

Chat Automation Solutions for dyson

 **Shru.ai**



Business Challenges - Dyson



24*7 Availability



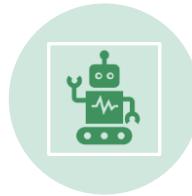
Omni Campaign



Customer Support



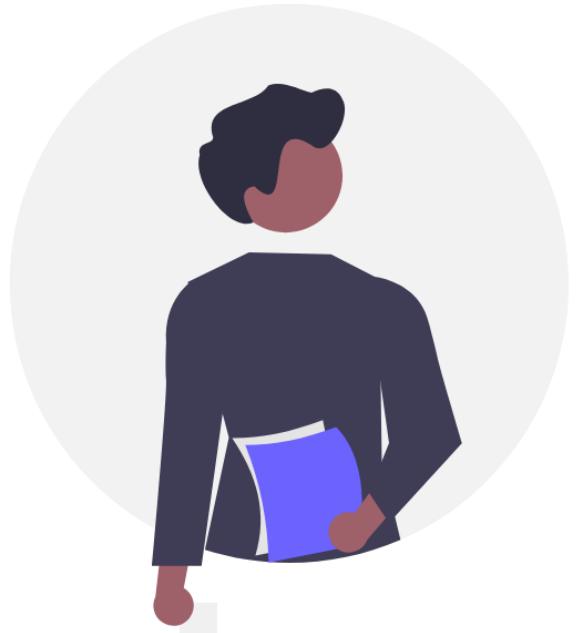
User Engagement



Automation Trends



Social Media
ROI



dyson



Use Cases

Our Analysis

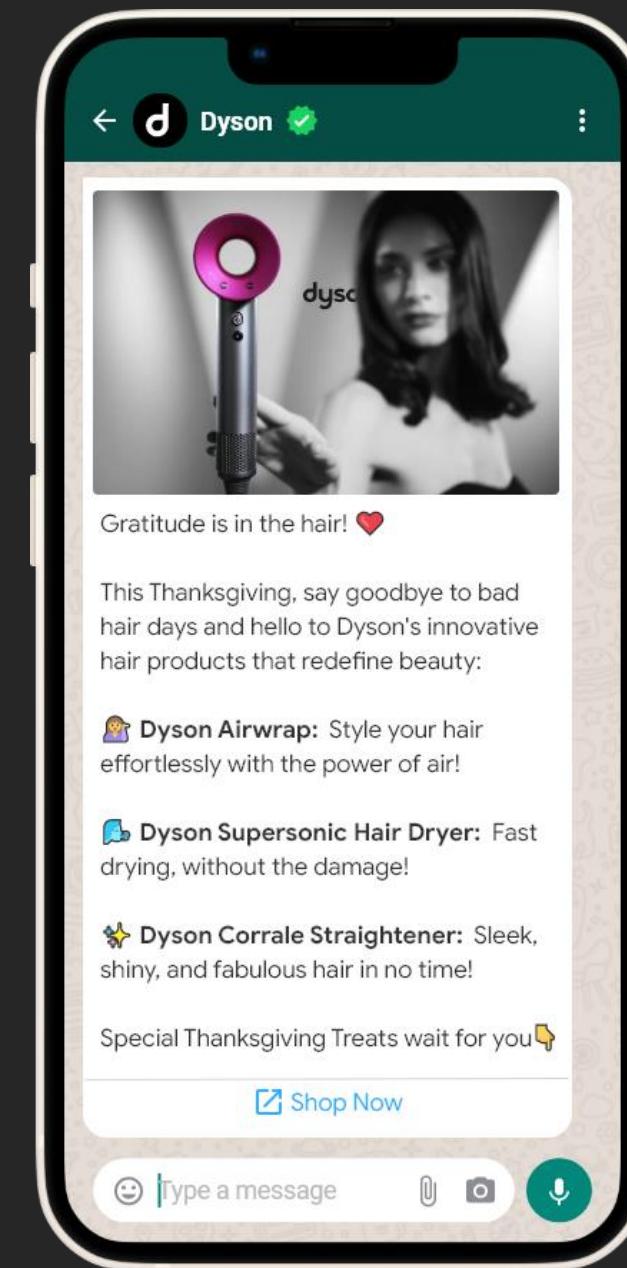
We have gone through Dyson's Website, Instagram and Facebook handler and identified following points to improve

- ❖ 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 alll 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

Personalized Campaigns

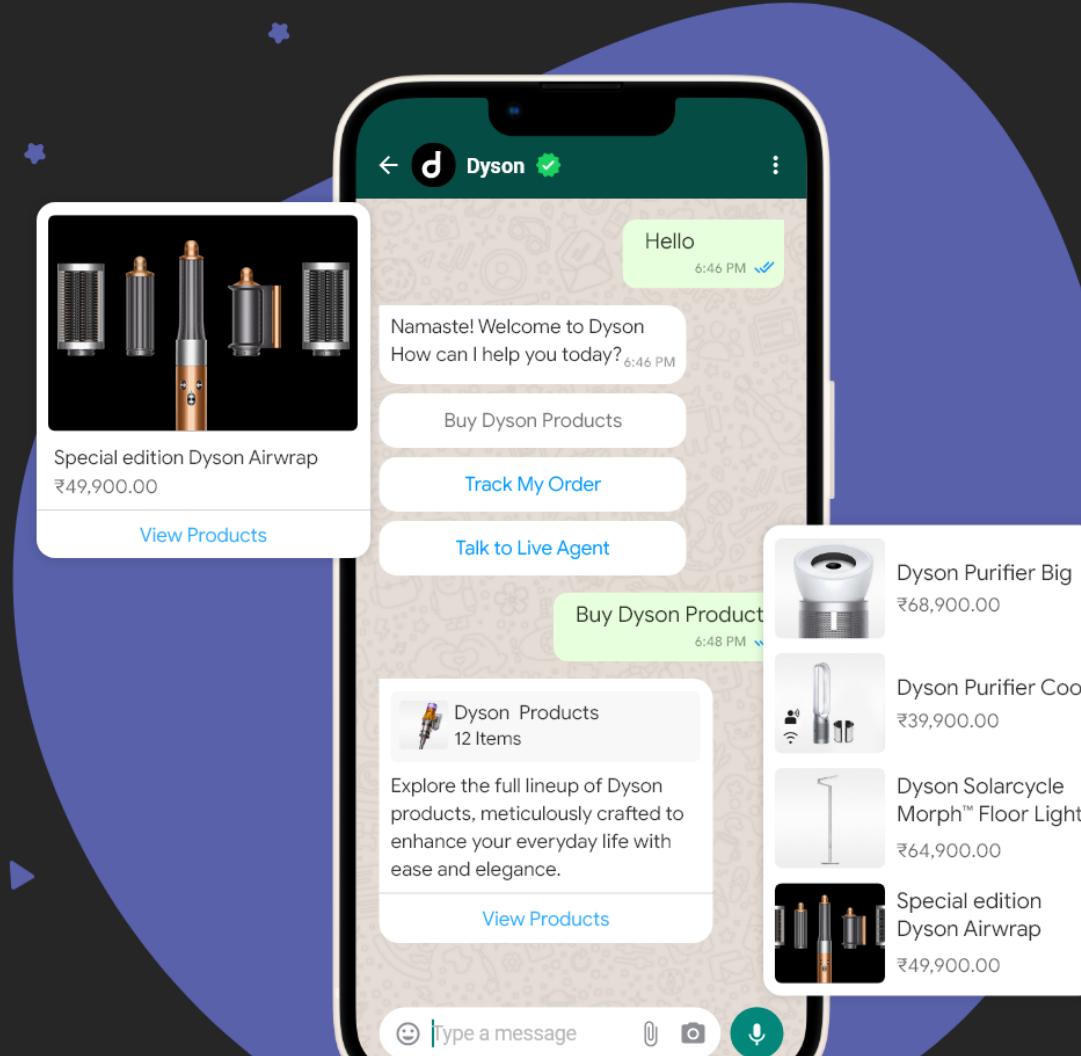
Notify users with personalized campaigns about new snack launches, festive offers, best-selling snack combos and more. These campaigns are also a good way to attract a lot of eyeballs and drive more users and conversations, with an open rate of 99%.



WhatsApp Chatbot – Sales

Dyson Storefront on WhatsApp

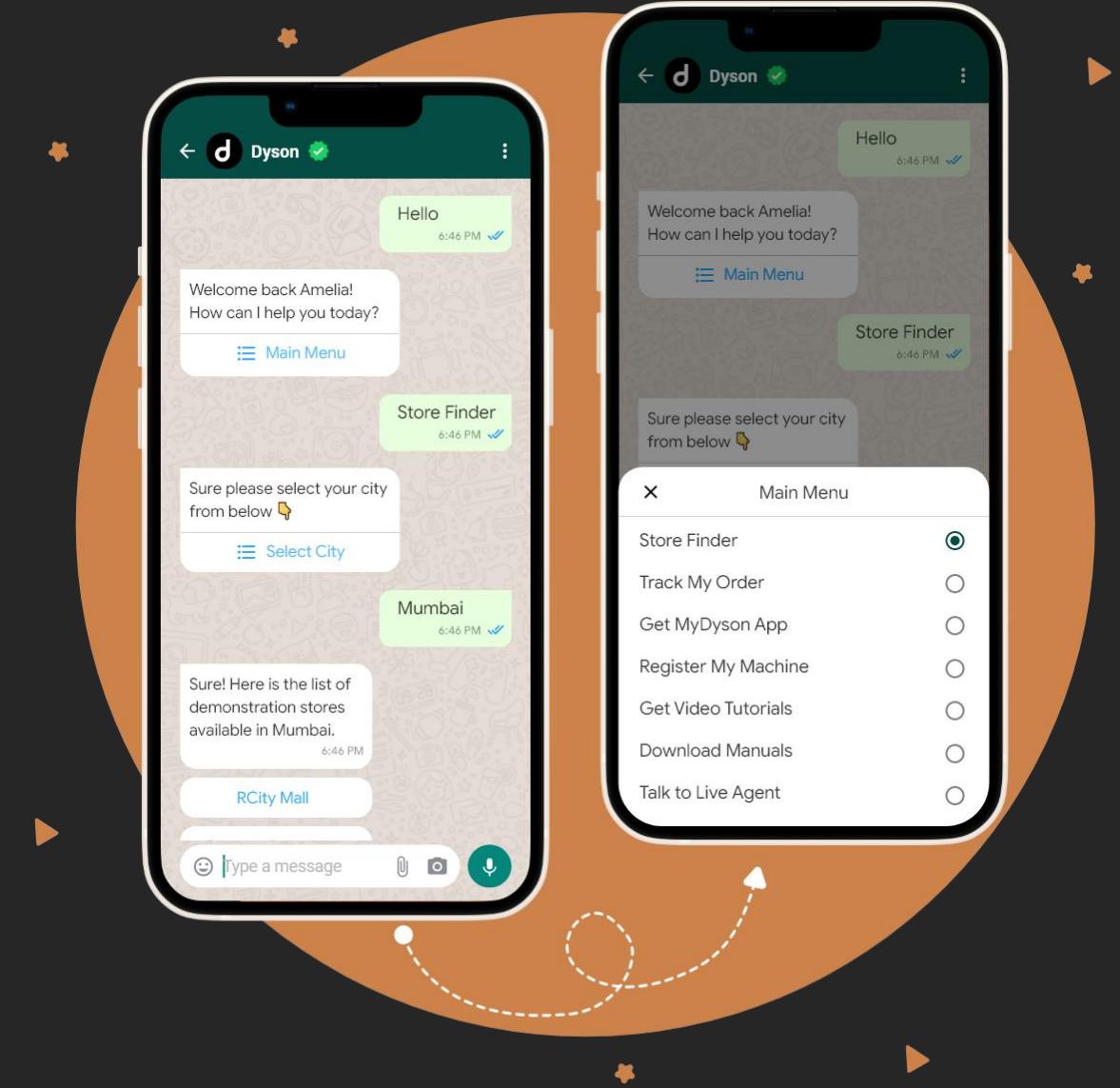
Set up a virtual Dyson store on one of the top messaging platforms – WhatsApp. The entire buying cycle will be automated on WhatsApp with a product catalog to showcase all Dyson product categories, that customers can add to cart and carryout payment on WhatsApp.



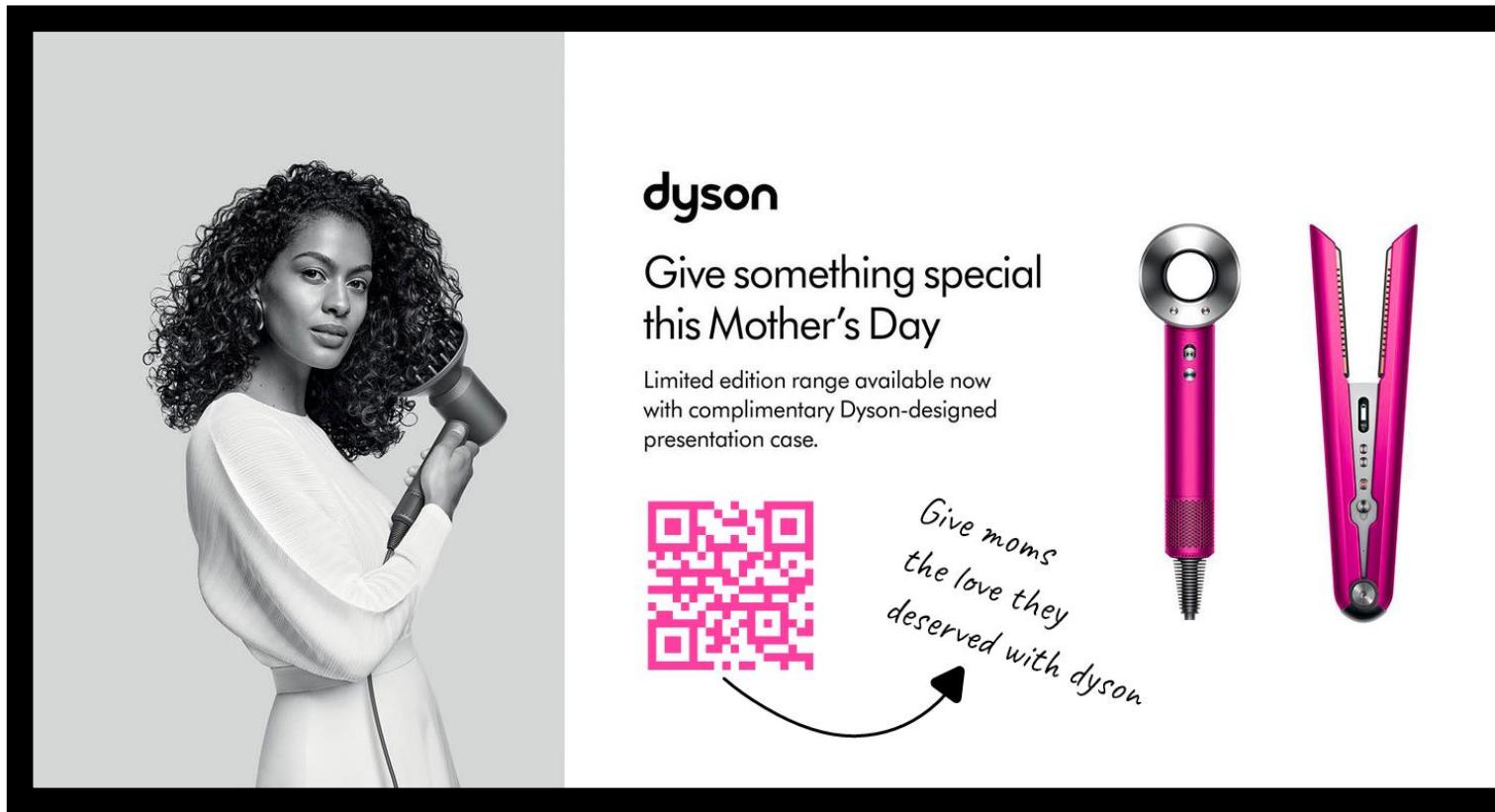
WhatsApp Chatbot – Support

Post Purchase Interactions

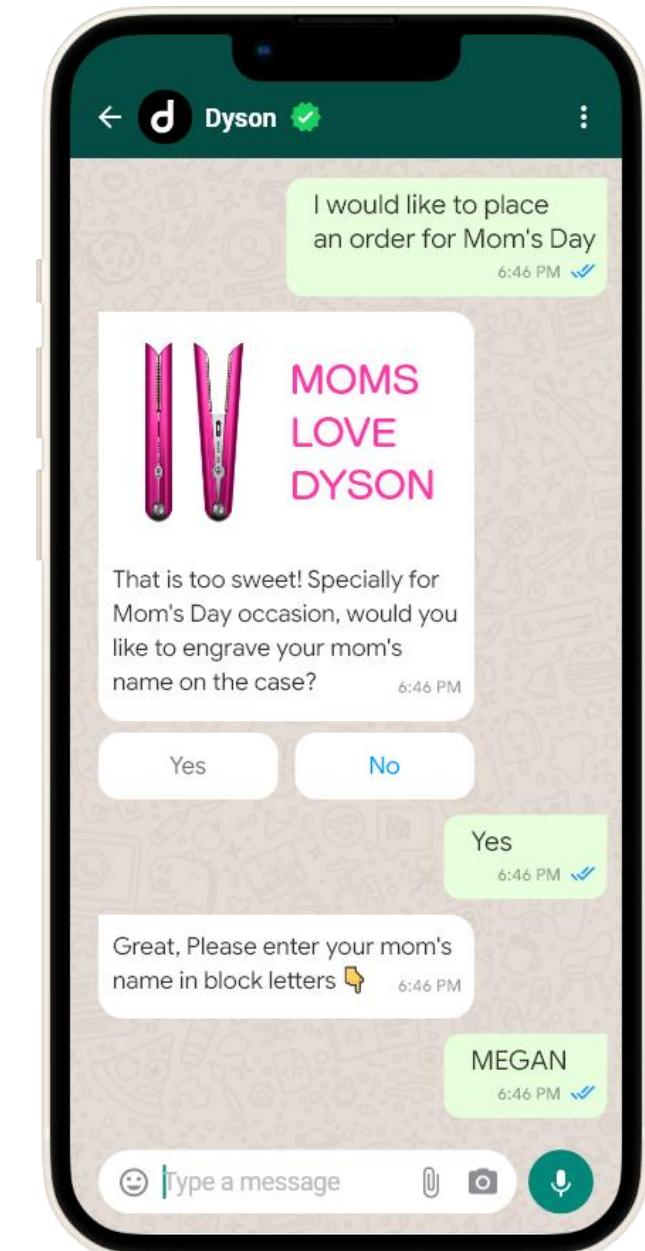
Manage and automate post purchase interactions like purchase/ delivery details, returns, refunds, customer queries, customer feedback and more. The chatbot can extend instant support in multiple languages to make every customer feel heard. In case of complex queries, integrate live chat agents to instantly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



Smart QR Codes on Billboards



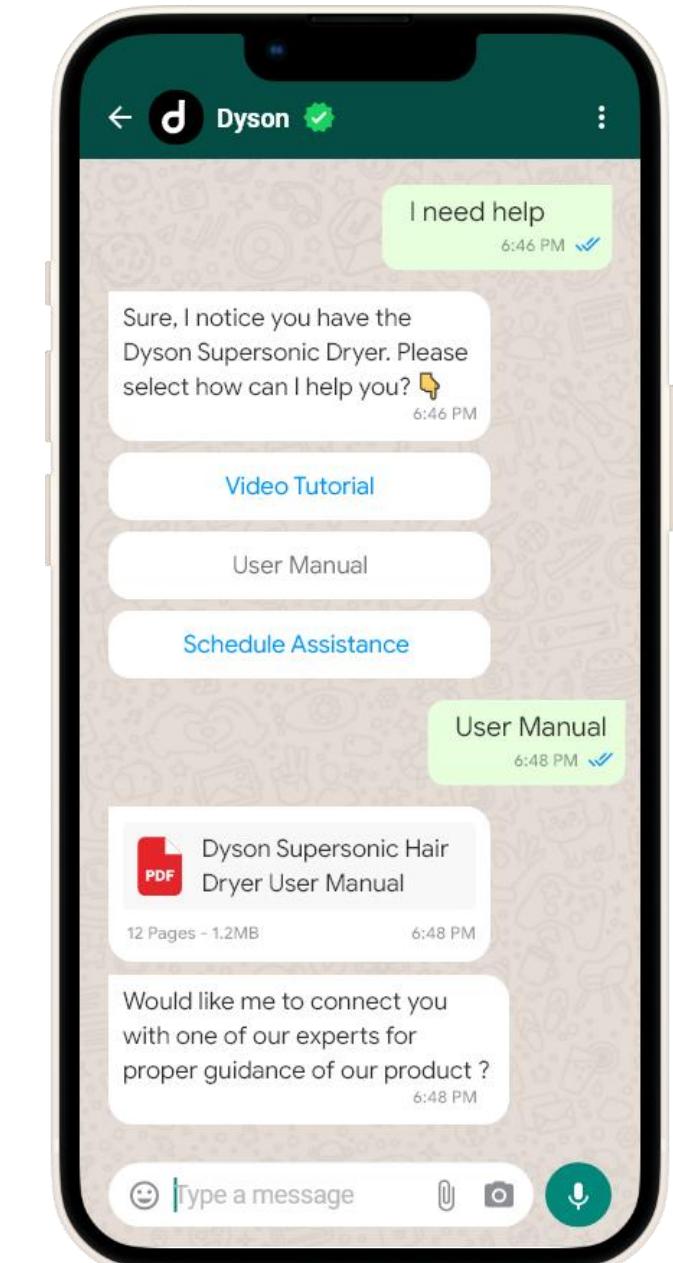
A billboard advertisement for Dyson. On the left, a woman with curly hair is shown from the waist up, holding a pink Dyson Supersonic hair dryer. The background is a light grey gradient. On the right, the Dyson logo is at the top, followed by the text: "Give something special this Mother's Day". Below this, a smaller text states: "Limited edition range available now with complimentary Dyson-designed presentation case." To the right of the text are two Dyson products: a pink Supersonic hair dryer and a pink straightener. At the bottom left is a pink QR code. A curved arrow points from the text "Give moms the love they deserved with dyson" to the QR code. The overall background of the billboard is white.



Smart QR Codes on Print Media



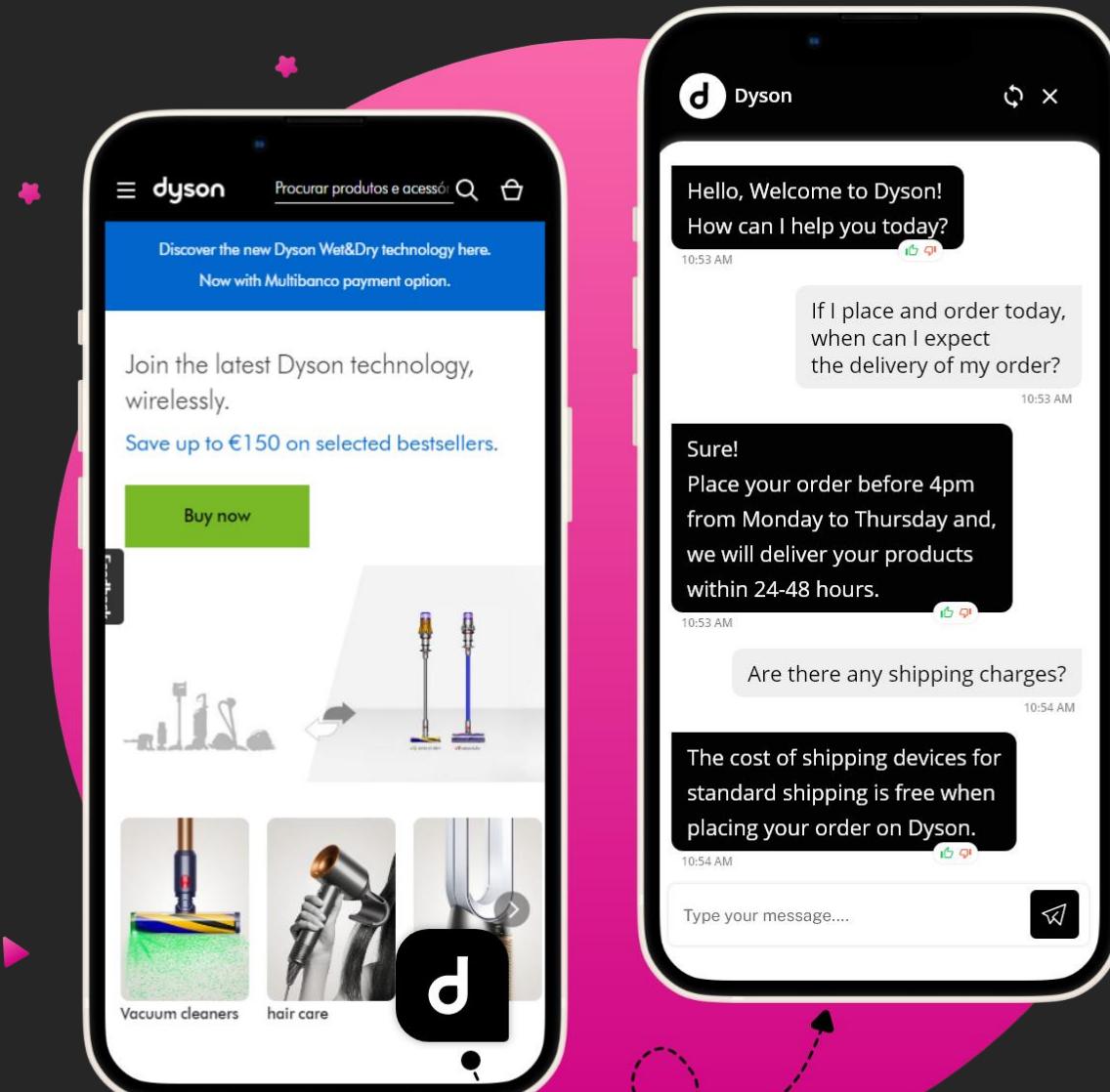
Smart QR Codes on Brand Packaging



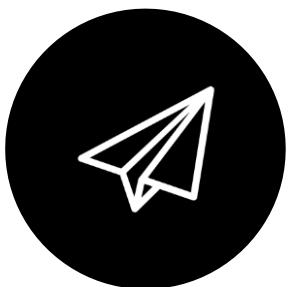
Website Chatbot - Customer Support

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

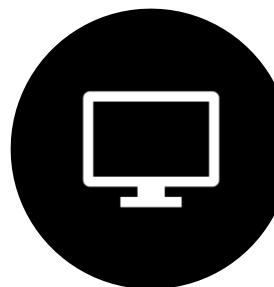
This chatbot can be trained using your website content or support documentation, ensuring it possesses the necessary knowledge to deliver precise and data-tailored responses regarding Dyson products, their functionalities, and usage.



Thank You



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