

Hello!

We're **asksid**

A Gupshup company



BUSINESS OUTCOMES



30% higher conversions with delightful shopping journeys and 24/7 support



Analyze demand signals in conversational data to gain deep insights

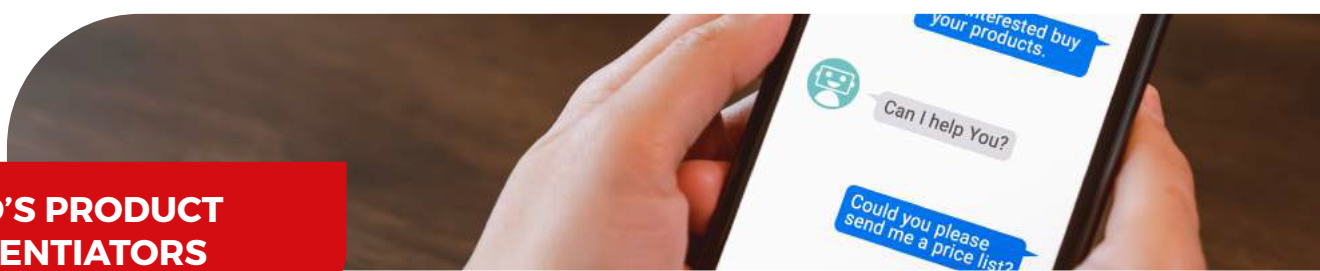


Drive intelligent, personalized, and humanized engagement 24/7



Omnichannel and multilingual assistant supporting 100+ languages

ASKSID'S PRODUCT DIFFERENTIATORS



Retail AI Brain

- A unique knowledge repository converting raw brand data into tweet-sized Q&As, product tags, intents, and utterances.

Go-live in 4 weeks

- Pre-built connectors with Shopify, Salesforce, BigCommerce, and more.
- Automated detection of new products in the catalog, inventory, promotions, prices, etc.
- Rapid onboardings owing to AI models pre-trained on proprietary retail ontology

Minimal Client Efforts

- 3-5 hours effort per week during onboarding post data access
- Automated generation of Q&A's, tags, utterances by AI algorithms
- Shopping journeys customized to brand needs

Discover Business Opportunities

- NLU models surface evolving needs from conversational data
- Wolford: New product design ideas discovered through insights
- Wolford: Discovered potential new markets

Human + AI Collaboration

- Repetitive questions automated by AI
- High intent leads seamlessly handed off to human agents
- A dashboard that supports intelligent queuing, routing, and replay options

ASKSID'S SUCCESS STORIES



Successfully launched digital loyalty campaign 'Dulux Promise'

- Handled 85% of customer claims
- Engagement increased to 4+ minutes
- Seamless omnichannel support across WhatsApp, FB, Webshops

AkzoNobel

Designed award-winning customer support and experience

- 20+ Countries, 15 Languages
- 13% influenced conversion rate
- 30,000+ unique Q&A's

A-K-R-I-S

Increased conversions in luxury category

- 8.5% influenced order conversion rate
- Powering website search, AI Chatbot & Size Finder App from one solution

[[Wolford]]

Insights led to demand discovery in 2 new international markets

- 11% influenced order rate
- Ideas for new products & styles from conversations
- Discovered new international markets



Customized effective marketing campaigns based on insights

- 700+ hours of automated conversations
- Seamless omnichannel support across WhatsApp & Webshop
- For every 100 conversations, 5 result in an order



1000's of complex queries automated for the critical early nutrition segment

- 95% of conversations were fully self-served
- Answering complex questions - pregnancy, baby symptoms etc
- 1.9 mins average conversation duration