



World's First **AI-powered Conversational Commerce** Platform that delivers personalized CX at scale

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# 250+ Leading eCommerce brands

mamaearth™

juicy chemistry®  
organic by nature™

BOMBAY  
SHAVING  
COMPANY

THE MAN COMPANY

cafféine™

WOW™  
SKIN SCIENCE

perfora

emami\*

Hindustan Unilever Limited

BELLA VITA ORGANIC®  
new age ayurveda

BEAUTY & PERSONAL CARE

slurrp  
farm

OPEN  
SECRET.

RAGE  
COFFEE

whole  
The Truth

MILLET  
AMMA

BLUE  
TOKAI

TWO  
BROTHERS  
ORGANIC FARMS

EDIBLES

XY|XX

sometime  
BY ASIAN DESIGNERS

PLANET54.COM

MODERN CREW

Suta

NEEMAN'S

Alaya.

à la mode  
by Anubhav

SHREYAS  
FUN FRIENDS 'HOODING

PAPA  
DOES  
BREACH  
BY SHUBHIKA

LAKSHITA

NOBERO

OFF DUTY  
INDIA

House of  
Chikankari

FASHION & APPAREL

MALAYA OPTICAL  
OPTOMETRIST SINCE 1957

all  
things  
baby  
.com

classmate

June  
2012

supertails

nestasia

MISCELLANEOUS

PLIX

CiplaHealth  
Improving lives, every day

DR. VAIDYA'S  
new age ayurveda

man  
matters

WELLBEING  
NUTRITION

andMe

KAPIVA

Sanfe

T.A.C®  
the ayurveda co.

HEALTH & WELLNESS

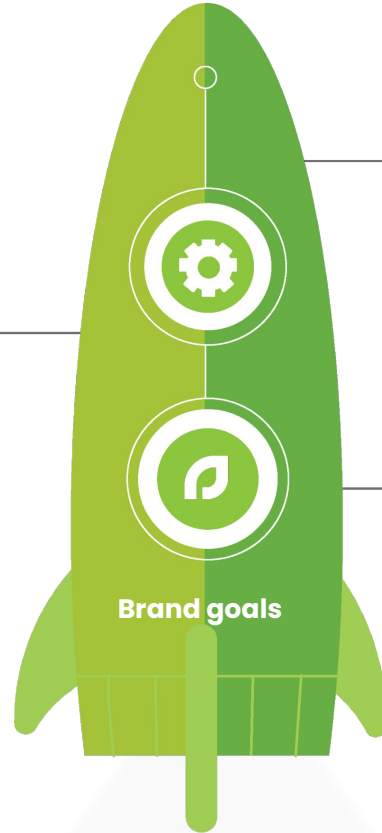
# Why do you need **Conversational Commerce for WhatsApp**



## **Reduce CAC and boost conversions**

### **Get more customers to WhatsApp**

- Own potential customer data
- Trigger conversation and offer personalized shopping experience on chat
- Re-engage and target on WhatsApp itself



**Brand goals**

**Improve retention and loyalty to increase profitability**

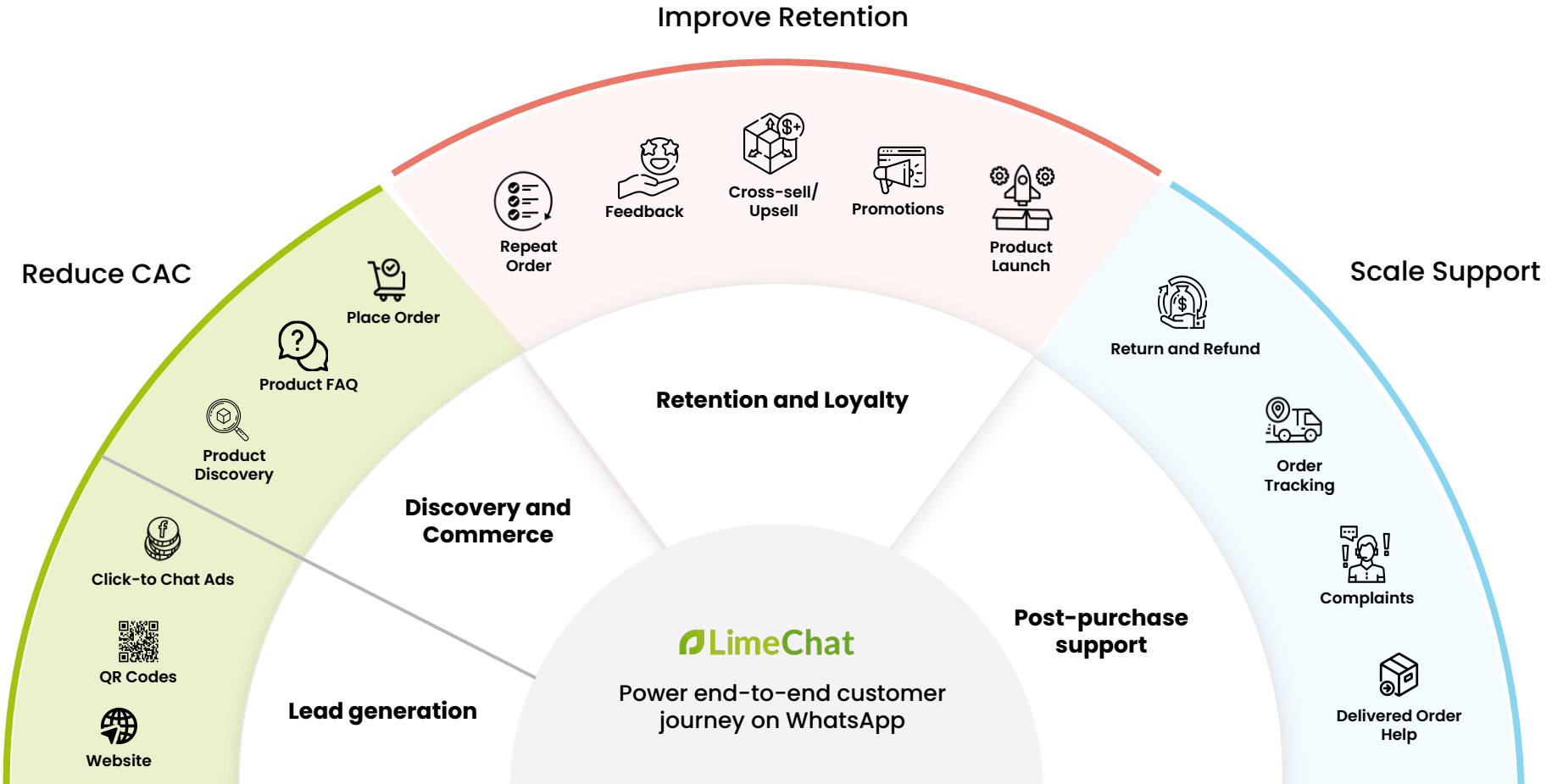
**Make more money from existing customers**

- Drive repeat purchases on WhatsApp
- Practice mindful, contextual marketing

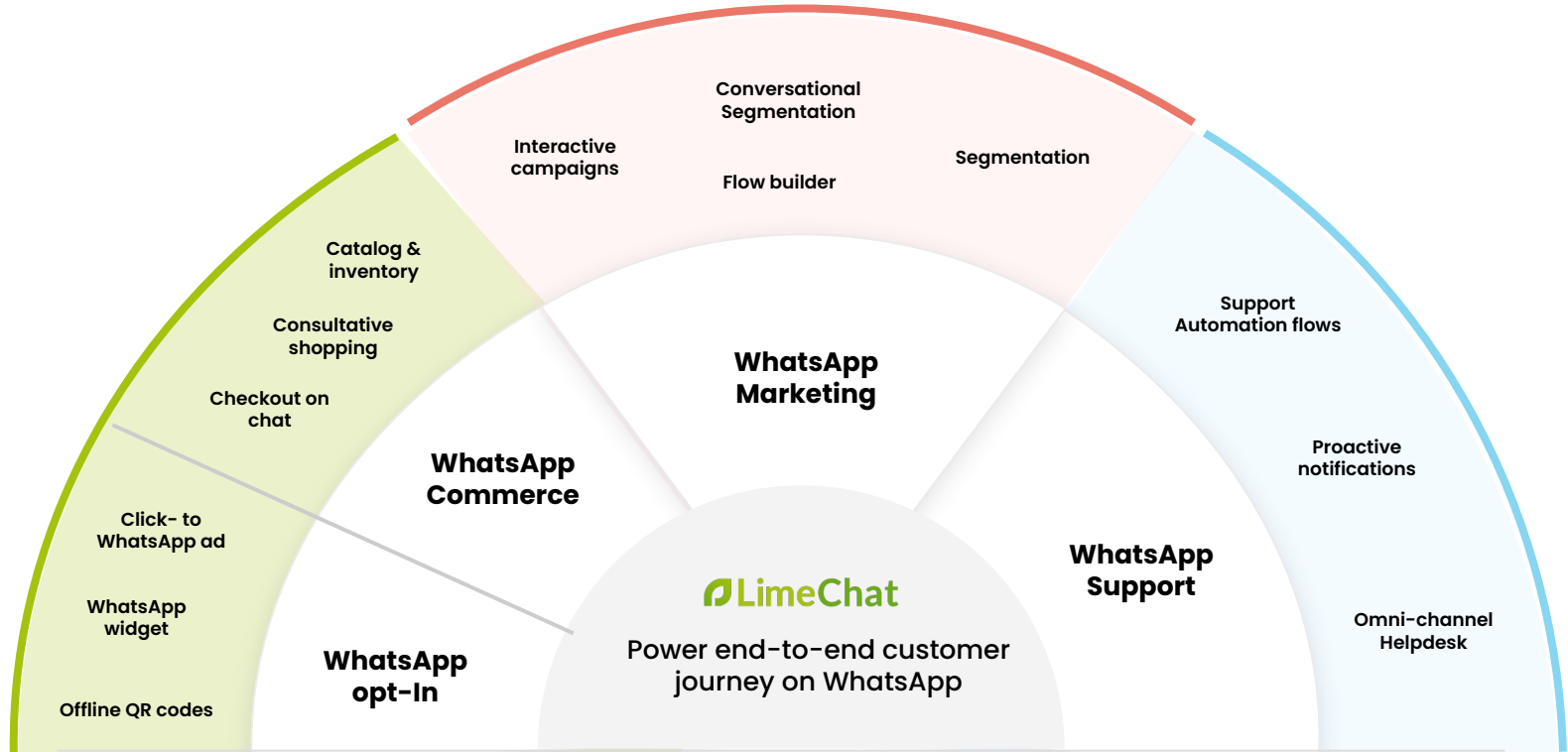
**Scale customer support**

**Deliver personalized, consistent support experiences at scale**

- Be proactive in giving support
- Offer instant query resolution



# LimeChat's Complete WhatsApp Conversational Commerce Suite



Powered by:

**Deep Integrations**

**Comprehensive Analytics**

**Expert consultation & Support**



# Bring users from ads to WhatsApp

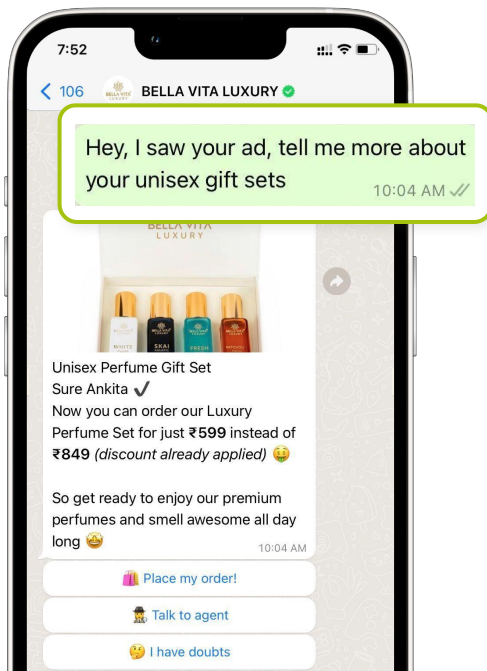
'OWN' Your Customer Data, drive engagement, and reduce CAC

Normal ad that redirects to website

100 people come to website  
4 convert

Total conversions = 4

CTWA that redirects to WhatsApp



100 people come to WhatsApp  
4 convert

96 leads retargeted with WhatsApp broadcast, without running ads  
2 convert

50/94 high-intent leads contacted through telesales team  
10 convert

Total conversions = 16  
↓  
4X ROAS



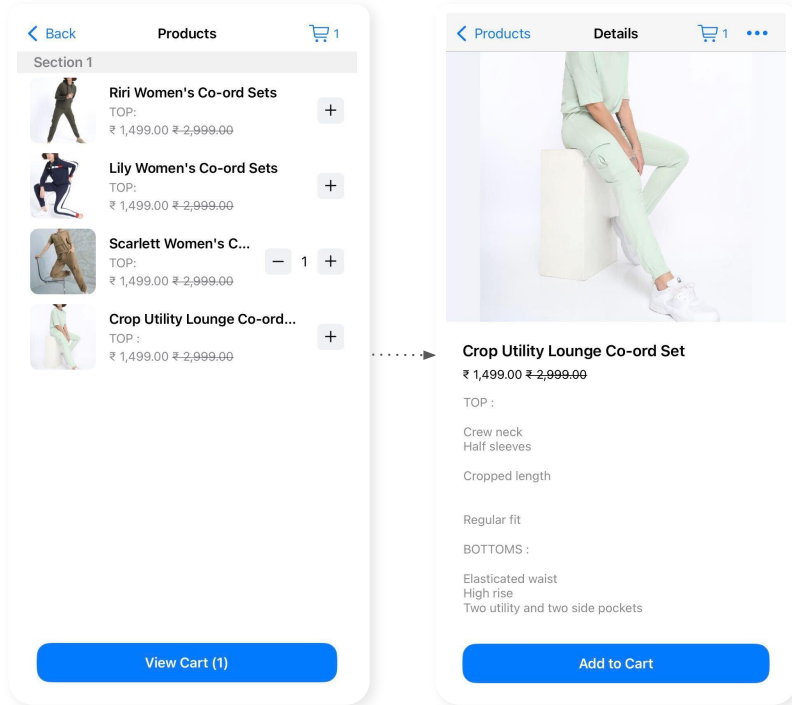
## LimeChat's AI-powered WhatsApp Commerce

Deliver end-to-end, personalized shopping experiences on WhatsApp and see your revenue grow

### Top brands have seen

- ✓ 30% lesser drop-offs than the website
- ✓ 10% Increased conversions
- ✓ 50% CAC Reduction

# The most evolved and advanced catalog for product discovery



## Need:

- No hassle of updating products with frequently changing SKUs as per fashion
- Showcase multiple images for every product

## LimeChat's Catalog:

- Auto-sync products and prices from your store
- Add multiple images under each product listing
- Only catalog that works with free-text search

**10X better browsing experience**

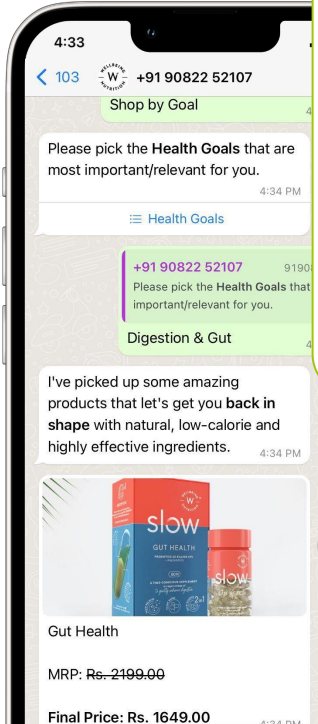


Watch it in action:



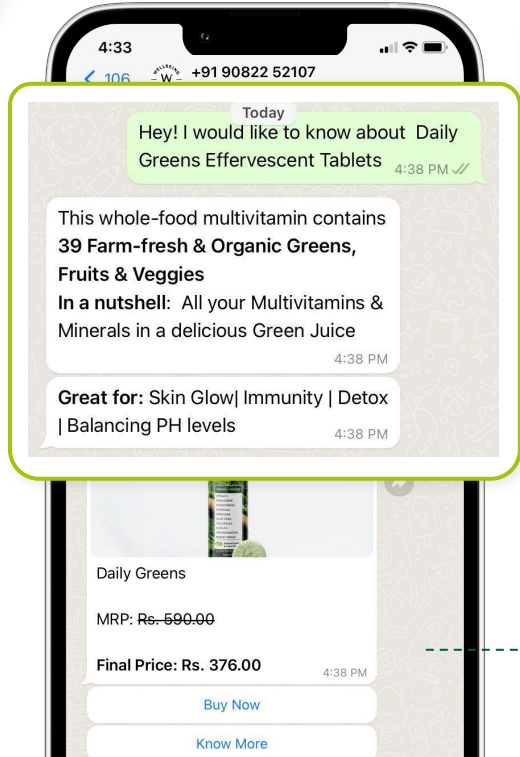


# Improve conversions with the seamless buying flows



- 69% of all customers come to WhatsApp to **find products**
  - The AI bot recommends products based on customer answers
- 13.06% conversions**  
**4.5L revenue generated**

• **Guided selling**



**Convert high-intent leads coming from product page (PDP)**



# Reduce CAC with seamless shopping experience

## AI-powered free-text search and product recommendations

Before SMART search:

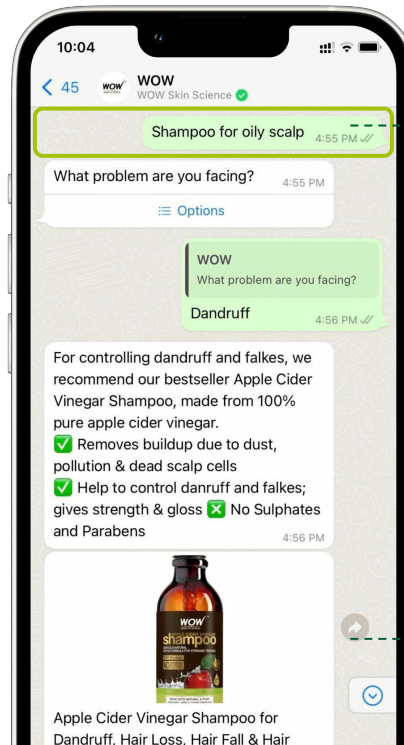
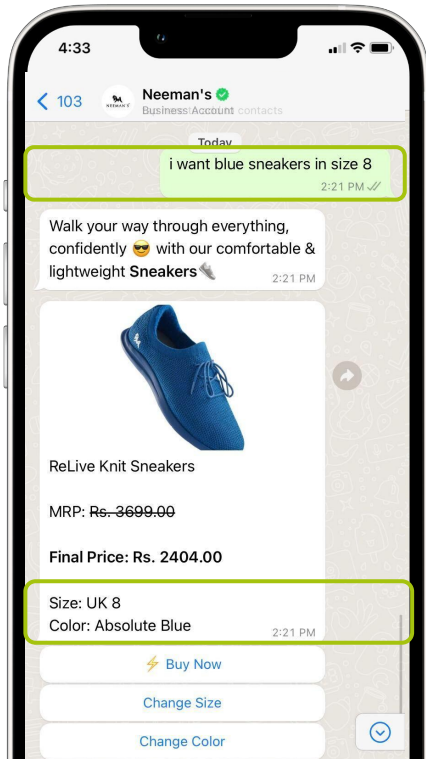
- User searches include specific product attributes in free text
- Bot failed at such instances and transferred to agents



### LimeChat's SMART Product search engine on chat

Enables search based on attributes, color, size, and gives **precise** results

**Improved conversions**  
**Better CX**

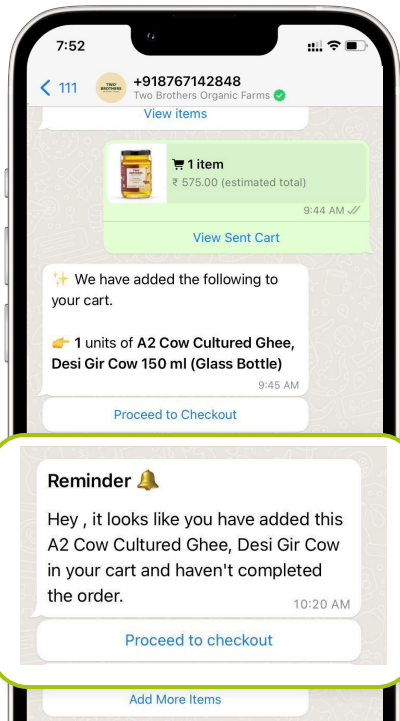


**Free text product search**

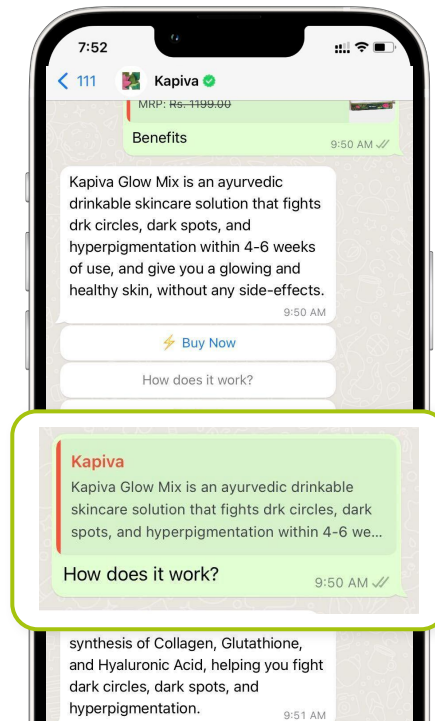
**Product recommendation**



# Other exciting features on chat to boost conversions and reduce CAC



Reminder system to re-engage dropped-off users on chat



Product-specific FAQs

# Leverage the power of GPT in your customer interactions to get ahead of your competition

The image shows a website for 'NEEMAN'S' with a navigation menu including SHOES, SLIPPERS, CLOTHING, BRAND, and REV. The main heading is 'Eco-Friendly at heart!' with a red heart icon. Below this, there are two shoe products: 'ReLive Knits' (grey) and 'Wool Joggers' (blue). Each product has a 'SHOP NOW' button. A chatbot interface is overlaid on the right side of the website, showing a user query and a detailed response about merino wool sneakers.

NEEMAN'S SHOES SLIPPERS CLOTHING BRAND REV

Eco-Friendly at heart! ❤️

Made from Recycled PET Bottles

Made from Australian Merino Wool

ReLive Knits

Wool Joggers

SHOP NOW

SHOP NOW

tell me more about the benefits of merino wool sneakers

The benefits of merino wool sneakers include being lightweight and comfortable, having a flexible and elastic nature that adjusts to the shape of the feet, and being extremely breathable and moisture-wicking. Maintenance is also easy, as the insole and laces can be removed and washed in a machine on a delicate setting. Merino wool is also suitable for all-day wear in any terrain or distance and is considered the world's finest and softest sheep's wool.

Type your message

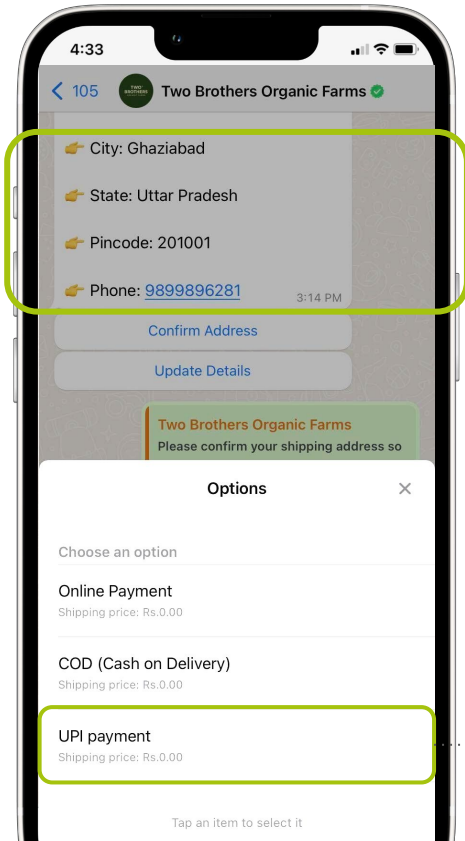
Powered by LimeChat

★★★ **Improve engagement** by enhancing bot capabilities, to handle a wider range of user queries

★★★ Deep dive into every conversation using **AI-based sentiment analysis** and identify **high-intent leads**

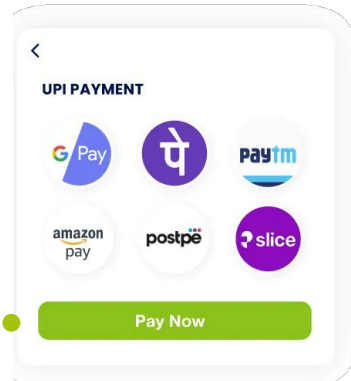
★★★ Increase conversions and improve overall customer experience

# Higher conversion with checkout on chat



Before UPI payment option:

- ↑ Drop-offs as UPI is one of the preferred payment method
- Conversion rate 2.46%



After UPI integration:

- Multiple payment options
- Effortless setup, instant conversions
- **Conversions increased to 5.10%**

**2X better conversions with UPI payments!**



# The most in-depth sales analytics that turn every conversation into actionable insights & drive growth



Product Quiz conversion  
Transaction: 45



- **3K leads generated** - customers who drops off or have some specific q's
- Agents call them within 1 hour
- **Close to 3.5L sales generated**

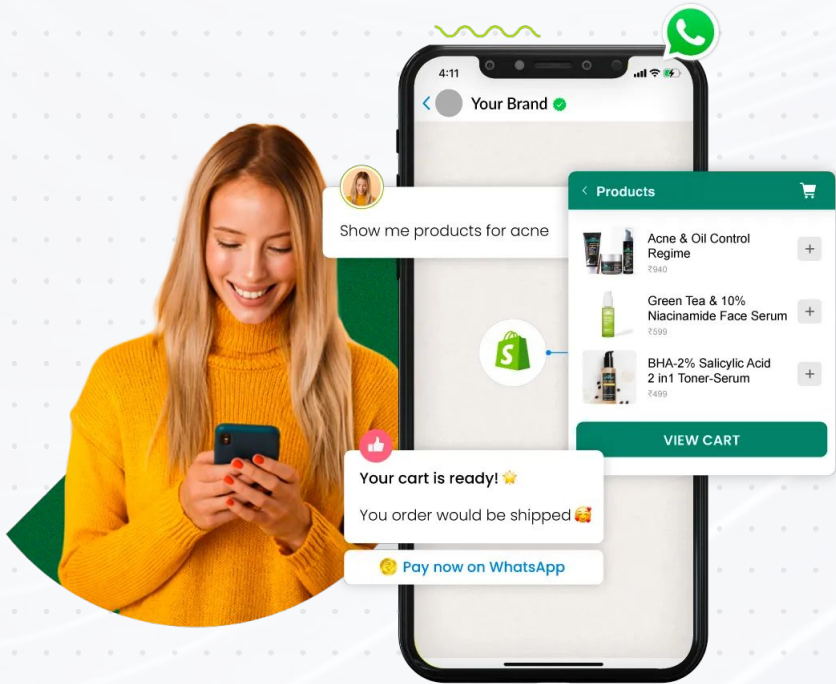
## Full visibility into most common concerns and popular products

Name	Concerns
Hair Care	305
Explore fragrances	260
Beard Care	224
Curate Your Own Box	157
Face Care	147

## Identify what your customers care about most

User Intent Breakdown





## Conversational WhatsApp Marketing

Send hyper-personalized, interactive campaigns on WhatsApp and empower brands to drive retention



10X higher RoAS



30% more [nurtured] leads



30% Increase in retention

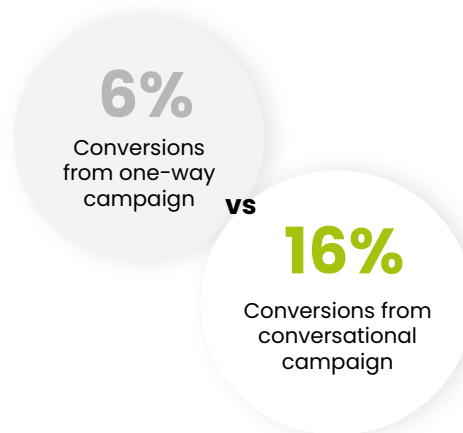


# 2X your revenue with best-converting conversational abandoned checkout campaigns



The Indus Valley made following two changes and experienced some amazing results:

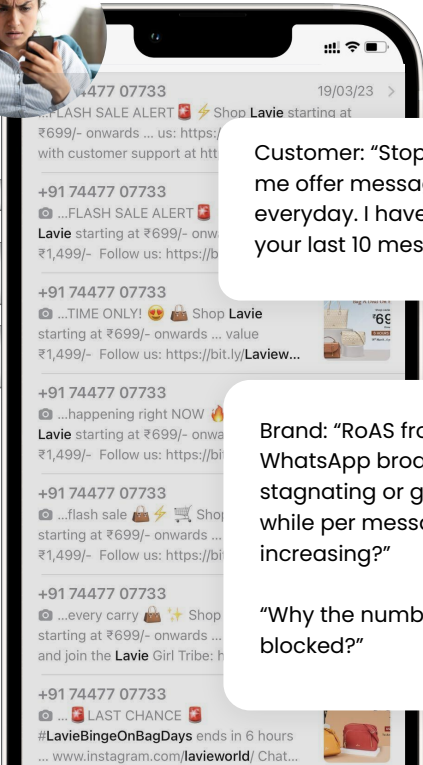
- FOMO and gamification
- Personalize messaging hook







# Target broadcasts only to your engaged users. Keep WhatsApp **Safe from Spam.**

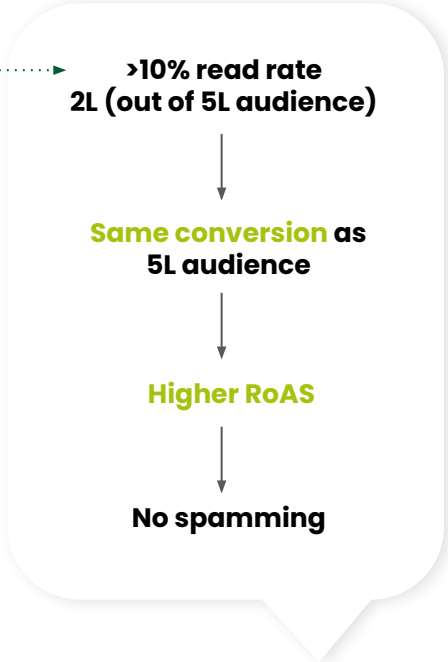


Customer: "Stop sending me offer messages everyday. I have not read your last 10 messages 😞"

Brand: "RoAS from WhatsApp broadcasts is stagnating or going down, while per message cost is increasing?"

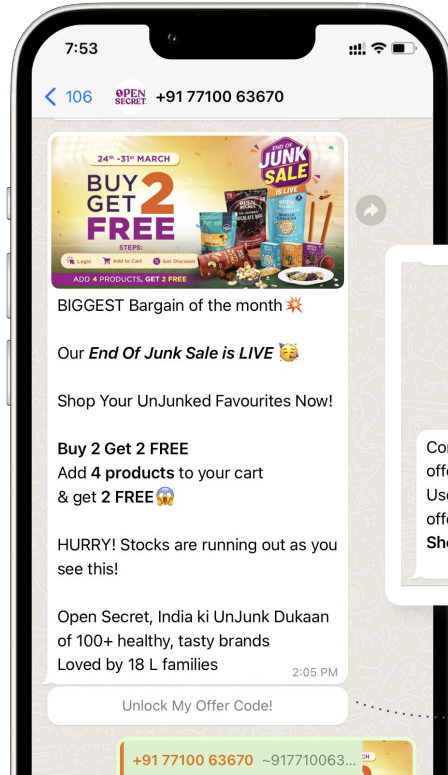
"Why the number is getting blocked?"

Send broadcast to people with >10% read rate



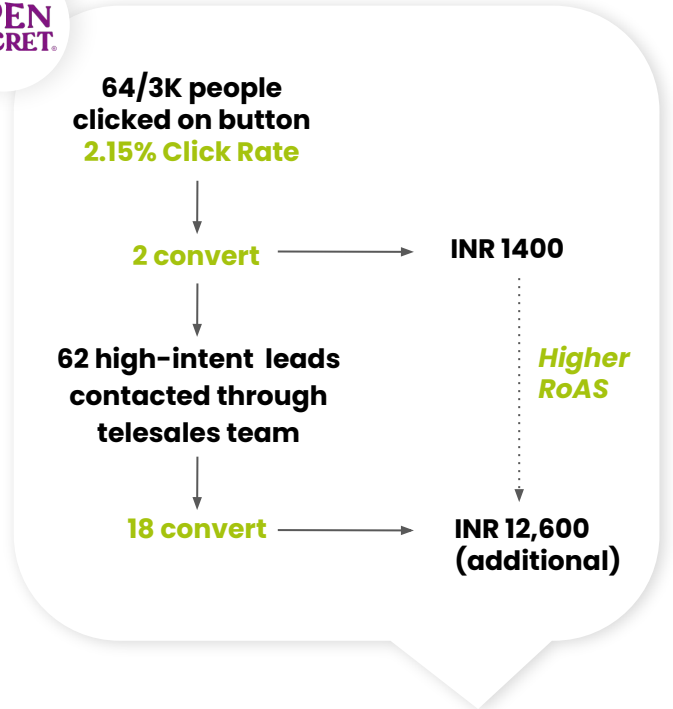


# Boost revenue with **Conversational Broadcasts** Empower your customer to start a conversation.



Open Secret combined conversational broadcast + telesales strategy for higher ROAS

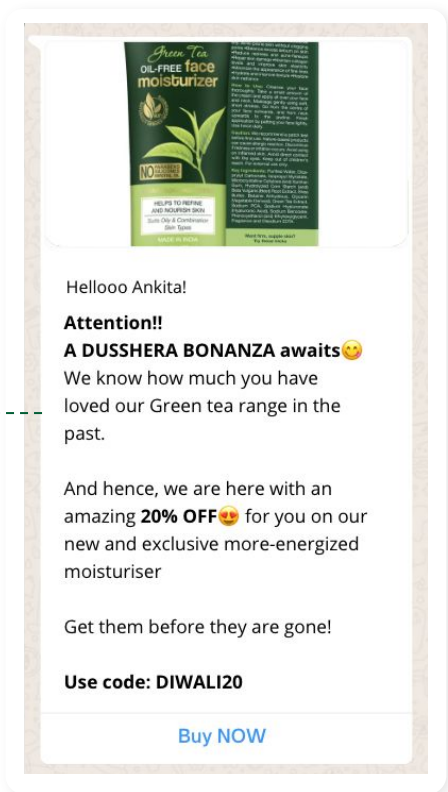
**OPEN SECRET.**






# Build retention journeys on WhatsApp that maximizes **repeat sales and order values**

**Send broadcast  
based on past  
purchase and  
frequency**





Helloo Ankita!

**Attention!!**  
**A DUSSHERA BONANZA awaits 😊**

We know how much you have loved our Green tea range in the past.

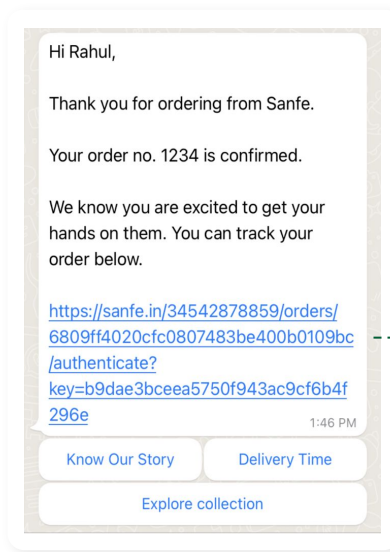
And hence, we are here with an amazing **20% OFF 😊** for you on our new and exclusive more-energized moisturiser

Get them before they are gone!

**Use code: DIWALI20**

[Buy NOW](#)

**35% Reply Rate** for interactive,  
2-way campaigns  
(as compared to previous 6%)



Hi Rahul,

Thank you for ordering from Sanfe.

Your order no. 1234 is confirmed.

We know you are excited to get your hands on them. You can track your order below.

<https://sanfe.in/34542878859/orders/6809ff4020cfc0807483be400b0109bc/authenticate?key=b9dae3bcee5750f943ac9cf6b4f296e>

1:46 PM

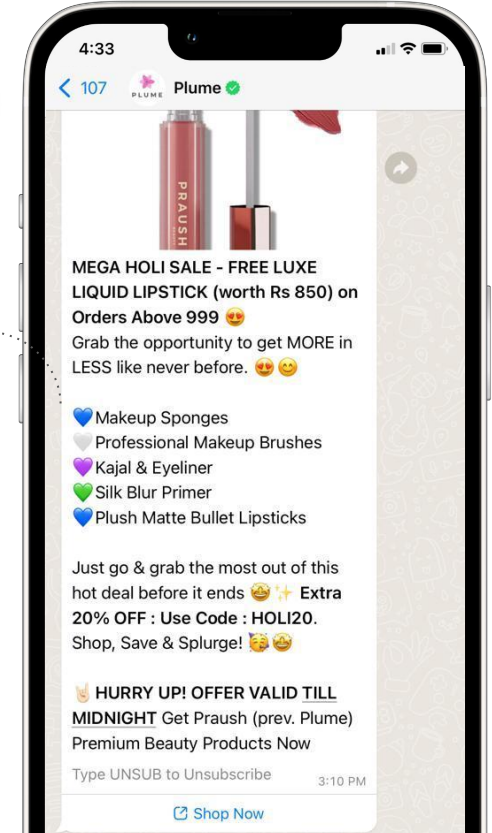
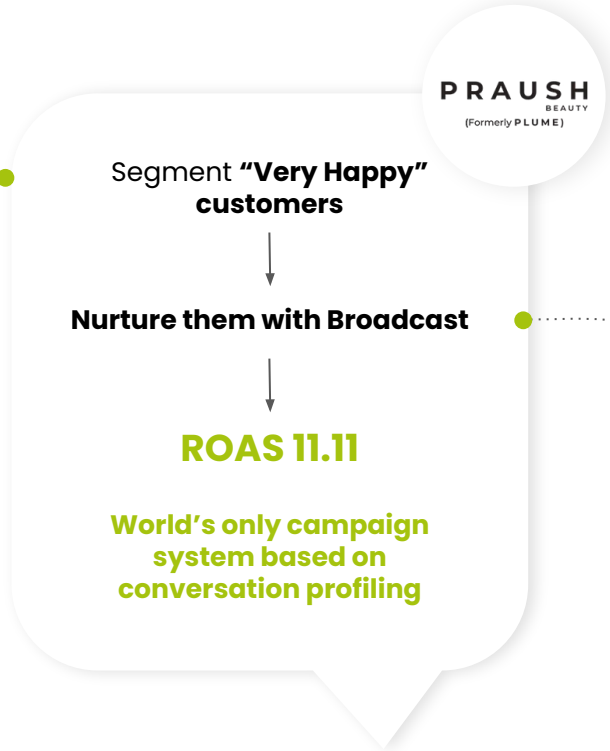
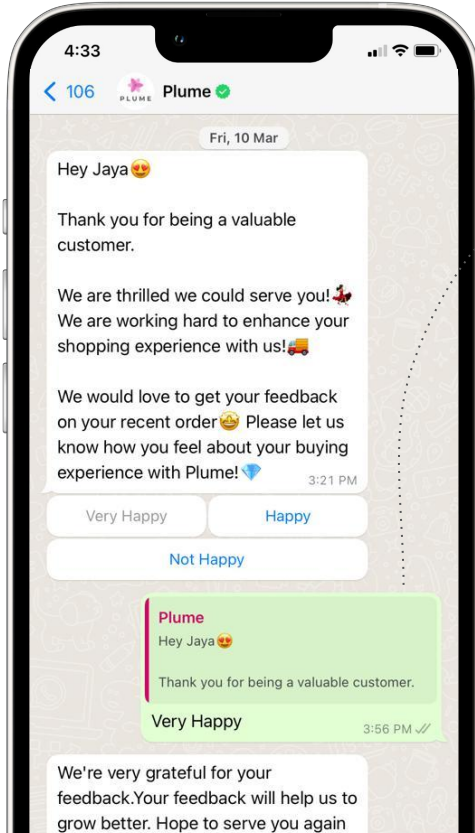
[Know Our Story](#) [Delivery Time](#)

[Explore collection](#)

**Conversational  
order confirmation  
campaign to upsell**



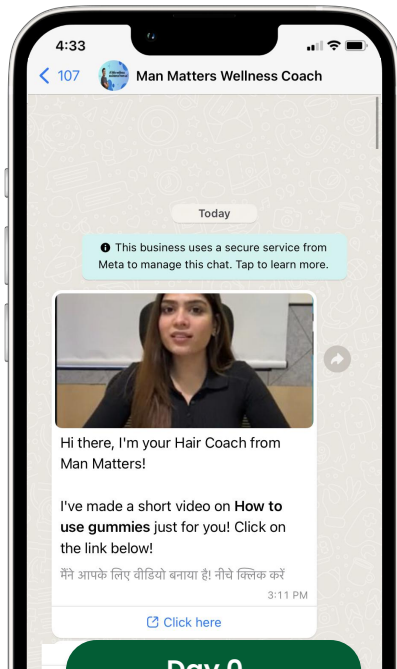
Plume ran a special Holi campaign only on their Very Happy customers and saw some amazing results



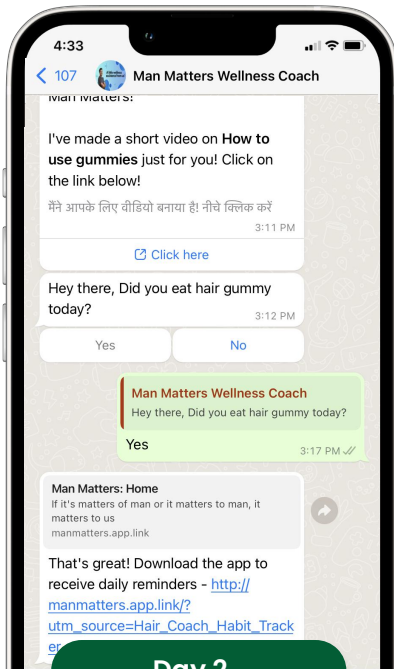


Reply Rate = On avg. 35%

man matters



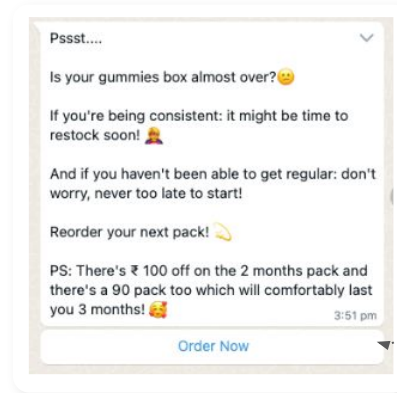
Day 0



Day 2

Man matters built a post-purchase consumption flow to increase engagement and build high-value relationship with their customers

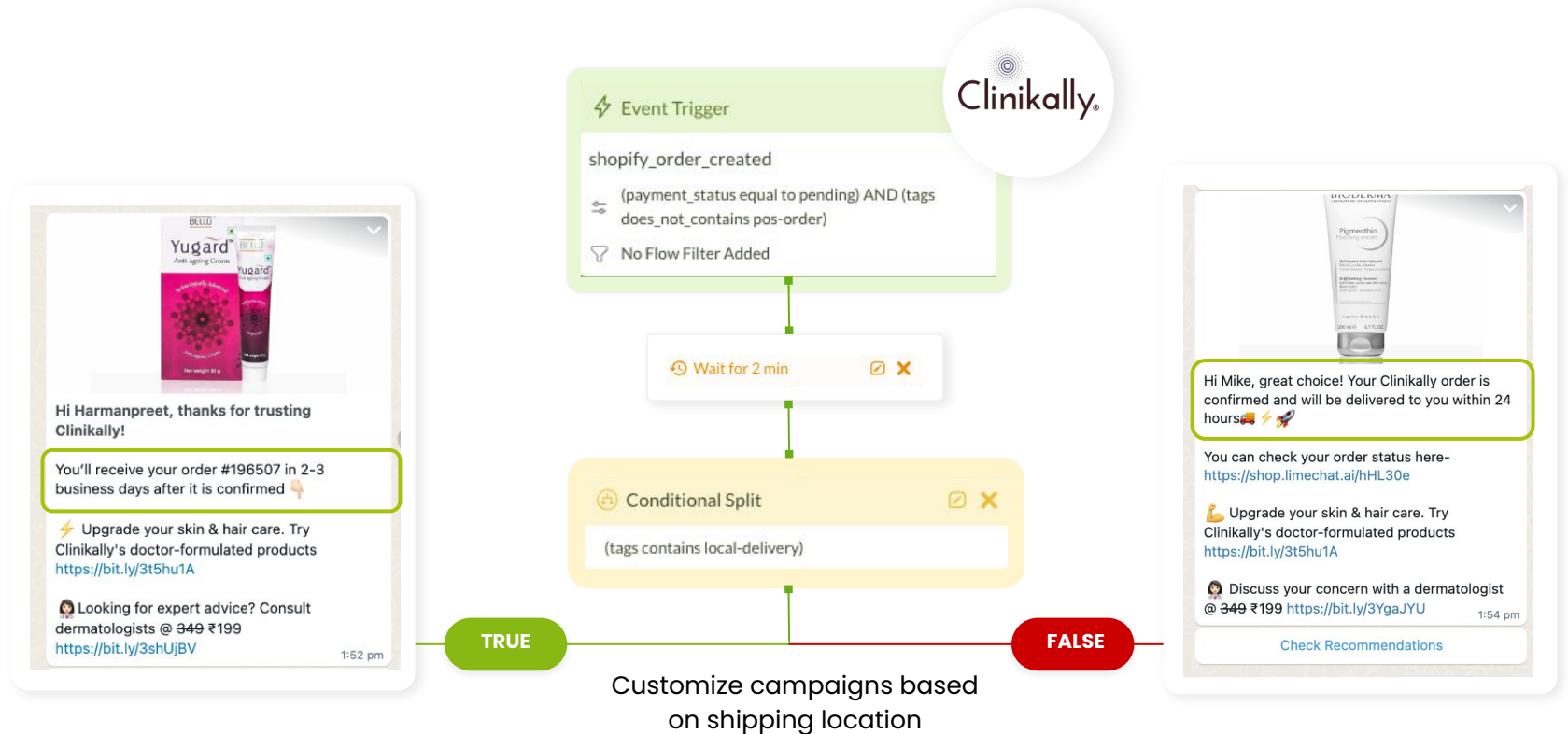
After 30 days,



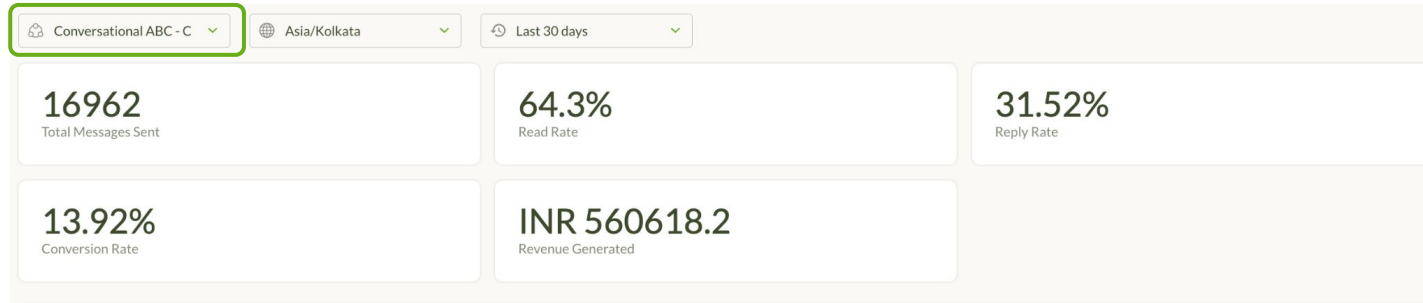
Day 30

Post-purchase consumption flow, followed by re-order reminder

# Advanced hyper-personalization with World's first Klaviyo-like flow builder for WhatsApp



# Detailed analytics to see the impact of your marketing strategies



## Customer Replies

Customer Reply	Reply Count	Percentage	Customers
Unlock My Discount	1789	79.76	<a href="#">View</a>
Hi	30	1.34	<a href="#">View</a>
User sent attachment	17	0.76	<a href="#">View</a>
Hi I want to upload prescription	14	0.62	<a href="#">View</a>
Hello	11	0.49	<a href="#">View</a>



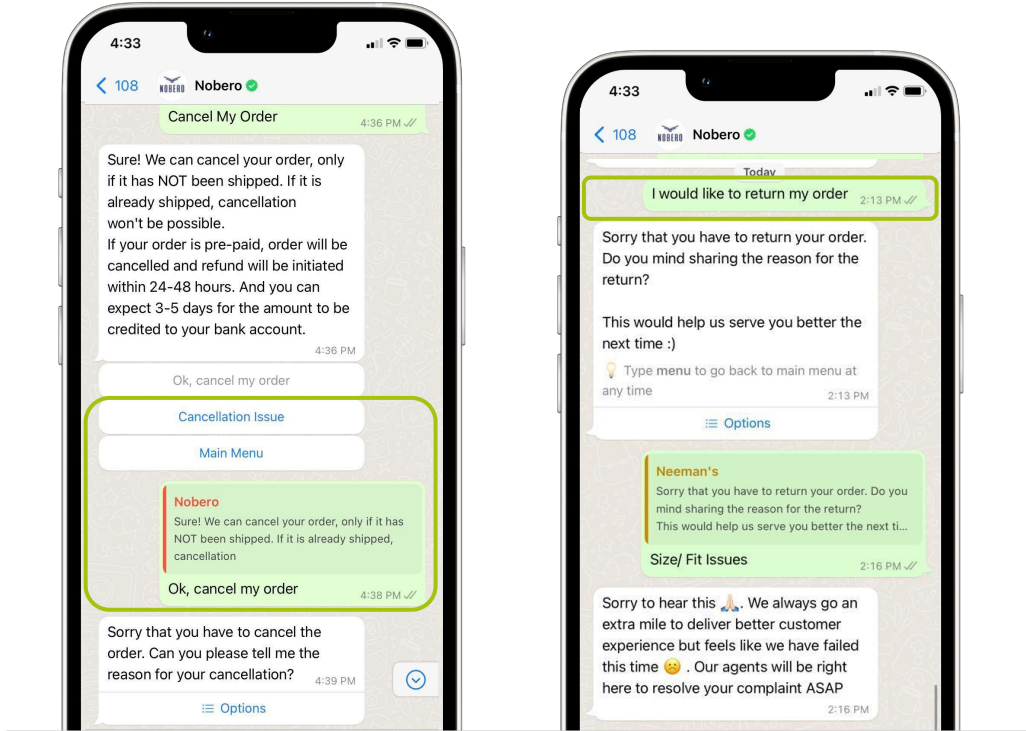
## AI-powered Support Automation

Personalize support at scale with AI that delivers 100% human experiences at just 10% of the cost

- ✓ 70% Reduction of support cost via automation
- ✓ 10X Faster resolution time
- ✓ 5\* Bot CSAT score



# Industry-leading automation with plug-and-play flows



Before LimeChat, as brand scaled,

- Orders ↑ → Customer queries ↑
- Increase load on CS agent
- Delay in responses → Customer dissatisfaction + Negative Rapport
- *32% of queries is for tracking order  
10% is returns and refunds  
9.5% is cancellations*

**LimeChat automated 75% of all the queries for Nobero, while increasing their CSAT to 4.2/5**



# High-quality, personalized responses for the best experience



# Pre-built integrations across the value chain



Online store/Inventory



Payment checkout



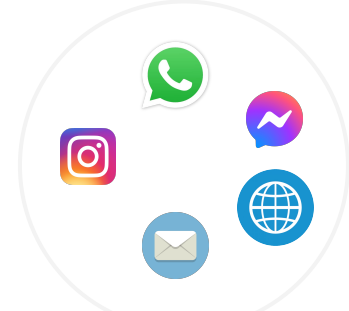
CRM



Logistics



Marketing Automation



Channels



# In-depth support analytics to make data-driven decisions and improve CX

Bot Performance    User Behavior    Sales Analytics

Last 7 Days    All Inboxes    All Time    PERFORMANCE REPORT

**19166**  
Bot Tickets

**79.97%**  
Automation

**27**  
Total responses

**4.2/5**  
CSAT Rating

**2.86%**  
Response rate

**81.48%**  
Satisfaction score

Response Split

Name	Complaints
Order Delivery	1673
Defective Product	62
Bad Service	23
other	3
payment_problem	2

Feedback Utterances

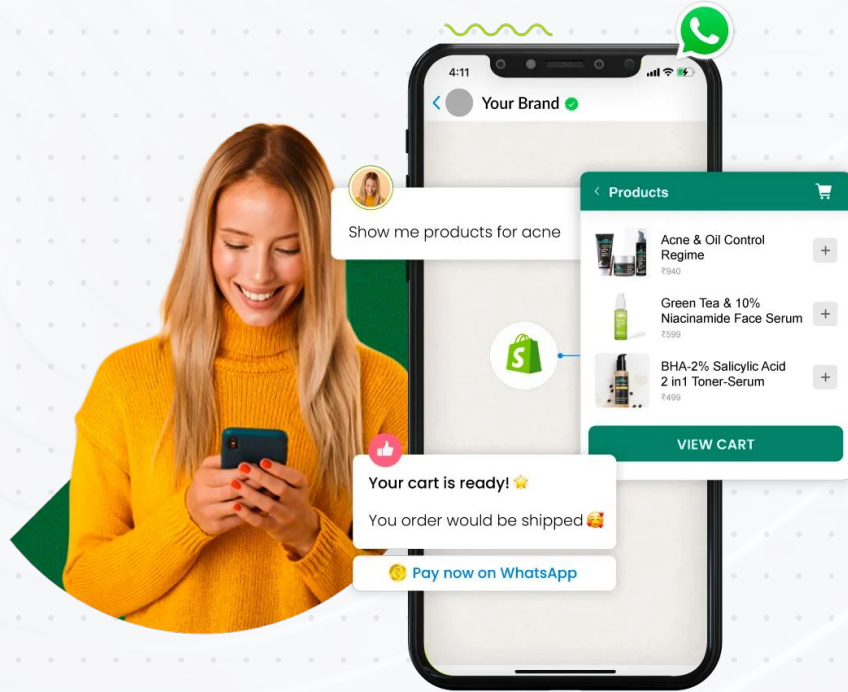
Contact	Assigned agent	Response	Comment	Inbox Name	Ticket
bitter-wave-323	-	👍			Link
lively-thunder-893	Vinay Pratap Singh	👍			
Harsha	Mohan Gurung	👍			
Sreetakshmi Jayarajan	Mohan Gurung	👍			
Surya priyanaka	Anchal Singh	👍			
Archana	Anchal Singh	👍			
Srивiveka Kathires	Vinay Pratap Singh	👍			
nalini	Jassika Juneja	👍			

**Drill down into customer complaints**

**Customer satisfaction insights — segment and send targeted marketing campaigns to happy customers**

**Plume achieved 11.11 ROAS with this campaign**

**PRAUSH**  
BEAUTY  
(Formerly PLUME)



## The world's most optimised Helpdesk for eCommerce to control and drive customer experience at scale



200% Increase in agent-assisted sales



70% Decrease in resolution time



# Live Demo Walkthrough

- Add all channel inboxes
- Add and manage agents
- Manage all customer conversations from one platform
- Edit orders, recommend products and create new orders, and refund payments without leaving Helpdesk
- Detailed agent performance analytics





# Why brands love LimeChat?

## All-round support and success that takes you from launch to scale

★★★★★ Jan 23, 2023

### "Great experience!"

#### What do you like best about LimeChat?

The Limechat team has always been very responsive and helpful, specially **Sridhar** he goes out of his way to ensure your issues are resolved.

★★★★★ Mar 03, 2023 (Original Mar 02, 2023)

### "Overall good experience"

#### What do you like best about LimeChat?

A proactive POC, **Kshitij Sethi** has helped us with appropriate solutions and timely implementation of tasks. He also puts effort into making sure our issues are resolved satisfactorily.

★★★★★ Jan 10, 2023

### "Great platform"

#### What do you like best about LimeChat?

The platform and dashboard is super easy to use and exceptional support from a team of limechat Specially **Manika** from limechat Helped us on every step.Limechat has come up with many new features which helped us to improve customer experience and also scale business through WhatsApp.

★★★★★ Feb 07, 2023

### "Great Experience"

#### What do you like best about LimeChat?

Helps in creating a brand image towards the customers and we can communicate with best possible ways.

Timely solution and great team support.

- Ecommerce Helpdesk
- Whatsapp Engagement Campaigns

Both the above are really efficient.

Ready to skyrocket your  
eCommerce growth?

**LET'S TALK!**

