

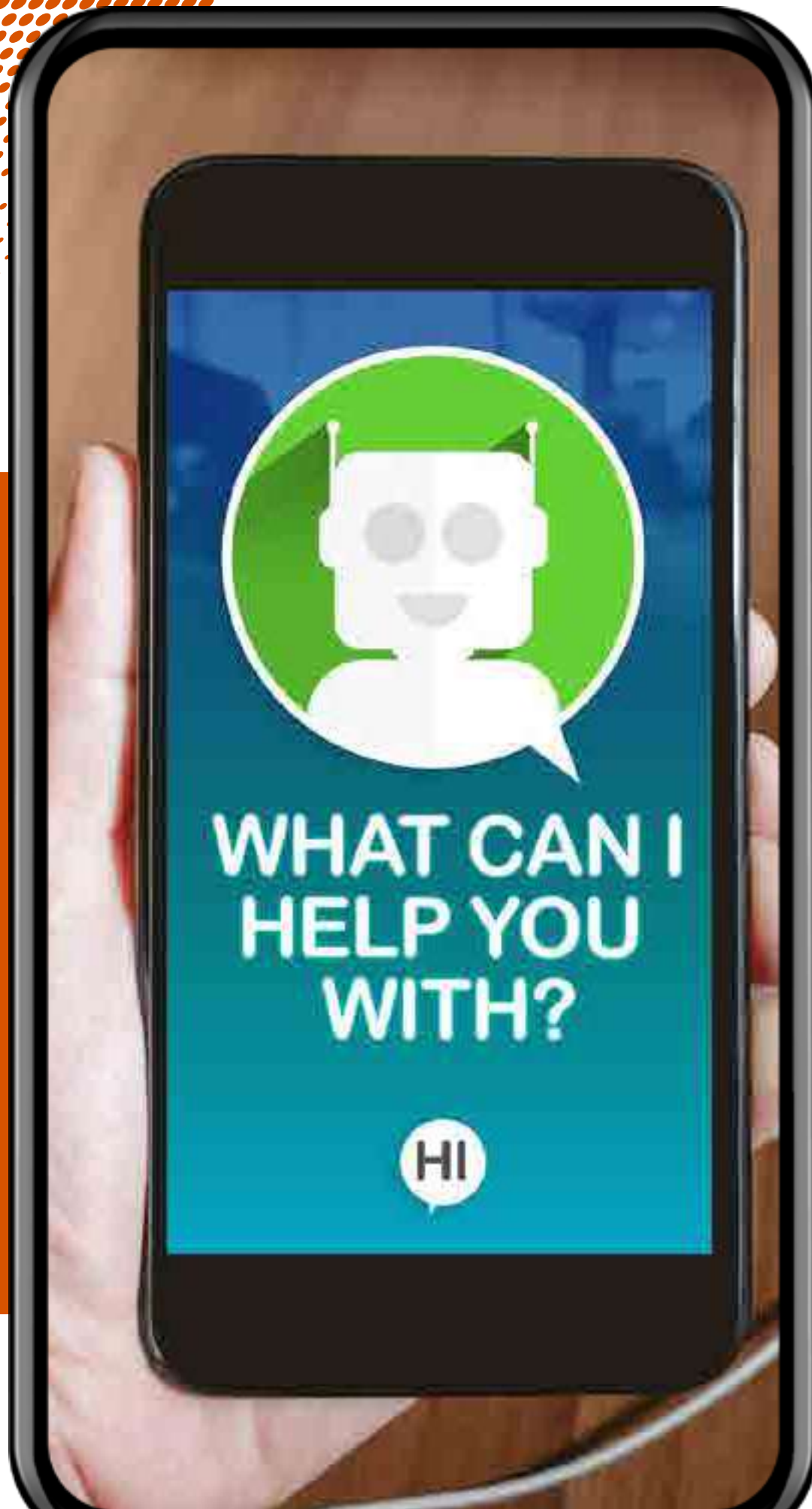
REINVENTING CUSTOMER ENGAGEMENT IN B2B WITH CONVERSATIONAL COMMERCE

An overview of How Embitel's Social media -Powered Conversational Commerce is revolutionizing Retail with Seamless Customer Engagement and Real-Time Order Fulfillment



ABOUT US

Embital has successfully developed and implemented a groundbreaking Proof of Concept (PoC) for conversational commerce in the B2B space. This innovative solution is equipped with several key features that can revolutionize how businesses interact with their customers.



SALIENT FEATURES

Conversational commerce is a rapidly growing trend that leverages messaging platforms like **WhatsApp, Facebook, Line** to facilitate seamless interactions between businesses and customers.

Embitel's implementation of conversational commerce through messaging platforms is a game-changer for retailers and online businesses, as it revolutionizes customer engagement and real-time order fulfillment.



KEY FEATURES

- **NATIVE SOCIAL COMMERCE FEATURES:**

The integration of native social commerce features like **cataloging** enhances the customer-brand interaction. This allows customers to easily view and explore the product catalog directly within their preferred social messaging channels.

- **BUILT ONCE & CROSS-CHANNEL DEPLOYMENT**

The solution follows a "build once, deploy in multiple markets and channels" approach. This streamlines the deployment process, making it **efficient and cost-effective** for businesses looking to expand their reach.

- **AUTO SCALABILITY**

The architecture incorporates **built-in auto-scalability**, ensuring that the system can handle varying levels of customer interactions and transactions. This not only enhances performance but also leads to a lower total cost of ownership for businesses.



KEY FEATURES

- **CUSTOMIZABLE PRICING AND B2B PROMOTIONS**

This feature allows brands to interact directly with customers on social channels and offer tailored pricing and promotions, enhancing the customer's shopping experience..

- **SHOPPER ENGAGEMENT INSIGHTS**

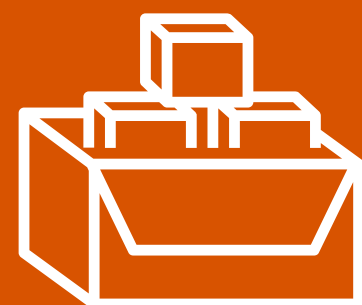
The solution provides valuable shopper engagement data. This data is instrumental in understanding customer behavior and preferences, enabling businesses to make informed decisions and refine their strategies.

- **SEAMLESS TRANSITION TO COMMERCE PLATFORM**

Once customers make their selections, they are seamlessly redirected to the commerce platform. Here, they can register as users, add products to their cart, input delivery addresses and contact details, make payments, and track their orders.



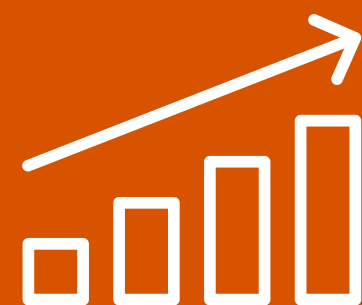
SOLUTION HIGHLIGHTS



The solution empowers users to input B2B promotional offers using coupon codes, a feature currently supported on Facebook Messenger.



Customers can conveniently add products to their wishlist (available on Facebook and Line apps) and access distributor-specific pricing (currently available on Facebook and Line apps).

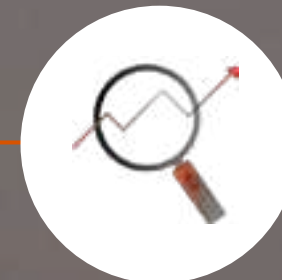


Customers can easily access product catalogs to view pricing information, request additional details, and explore FAQs. This feature simplifies the product discovery process.

A QUICK OVERVIEW OF EMBITEL'S CONVERSATIONAL COMMERCE SOLUTION VIA WHATSAPP

Here's a workflow of a typical social commerce interaction and transaction between a new customer and a brand:

STEP 1: PRODUCT DISCOVERY



The customer comes across a product post or advertisement on a social media platform.

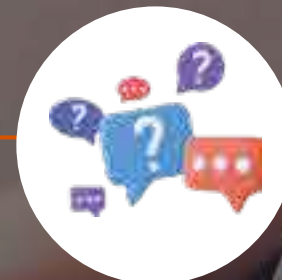


The process begins when a customer initiates a conversation with the brand on WhatsApp. This can be a first-time interaction or a returning customer seeking assistance or making a purchase.



STEP 2: CUSTOMER INITIATION

STEP 3: INQUIRY



Identify strategic locations for dark or neighbourhood warehouses to facilitate quick and efficient order fulfilment, placed to cover a wide service area and ensure speedy deliveries.

In order to provide personalized service and ensure security, the messaging solution requires identity verification. New users will be guided through a registration process, while registered users can simply log in. Some platforms even allow for easy registration through integration with existing social media profiles.



STEP 4: REGISTRATION CUSTOMER VERIFICATION

STEP 5: PRODUCT CATALOGUE



With verification complete, the customer can inquire about the product catalogue. They can ask for specific product details, pricing, or request an FAQ document.

The customer can now browse the brand's product catalogue directly within the social media chat. They can browse through various categories, brands, and offers, select products, view images, read descriptions, and check prices.



STEP 6: BROWISING & SELECTION

STEP 7: ADDING TO CART



After selecting products, the customer can add them to their virtual shopping cart within the chat.

When ready to make a purchase, the customer can proceed to checkout within the same chat. Payment options, such as credit/debit cards, digital wallets, or payment gateways, are integrated for a seamless transaction.



STEP 8: PAYMENT

STEP 9: ORDER CONFIRMATION



Upon successful payment, the customer receives an order confirmation within the chat. This includes an order summary, estimated delivery time, and tracking details.

STEP 10: TRACKING ORDER

The customer can now browse the brand's product catalogue directly within the social media chat. They can browse through various categories, brands, and offers, select products, view images, read descriptions, and check prices.



With verification complete, the customer can inquire about the product catalogue. They can ask for specific product details, pricing, or request an FAQ document.



STEP 11: CUSTOMER SUPPORT

STEP 12: FEEDBACK & REVIEWS



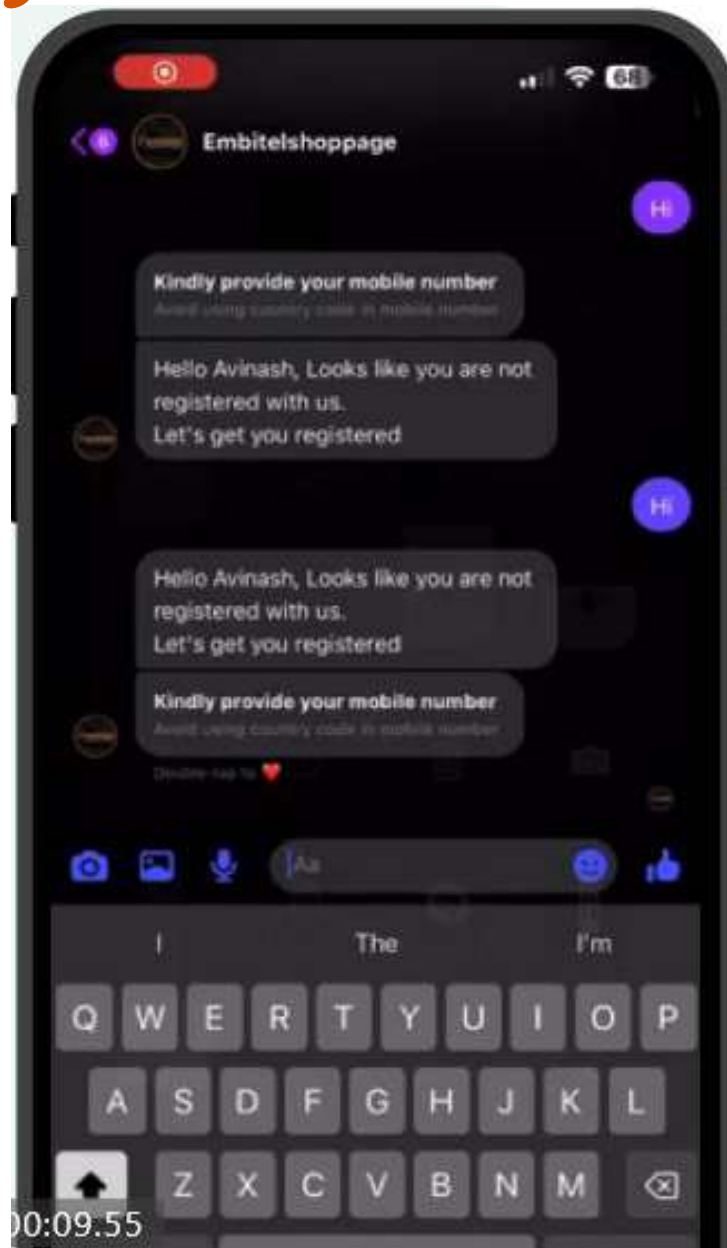
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HOW DOES OUR CONVERSATIONAL COMMERCE SOLUTION IMPACT BUSINESSES?

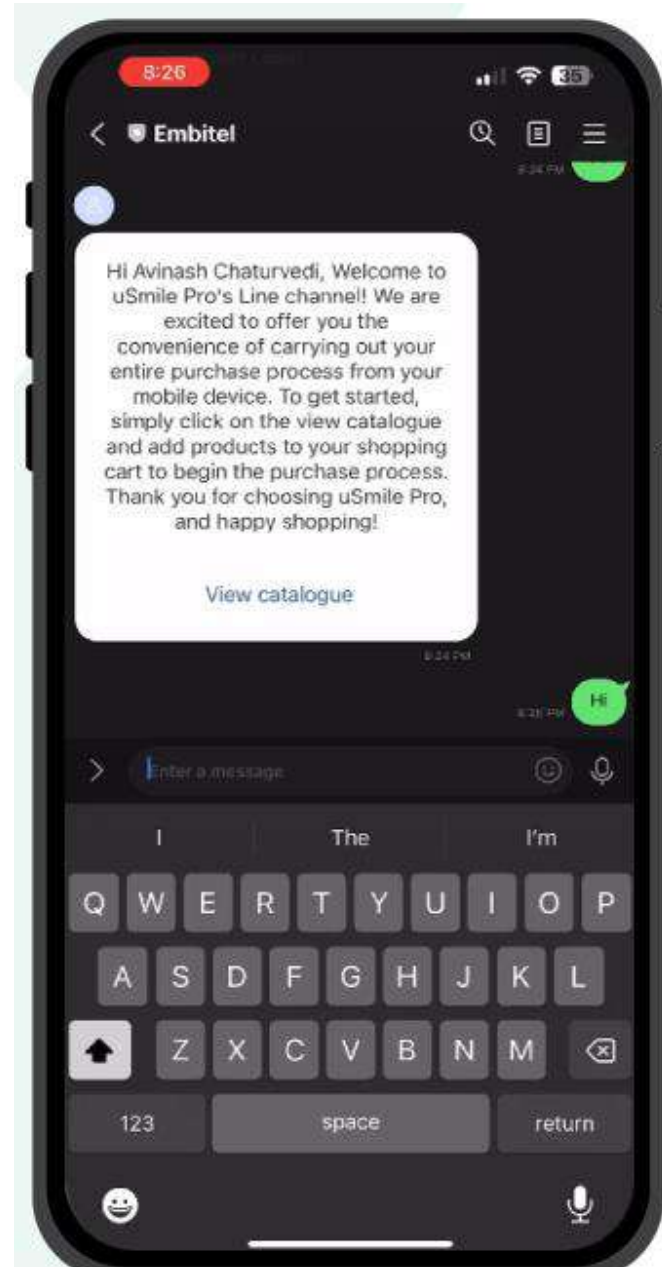
Embitel's conversational commerce solution via WhatsApp transforms the way retailers and online businesses engage with customers.

By seamlessly integrating product browsing, ordering, payments, real-time support, and personalized recommendations within the messaging app, businesses can significantly enhance customer engagement and streamline order fulfillment processes.

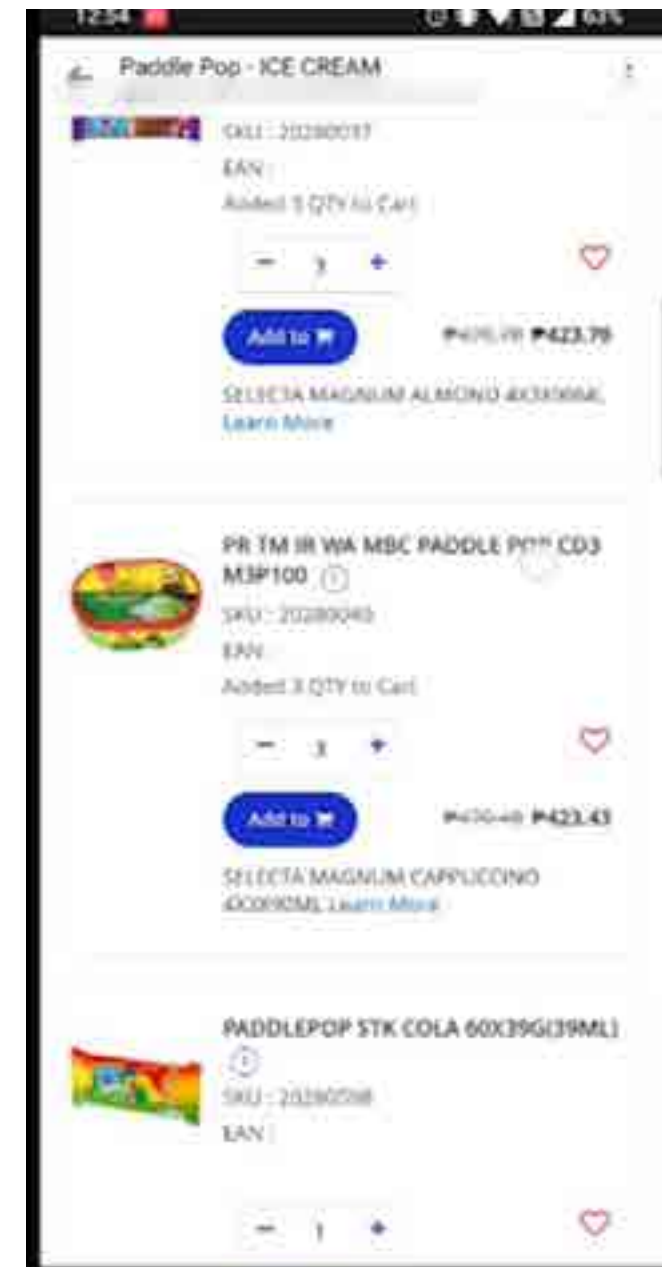
A SNEAK PEEK INTO OUR SOLUTION



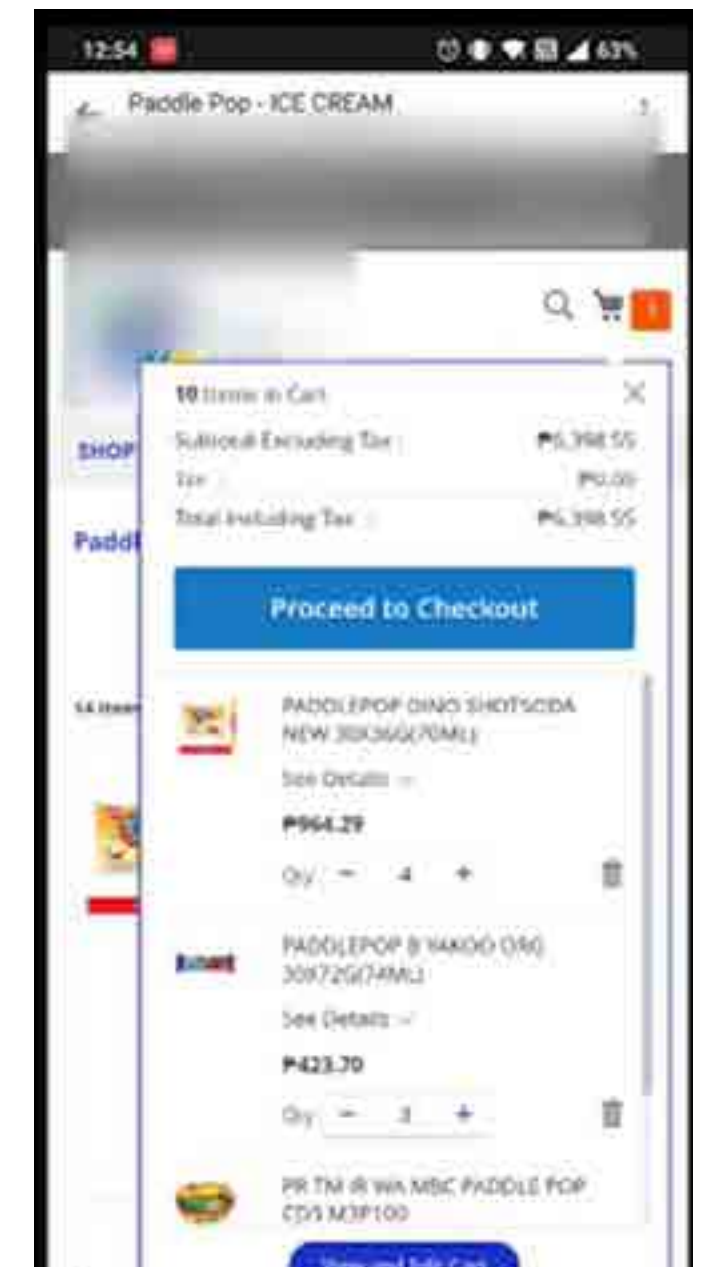
**USER
VERIFICATION/REGISTRATION**



**OPTION TO
VIEW PRODUCT CATALOGUE**



**VIEWING PRODUCT
CATALOGUE + SHOPPING**



INITIATING CHECKOUT

Overview

Learn how a B2B user engages in conversational commerce through a preferred messaging platform, with the Cloud API and Webhook enabling seamless communication and data exchange between the user and the Magento server.



The B2B User, typically a retail store or distributor, initiates a message (e.g., "Hi") on their preferred messaging platform (WhatsApp/Facebook/Line).

USER INITIATION

USER VERIFICATION

The Cloud API, API client of the messaging platform, sends verification request to NodeJS CC Controller. The CC Controller checks Magento Server for user verification. This helps to determine whether the user is a new or registered user.



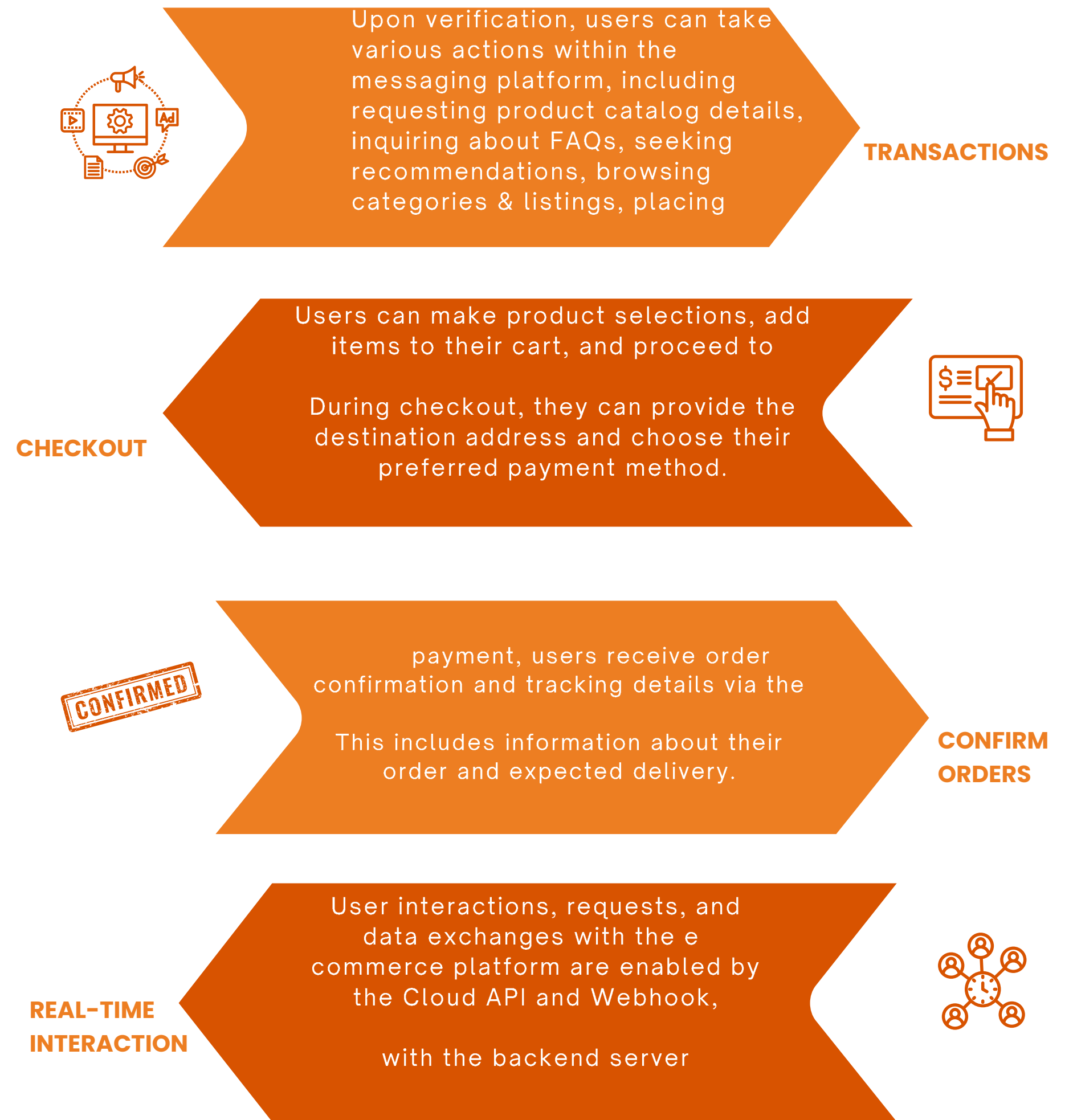
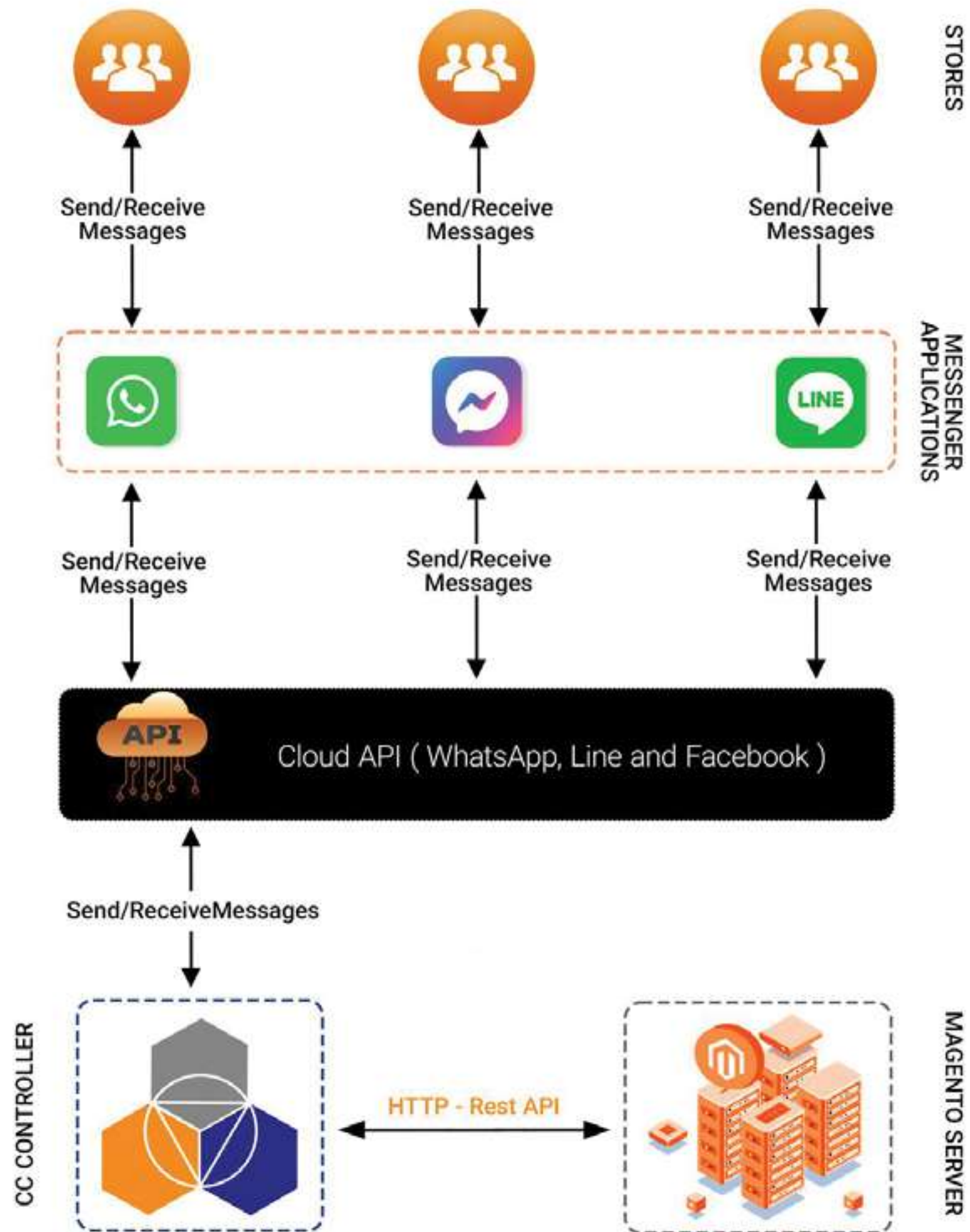
CC Controller/Webhook: Enables HTTP based callback for seamless data exchange, connecting messaging API client to Magento server. Configurable for various trigger events: new orders, customer logins, order status changes,

MESSAGE EXCHANGE

SERVER INTERACTION

Backend Server: Manages e-commerce website data modules (customer, products, categories, prices, promotions, orders, inventory) and performs computing, storage, database management, and





Why Embitel ?

Providing Appropriate Technology to help business transform their digital transformation vision into reality for more than 15 years!

240 +
Team Members

14m+
SKUs

100 +
Projects Delivered
across industries

50m+
Managed
requests / day





Trusted by thousands of customers, across **Grocery, Retail, Manufacturing, Telecom, Finance & more.**

Trusted Digital Partner

Part of the CARIAD Group, a Volkswagen group company

Business footprint

- Headquarters in Bangalore
- Subsidiaries in India, Germany/Stuttgart, UAE and USA/Detroit

Omnichannel Multi-format Commerce

- B2B
- B2C
- B2B2C Marketplace

15+ Years of Delivery experience in

- AEM
- Magento
- Commerce Tools
- Hybris Commerce
- Android, iOS
- Cloud (AWS, Azure)
- PWA



Our Partner Ecosystem



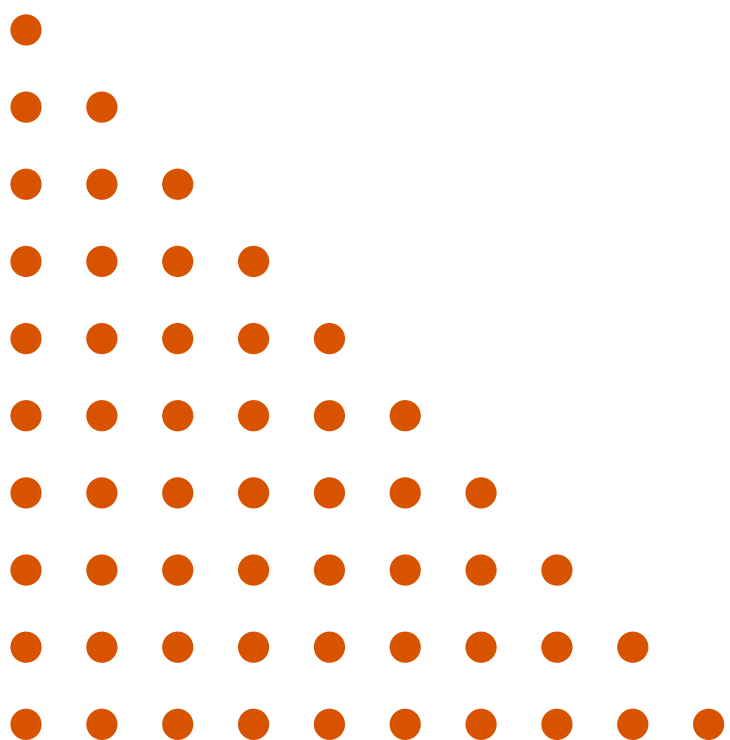
Customer Feedback Index



Successfully partnered with a Middle-Eastern multibillion-dollar company for a **360 e-commerce managed** services.



Partnered with a Multi-format retail giant from Asia and helped them generate **monthly revenue of \$1.2 M** through omnichannel commerce



Thank You

Our company has been trusted for 15+ years.

It's an honour to be able to provide
breakthrough digital solutions for your
business



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