



Conversational

Commerce

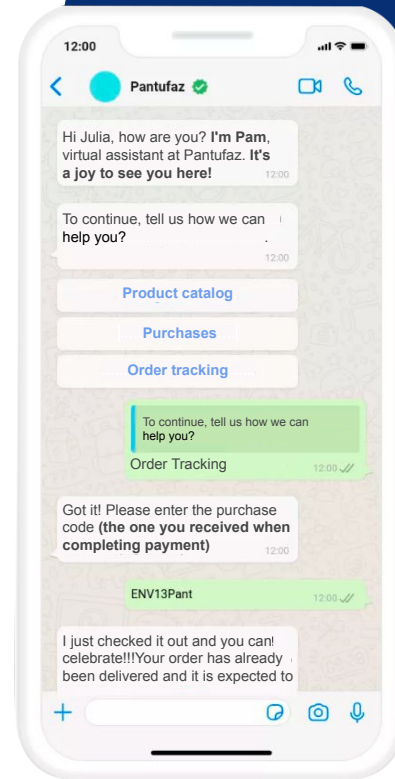
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What is commerce conversational?

Conversational commerce is when people and companies connect through chat or voice assistance with the **intention of conducting the purchase of goods or services.**

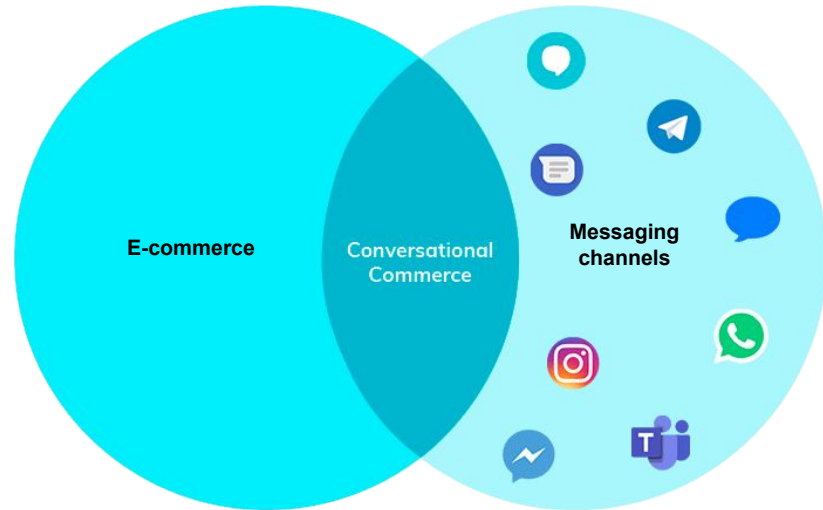
The market is getting closer to its customers.

Several major changes in culture and technology mean that brands need to be where and when their customer prefers **through their preferred channel.**



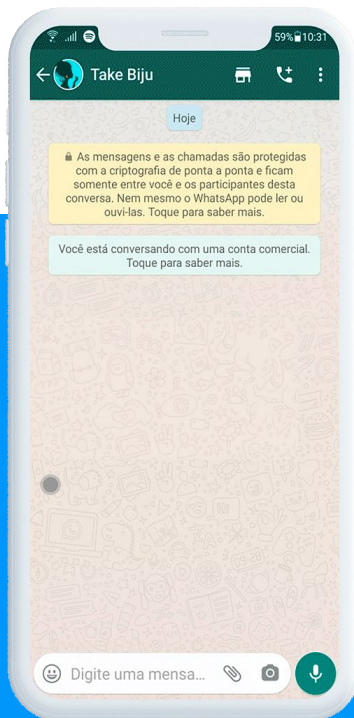
Digital channels for
conversational
commerce

Blip Chat

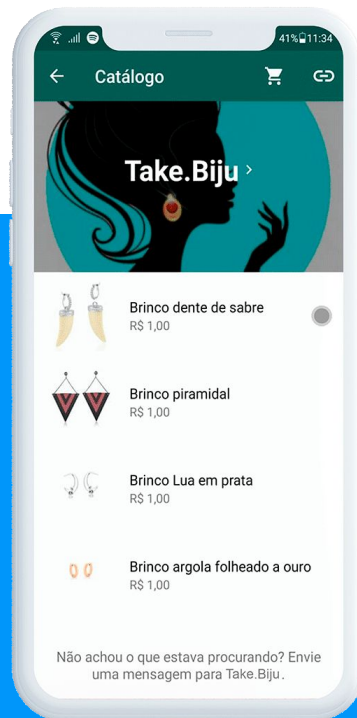


Conversational solution: how does it work?

Start of conversation



Catalog and cart



Payment



How

commerce

be



Sell products or services in a automated way directly through your customer's messaging channels



Product catalog



Shopping cart and checkout



Order status through channels



Sales support and customer service (Sales Center)



Active notifications for customer retention actions (sales, discount coupons, refer a friend...)

Benefits of conversational commerce for customers



Convenience



Agility in the
purchasing process



"Humanized"
experience



Personalized
recommendations and
offers



Quick answers



Customer care 24x7



Benefits of conversational commerce for companies



Better customer service



Increased loyalty



Feedback/Assessment Collection



Information record




User behavior analysis



Automated processes





Messaging apps have outpaced social media when it comes to where we spend our time.

We allow companies to offer a conversational experience to their users to reach, engage and monetize them through their preferred communication channel.

7/10

of millennials prefer to communicate by text messages

+2 Bilhões

use WhatsApp worldwide.¹

82%

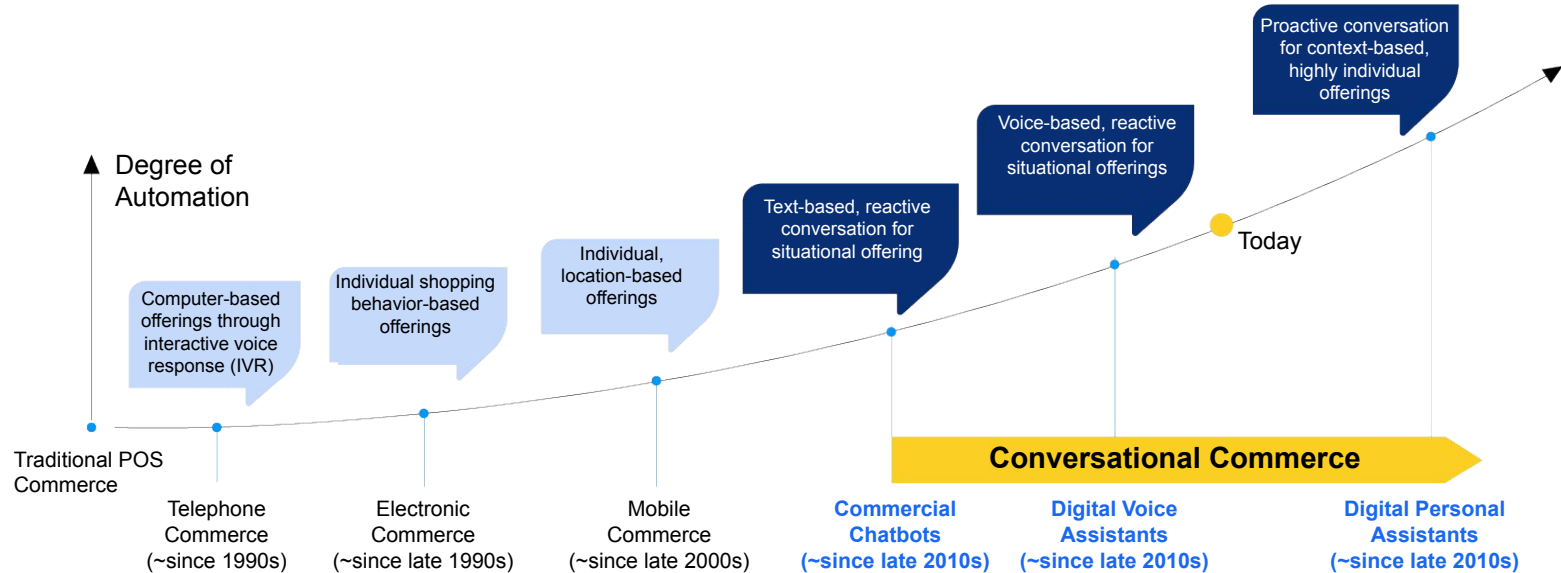
of customers seek an **immediate response from brands**

53%

of customers would buy from a company they can **communicate with via message**

- (1) [Techtudo](#) | WhatsApp surpasses 2 billion users worldwide.
- (2) [Neil Patel](#) | The 10 Most Used Social Networks in Brazil (and in the World) in 2018 and 2019.
- (3) [Consumidor Moderno](#) | 76% of Brazilians interact with brands via WhatsApp, according to a survey.

Market Evolution



¹Time estimate concerning use of technology for retail purpose suitable for the mass

Conversational Commerce

Conversational platforms are transforming communication between customers and companies across multiple channels and formats.



**Conversational
platform**

