

# Chat Automation Solutions for **dyson**

 **Shru.ai**



# Business Challenges - Dyson

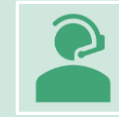
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24\*7 Availability



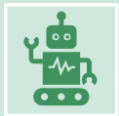
Omni Campaign



Customer Support



User  
Engagement



Automation  
Trends



Social Media  
ROI



# dyson



## Use Cases

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# Our Analysis

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We have gone through Dyson's Website, Instagram and Facebook handler and identified following points to improve

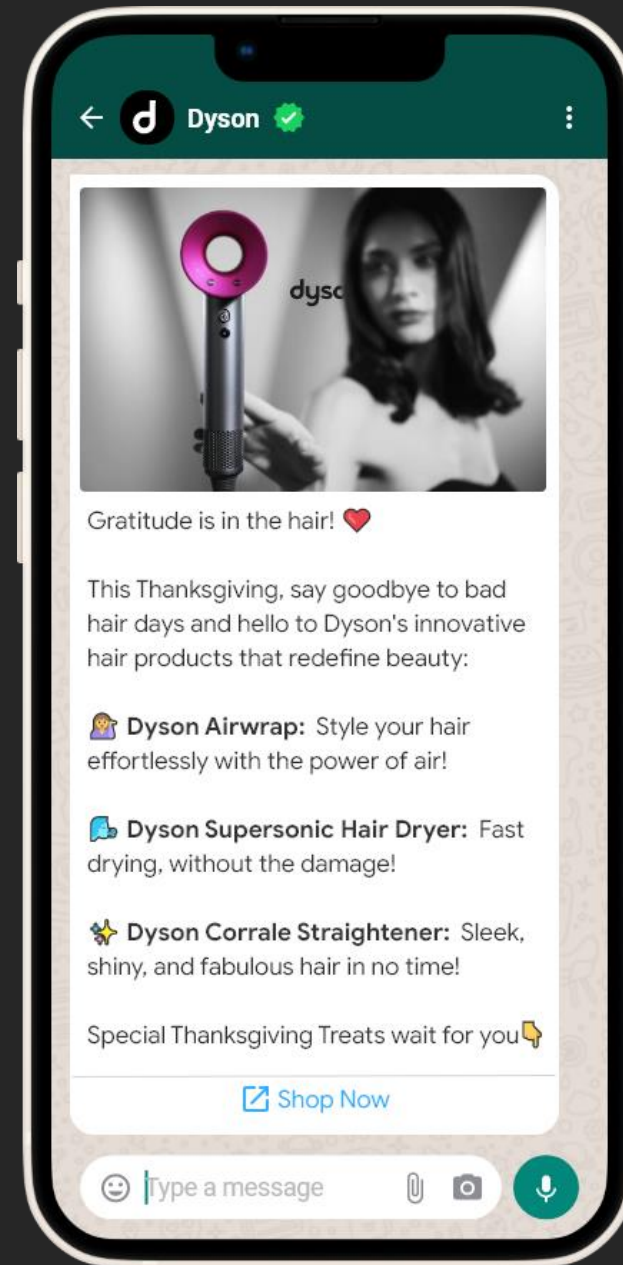
- ❖ Website should have GPT- powered chat window through which customer can initiate chat with chatbot for their general queries, track orders and connect with live chat executive for any assistance.
- ❖ Further Dyson can showcase its presence on one of the top communication platforms - WhatsApp. With WhatsApp marketing and chatbot, automate processes in all 3 stages of the funnel – Marketing, Sales and Support.
- ❖ Drive Users to the WhatsApp Business account of the brand with the help of Smart QR Codes, that can help to drive users via various touch points like Ad Hoardings, Social Media, Brand Packaging, Magazines, and many more.

# WhatsApp Chatbot – Marketing

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## Personalized Campaigns

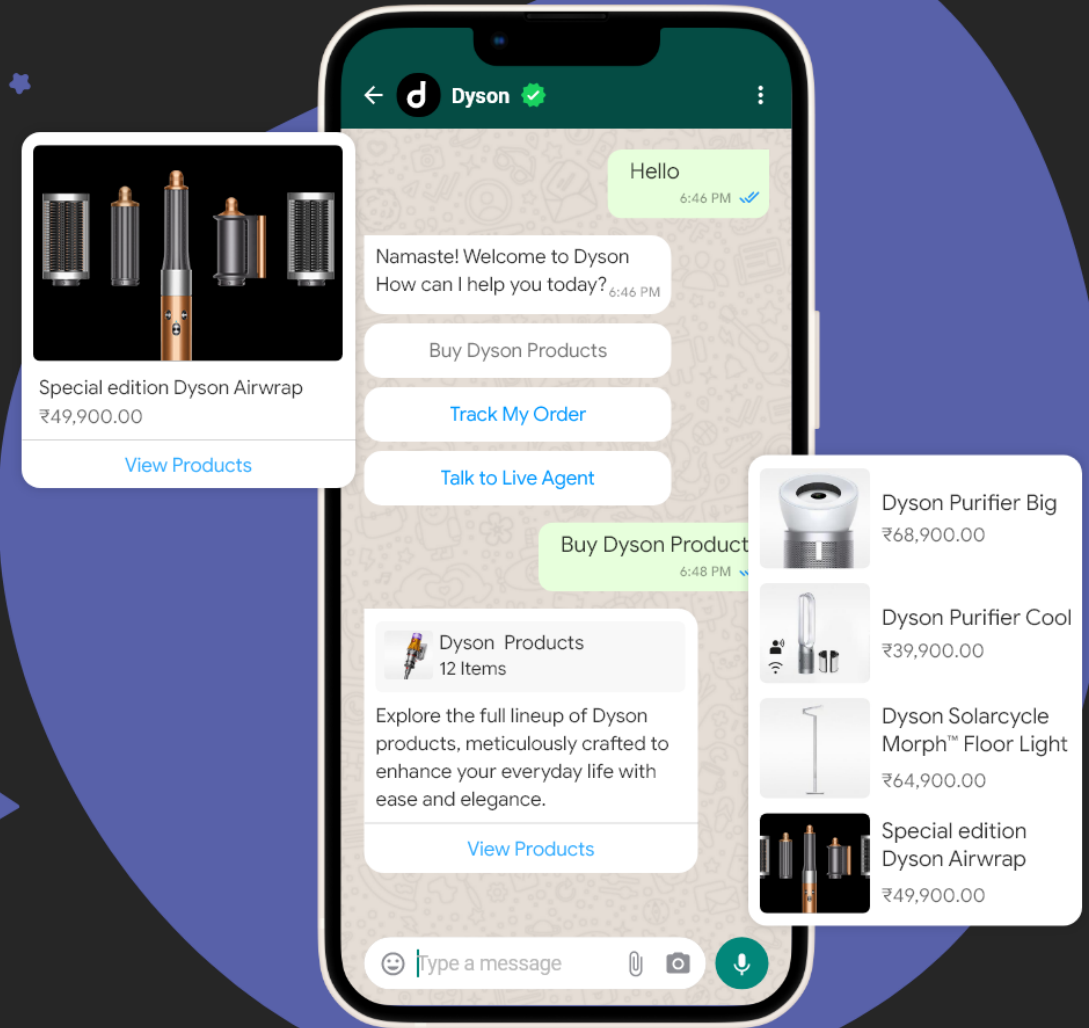
Notify users with personalized campaigns about new snack launches, festive offers, best-selling snack combos and more. These campaigns are also a good way to attract a lot of eyeballs and drive more users and conversations, with an open rate of 99%.



# WhatsApp Chatbot – Sales

## Dyson Storefront on WhatsApp

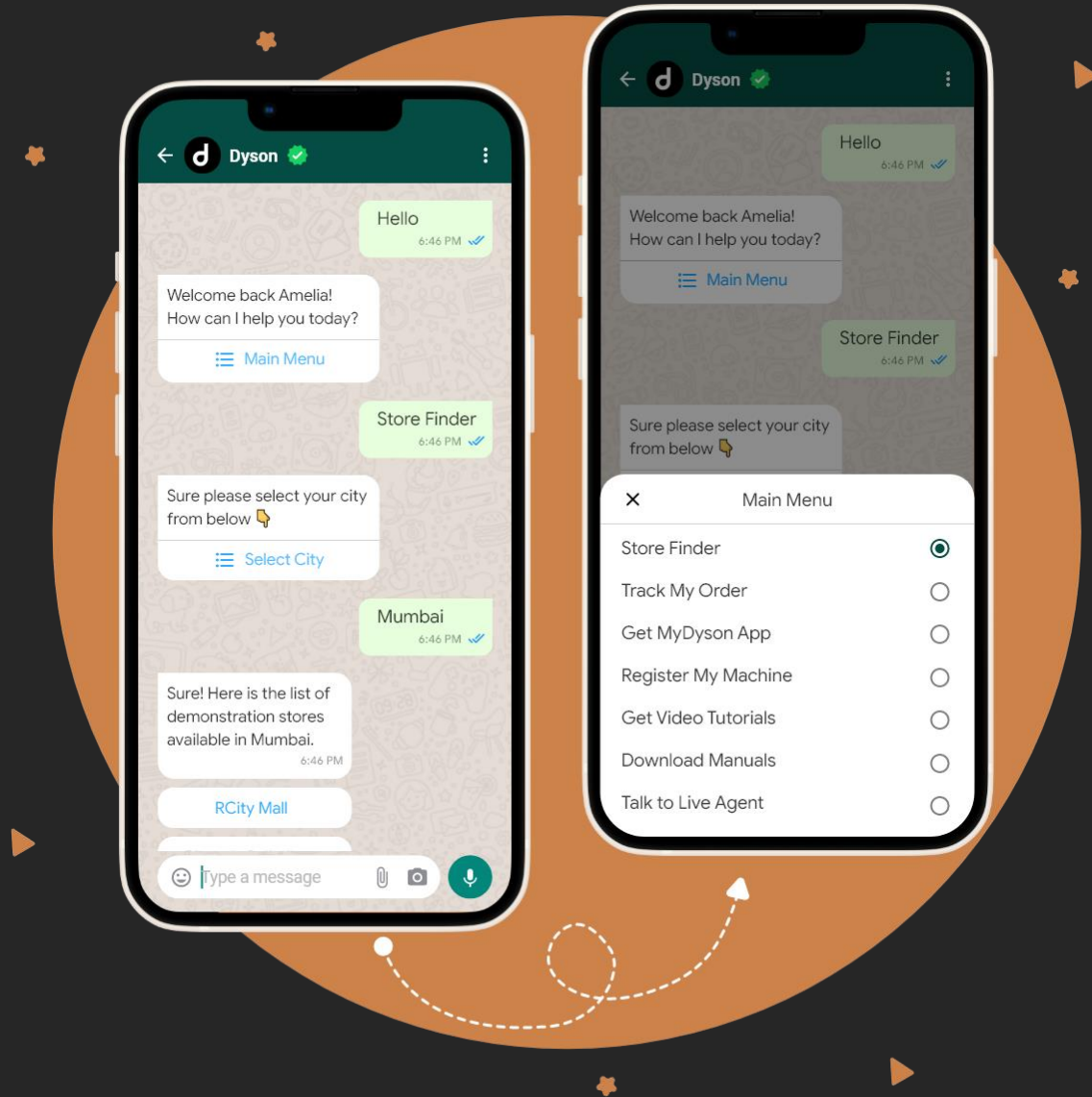
Set up a virtual Dyson store on one of the top messaging platforms – WhatsApp. The entire buying cycle will be automated on WhatsApp with a product catalog to showcase all Dyson product categories, that customers can add to cart and carryout payment on WhatsApp.



# WhatsApp Chatbot – Support

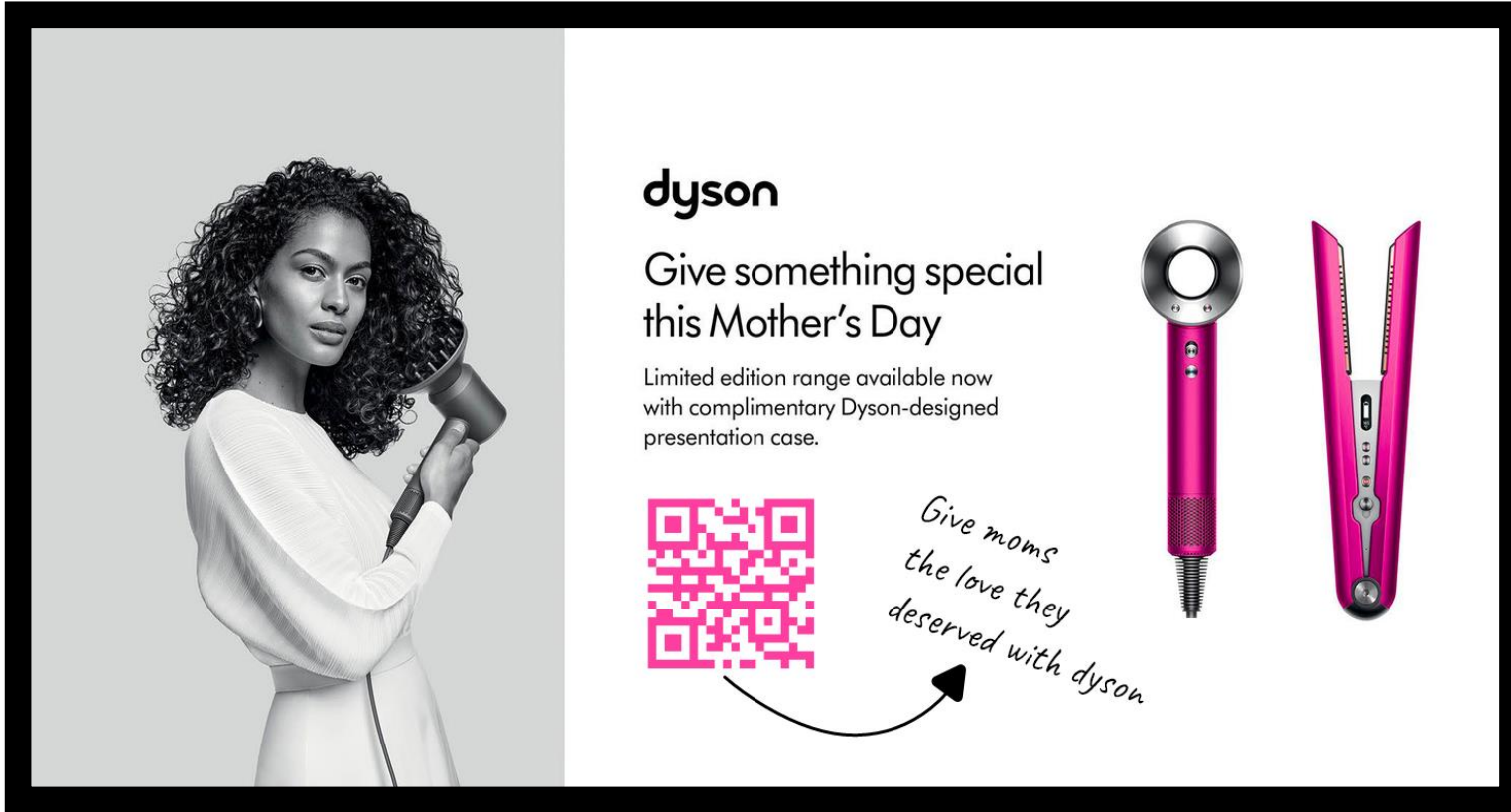
## Post Purchase Interactions

Manage and automate post purchase interactions like purchase/ delivery details, returns, refunds, customer queries, customer feedback and more. The chatbot can extend instant support in multiple languages to make every customer feel heard. In case of complex queries, integrate live chat agents to instantly take it in their hands to serve the customers.






# Smart QR Codes on Billboards



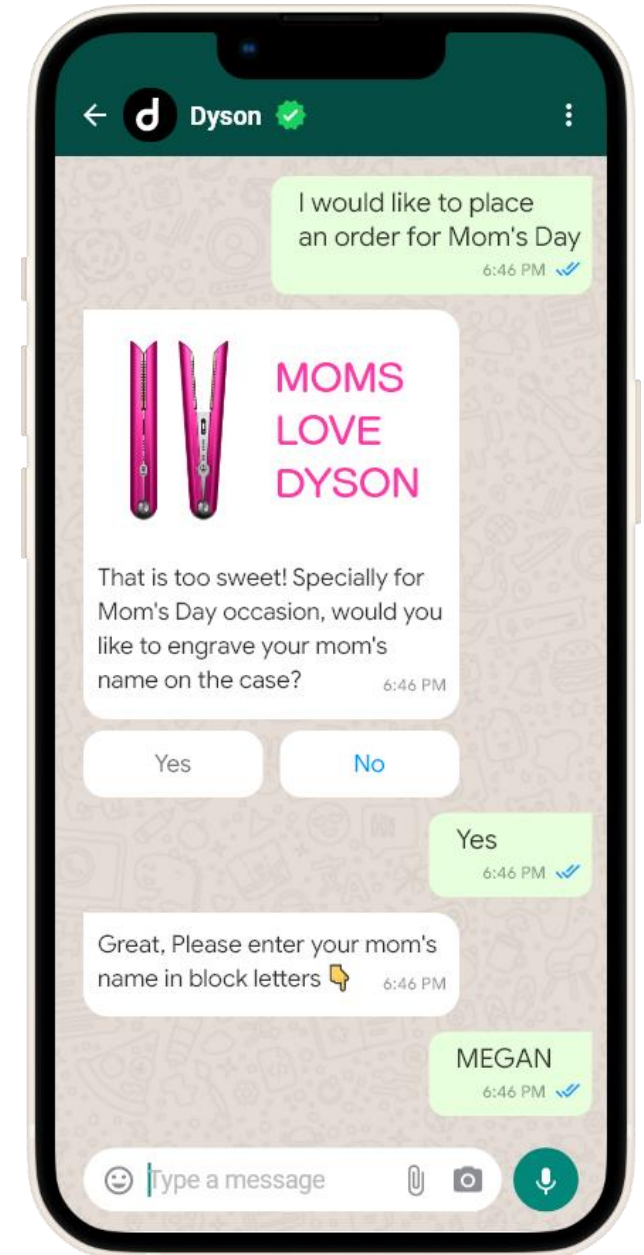

**dyson**

Give something special  
this Mother's Day

Limited edition range available now  
with complimentary Dyson-designed  
presentation case.



*Give moms  
the love they  
deserved with dyson*

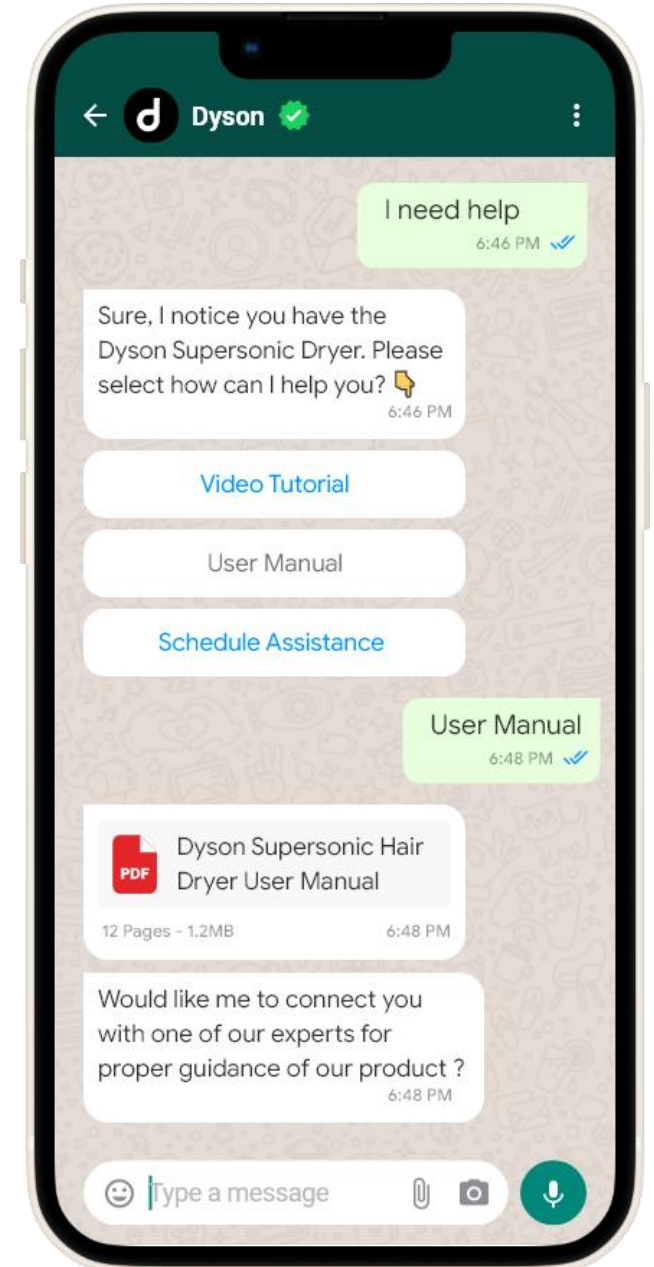




# Smart QR Codes on Print Media



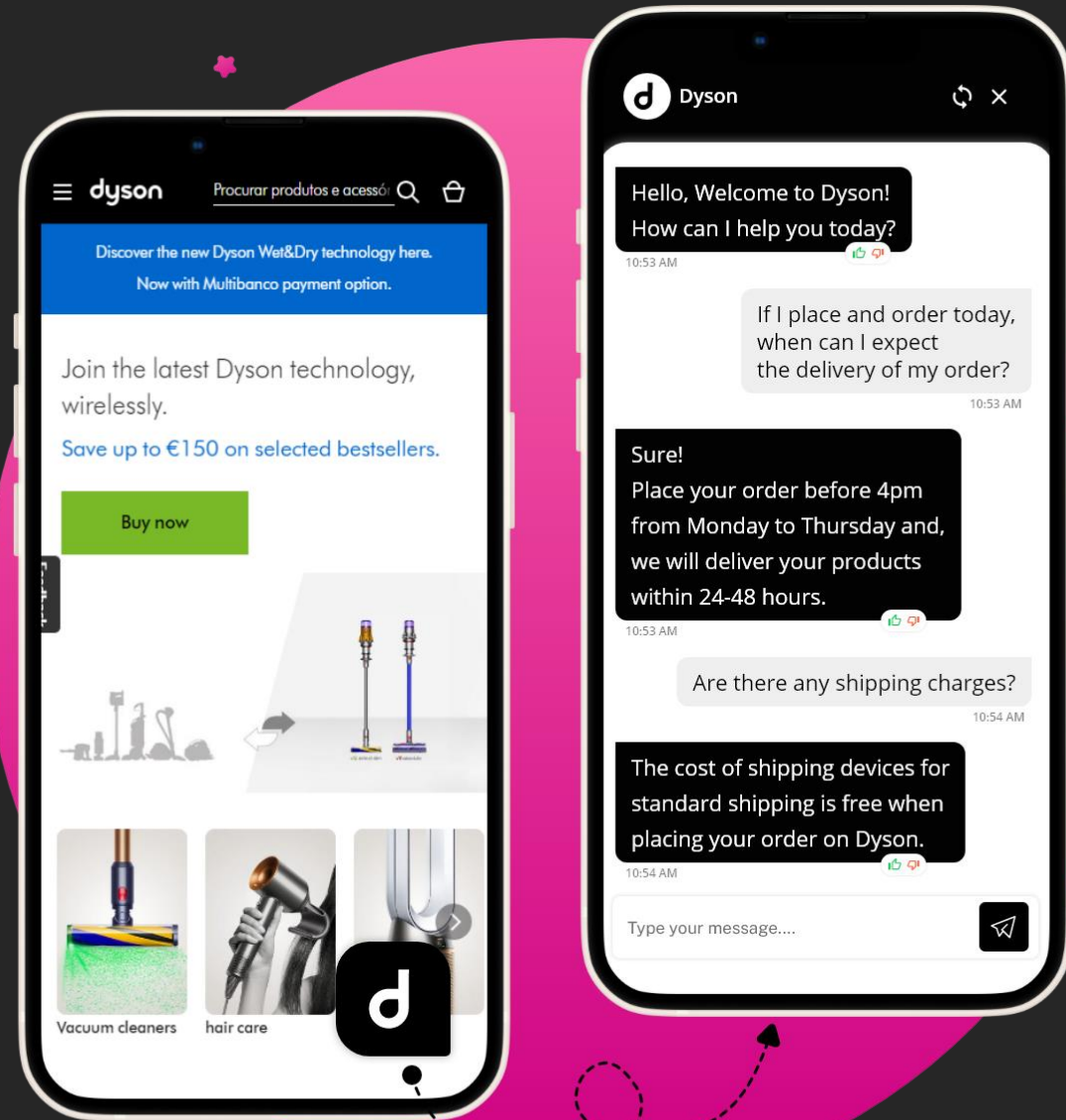
# Smart QR Codes on Brand Packaging



# Website Chatbot - Customer Support

Utilize Shru.ai's Generative AI platform to create a personalized support chatbot powered by ChatGPT for seamless integration into your website.

This chatbot can be trained using your website content or support documentation, ensuring it possesses the necessary knowledge to deliver precise and data-tailored responses regarding Dyson products, their functionalities, and usage.

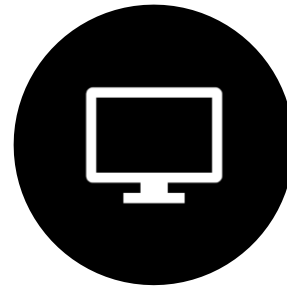


# Thank You

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