E-Commerce WhatsApp Strategies

Drive 2.5X Sales with WhatsApp

Fresh Produce ✅

> Hello, I'd like to order two boxes of signature pack produce for tomorrow. 10:20 ✓✓

Welcome to Fresh Produce! 🍉
🥦🍅🥕🍋🍆🥑🍑🍇🍋 10:20

Great! What is the delivery address? Would you like to pay now or at the delivery? 10:21

> 1 Main Street. Pay at the delivery 10:23 ✓✓

Your order has been processed. We'll send you a notification on WhatsApp once it's shipped. 10:27

> Thanks! 👍👍👍 10:27 ✓✓

TODAY

Your order is on its way. Arriving today between 2 and 5. Pay at the delivery. 11:48

CASE STUDY ORIENTED

AiSensy

Whatsapp Chatbots, CRM & Marketing

aisensy.com   +919149327854

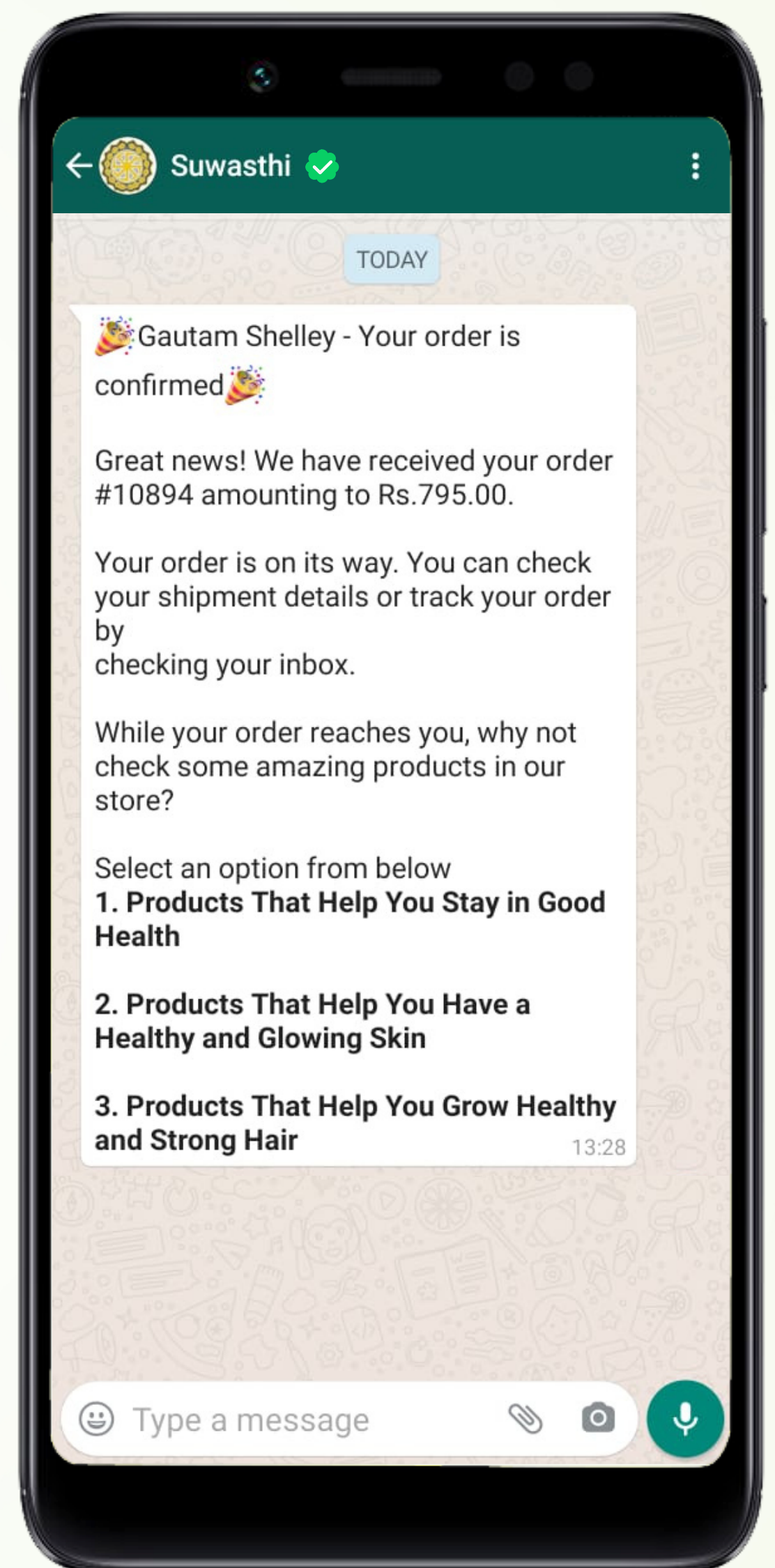# ORDER CONFIRM + UPSELL

Convert Notifications to Conversations

User Confirms/Cancels Order

↓

Send Notification on Whatsapp

↓

A Notification that starts a Conversation and Further Sells More

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Suwasthi ✓

TODAY

🎉 Gautam Shelley - Your order is confirmed🎉

Great news! We have received your order #10894 amounting to Rs.795.00.

Your order is on its way. You can check your shipment details or track your order by checking your inbox.

While your order reaches you, why not check some amazing products in our store?

Select an option from below
1. Products That Help You Stay in Good Health

2. Products That Help You Have a Healthy and Glowing Skin

3. Products That Help You Grow Healthy and Strong Hair
13:28

Type a message

✅ **Upto 60% Users Start a Conversation After this Notification**

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ABANDONED CART RECOVERY

Whatsapp has an Open Rate of 95%
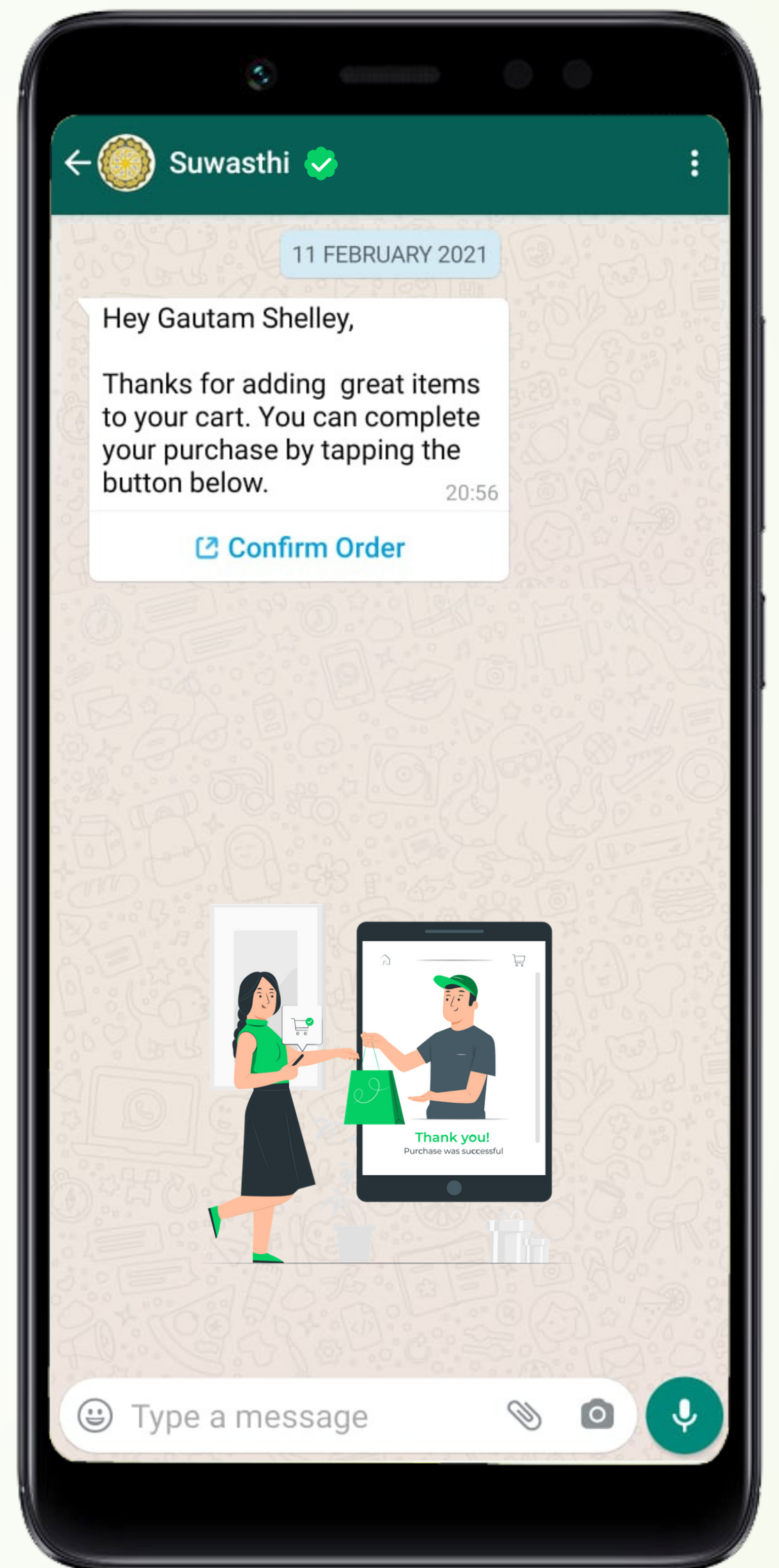### *compared to just 10-12% in Email/Sms.*

User Leaves an Order
in their Cart

↓

Send Notification on
Whatsapp after 20mins

↓

The message includes a
One-Click Button
to Complete Purchase

Suwasthi is an E-Commerce in the organic products space

Suwasthi recovers 45-60% Abandoned Carts via Whatsapp on a Daily Basis

AiSensy

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2.

DIRECT TO WHATSAPP ADS

Authenticity Drives Conversions!

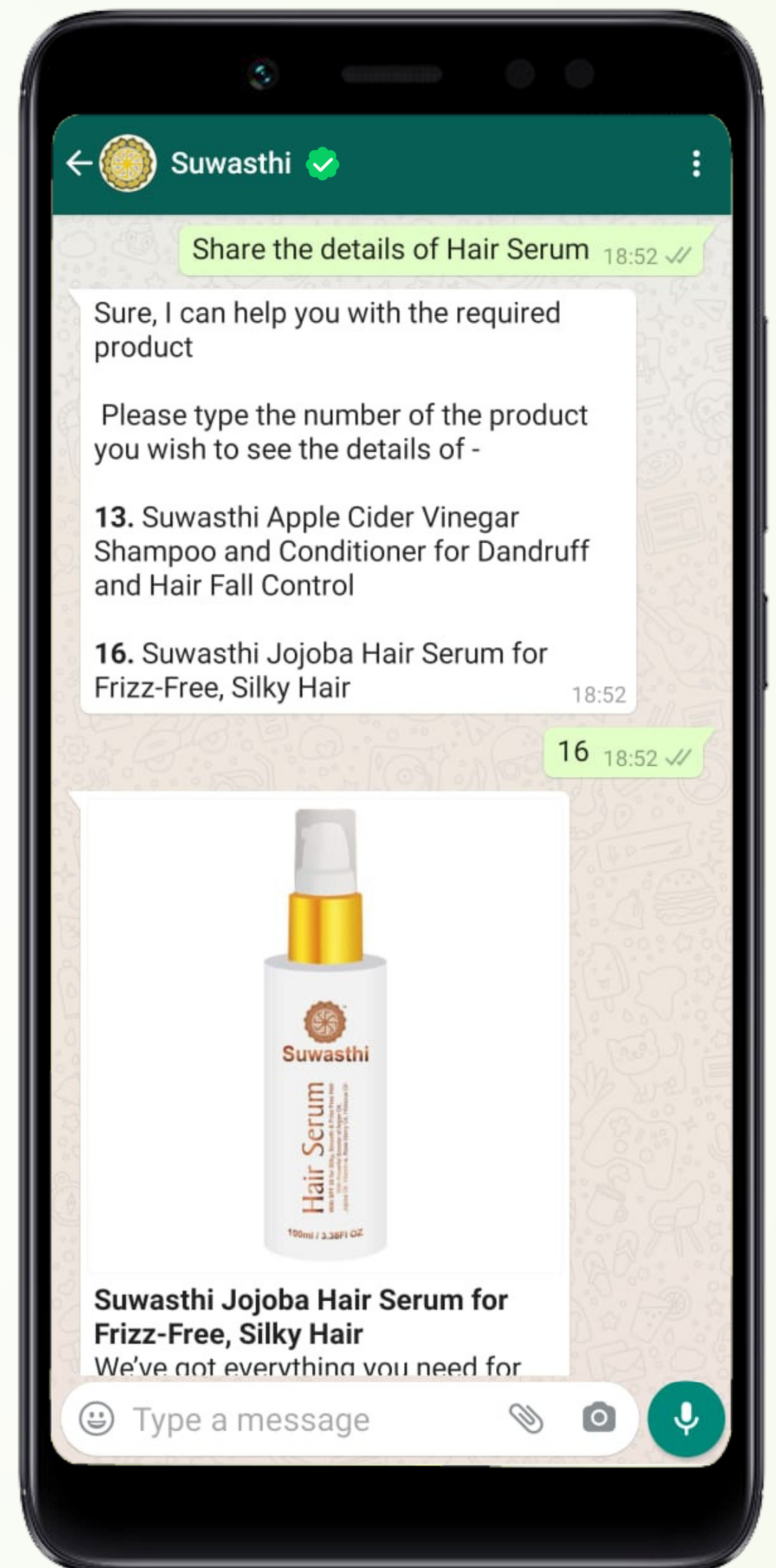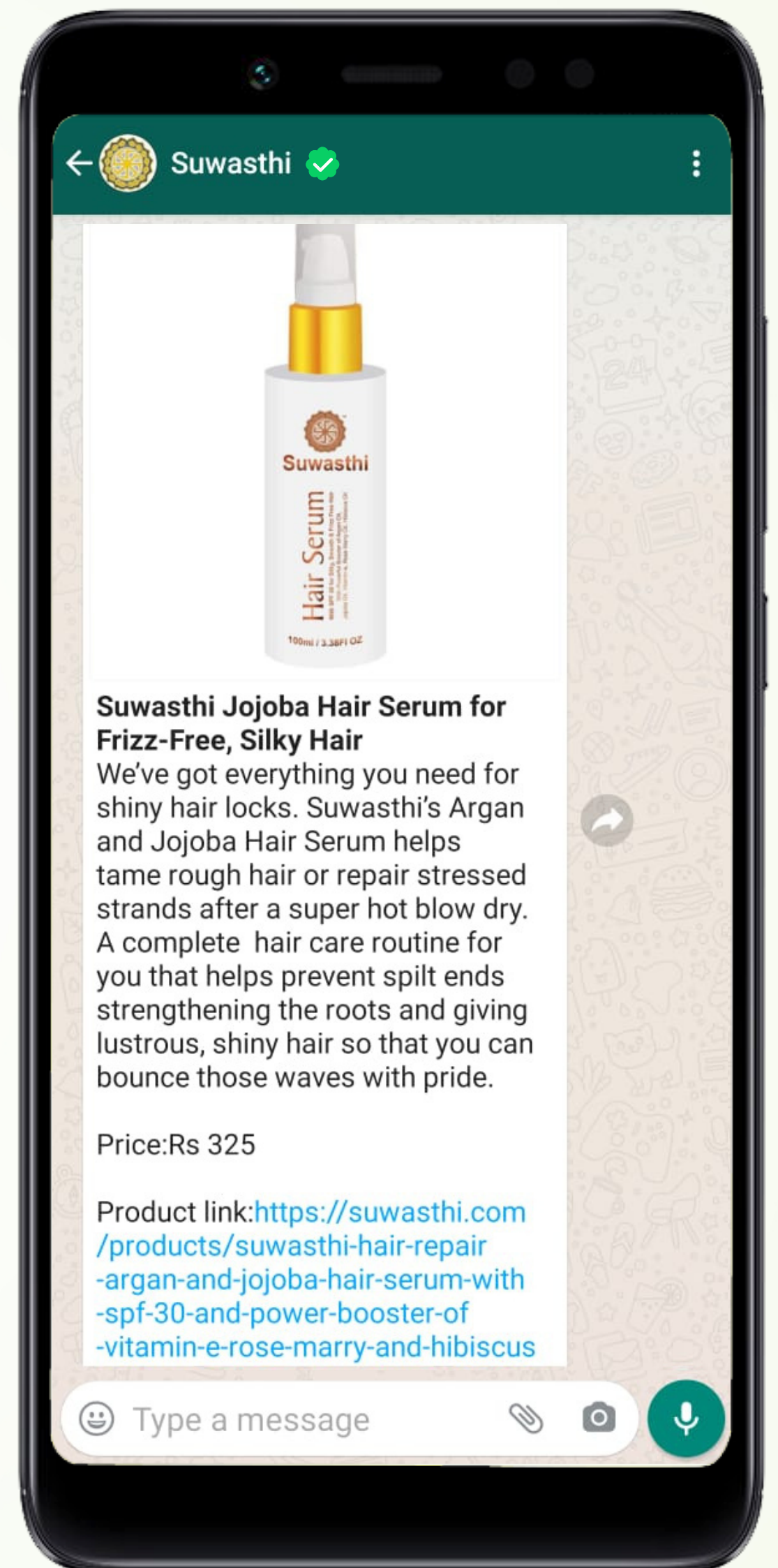User Clicks Your Ad on Facebook/Instagram

↓

They Come directly to Your Whatsapp Chat

↓

Instant Lead Generation
(You get the Name and Number)

↓

Your A.I. Whatsapp Chatbot share product details and **Converts**

✅ **Drive 5X Lead Generation Using this Strategy!**

3.

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WEBSITE TO WHATSAPP

Automate Customer Support & SALES

User Clicks on the Whatsapp Button on Your Website

↓

They Come directly to Your Whatsapp Chat

↓

Instant Lead Generation
(You get the Name and Number)

↓

Your A.I. Whatsapp Chatbot share product details, FAQs and **Converts**

← Suwasthi ✓

Suwasthi Jojoba Hair Serum for Frizz-Free, Silky Hair
We've got everything you need for shiny hair locks. Suwasthi's Argan and Jojoba Hair Serum helps tame rough hair or repair stressed strands after a super hot blow dry. A complete hair care routine for you that helps prevent spilt ends strengthening the roots and giving lustrous, shiny hair so that you can bounce those waves with pride.

Price:Rs 325

Product link:https://suwasthi.com /products/suwasthi-hair-repair -argan-and-jojoba-hair-serum-with -spf-30-and-power-booster-of -vitamin-e-rose-marry-and-hibiscus

Type a message

AiSensy Smart Chatbot automatically attributes the user according to the Chat for further retargeting

4.

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THE SMART A.I. CHATBOT

Smart Product Recommendations & Broadcasting

✅ AiSensy A.I. Chatbot **recommends products smartly** using certain tags and categories

✅ You can **Broadcast Various Updates** and Notifications to your thousands of leads from Time to Time

✅ AiSensy A.I. Chatbot further can help your users with Content around each Product.

For E.g. **A video around How to Use a Particular Product**
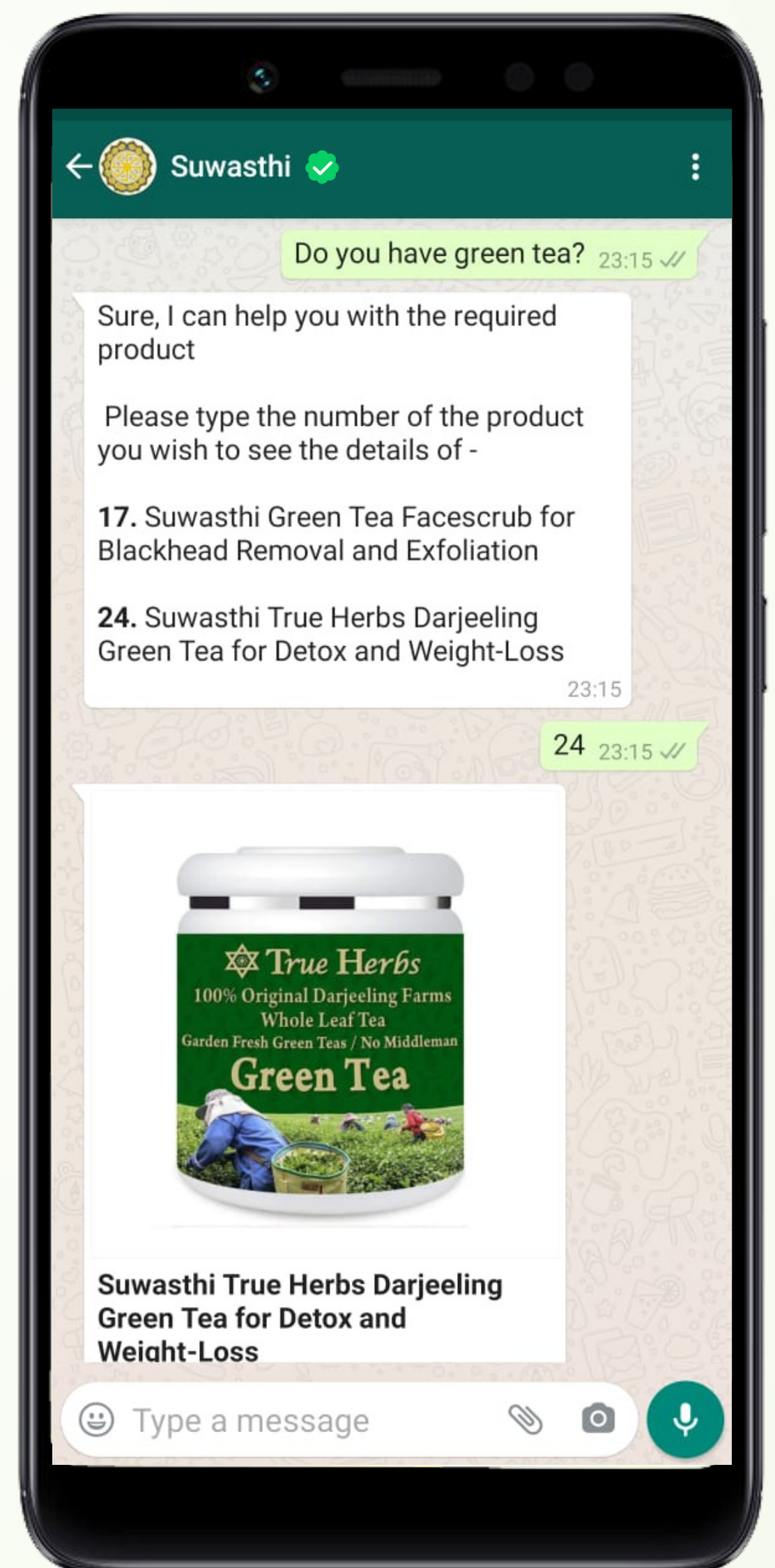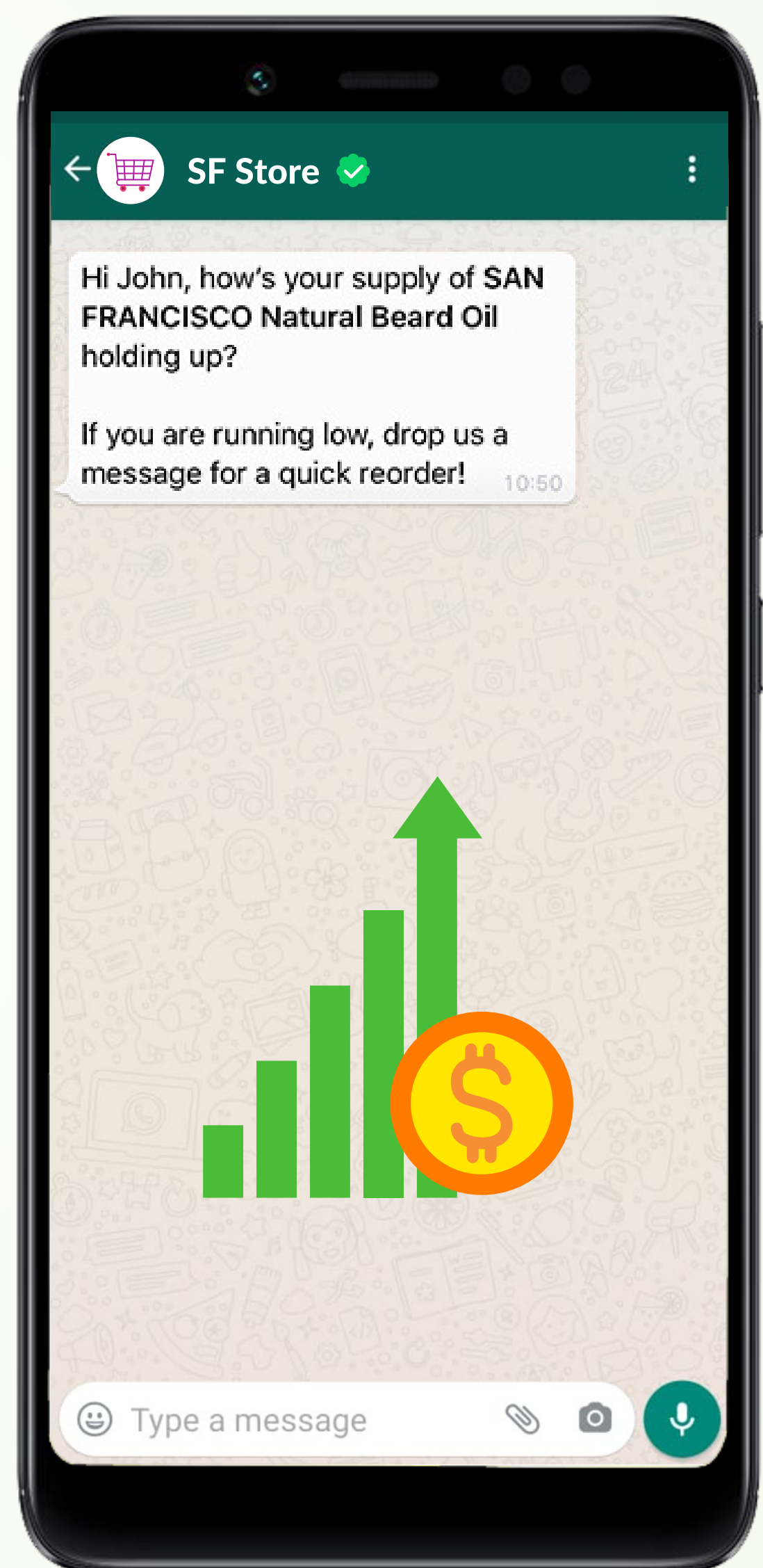

5.

BOOST RE-ORDERS

Retention is the Key to growth!

✅ Send timely notifications taking into account **average customer reorder cycles** OR a **personalized reorder cycle** of each client.

✅ Customers now have you on Whatsapp, That's the **BIGGEST PLUS**, They can order anytime via just chatting

✅ Ask for **Feedback**, Conduct Quizzes and Surveys to Boost Retention

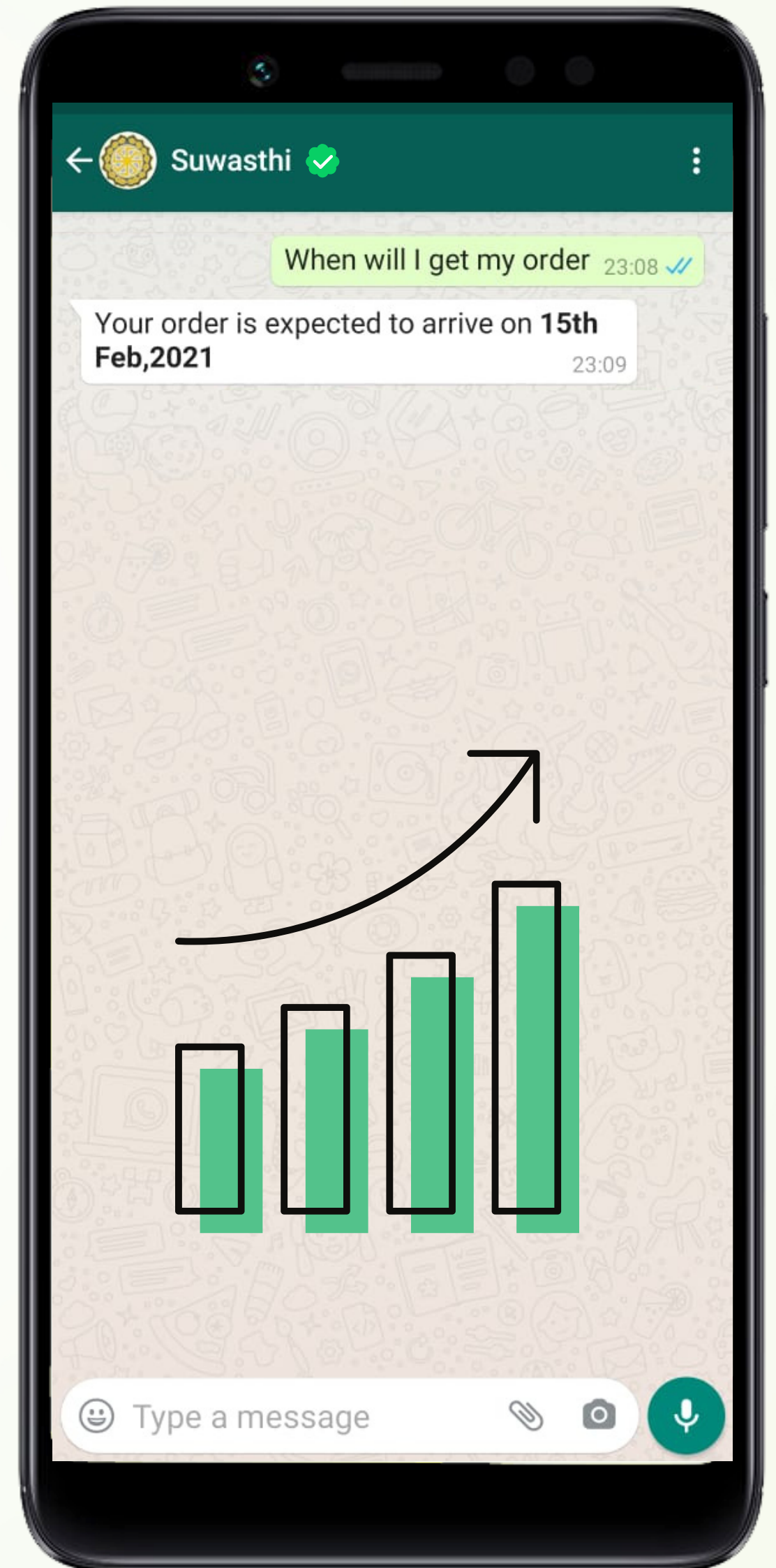✅ Send timely **Offers, Discount Coupons** to Customers who have initiated Chats

SF Store ✅

Hi John, how's your supply of SAN FRANCISCO Natural Beard Oil holding up?

If you are running low, drop us a message for a quick reorder! 10:50

Type a message

6.

AiSensy

PERSONALISED EXPERIENCE

Brand is just another word for CARE

✅ **Smooth Human-Agent Transfers** for handling typical queries

✅ Customers can **track their Order** within their Whatsapp Chat

✅ Send Customers **Delivery Updates** and Keep them well Informed

✅ Your Customers can **Initiate Order Cancellations** from Whatsapp Chat

✅ Send timely **Offers, Discount Coupons** to Customers who have initiated Chats

Suwasthi

When will I get my order 23:08 ✓✓

Your order is expected to arrive on **15th Feb,2021**   23:09
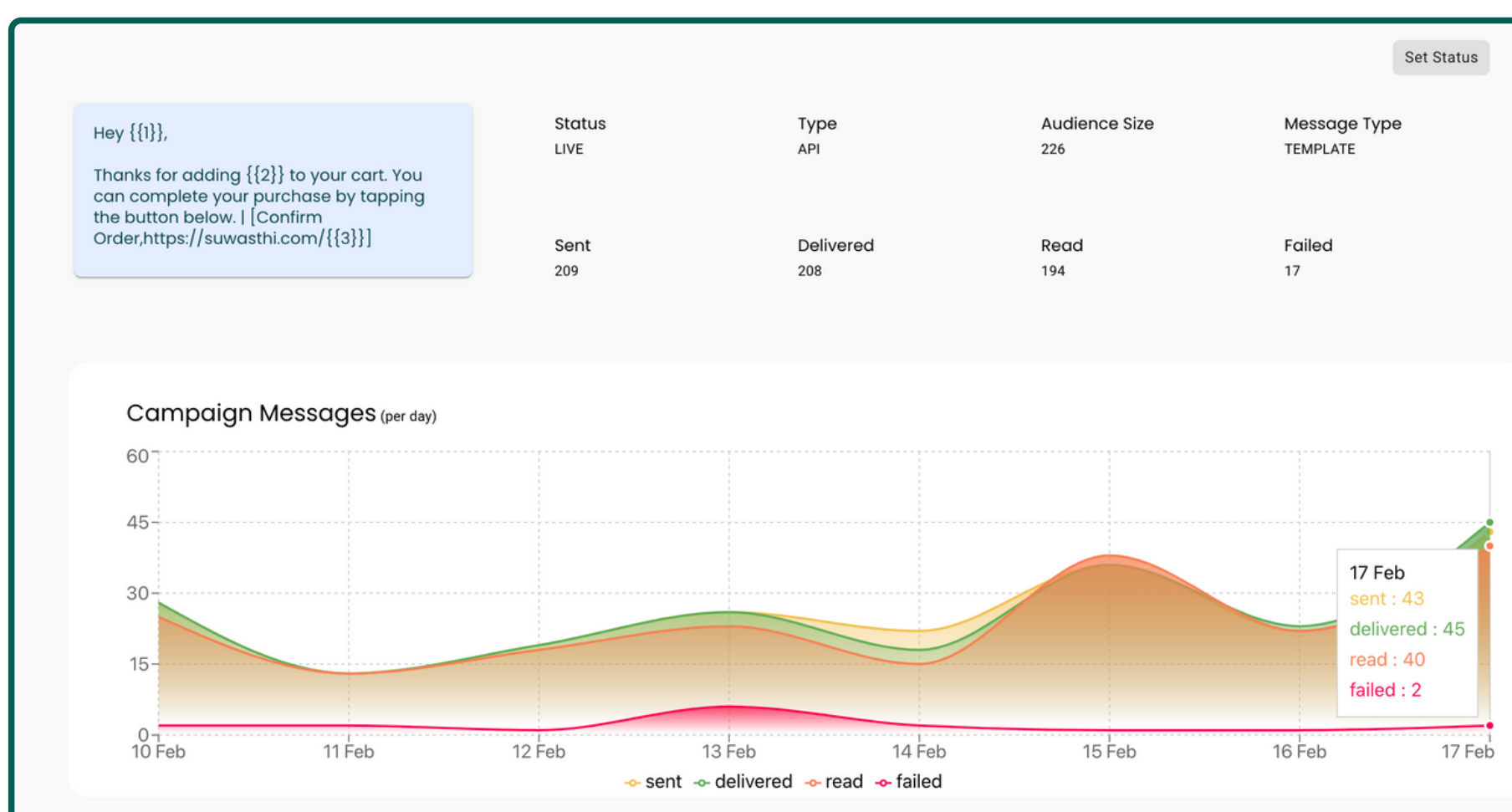
Type a message

7.

STATS & METRICS

Result of these Strategies!!!

✅ **Suwasthi** has been driving **Direct Ads Traffic** to Whatsapp, Has an Effective **Whatsapp Chatbot** in Place, has an **Abandoned Cart recovery** System in place and uses a lot more given strategies effectively!
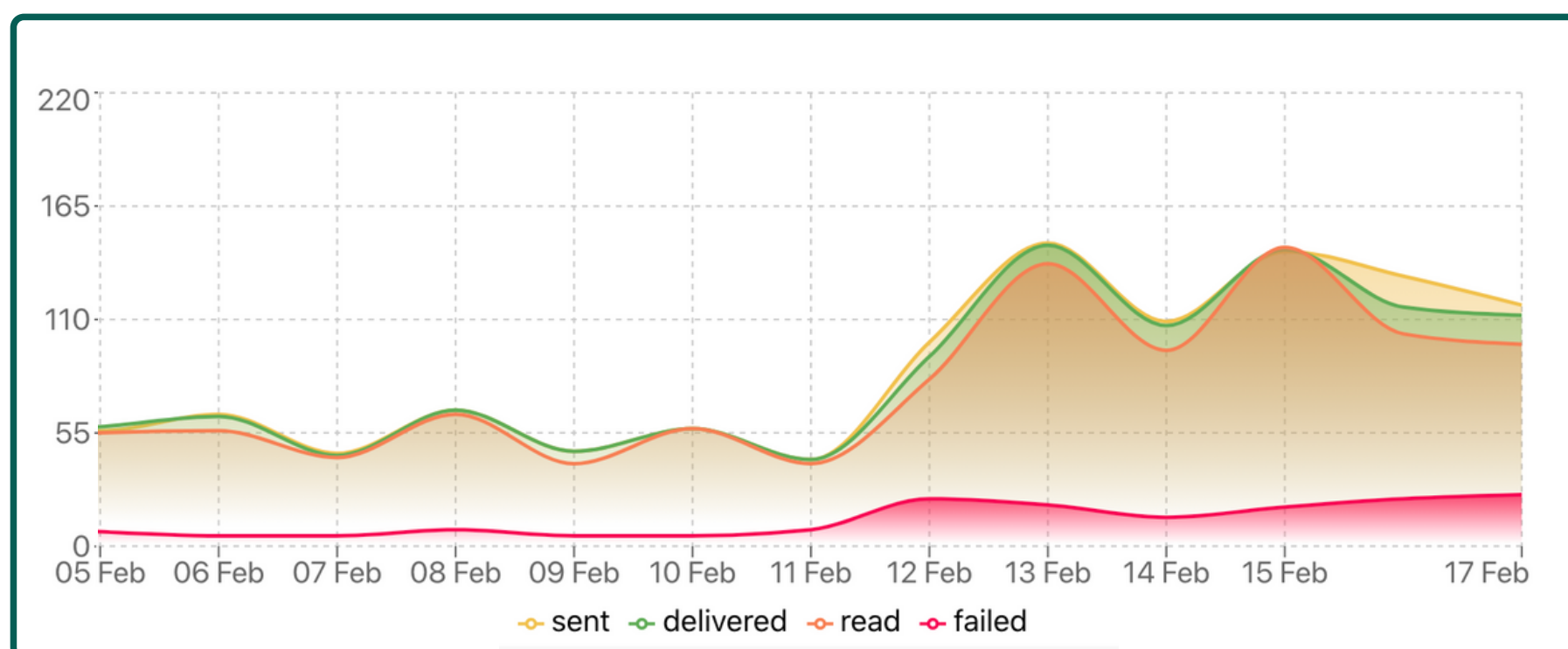
Abandoned Cart Recovery

Hey {{1}},

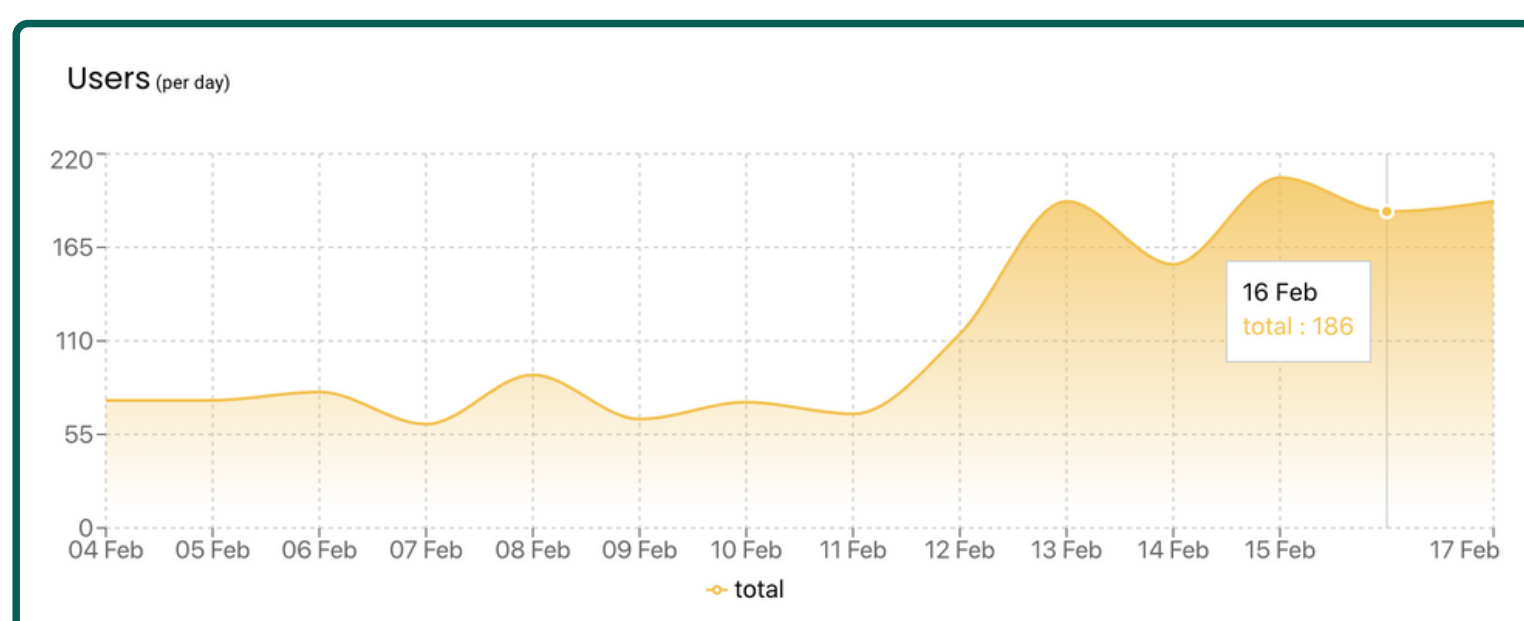Thanks for adding {{2}} to your cart. You can complete your purchase by tapping the button below. | [Confirm Order,https://suwasthi.com/{{3}}]

Set Status

| Status | Type | Audience Size | Message Type |
| LIVE | API | 226 | TEMPLATE |

| Sent | Delivered | Read | Failed |
| 209 | 208 | 194 | 17 |

Campaign Messages (per day)

17 Feb
sent : 43
delivered : 45
read : 40
failed : 2

10 Feb — 11 Feb — 12 Feb — 13 Feb — 14 Feb — 15 Feb — 16 Feb — 17 Feb

sent — delivered — read — failed

92.8%
Open Rates

45-60%
Abandoned Cart Recovery

Daily Order Stats

05 Feb — 06 Feb — 07 Feb — 08 Feb — 09 Feb — 10 Feb — 11 Feb — 12 Feb — 13 Feb — 14 Feb — 15 Feb — 17 Feb

sent — delivered — read — failed

2.5X
Daily Orders

3X
User Engagement

Users (per day)

16 Feb
total : 186

04 Feb — 05 Feb — 06 Feb — 07 Feb — 08 Feb — 09 Feb — 10 Feb — 11 Feb — 12 Feb — 13 Feb — 14 Feb — 15 Feb — 17 Feb

total

Chats (per day)

17 Feb
incoming : 174
outgoing : 386

04 Feb — 05 Feb — 06 Feb — 07 Feb — 08 Feb — 09 Feb — 10 Feb — 11 Feb — 12 Feb — 13 Feb — 14 Feb — 15 Feb — 17 Feb

incoming — outgoing

Daily Users on Chat
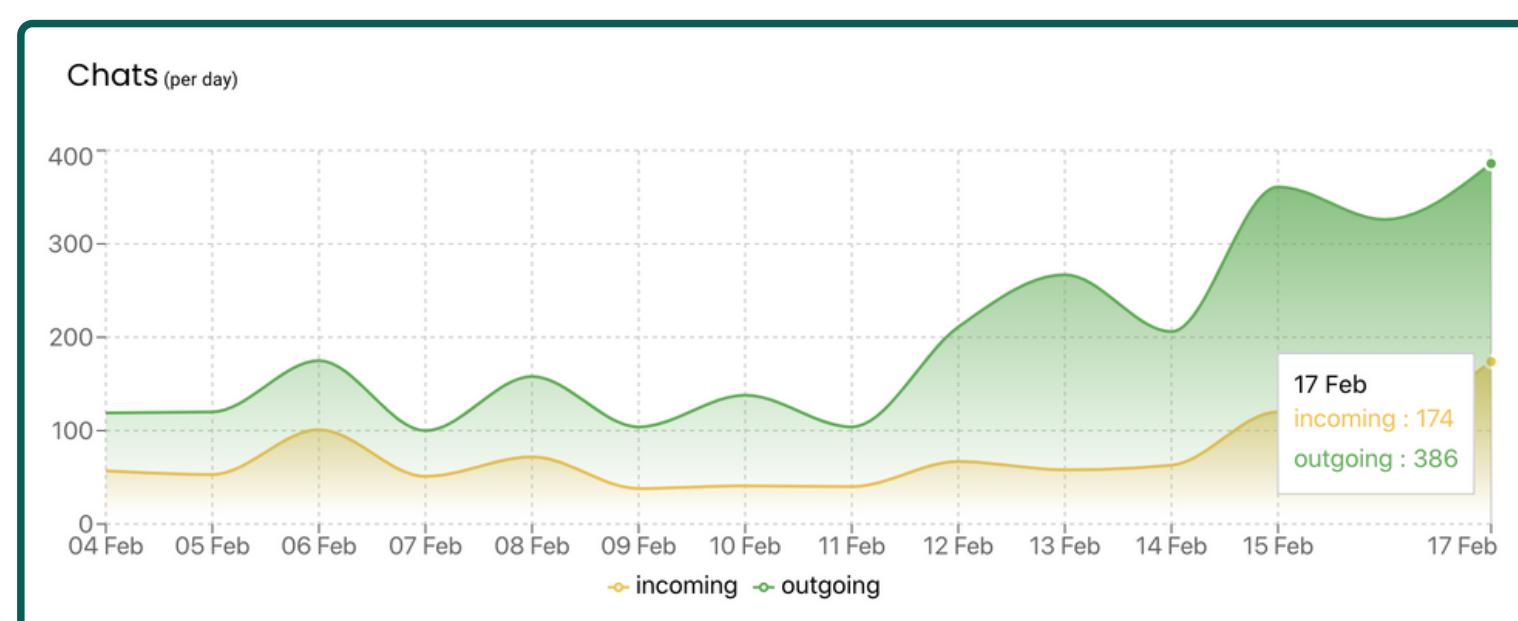
Daily Engagement on Chat

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