
Conversational Commerce

Retail's Next Frontier



Trusted partner for your Digital Journey

Atos

Customers are at the heart of retail. Currently, consumers interact instore, online and through mobile devices. Today's retailers must find new ways to attract customers. Smart speakers are becoming more popular and offer a new touchpoint that was not viable before. The increasing use of voice-based apps and smart speakers make this channel an important new avenue for customer interaction that enhances support and sales experience.

Consumer habits are changing; we are committed to providing the tools that transforms the way customers engage with retailers.

Conversational Commerce, the new AI-powered voice platform takes center stage. Embracing this innovative, playful, and easy to execute solution speaks to all generations. Delivering this remarkable touchless experience will drive revenue growth.

According to OC&C Analytics, voice trade is expected to increase by 1900% to \$40 billion by 2022. Today, voice is not only a revolution for retail now, but also for its future!

Our solution

The *Conversational Commerce* solution from Atos helps retailers rapidly transform their goal to take the customer dialogue outside the walls of the store while protecting their privacy and data.

Conversational Commerce enables customers to seek information, assistance and more than importantly, make purchases using voice commands. This new channel prioritizes convenience and personalization in a world where customers demand personal attention for products and services they purchase.

Conversational Commerce protects data through security and privacy. The service offering includes comprehensive encryption, secure key management, central security and policy management, high performance and scalability, flexible and easy integration, effective governance and controls, and commitment to enterprise security certifications.

Conversational Commerce delivers a robust, touchless and secure communication channel between retailers and consumers. Our solution includes:



New sales channels powered by intelligent commerce agents

- Provides new consumer engagement channels with voice-based "browse and buy" features
- Drives improved store traffic by providing route-based guidance or special promotions to stores or special promotions
- Creates a seamless customer experience with highly personalized, yet standardized conversations



Targeted marketing channels driven by digital marketing assistants

- Offers new ways to deliver promotions and communications to customers through smart devices
- Delivers targeted recommendations and scheduled or personalized promotions for retailers
- Understands the preferences of each unique customer to enable retailers to assist consumers in making informed decisions



Personalized services offered by smart assistants

- Addresses personalized queries and retrieves information from the back end
- Leverages conversations to schedule deliveries and check inquiry status
- Gathers preference data from previously unexplored queries to assist retailers and brands in marketing, product development and building loyalty

Atos in action

Helping a European fashion retailer deliver the first voice-based e-commerce service

The client specializes in creating bespoke products for customers for different seasons, styles and lifestyles – a business model that requires regular interactions and engagement with consumers.

We partnered with Google to create a solution based on the Google Assistant conversational platform, which helps customers browse and buy customized apparel via Google Home or Google Home Mini. The solution also helps consumers easily locate nearby stores, and gives the client an innovative new interaction channel. In addition, the client is now able to obtain new insights about consumer buying patterns and interests, helping them offer targeted products in the future.

Creating a voice-based e-commerce solution for a leading U.S. speciality retailer

Our client specializes in distributing and selling specialty products to professionals and DIY enthusiasts. Due to the “hands-on” nature of their products, their customers often cannot access a mobile device while working. The client had relied on traditional channels to connect with retailers and enthusiasts, and was eager to explore creative new avenues of customer interaction.

We developed a voice-based application which the client’s customers can use to quickly buy the products they need. Our solution delivers a unique voice-based experience, enabling consumers to search and order products with voice commands. As a result, the retailer is more client-centric and has realized many new sales possibilities.

How to get started

Contact Atos to answer questions or set up a half-day discovery workshop where your team and ours will explore possible opportunities and use cases to leverage *Conversational Commerce* services to drive business results. Next, we will select one scenario and implement a prototype solution that will demonstrate the power of *Conversational Commerce*.

In the longer term, this prototype can be expanded and refined to become a new customer engagement channel that generates actionable business outcomes.



Test and Learn

Quick Proof-of-Value

Early stage pilot project, which will demonstrate the art of the possible and the business value created.



Plug and Play

Conversational Platform Foundation

Scale up your *Conversational Commerce* abilities with a robust “plug and play” platform to deliver your long-term vision.



Innovate and Run

Conversation on Demand

Forward-looking industrialized deliver model for conversational commerce. Releases new capabilities and outcomes iteratively.



About Atos

Atos is a global leader in digital transformation with 110,000 employees in 73 countries and annual revenue of € 12 billion. European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos|Syntel, and Unify. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Find out more about us

atos.net

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Let's start a discussion together



For more information:

<https://atos.net/en/industries/retail#contactus>

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