaged with sales rep

Over **1/3rd** is converted to test drive

Time to reach customer is shortened by **90%**

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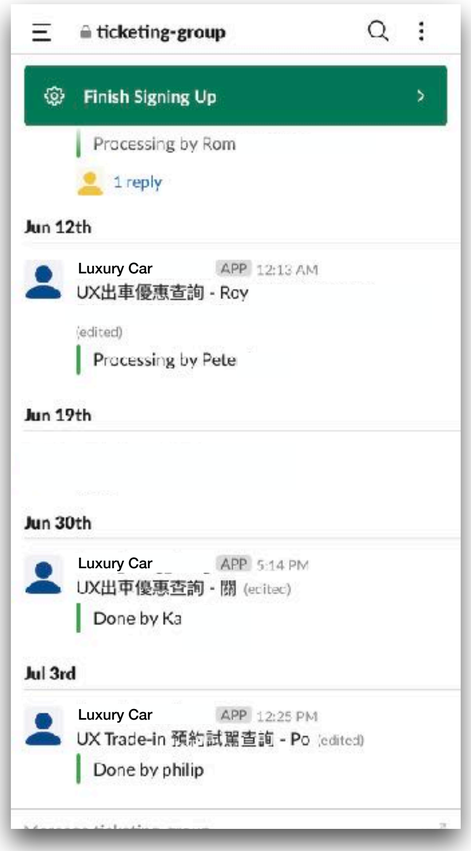
BEST PRACTICE - BE OBJECTIVE DRIVEN

Keep your chatbot conversation short and your live chat long



Pick your ticket and follow up with an enquiry as soon as possible

Get to the point

Without any incentive, users will start to drop off starting from the **5th** question. If you want to drive more sales lead to your sales rep, please cut the chatbot conversation short and only extract essential informations.

Over 50% of the users tends to not care anymore if your sales rep took too long to accept a ticket. Engage your customer immediately if the opportunity comes.

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THANK YOU!

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