CONVERSATIONAL AI FOR A LEADING OMNI-CHANNEL RETAILER

INT.

Google 4.0 ★★★★☆

Clutch 4.9 ★★★★⯪

glassdoor 4.5 ★★★★⯪

Countries we operate from

PROBLEM STATEMENT

INT.®

A large omni-channel retail brand with nationwide presence and a thriving e-commerce arm faced mounting operational stress on their customer service channels.

Customer queries ranged from **order tracking and return requests to inventory status and payment issues.**

Agents were **unable to provide real-time product recommendations** or pre-purchase assistance efficiently.

Support costs were escalating due to 24/7 agent demand and multilingual coverage needs.

High ticket volume during product launches, holiday sales, and discount campaigns.

INT.'S SOLUTION

INT. implemented a **domain-trained AI chatbot** with advanced product discovery and post-order support capabilities across **website, mobile app, and WhatsApp.** Key solution components included:

- ✔ **E-commerce Intent Framework:** NLP modules for FAQs, orders, refunds, and delivery.

- ✔ **AI-Powered Product Search:** Conversational shopping through semantic search.

- ✔ **Multilingual NLP Engine:** Real-time responses in multiple languages.

- ✔ **CRM & OMS Integration:** Connected to backend for live order updates and returns.

- ✔ **Escalation Routing:** Unresolved queries forwarded to live agents.
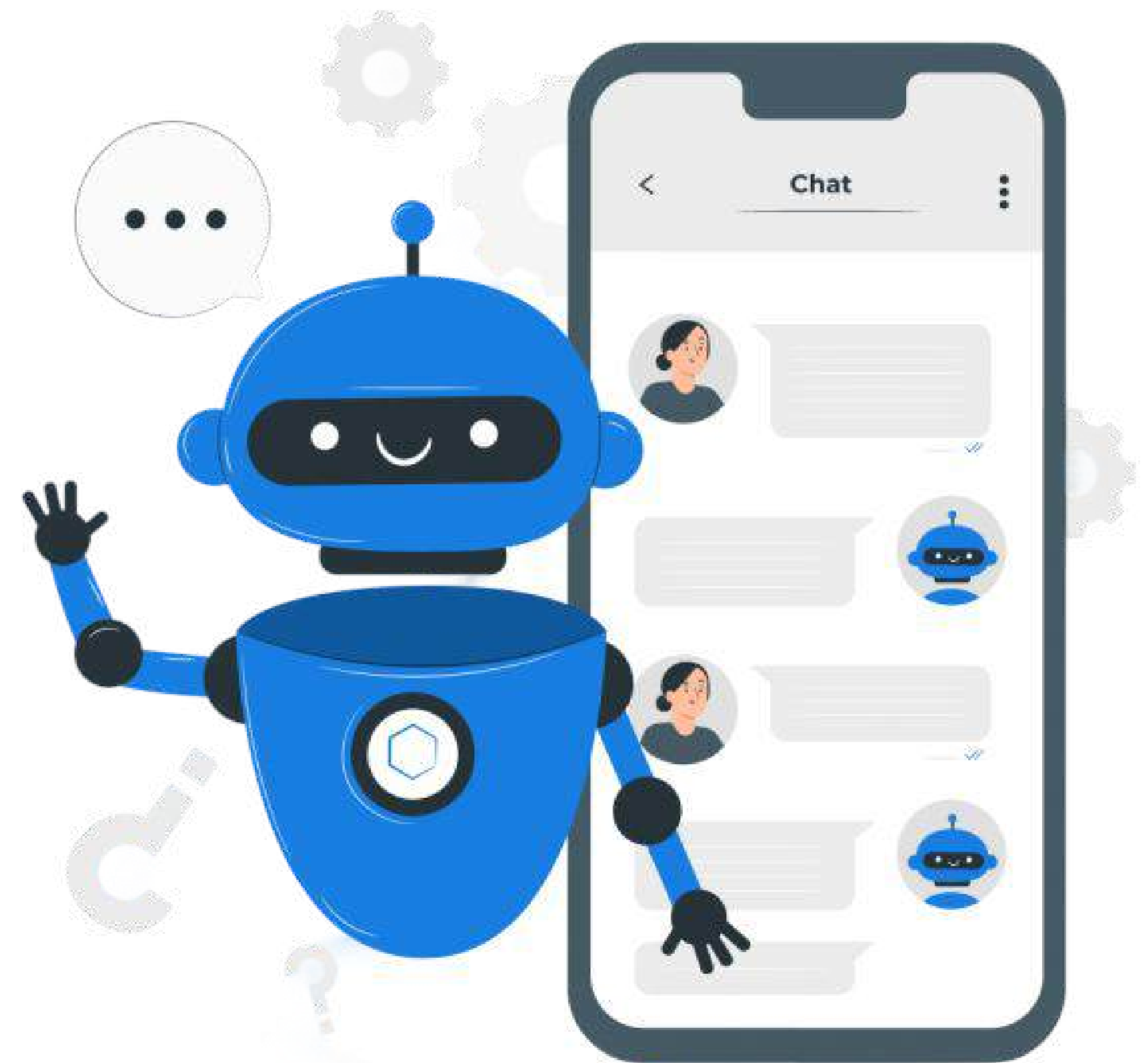
INT. applied its **end-to-end modernization methodology**

01
Conversation Audit & Use Case Finalization:
Identified top 50% ticket generators using chat logs and support CRM analytics

02
Bot Design & Training:
Trained chatbot on 5,000+ queries with embedded commerce intelligence and tone calibration.

03
Platform & Channel Integration:
Deployed on mobile app, web widget, and WhatsApp Business API using a unified NLU model.

04
A/B Testing & Feedback Loop:
Live A/B tested bot flows, tuned based on drop-offs and confusion rates.

05
Scale & Optimization:
Added seasonal workflows (e.g., festive returns, flash sales) dynamically based on usage patterns.

IMPACT

63%
automation of Tier-1 customer service queries within the first quarter.

37%
improvement in first-response time across chat and WhatsApp.

3x
increase in engagement with product recommendations via conversational search.

42%
reduction in cost-per-ticket leading to significant OpEx savings during sales surges.

INT.

Let's Help You

Delight Your Customers
- The easiest way to achieve growth

✉ info@intglobal.com   🌐 intglobal.com

27+ Years | **1000+** Professionals | **45+** Countries | **30+** Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.