



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

Online sales are predicted to grow at a CAGR of over 13% from 2024 to 2032 (1). As online shopping gains market share in the supplement space, designing a frictionless shopping experience is more important than ever before. A frictionless shopping experience makes it easy to ask questions, identify products that best benefit each customer’s needs and complete transactions all within the same interface.

Utilizing AI Assistant technology will differentiate your brand from the competition. Some brands have Vitamin 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.

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 customers on their preferred channels 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

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FEATURES

AI-based Natural Language Processor & Inference Engine

Multi-turn, context aware, conversational interface

Generative AI

LLM agnostic to provide generated responses with parameters

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

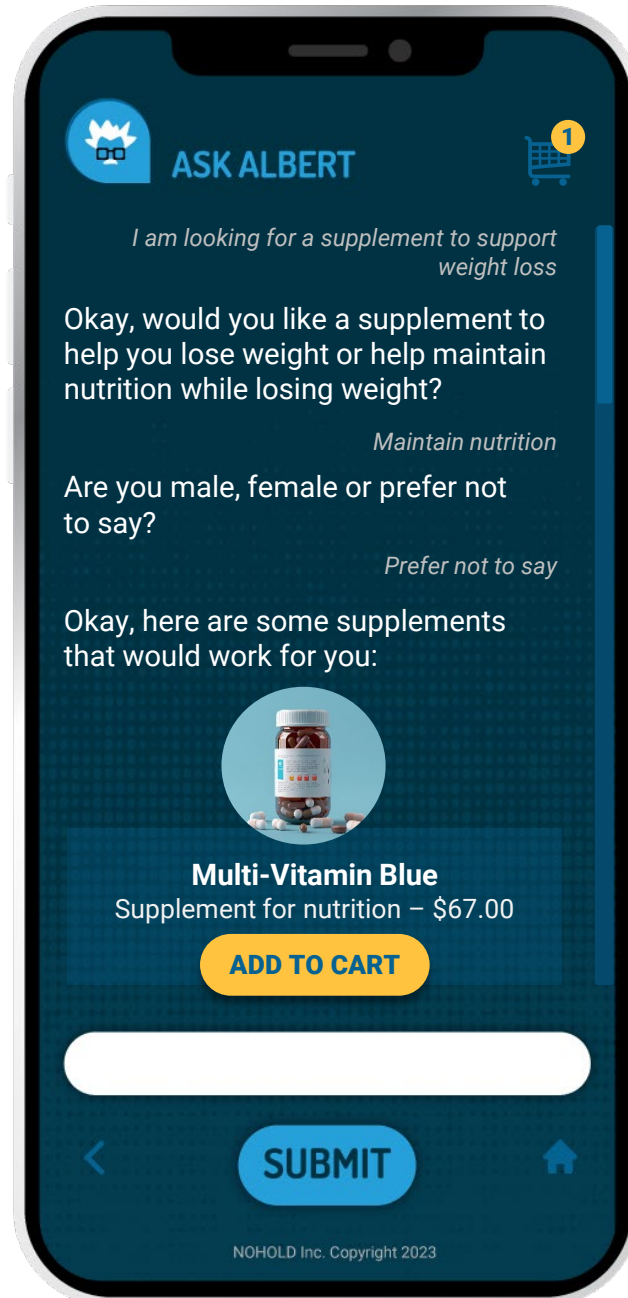
Live in 15 languages

Deployment

Available on both cloud and on premise

Compliant and Secure

SOC2 - Type 2, HIPAA, PCI



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.

“Choosing NOHOLD for our customer support needs was a decision driven by the remarkable capabilities of their SICURA® AI platform. Its strength and flexibility stood out, seamlessly integrating into our system and adapting to our specific requirements. Within just three months of implementation, the AI Assistant impressively managed to automatically handle 35% to 45% of support contacts, significantly streamlining our operations and boosting customer satisfaction. Equally important was the prompt and professional service provided by the NOHOLD team, ensuring a smooth and efficient partnership. Overall, NOHOLD has not only enhanced our support efficiency but also elevated our customer service experience, making it a highly valuable partnership.”

Tejinder Pal Director of IT Operations at Theralogix



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KEY PERFORMANCE INDICATORS (KPIs)

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