

Conversational Commerce Powered by AI Digital Assistant

Consumer Electronics – Technology and Analytics



About the Client

- A global Consumer Electronics company headquartered in Korea
- A European Retail organization headquartered in Germany
- (Multiple stakeholders in scope)



Background

Teleperformance provides Social Messaging and Chat support to the clients.

Challenge/Opportunity

- A surge in resource requirements due to the growing use of the internet and social media.
- Reducing the manual workload to handle these messages and maintaining C.Sat.



Solution Deployed

Implemented **Natural Language Processing (NLP) Digital Assistant** to improve the operational performance

The Digital Assistant integrated with the client's Facebook Messenger platform and was trained based on conversational data analytics.



Solution Features

- **A simple, safer, and faster** way of embedding AI and natural language processing on digital communications, providing an efficient and innovative experience to our consumers
- **Buying Guide:** 24/7 sales support
- **Marketing Assistant:** Integrating social media campaigns into a conversational experience.
- **Troubleshoot Expert:** Acts instantly and avoids additional contacts; automizes repetitive questions.
- **Simplified** and **effortless user interface.**



Impact Statement

- **10% total cost of ownership reduced**
- **10% C.Sat improvement**
- **1M revenue achieved** in sales to service by converting Facebook ads to Assistant directly