



# If you are not **Omni,** you are invisible

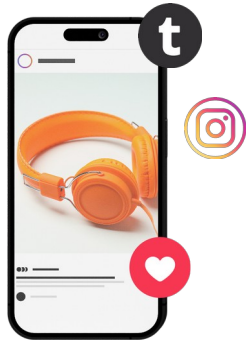
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Product Development & Marketing Director

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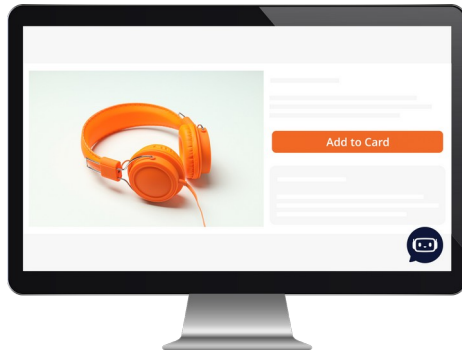


Empowering  
Business  
Communication

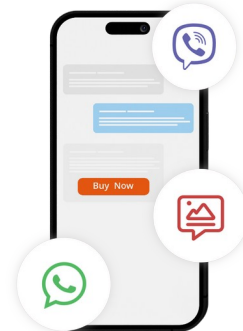
# Your Customers don't just visit your Store. They Message You



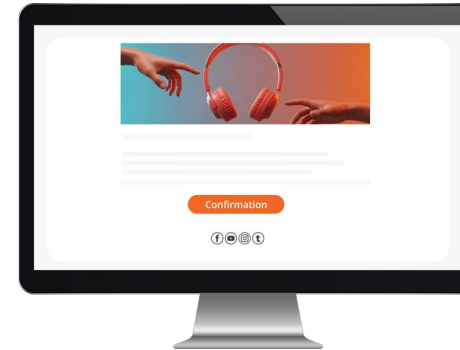
**Discovery**  
(Social DM)



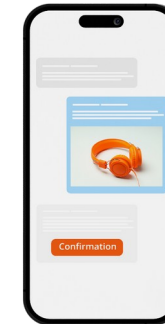
**Consideration**  
(Chatbot on Website)



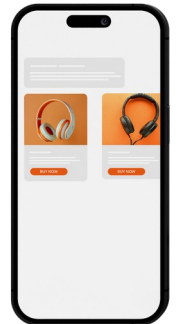
**Purchase Trigger**  
(Viber, SMS, RCS, WhatsApp etc)



**Confirmation & Follow-up**  
(Email)



**Post-Purchase Support**  
(Messaging or Bot)



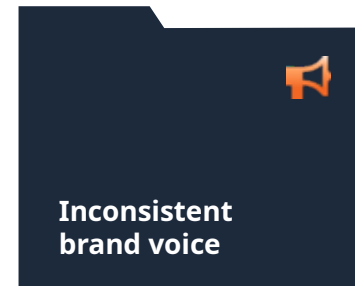
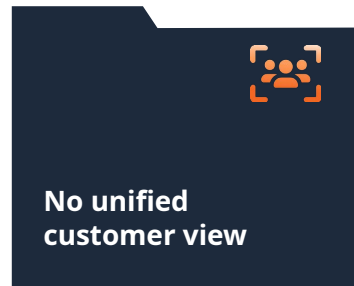
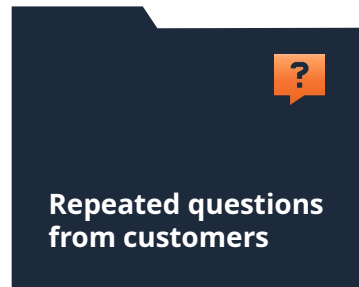
**RetentionLoop**  
(Loyalty offer recommendations etc)

# The Reality in E-commerce

Most e-commerce brands communicate through **multiple disconnected tools**:

- / **Email platform** for campaigns
- / Social inboxes for **DMs**
- / **Live chat** on the website
- / Helpdesk for **support tickets**
- / **CRM** that rarely connects to conversations

What this creates?



 **Customers experience your brand as one. Internally, you operate in silos.**

# What Omni-Channel Messaging Really Means?

Omni-channel messaging = A unified communication strategy across all channels, powered by shared data and one continuous customer experience.

Omni-Channel Messaging Is Not About Being Everywhere. It's About Being Connected Everywhere.

Email only	Messaging Viber   SMS   WhatsApp   RCS	Omni
<b>~20% Open Rate</b>	<b>98% Open Rate</b>	<b>~Up to 38% Cart Recovery</b>
<b>2-3% CTR</b>	<b>45-60% CTR</b>	Higher lifetime value
<b>5-8% Cart Recovery</b>	<b>20-30% Cart Recovery</b>	Better customer experience

The real power is not the channel. It's the orchestration.



# The power of Omni messaging

## All Channels in One platform



A complete solution to plan, send and analyze messaging campaigns in one place

## CRM Features



Contact management with adaptive opt-in logic, flexible field settings and rich data controls

## 2-way communication



Drive engagement with instant two-way messaging



Scan to explore our Platforms

## Detailed Analytics & Insights



Real time analytics and campaign metrics per channel

## Enhanced Security



Strong data protection with 2FA, ensuring a secure and reliable environment

## Knowledge Base



Training Material, FAQs, API documentation

## API Integration



Powerful API enables cross-system connectivity, flexible campaigns, and automation

## Multiple Users



Multiple users in one organization with role-based access

## Flexible Billing Options



Post Paid Options, Top-up, Recurring Payments, Plans and Bundles

# The Impact of Omnichannel on Business Messaging

## Unified Customer Journey

Customers can start a conversation on one channel and continue on another *without repeating themselves*

## Higher Engagement & Retention

When communication feels personal and relevant, customers respond faster and stay longer.

## Data-Driven Decision Making

Integrated platforms bring together data from chat, email, and social channels.

## Smarter Automation + Human Touch

AI handles routine tasks while humans manage complex issues.

## Consistent Brand Experience

Every message, whether on Facebook, Viber or email, feels on-brand and familiar.



# Why Omni-Channel Messaging Is a Revenue Driver

Omni-Channel Messaging Is Not a Support Tool. It's a Growth Engine.

- **It reduces friction in the buying journey**  
90% of customers rate immediate response as critical. Chatbots deliver answers in seconds, not hours.
- **It directly impacts conversion rates**  
AI chatbots boost e-commerce conversions by 23%. Shoppers complete purchases 47% faster with AI assistance.
- **It increases customer lifetime value**  
Omnichannel shoppers have 30% higher lifetime value. Companies retain 89% of customers vs. 33% without it.
- **It lowers cost while scaling support**  
Chatbots resolve 89% of inquiries automatically. Integrated tools cut service costs by up to 35%

Sources: Glassix, Rep AI, Aberdeen Group, Smartsupp, Deloitte Digital, Plivo



# The Role of Chatbots in Modern E-Commerce

Chatbots Are Not FAQ Tools. They're Digital Sales Assistants.

## Before the Sale — Discovery & Guidance

- / Product recommendations, sizing guidance, instant answers
- / 71% of Gen Z actively seek products through chatbot interactions

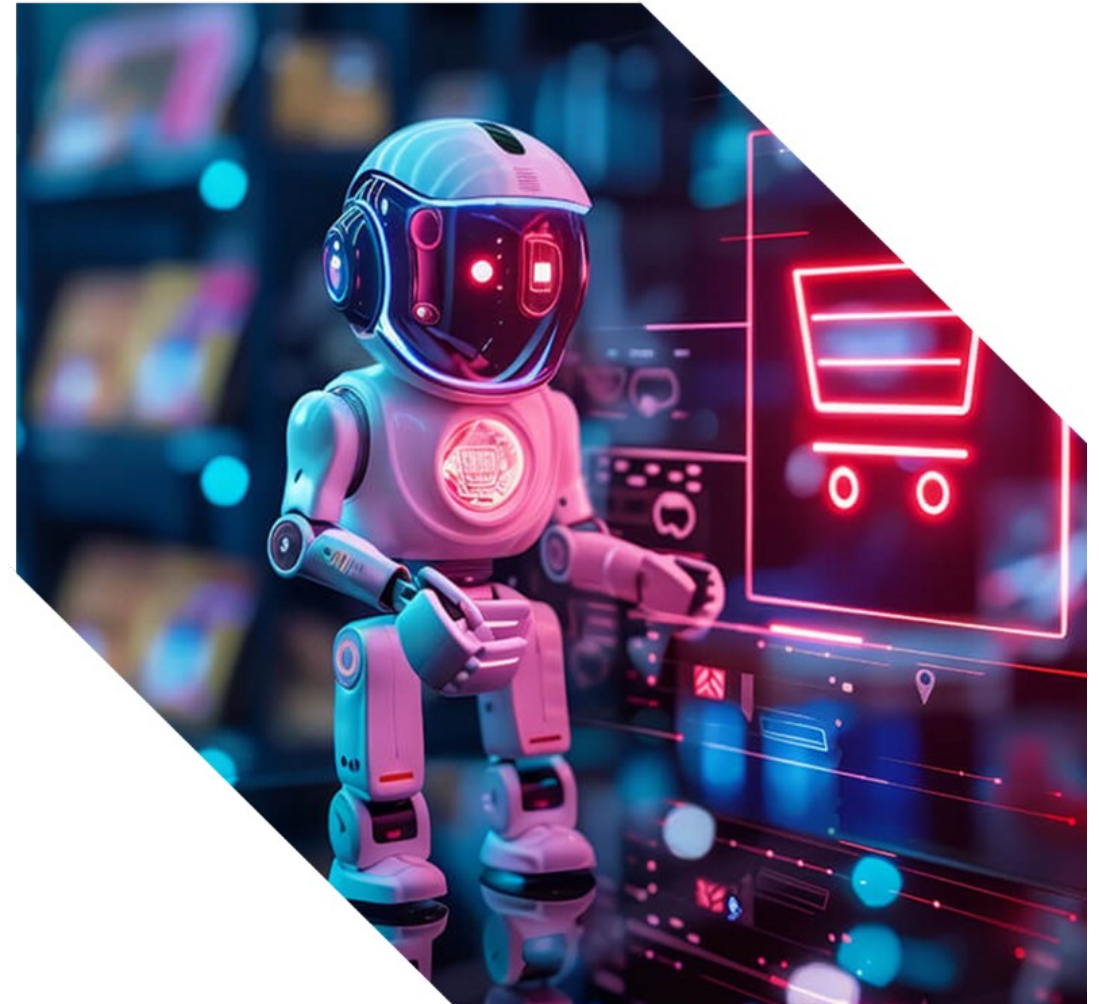
## During the Sale — Conversion & Recovery

- / Cart abandonment recovery, real-time offers, checkout assistance
- / AI-driven proactive chats recover up to 35% of abandoned carts

## After the Sale — Retention & Loyalty

- / Order tracking, returns, upsell & cross-sell, loyalty programs
- / 93% of customer questions resolved without human intervention

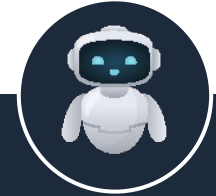
Sources: Master of Code, Rep AI 2025 Report, Tidio



# A Real-World Demo Scenario

Two Brands, Same Customer. Different Outcomes.

*Maria sees a pair of shoes on Instagram. She has a question about sizing...*



## Brand A — The Invisible Brand

- / DMs a question → No reply for 6 hours → Visits website → No chat
- / Adds to cart → Leaves → Gets an email 2 days later → Already bought elsewhere.

## Brand B — The Omni Brand

- / DMs a question → Chatbot replies in 8 seconds with size guide
- / Visits website → Bot remembers her → Shows the exact shoes in her size
- / Adds to cart → Leaves → WhatsApp reminder in 30 min → Completes purchase
- / 2 weeks later → Gets a Viber message: "How are the shoes? Here's 15% off a bag"

**Same customer. Same product. Only one brand made the sale — and kept her.**

# Case Studies That Prove It Works

Real Results: What Brands Are Already Seeing

SEPHORA

## AI chatbot on FB Messenger

- 11% higher booking rate vs. other channels
- 40% increase in customer engagement
- E-commerce sales 4x in 6 years

H&M

## AI styling assistant across platforms

- 15% sales increase
- 30% boost in customer engagement
- 20% reduction in cart abandonment

KLM

## BlueBot (BB) on Messenger

- 40% increase in customer interactions
- 50%+ of inquiries automated
- Wait time from 15 min to 2 min

AMTRAK®

## Virtual assistant "Julie"

- 25% increase in bookings
- \$1M saved in email costs
- 30% higher revenue per booking

Sources: Cut the SaaS, AgentiveAIQ, Digital Training Academy, Ometrics

# The Cart Abandonment Opportunity

The 70% Problem Every E-Commerce Business Faces

**70% of online shopping carts are abandoned.**

That's 7 out of 10 customers who showed intent to buy — and walked away.

**What if you could get even 20% of them back?**

- / Email reminders alone recover only 5-8%
- / AI chatbots engaging in real-time recover up to 35%
- / WhatsApp reminders within 30 min achieve 20-30% conversion

**■ The difference? Timing + channel + personalization.**

Source: Baymard Institute, AgentiveAIQ, Chat On Desk

# The Evolution of AI in Customer Experience

## Beyond Chat: From AI Assistant to Loyalty Engine

### Level 1:

**Answering questions**  
(where most brands are stuck)

FAQ, order status, opening hours

### Level 2:

**Selling & recovering**  
(the emerging standard)

Product recs, cart recovery, checkout help → proactive, personalized, revenue-driving

### Level 3:

**Loyalty & lifetime value**  
(the ultimate competitive edge)

Digital wallets, loyalty passes, cross-channel memory, AI that knows your customer

 **A 5% improvement in retention → 25-95% increase in profits.**

*Source: Harvard Business Review*

# Commerce Is No Longer About Channels. It's About Conversations

How to Start Building Your Omni-Channel Messaging Strategy

## Start Building

### 1. Map your customer journey

Identify where conversations happen and where friction exists.

### 2. Choose your priority channels

Start where your customers already are — not all channels at once.

### 3. Unify your customer data

Connect conversations, history, and context into one view.

### 4. Design conversational flows

Create journeys that guide customers before, during, and after purchase.

### 5. Track the right KPIs

Measure response time, conversion impact, messaging revenue, and retention.

A diverse group of people in business attire, with a woman with curly hair in the foreground. The background is softly blurred, showing other individuals in professional settings.

The brands that win today are the ones that **respond** the fastest, **connect** the journey and turn every **interaction** into value.

**If you're not omni, you're invisible.**

Thank you

The image features a solid orange background. On the right side, there are two large, white, geometric shapes. The upper shape is a square with its top-right corner cut off by a diagonal line. The lower shape is a smaller square with its bottom-left corner cut off by a diagonal line. These two shapes are positioned such that they appear to be overlapping or connected at their top-right and bottom-left corners respectively.