Case Study

How we
Enriched an AI-powered Conversational Commerce Chatbot by integrating a myriad of applications and Knowledge Bases

The Client Context

Messaging is becoming a fast-growing channel for engaging eCommerce customers. This conversation paradigm of engaging with brands and shopping via messaging is predicted to exponentially grow, given the younger generation's comfort with messaging over traditional channels.

The customer wanted to build an AI-based conversational chatbot platform that can intelligently and contextually engage customers and convert them to buyers.
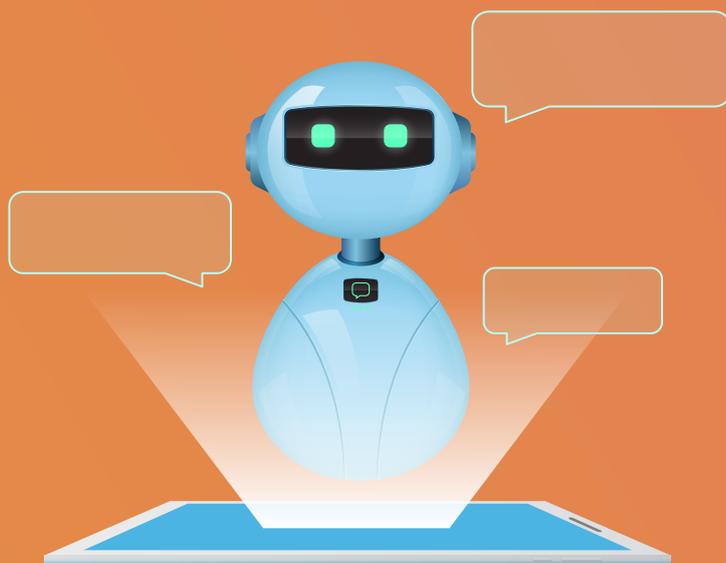

The Requirement

A customer's experience with the chatbot platform was required to be rich and nuanced, as if they were talking to a shopping consultant. It should know everything about the customer like her/his preferences, buying history, price sensitivity and more. It should also have deep knowledge of the products and cross-sell/upsell intelligence.

This knowledge is embedded in multiple applications and knowledge bases. Some of these intelligences like recommendations also come from the customer's AI/ML engines.

The Solution

Our cross-functional team at Ideas2IT elaborated the requirements of the platform, understood the various downstream applications and Knowledge Bases in the customer's landscape.

The Chatbot Platform

Based on the customer's requirements, we designed a powerful chatbot platform that could retrieve information about the customer and had generative answering capabilities. We also integrated it with multiple inbound channels like Facebook, Chat and Voice to engage the customer in a channel of her/his preference

Integration Platform

The chatbot's answers are only as intelligent as the systems it can derive information from. For retrieval capabilities, the chatbot has to be integrated with many other applications like CDP (Customer Data Platform), PIM, Inventory etc. We integrated these applications using Mulesoft's Anypoint Platform. Mulesoft's capability to support multiple protocols and message formats was key to the success of this implementation.

For generative capabilities, we built an API serving layer over the AI/ML engines and integrated it with the answering engine. The intent engine understood the customer's queries and mapped it to the appropriate API. The API itself was exposed through the Anypoint Platform and invoked it with the right parameters extracted by the entity engine.
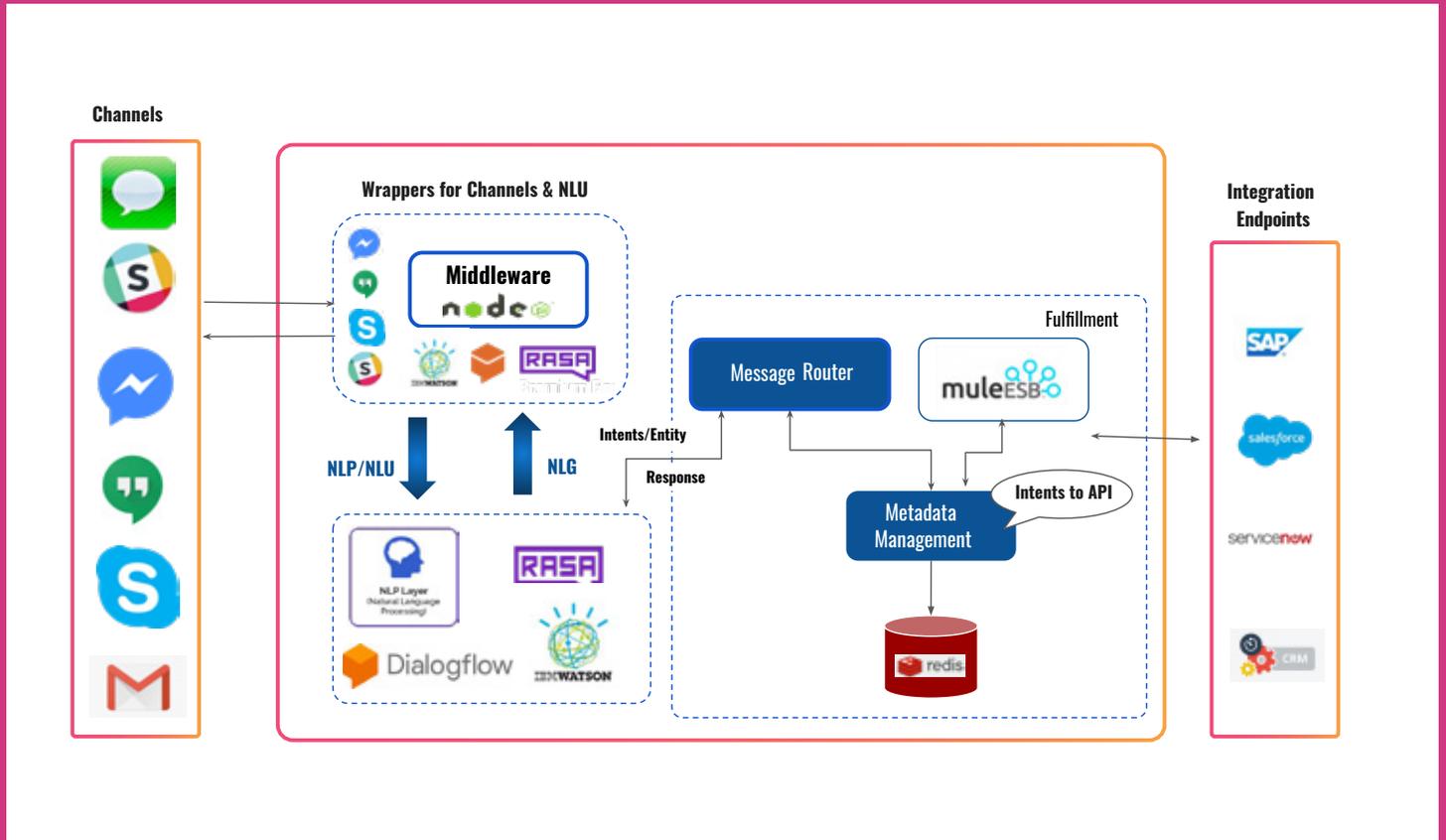
The Benefits

The customer engagement and funnel optimization significantly improved post the implementation of this Chatbot. For instance, abandoned carts came down by 32% compared to a previous email-based engagement.

About Ideas2IT

Founded by an ex-Googler, Ideas2IT started its journey as a high-end product engineering partner for Silicon Valley startups. Ideas2IT has produced 150+ top-quality applications for 100+ clients such as Microsoft, Oracle and Opportun. Ideas2IT offers specialist capabilities in the domains of Data Science, IIoT, Blockchain, Cloud-based SaaS, Robotic Process Automation, Frontend, Backend & Fullstack Development and Intelligent Chatbots.

To know more, **talk2us@ideas2it.com** or visit **www.ideas2it.com**