

# Bring Your Business to Life With a Chatbot

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What's better than quick and hassle-free service with just one tap? Utilizing chatbots in an e-commerce business can unlock many possibilities with the promise of an optimized experience! Technology has the power to not only engage consumers but also to help grow a business significantly. A chatbot fits in the puzzle towards an increase in sales as well as convenience.

## Benefits of Implementing a Chatbot:

- The ability to deliver answers and manage issues promptly, therefore improving customer service and the overall outlook for the company.
- Re-engage customers with up-to-date promotions and product launch notifications.
- Promote 24/7 availability that welcomes consumers throughout the day, forming meaningful relationships.
- Tailor to a consumer's needs and services by being unique to each consumer.
- Guarantee customer satisfaction with an automated order process.

It's recommended that companies implement chatbots if they have yet to. In fact, in 2016, Microsoft created a chatbot developer tool that provides support for programmers to create bots for their current apps. Likewise, Facebook is providing toolkits for developers to create chatbots with automated features such as structured messaging, call-to-action prompts, and URL links, all to improve the relationship between e-commerce and chatbots.

Consumers hoping to receive information and updates from the store while shopping is becoming more common. Luckily, chatbots can provide this feature as they are integrated directly into the channels where customers shop, ultimately improving their experience as shopping time is reduced. Businesses also benefit as they save time searching for a customer care representative, leading to an increase in ROI as costs reduce.

Chatbots and artificial intelligence are still emerging technologies but the pressure is on for e-commerce businesses. If they do not start implementing and finding methods to improve customer experiences across sales channels, their customers will move somewhere else. Therefore, taking into consideration the benefits of implementing chatbots, businesses should start looking into applying this at the earliest.

## About Author's:



**Umeed Kothavala** is the CEO and co-founder of [Extentia Information Technology](#). Established in 1998, Extentia is a technology consulting organization that delivers solutions to clients globally.

The focus is on delivering solutions across **Mobile, Cloud, and Design** using **Technology, Consulting, and Innovation**. As CEO and technology visionary, Umeed ensures Extentia continues to be a key player in the highly competitive technology and consulting space. He believes innovation in technology is and will be one of the major game changers for the world. With over 25 years of extensive technical and management experience, he considers anticipated and efficient outcomes to be a result of process orientation and accountability of project objectives.