



How Conversational AI is causing a paradigm shift in E-Commerce Customer Service

Tuesday, 23rd April | 11:00 - 11:45 am



About Me

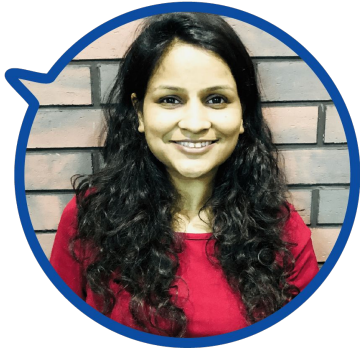


- 10+ years: Product Management
- Search Technologies and Media Tech
- Currently heads the Enterprise Vertical at Haptik



Kartik Poddar

Good to know!



Co-organiser
Shubham Bagri,
Marketing Lead



Tweet to us @haptik



You have been muted
If you lose audio, please rejoin



At the end of the panel



Leave your queries in the question bar

About Haptik



One of the world's largest Conversational AI platforms

100+
Live Bots

100 Million
Devices

2 Billion
Interactions

Proprietary technology across all key components of Conversational UI



NLP



Bot Builder Tool



Chat based Analytics



Live Agent Dashboard

OUR PANEL



Arun Laxman

Principal Product Manager
Grofers



Seshadri Vyas

Sr. Product Manager
Goibibo



Varitant Goyal

Product Manager
Oyo

How Customer Service Has Changed



THEN

- Available during office hours
- High call-centre volume
- Company controls where interaction happens



NOW

- Available 24x7x365
- High mobile messaging volume
- Customer controls where interaction happens



Panel Discussion



What are the top customer support queries you receive?










**Why did you decide to use
Conversational AI for customer
service in your company?**



Poll Time



What is keeping you from using Conversational AI for your business?

-  Concerns about cost
-  Low traffic on digital assets
-  No vernacular language capability in bots
-  Data security concerns
-  System not ready to handle bots



**How did you go about
implementing the solution?
And what were the learnings?**

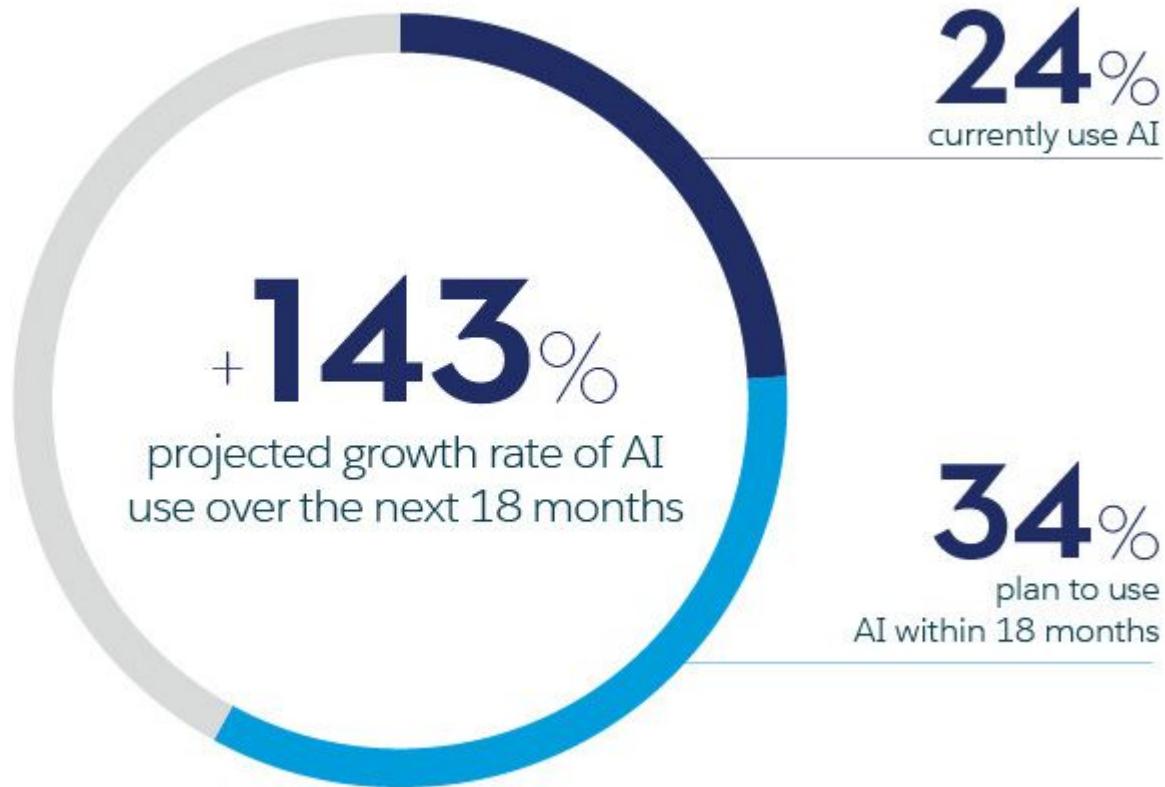




What metrics do you track to measure effectiveness?



Use or Planned Use of AI Among Service Organizations





What is the future of Conversational AI in your organisation?







How is AI powering the growth (in sales and revenue) for E-commerce via chatbot?





**How much of AI today is actual
AI and how much of it is just
programming?**





Your views on the grey area of customer data security and privacy utilized by AI in e-Commerce





**For a startup which is small and
is just starting out, any advice
on how to go about using
Conversational AI?**





**How are you handling
customer queries in vernacular
languages?**





How can chatbots resolve queries from users to enhance their shopping experience?





Thank you

Kartik.poddar@haptik.ai