

# How can Consumer Electronics Brands Boost Lead Generation & Conversion with Conversations?

# Table of Contents

---

› Introduction	02
› What is Conversational Messaging?	02
› What is Conversational AI?	02
› Chatbot Use Cases in Consumer Electronics	03
- Simplify Product Search	03
- Lead Generation and Nurturing	03
- Post-sales Support	04
- Attending to Service Requests	04
- Payments and Insurance	05
› Messaging Platforms for Chatbot Development	06
- WhatsApp	06
- Instagram	06
- Rich Communication Services	07
- Google Business Messages (GBM)	07
› The Gupshup Advantage in Conversational AI	08
› Conclusion	09

# Introduction

---

Are you a consumer electronics brand with numerous products in your store? Then it is likely that visitors to your online store can see through the entire inventory. You are putting in a great deal of effort to identify the new releases in the market by different brands to ensure that your store has all of them. But how are your customers consuming that information?

According to a [survey](#) report published by LivePerson, Inc in the last quarter of 2021, 78 percent of the shoppers appreciated the ability to converse securely with businesses, while 74 percent were more likely to do business if they could message the brand rather than call them. Astonishingly, 83 percent of the respondents would browse or purchase products through messaging channels. With the advent of digital media, buyers are more likely to indulge in zero-moment-of-truth (ZMOT) activities. According to [Think with Google](#), 53 percent of the buyers would always do their research online before buying a product; this is more so with consumer electronics as each product is purchased for personal use. Fully aware of the consumer mindset, you have listed every product on your website, be it the latest Android TV or the mobile handsets of various brands.

Now comes the real question: how quickly can customers get to the information they are looking for, on your website? If the product information sought by a potential buyer is not easily available, then buyers are likely to abandon the site. But can you avoid listing all the products in your store on the website? It is just not possible. So, what is the way out? Well, we just noted that customers are likely to engage with businesses if they can message them. So, think of conversing with them over messaging channels. Conversational messaging it is!

## What is Conversational Messaging?

---

Simply put, it is just about lending a conversational touch to business messaging. Brands listen to customers and understand their requirements, personalize the recommendations based on their choices and preferences, and do everything possible to make every customer feel special. But can one manually respond to hundreds or thousands of customer inquiries every day, keeping the personalization aspect intact? Obviously not. This is where conversational AI comes into the picture.

## What is Conversational AI?

---

Conversational AI focuses on automating the conversation between users and brands, with a human touch. Artificial intelligence (AI) is deployed to recognize speech patterns in different languages, voice input, and more to decipher the user's intent and respond appropriately in a manner that is closest to human conversation. Conversational AI makes a computer behave like humans and is implemented using chatbots on a messaging platform.

All said and done, what are the use cases that a dealer in consumer electronics or home appliances can leverage the chatbots for to provide the best customer experience?



## Chatbot Use Cases in Consumer Electronics

### Simplify Product Search

Businesses cannot really assume that customers are fully aware of what they want. Oftentimes, customers have some particulars about brands, product features, and a budget. Having a human agent respond to such queries with the highest degree of accuracy could be a challenge, especially when the number of brands matching the customers' criteria increases or the number of customers seeking information, goes up. Automation of such operations allows customer support personnel to focus on other productive tasks, thereby reducing the cost of operations for the company. AI-powered chatbots are great tools to collect information on customer preferences and instantly deliver the results.

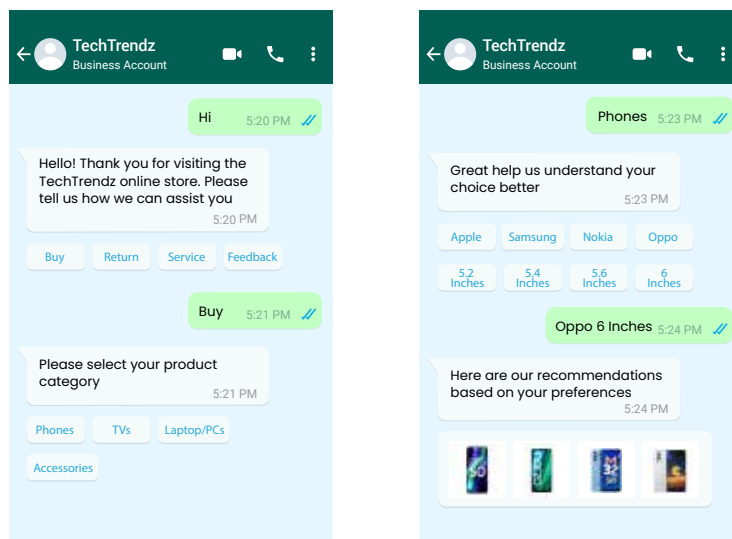


Figure 1: Narrowing the Choices for Customers Using Chatbots

## Lead Generation and Nurturing

Every person reaching out to a brand to inquire about a product is a lead that needs to be nurtured. Sending out the right messages at the right time to customers through chatbots is bound to move them down the sales funnel, thereby increasing the lead generation quotient. In fact, chatbots prove to be very efficient in reaching out to cold and warm leads.

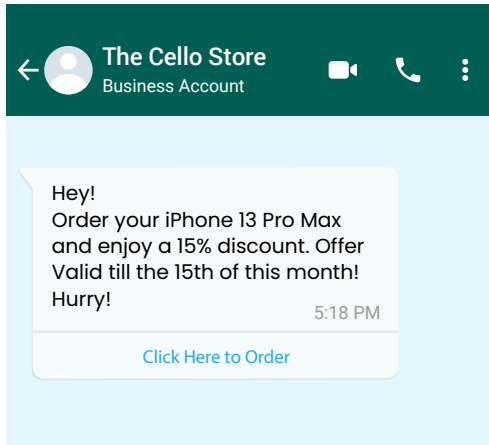


Figure 2: Engaging a Cold Lead

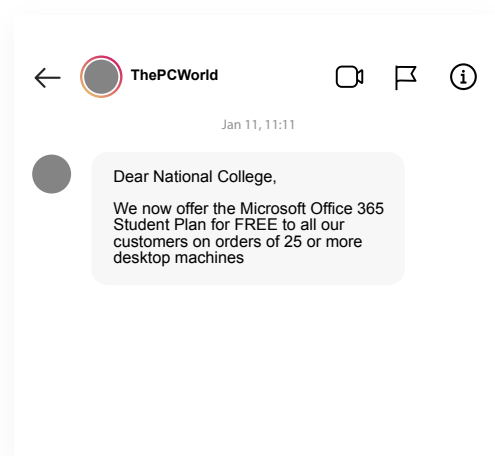


Figure 3: Engaging a Warm Lead

## Post-sales Support

When customers would like to have additional accessories related to the product, then conversational AI can be of immense help. Appropriate workflows can be created on chatbots to serve the customers.

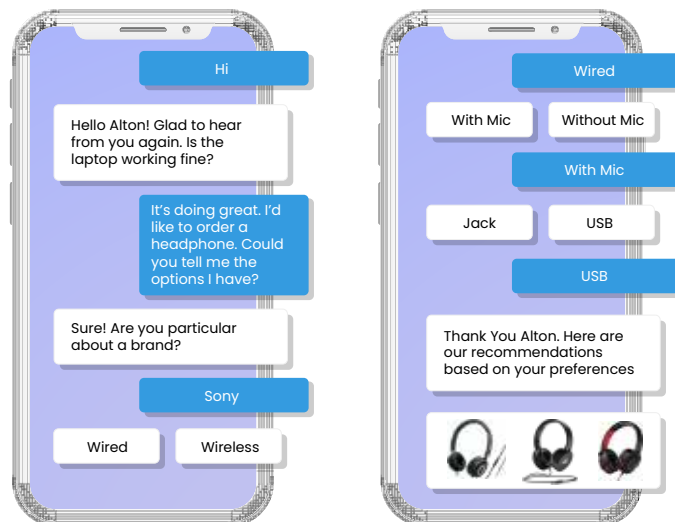


Figure 4: Conversational AI for Post-sales Support

In the above example, the bot automatically displays a personalized greeting as a response to the customer's message. Natural Language Processing (NLP) and Machine Learning (ML) are leveraged to analyze customer sentiment as well as requirements through certain keywords, which in this case is the word 'headphone'. Questions relevant to the purchase of a headphone can be programmatically added to the chatbot and the customer's response to each of those options is interpreted to display the most appropriate options in the form of a product carousel.

## Attending to Service Requests

Companies providing maintenance services to their products can leverage AI chatbots to create a customer-friendly workflow. For example, a customer calling the service center for the first time may have to enter the relevant contact information such as name and phone number on the website, to begin with. The information entered can be used to trigger a message on the customer's OTT app or other channels such as SMS or rich communication services (RCS).

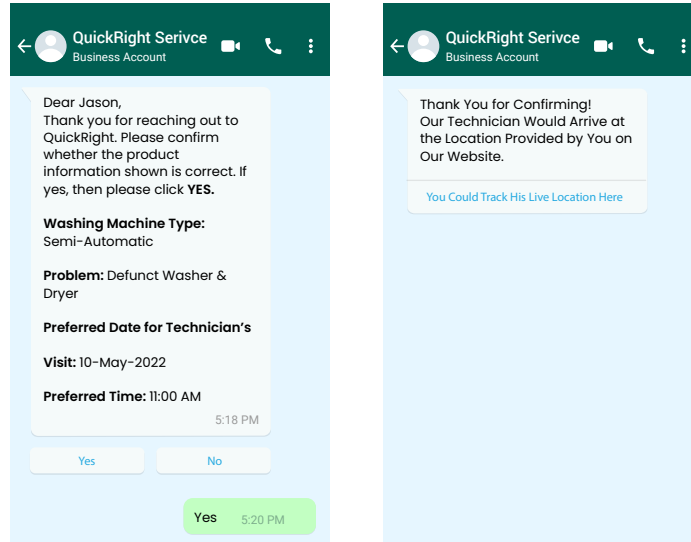


Figure 5: Chatbots for Customer Service

## Payments and Insurance

Consumer electronics brands hoping for lead generation and conversion through online channels must offer a seamless payment solution that allow customers to make payments through the chatbot. It is vital even for customers seeking insurance cover for their products such as mobile phones. A variety of payment gateways can be integrated with chatbots to enable the best user experience.

# Messaging Platforms for Chatbot Development

While there are several messaging channels on which chatbots can be deployed, two of the most popular ones include WhatsApp and Instagram. [Gupshup](#) can also help you develop bots on a host of other platforms such as Telegram, RCS, GBM, and more.

## WhatsApp

WhatsApp is the world's [third most used social network](#), which makes it one of the most preferred channels to implement conversational messaging. Some of the other numbers working in favor of WhatsApp are:



The [WhatsApp Business API](#) empowers medium and large businesses to sell and interact with customers in any part of the world at scale. Businesses can leverage the API to connect with chatbots and agents along with backend support systems such as CRM, ERP, and other marketing platforms apart from websites and contact center software.

## Instagram

Instagram has truly emerged as one of the most widely used social media platforms, with over [1 billion active monthly users, who on average spend 29 minutes a day](#). On an average, brands put up an average of 27.9 posts a month. Further, [50 percent of Instagram users follow at least one company](#). Hence a bot built on a brand's Instagram profile is bound to be an effective customer touchpoint. But how do we go about it?

The Gupshup Instagram Messaging API is available to all business accounts and enables brands to integrate third-party apps with their Instagram Direct Messages (DMs), to automate customer responses at scale. The direct messaging (DM) feature on Instagram paves way for two-way conversations between brands and their patrons with an array of Gupshup's Instagram Messaging and conversational tools. Brands get to promote their offerings on Instagram by leveraging text, rich media, quick responses, and more to boost their sales through improved CSAT scores.

## Rich Communication Services

The rich communication services (RCS), in simple terms, is an upgraded version of the SMS that supports the sharing of high-resolution photos, videos, location, group chats, read receipts, suggested replies, among several other functions. Commonly referred to as SMS 2.0, RCS uses the native messaging app of Android phones. It is the default messaging standard for 5G networks, but functions on 3G and 4G networks as well.

RCS Business Messaging (RBM) is the A2P and P2A communication through the RCS channel that allows brands and consumers to interact with each other for a richer engagement. It uses the rich and interactive features of RCS to enable branded and secure messaging, which brands could leverage to build RCS chatbots, thereby enabling the sharing of high-resolution images of gadgets and product videos. Payment gateways can also be integrated to provide a seamless experience to the customer.

**NOTE:** Although RCS works only on Android, Gupshup can help you break the barriers that restrict its availability on iOS devices through the Universal RCS solution. [Contact Us](#) to know more.

[Click Here](#) for an in-depth understanding of the features of RCS Business Messaging.

## Google Business Messages (GBM)

The word “Google” is synonymous with search. The search results—local or organic—could be an effective customer touchpoint that could be leveraged to connect the customers to their favorite brands; in essence, this is the focus of Google’s Business Messages (GBM).

In simple terms, it enables the messaging option for a business listing on Google Search, Google Maps, Google Ads, and other brand owned assets such as websites, phone dialers, etc., so that users searching for keywords related to a brand or its business, have instant access to it through chat. GBM can seamlessly connect customers with the brick-and-mortar stores of consumer electronics brands. Buyers looking for a touch-and-feel experience of products before purchasing them can Google for the brand using either of the three channels— Google Search Engine, Google Ads, and Google Maps—to find the nearest store.

## Voice Channel

While the chatbots are here to stay, voice is more intuitive as a channel for communication. Speech processing mechanisms can be employed to process the users’ oral instructions and build a workflow around them. Gupshup helps brands implement voice bots and interactive voice response (IVR) that can be implemented for inbound and outbound calls.



# The Gupshup Advantage in Conversational AI

---

Gupshup's smart messaging platform allows brands to implement an omnichannel communication strategy for customers on over 30 channels using a [single API](#). Gupshup lets you personalize customer engagement at scale with tools for building conversational AI-enabled chatbots. They are:



## No-code AI

Brands can choose from a list of pre-built chatbot templates, customize their content and instantly publish.



## Low-code AI

Brands can create detailed and advanced conversational chatbots using point-and-click tools.



## Build a Chatbot

Brands get to leverage the development lifecycle tools from scripting to analytics for building advanced chatbots.

Customers can pay from any one of the payment options available or with UPI-driven smart messaging with [One-click bill pay](#) enabling customers to make payments instantly from the messaging channel. The 1-click Bill Payments' AI algorithm fetches the payment information from message content automatically and embeds the payment link in messages. Naturally, there is no need for any additional development on the enterprise side.

# Conclusion

Consumer electronics features an extremely diverse landscape involving a wide range of requirements pertaining to brands, product features, budgets, and a lot more. Collating all the customer particulars to showcase the most appropriate product is by no means an easy task for the dealers. As the demand for online services goes up, face-to-face interactions are fast being replaced by messaging. Humans love conversations, more so when they occur over their preferred messaging apps, which the businesses are leveraging to improve the overall experience for customers. Chatbots are being developed and deployed over a wide range of messaging channels to enable the omnichannel customer engagement strategy. Given the growing popularity of voice-based communication channels, businesses are also looking to deploy solutions such as the IVRS to be more customer-friendly. Being a pioneer of business communication, [Gupshup](#) proves to be the one-stop shop for customer engagement solutions. Do visit us or leave a message for your business messaging needs.

**#LetsGupshup to get started.**

[Talk to Us](#)

[Get Started](#)

 [@gupshup](#)

 [gupshup](#)

 [@gupshupbots](#)

 [@gupshupindia](#)

# References

---

- › [New report finds 83% of consumers worldwide would browse or buy products in messaging conversations](#)
- › [53% of shoppers say they always do research before they buy to ensure they are making the best possible choice](#)
- › [Most popular social networks worldwide as of January 2022, ranked by number of monthly active users](#)
- › [My Top 3 Reasons Advertising on Whatsapp Will Deliver You More Results](#)
- › [WhatsApp Business API](#)
- › [Instagram Demographic Statistics: How Many People Use Instagram in 2022?](#)
- › [Instagram chatbots, what are they and how to use them?](#)