SALESADVISOR ™
CONVERSATIONAL AI

Help shoppers purchase the right product.

"**It's proven to be such a wonderful tool to assist our consumers in making the best buying decision to meet their needs.**"

Annette Kanakaris, Director of Operations

As online shopping gains market share in the athletic shoe space, designing a frictionless shopping experience online is more important than ever before. A frictionless shopping experience makes it easy to ask questions, while identifying footwear that fits each individual customer's needs.

Some brands have experiences in place, like Shoe Finders and search filters, to support customers while shopping online. Yet, a key component in the shopping experience is missing; a two-way communication channel that allows a shopper to get real-time answers while discovering products. Harnessing the power of Conversational AI enhances shopping experiences online.

A **SalesAdvisor** AI Assistant is designed to increase sales by educating, providing advice, offering cross-selling opportunities, identifying precise products for each shopper and completing purchases. A SalesAdvisor is like having a knowledgeable digital sales rep and cashier that is consistent and available 24/7.

BENEFITS

- Increase Sales Online
- Reduce returns
- Boost Customer Satisfaction
- Reduce support costs
- Capture the Voice of the Customer

- 24/7 Availability
- Quick Implementation
- Reduce Training Time
- Integrate with Company Ecosystem

OMNICHANNEL

Your audience lives in a social, mobile, web-empowered world. Meeting your customers on their preferred channel even in stores, increases brand loyalty. SalesAdvisor lives in the cloud, which means it can be leveraged across channels, at any time, from anywhere.

Website Apps Phone Email Smart Speakers Contact Center Webchat Social Media

NOHOLD

FEATURES

AI-based Natural Language Processor & Inference Engine
Multi-turn, context aware, conversational interface

Analytics
Capture systematically actionable customer behavior metrics

Application Programming Interface (API)
Integrates & connects with back-office systems

NOHOLD Connect (NHC)
Connect to other AI Assistants

Omnichannel
Can be launched via Phone system, Webchat, App, Smart Speaker, Social Media

Scalable
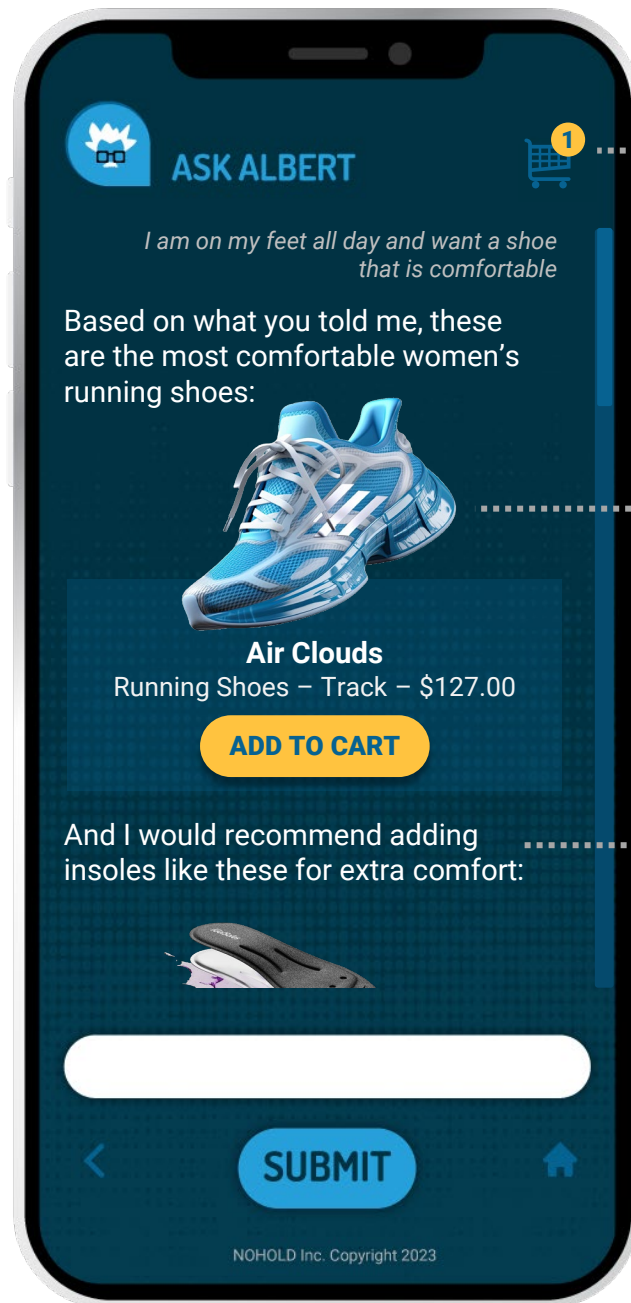Handles millions of conversations per month

Multilingual
Live in 15 languages

Deployment
Available on both cloud and on premise

Compliant and Secure
SOC2 - Type 2, HIPAA, PCI

ASK ALBERT

I am on my feet all day and want a shoe that is comfortable

Based on what you told me, these are the most comfortable women's running shoes:

Air Clouds
Running Shoes – Track – $127.00

ADD TO CART

And I would recommend adding insoles like these for extra comfort:

SUBMIT

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BEST PRACTICES

- Customize with Company Branding
- Integrate with eCommerce Platform
- Collect Payments
- Personalize the Experience
- Leverage on All Web Pages
- Embed Multimedia
- Escalation Options
- Leverage Existing Knowledge
- Use an Avatar
- Upsell & Cross-sell
- Share Ratings, Alerts, Promotions, etc.

"**The use of NOHOLD technology for both sales and support has resulted in a cleaner, enhanced customer journey and is a revenue generator. We are pleased with the Customer Satisfaction rating the AI Assistants sustains. We continue to increase the scope of the Assistant, as we release new products.**"
Garry Schultz, VP of Customer Care

NOHOLD

KEY PERFORMANCE INDICATOR (KIPs)

For the past 24 years NOHOLD has developed AI driven technology to engage and support our clients' customers. Here are some of the things we have accomplished:

Performance Measure	With NOHOLD	Remarks
Sales Conversion Rate	3x industry average	Increased sales conversions without human intervention.
Cart Abandonment	18% lower than the industry average	Knowledgeable assistance while shopping lowers cart abandonment. In instances where a cart is abandoned, information is collected on customer exit points during the process.
Voice of the Customer	Improved understanding of top requests	Quickly identify trends in customer shopping preferences, questions being asked, product issues, etc. With this knowledge, action can be taken to improve content online, processes, marketing and products.
NPS	Increased 1 – 2 points	Maintain the same NPS or better with AI Assistants that are available 24/7/365.
Contact Deflection	Reduced contacts by 35%	The AI Assistant can help people to find answers without needing to contact a live agent or wait on hold.
CSAT	AI Assistant achieved the same CSAT as live agents	Maintain the same CSAT or better through the AI Assistant that can answer questions, guide end users through processes and complete tasks.
ROI	636% average	Across all NOHOLD clients the AI Assistant quickly pays for itself, typically within the first few months of deployment

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