RETAIL SALESADVISOR™

Help shoppers buy 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

Today brands are faced with two main challenges: unassisted sales at the store and capturing in-store customer behavior metrics. The experience has shifted, shoppers expect to be able to access product information on their own terms and at any time.

SalesAdvisor is your customers' digital shopping guide. It is an AI Assistant designed to increase sales by educating, providing advice, and offering cross-selling opportunities at the point of sale. AI Assistants are like live chat. However, instead of interacting with a person, shoppers interact with an Artificial Intelligence (AI).

BENEFITS

- Increase in-store Sales
- 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

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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

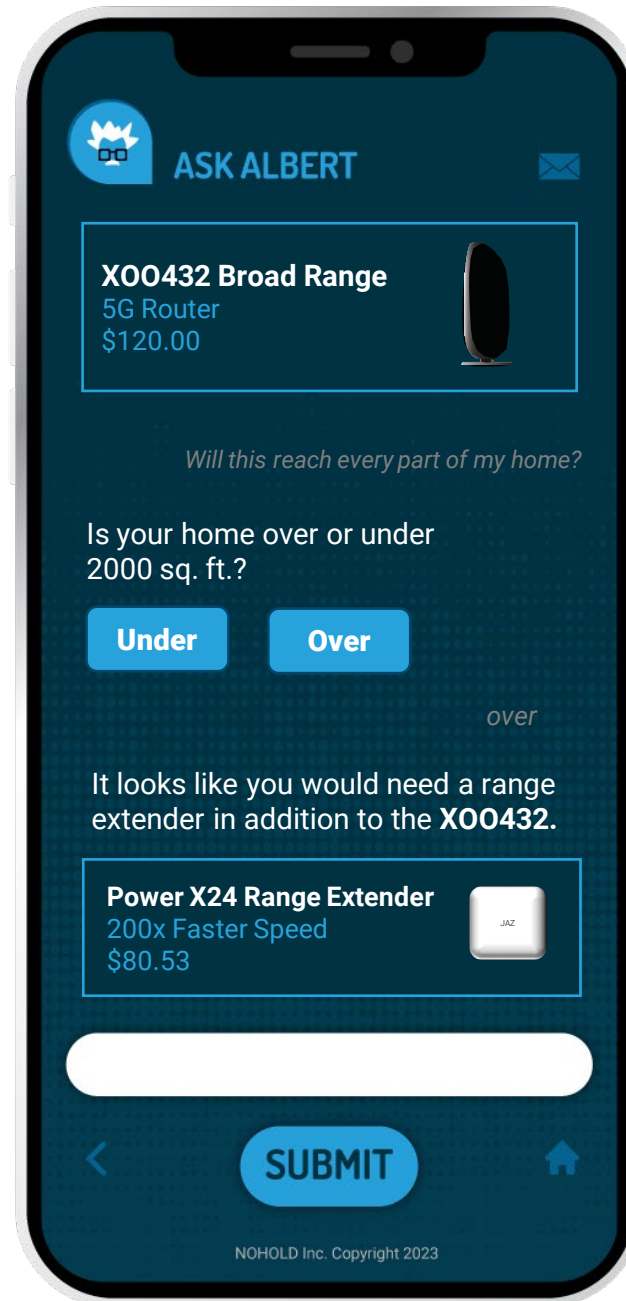**noHold Connect (NHC)**
Connect to other Virtual Assistants

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

XOO432 Broad Range
5G Router
$120.00

Will this reach every part of my home?

Is your home over or under 2000 sq. ft.?

Under   **Over**

over

It looks like you would need a range extender in addition to the **XOO432**.

Power X24 Range Extender
200x Faster Speed
$80.53
JAZ

SUBMIT

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BEST PRACTICES

- Customize with Company Branding
- Personalize the Experience
- Leverage QR Codes
- 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

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BUSINESS CASE

In July, a networking equipment company launched a Retail SalesAdvisor in over 7,000 stores for 25 products. The SalesAdvisor is an extension of their Virtual Assistant that is available on the website.

THE CHALLENGE

While finding success with the Virtual Assistant on their website, the networking equipment company struggled to provide a consistent experience for customers when shopping in store. They relied on the retailer to provide accurate and relevant information about their products. With staff changing frequently and new products being released constantly, it was impossible to maintain the level of customer care they desired.

OUR APPROCH

noHold utilizes a patented technology to turn a manual into a SalesAdvisor. This functionality allows us to quickly train the SalesAdvisor on hundreds of products. We designed their SalesAdvisor to answer pre-sales questions as well as guide shoppers to the best product for them. To launch the SalesAdvisor in stores, the networking equipment company redirected an existing QR code on their packaging to point to the SalesAdvisor.
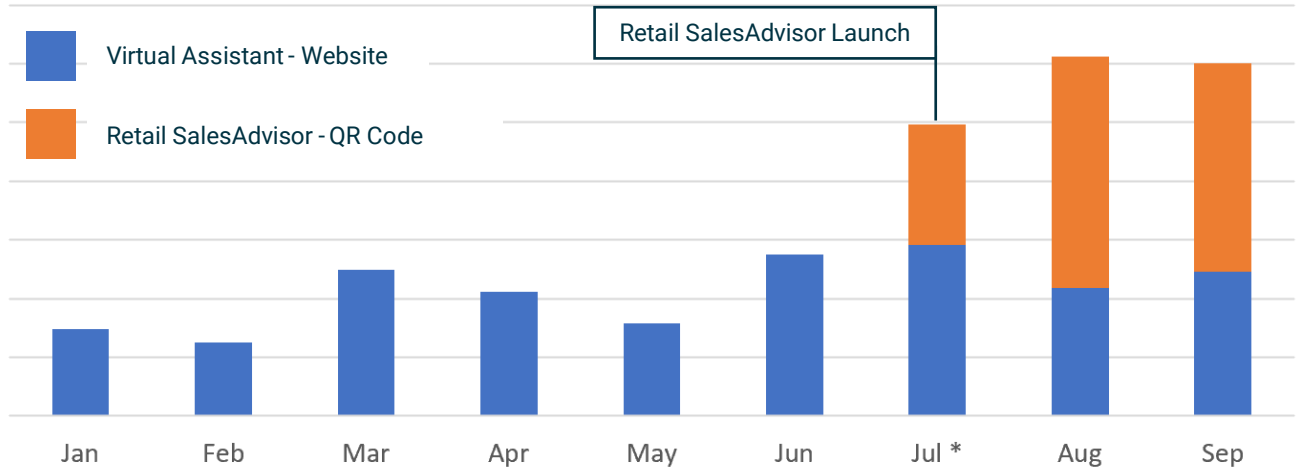
LESSONS LEARNED

- Data collected by SalesAdvisor are critical in identifying actionable customer behavior metrics.
- A Natural Language Processor (NLP) is a key component in understanding questions in the customer's own words.
- An Inference Engine capable of rendering multi-turn conversations with the customer is also critical to completely understand customer intents.
- Having a proactive product recommendation flow is important for customers shopping in store.
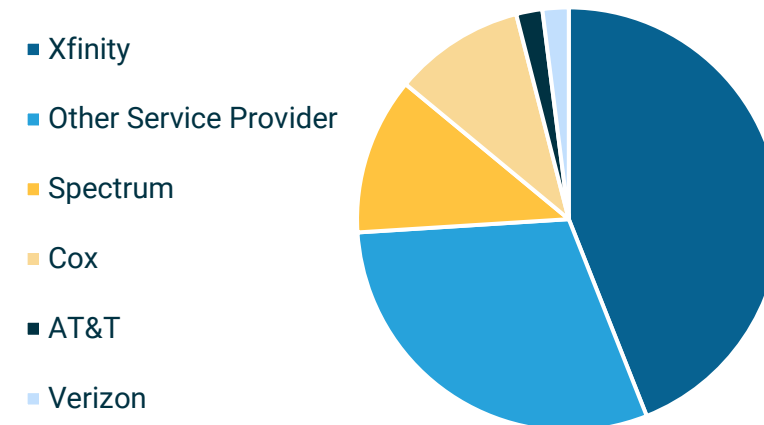
CONCLUSIONS

- 62% of the SalesAdvisor usage comes from in store scans.
- 49% of customers used the product recommendation flow while in store.
- 44% of customers searching for a product use Xfinity as their service provider.

Virtual Assistant Activity

Legend:
- Virtual Assistant - Website
- Retail SalesAdvisor - QR Code

Retail SalesAdvisor Launch

Months: Jan, Feb, Mar, Apr, May, Jun, Jul *, Aug, Sep

Customer Insight - Service Provider

- Xfinity
- Other Service Provider
- Spectrum
- Cox
- AT&T
- Verizon

Customer Insight – Top 5 Solutions

1. Product Recommendation Flow
2. Wi-Fi Mesh Router
3. Looking for Cable Modems
4. Modem + MESH Recommendation
5. Gateway for ISPs

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