



ONE CUSTOMER. ONE BRAND. ONE CONVERSATION.

How AI is transforming customer conversations
in Unified Commerce

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Remember the shop on your street?



Every neighbourhood had one.



Knew your name and what you last bought



Never tried to sell you what you already had



Counter, street or phone: one conversation

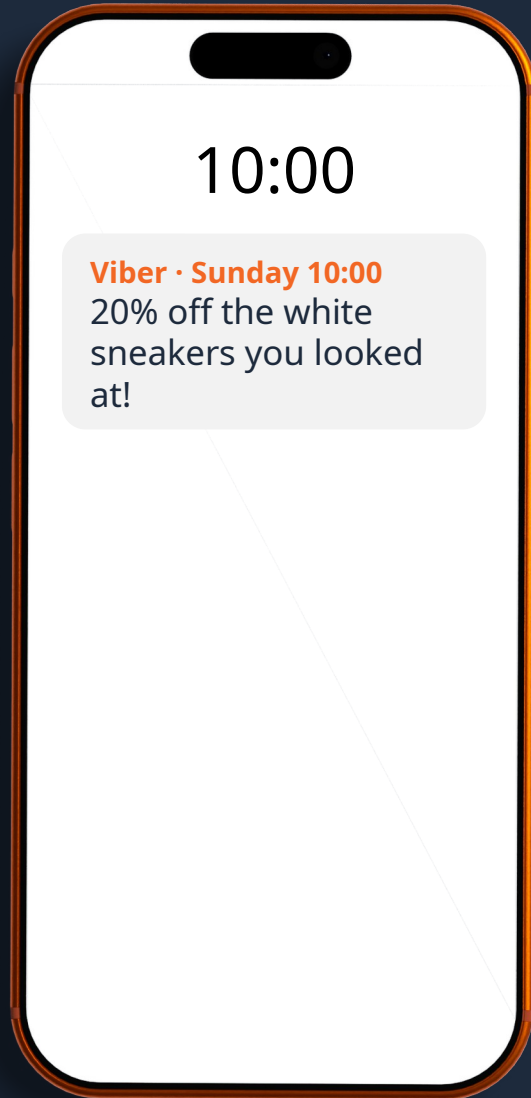
One customer. One brand. One conversation.
Nobody called it a strategy. It was just how it worked.

Then brands scaled, and the conversation split



Commerce is getting unified. **The conversation is still split.**

The store knew. The campaign didn't.



"I bought them yesterday. In your store. At full price."

76%

of consumers get frustrated when companies don't make their interactions personal.

Source: McKinsey & Company, "The value of getting personalization right—or wrong—is multiplying", 2021

The answer isn't another channel

The shop on your street had three things. Every brand can have them back.



Memory

Knows what happened:
online, in store and in every
chat.

COMES FROM

Unified Commerce



Voice

Reaches the customer
anywhere, and hears them
back.

COMES FROM

**Omnichannel
communication**



Judgment

Knows what to say, when,
and when to stay silent.

COMES FROM

AI

Memory comes first. Voice and judgment are built on it.

Memory: every message knows what already happened



One customer

One ID across the e-shop, the store, the app and every chat.



One consent

What they agreed to, per channel, respected by every team.



One history

Purchases, returns, open issues and the last conversation.

56%

of customers often have to repeat or re-explain information to different representatives.

Source: Salesforce, "State of the Connected Customer", 6th edition, 2023

Voice: the moment picks the channel

Not the department. And it stays one thread across all of them.

THE MOMENT

"Your order is ready for pickup."

"Here's the jacket you asked about."

"Your receipt and return details."

"I have a question."

THE CHANNEL



SMS



Viber · RCS · WhatsApp



Email



AI assistant on Viber or web chat

One thread: what was said on Viber is known in the chat, and at the till.

Judgment: what AI adds to the conversation



Understand

What the customer actually means, in their own words and language.



Decide

Whether to speak at all.
Often the best message is the one you don't send.



Act

Checks the order, reserves the size, starts the return.
Hands over to a person when needed.

80%

of common customer service issues will be resolved by agentic AI without human help by 2029, Gartner predicts.

Source: Gartner press release, 5 March 2025

Same customer. Same sneakers. One conversation.



9 in 10 smartphones in Greece have Viber installed. Your customers are already there.

Source: Rakuten Viber (company-reported penetration figure)

Next: your customer's AI will talk to yours

\$3-5T

in global consumer commerce could be orchestrated by AI agents by 2030.

Source: McKinsey & Company, "The agentic commerce opportunity", October 2025

Agent-to-agent

Shopping agent

She bought a 38 in Glyfada. Swap to a 39, keep her points?

Brand agent

Yes. A 39 is held for her in Glyfada until Saturday. Her points stay as they are.

Agents will ask about your customer, not just your catalogue. Only one memory can answer.

Where to start

Four steps you can take this quarter

1

Read your brand from the customer's phone

Every message one real customer got last month, side by side.

2

Give every channel one memory

One customer ID, one consent record, one shared history.

3

Let AI own one moment

e.g. "Where is my order?" on a Viber chatbot, connected to your orders.

4

Write your rules of silence

Just bought? Open complaint? No promos.

Start with one journey. **Prove it.** Then do the next one.

The shop on your street, for every customer

 **Memory:** your Unified Commerce data. You already have it.

 **Voice:** the MSTAT omnichannel platform. SMS, Viber, RCS, WhatsApp, email and push in one thread.

 **Judgment:** custom AI assistants and agents, built by our Apps & CX team on top of your systems.

You bring the memory. **We bring the voice and the judgment.**



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