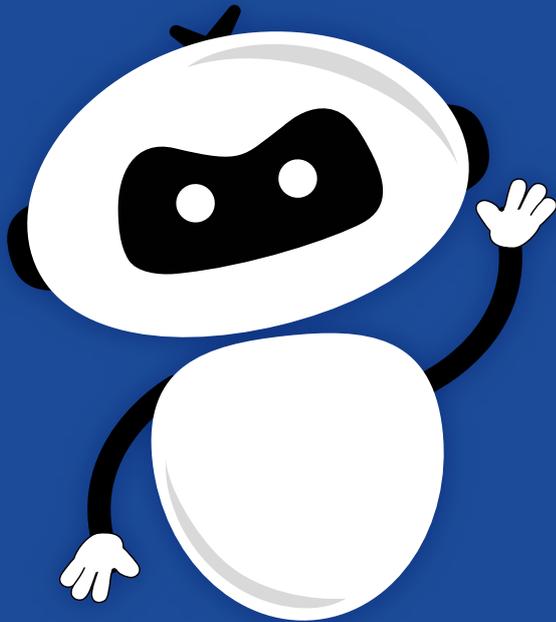


Build your **ecommerce** **chatbot**

Part - 1



Whom this ebook is for

Coding isn't for everyone.

We understand that. But that shouldn't restrict anyone from having the best chatbots for their business. That's why we at SalesIQ built a codeless bot builder where you can simply drag and drop to create powerful bots.

Still, there is a learning curve that intimidates first-time users and creates programmer's anxiety. We want to attempt to help you overcome it.

This ebook is for all of you who want to make their business better with automation, reduce operational cost, increase revenue, engage customers, and provide a good customer experience.

Don't stop at just knowing what SalesIQ's chatbot can do for your business—enter the bot arena and get your hands dirty.

Build, deploy bots, and make an impact without relying on others.

Happy building!
Team Zoho SalesIQ



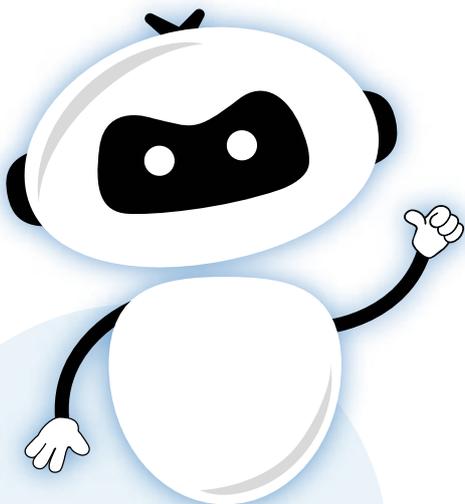
Chatbots for ecommerce

People expect instant solutions from businesses. In ecommerce, providing instant solutions has become a quintessential criteria as your customer experience will always be compared with market leaders such as Amazon and Walmart.

Having a chatbot offers a plethora of benefits for both prospects and customers. Its use cases include but aren't limited to:

- Nudging visitors to take action
- Announcing offers of the day
- Generating leads
- Navigating visitors around your offerings
- Reminding about abandoned carts
- Tracking delivery, returning orders, and more
- Building an email list for your newsletter

In this ebook series, you'll learn how to build a chatbot to get all these benefits for your business.



Zoho SalesIQ's codeless bot builder

You've successfully set up Zoho SalesIQ. Now that's done, let's set up the codeless bot. There are two flows you should follow.

Flow 1:

Step 1

From the home page, go to Settings  > Bot > Zobot.

In the Zobot dashboard, click [Add](#).

Choose Bot builder and name your bot. Click [Next](#).

Name your bot and choose Codeless bot builder. Click [Next](#).

← | 1 Bot builder 2 Bot Profile 3 Configurations 4 Codeless bot builder

Name your bot

Zylker

Choose a platform



NEW

Codeless bot builder

A no coding bot builder platform. Just drag and drop and build a powerful bot to assist your website visitors.

[Learn More](#)



Step 2

Add a description.

← | ✓ Bot builder 2 Bot Profile 3 Configurations 4 Codeless bot builder

Describe your bot

Ex: The bot helps to generate leads from the website...

0/300

Select the brand* you're associating the bot with.

Choose a brand

Zylker Zylker Travels Zylker Auto

If you've social channels, select the channels** on which you're deploying the bot. Click [Next](#).

Channels *

Choose channels to deploy your bot

*Brands — If you have multiple websites or businesses, brands allow you to manage everything under one subscription. With brands, each website or business can have its own customizations and configurations without affecting the others.

**Channels — Channels are communication platforms such as websites, mobile apps, instant chat messengers, etc., through which visitors can connect with your operators in SalesIQ.



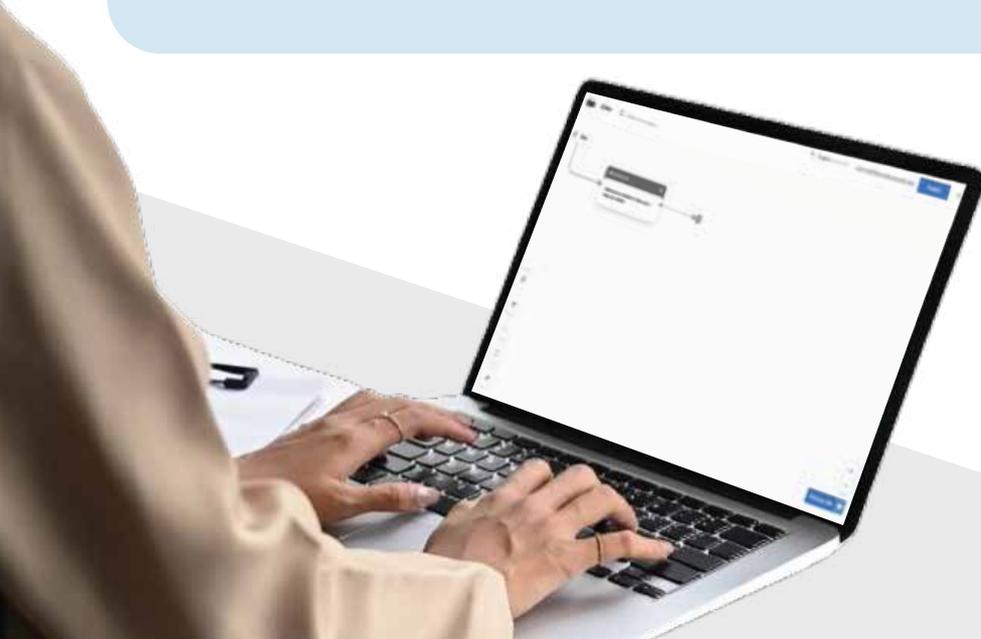
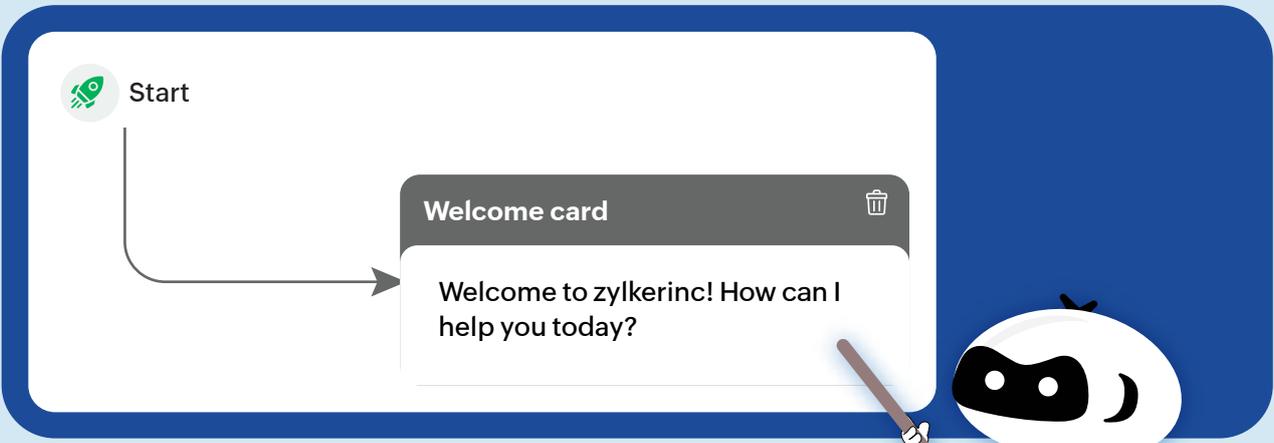
Step 3

Configure your bot behavior, such as the response interval, chat timeout, audience, etc. Click [Create](#).



- Choose bot audience
- When should the bot initiate chat?
- Response Interval**
- Chat Inactivity
- Operator handoff
- Forward message
- Actions

Your bot with a welcome card is ready.



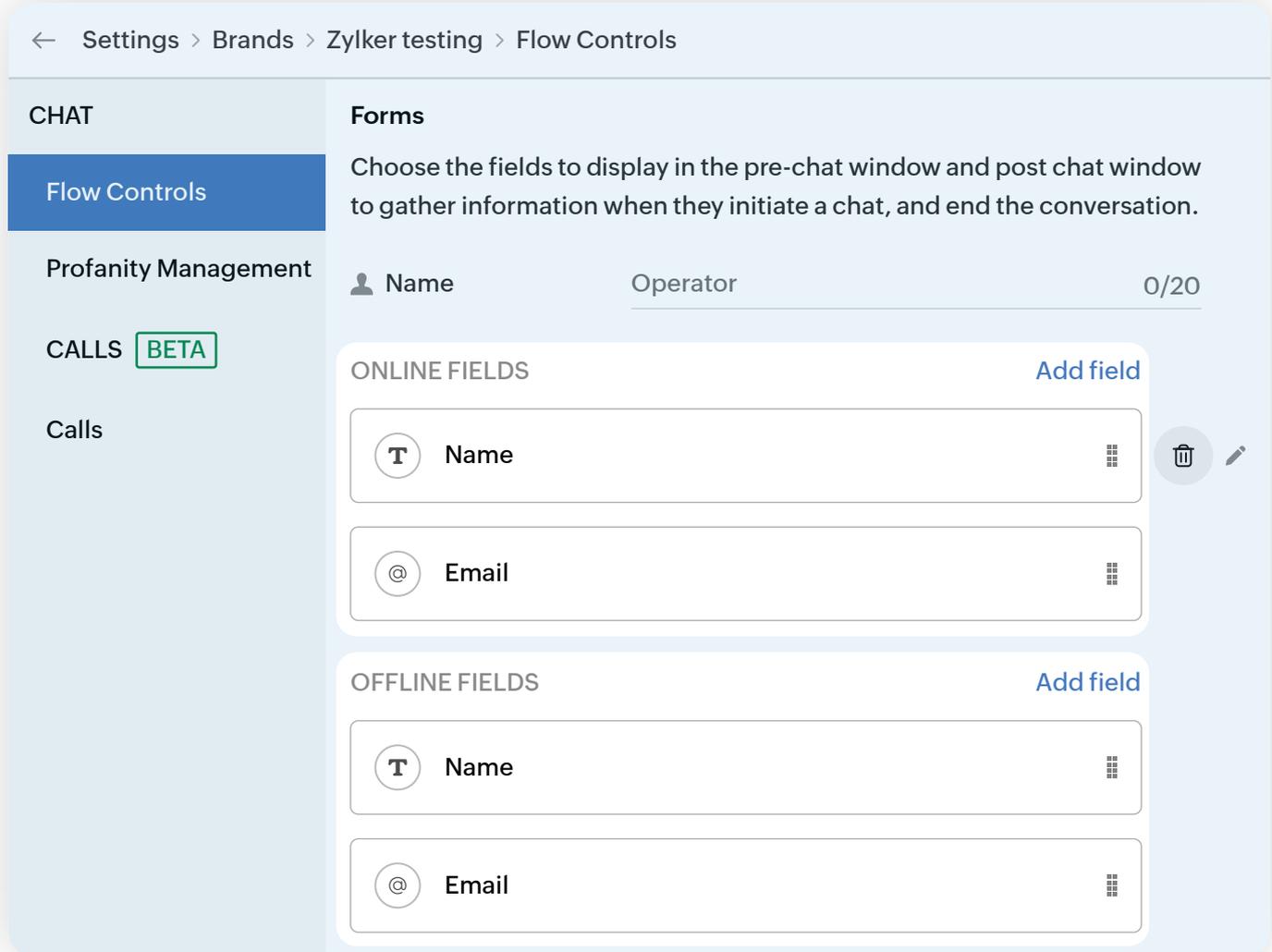
Flow 2 (optional):

Note: Why do we do Flow 2? Our codeless bot is, by default, designed to collect names and email addresses upfront before the visitors can start their conversation with you. Visitors might only be inclined to give up their info after understanding what your bot can do. So this flow deletes the pre-built fields such as name and email address in the bot and gives you control to customize the bot as you like from the beginning.

But if you wish to collect the name and email addresses of your prospects upfront, please skip Flow 2.



1. Go to Settings  > Brands > Select your brand > Flow controls.
2. Delete the name and email from both online and offline fields*



Settings > Brands > Zylker testing > Flow Controls

CHAT

Flow Controls

Profanity Management

CALLS BETA

Calls

Forms

Choose the fields to display in the pre-chat window and post chat window to gather information when they initiate a chat, and end the conversation.

Name Operator 0/20

ONLINE FIELDS [Add field](#)

OFFLINE FIELDS [Add field](#)

After you've set up your bot, it's time to build it. We'll discuss how to build the bot for each use case.

Now go back to the created bot (Settings  > Bot > Zobot > Select your bot).

We encourage you to build the bot along with us. Let's start building.

*Online and offline fields: If you've set up business hours for your brand, you can decide what information you'd like to collect from your visitors when you're online and offline.



For prospects

If your goal is to attract prospects and nudge them to become customers, you can achieve from the below-listed use cases:

- Nudge prospects to take action
- Announce offers of the day
- Generating leads
- Navigating prospects around your offerings
- Building an email list for your newsletter

In Part 1 of this ebook, we'll build the first use case: 'Nudge prospects to take action.' Follow the steps carefully to build it with us.



Prospects



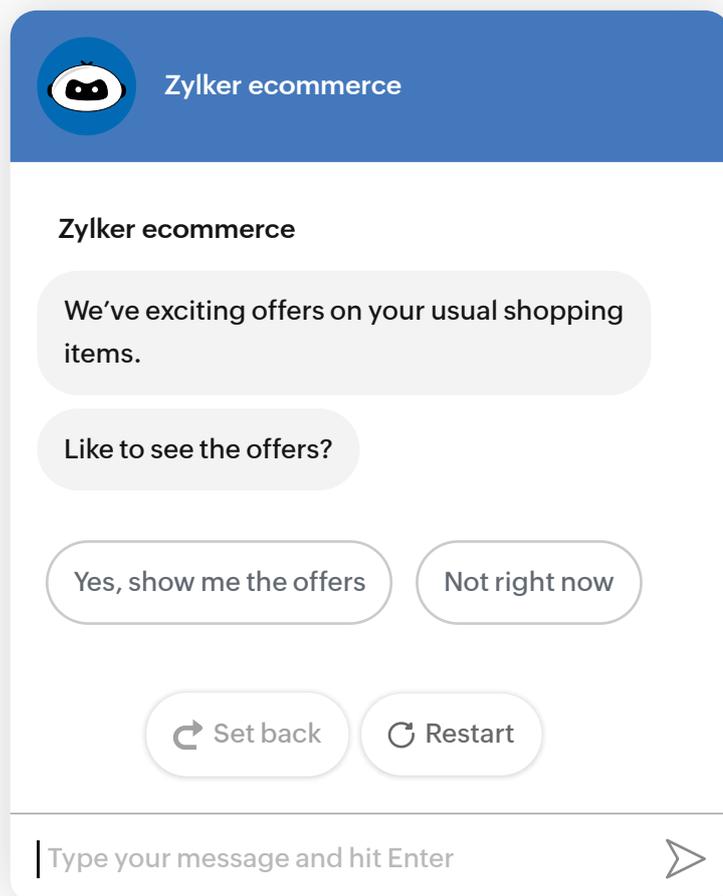
Use case 1: Nudge prospects to take action

A prospect is dropping in on your website. Even if they like your offerings, only a few engage with you. They take multiple visits to make a buying decision, and it depends on many factors.

Don't just let nature take its course—make them engage with you using **SalesIQ's triggers**.

How?

When prospects drop in, capture their attention with a trigger like this:



 Zylker ecommerce

Zylker ecommerce

We've exciting offers on your usual shopping items.

Like to see the offers?

Yes, show me the offers Not right now

↶ Set back ↶ Restart

| Type your message and hit Enter 



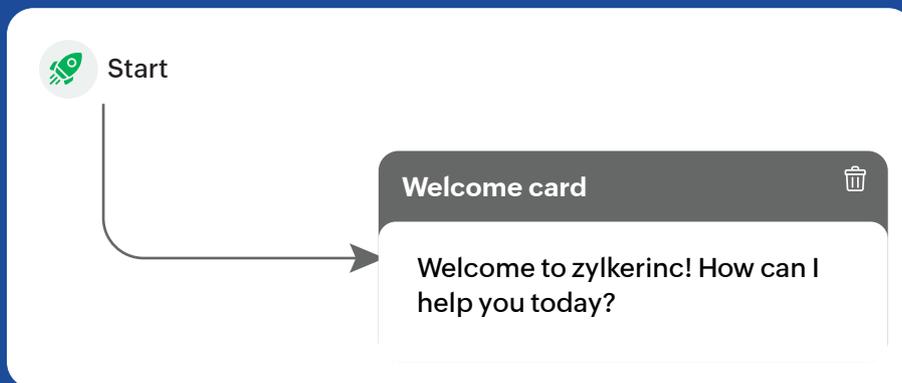
Intrigued, they'll want to know more about your offers.

Let's see how to build this bot.

Set up the bot by following Flow 1 and 2. After flow 2, you'll have the bot with a welcome card like the one shown below.

Flow check

With flow check, as you're building the bot, you can verify if the flow is correct or not



Click the Welcome card and replace the message you want to show when the bot triggers.

A screenshot of the bot builder interface. On the left, a flow diagram shows a 'Start' trigger pointing to a 'Welcome card' message card. An arrow points from this card to a 'Send Message' configuration panel on the right. The panel includes a 'Channels compatibility' section with icons for various channels (Globe, WhatsApp, Telegram, Messenger, Instagram, Facebook, Email) and a 'Name' field containing 'Welcome card'. The 'Message' field contains the text 'We've exciting offers on your usual shopping items.' Below the message field is a 'Type % for dynamic text suggestions' label. A red circular icon with a white arrow is in the bottom right corner.

To show options [Like the options in the screenshot: Yes, show me the offers/ Not right now] to prospects, go to the card gallery, search for the Button card, and add it.

Send Message

Message *

Like to see the offers?

Type % for dynamic text suggestions

Save in visitor field Save in bot context

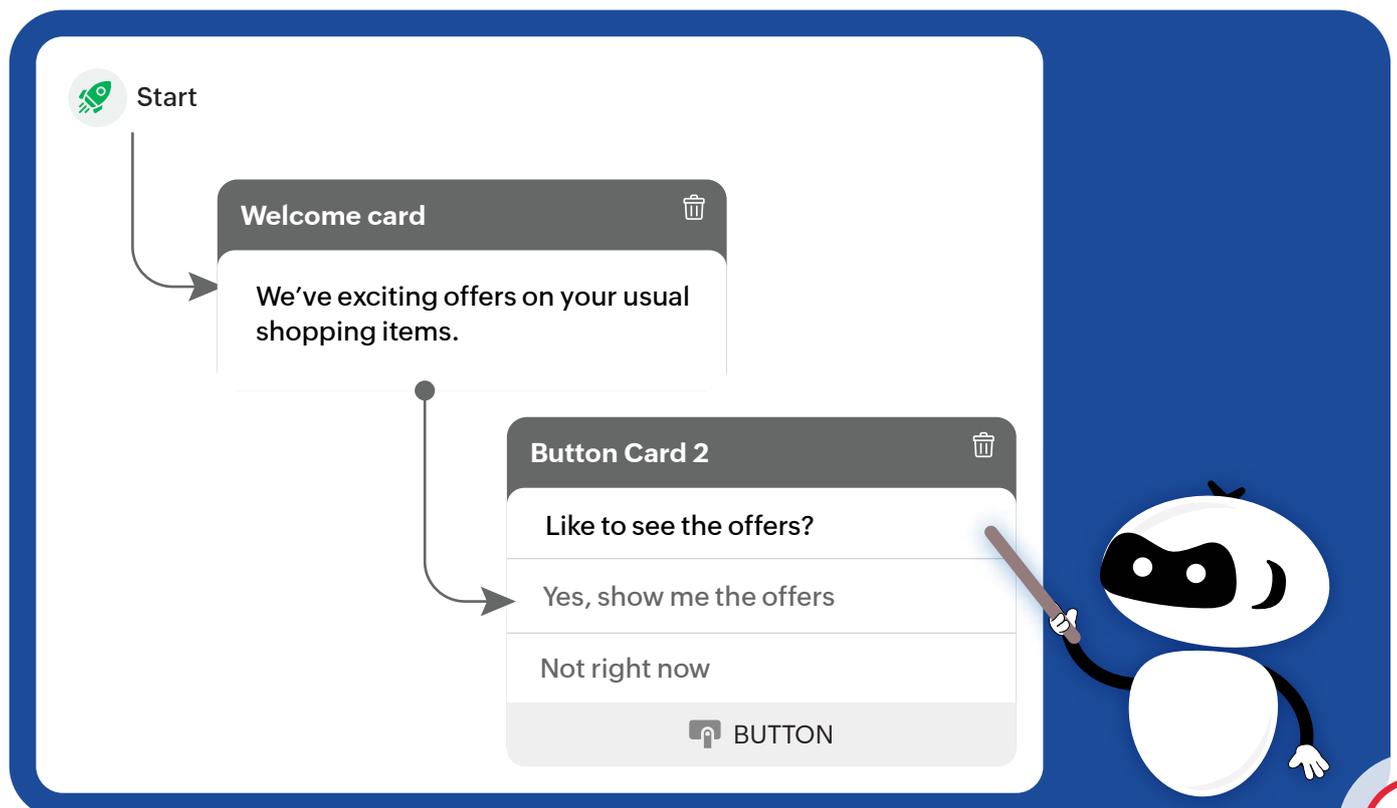
Button text - (2) *

Yes, show me the offers

Not right now

[Add button](#)

Flow check



Set up trigger

Now, to set up the nudging trigger, go to the previous page by closing the bot page. Click **X** > Bot initiates the conversation and select [Edit](#)

Settings > Zobot > Zylker Ecommerce Duplicate X

Zylker Ecommerce
Zylker

Bot works on: During business hours, when all the operators are off...

Bot typing status: Delay by 2 secs

Allow hand off: Off

Audience criteria	Visitor type is All
Bot initiates the conversation	Do not trigger Edit
Bot builder	Codeless bot builder



You'll enter the configuration interface where you can set the rules. You can either trigger it to all visitors or set custom visitors.

← | ✓ Bot Profile 2 Configurations ✓ Codeless bot builder

Choose bot audience

When should the bot initiate chat?

Response Interval

Chat Inactivity

Operator handoff

Forward message

Actions

Choose bot audience

Select the type of visitor to initiate proactive conversation.

All visitors

The bot will assist all visitors who land on your website.

Visitor type is All

Custom visitors

The bot will assist visitors if they match the set condition and criteria.

[Add rule](#)

Select the criteria for the bot to initiate the trigger. Save the changes and Click [Next](#). Trigger criteria is applied to your bot.

When should the bot initiate chat?

When visitors land on the site ?

1 Minute

When visitors click the chat widget ?

When visitors perform the custom action ?

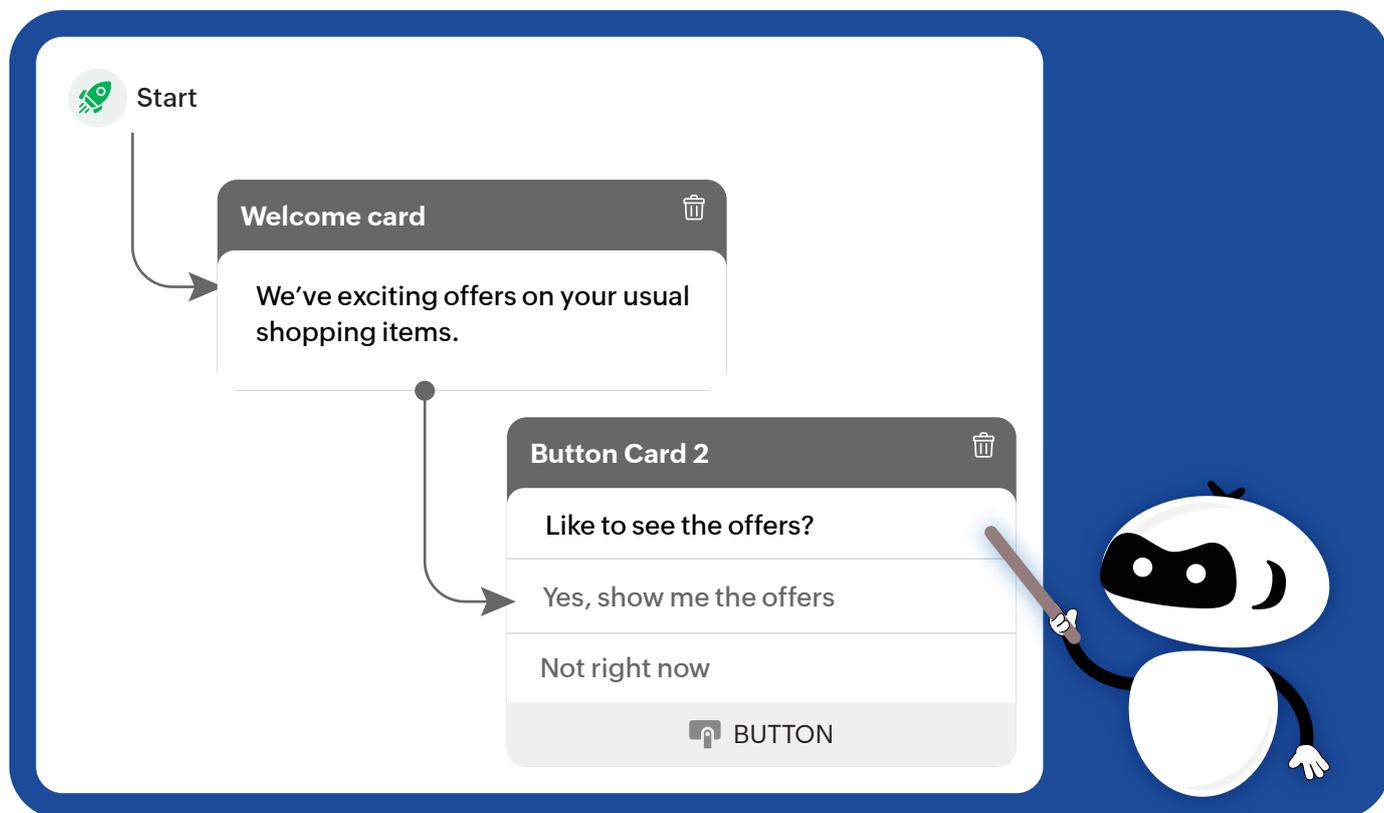
[Back](#) [Next](#)

When you deploy, your bot will be nudging visitors to engage.



This will be the flow you'll have now for this use case:

Flow check



Note: Tempting to deploy the bot? Hang on a minute. If you publish it now, you'll get an error message: This flow is incomplete. To complete your bot, you should always have an End card. Because it's the beginning of the bot, we've left it as such to build other use cases as well.



If the prospects select "Yes, show me the offers," you simply show them the offers (which we'll discuss in the second part). Let's assume they select "Not right now."

Now, the onus is on you to continue the ongoing interaction. As they're not interested, use the Single Choice card* to show the prospects what else you've in store for them and the Criteria Router card** to navigate them. This will educate the prospects about your business and keep them engaged.

Congratulations on completing your first use case. In Part 2, we'll explore the second use case, 'Navigating prospects around your offerings.' Stay tuned.



We hope you wouldn't need anything but this ebook for building your own business chatbot. In case you're facing any issue, please feel free to contact our customer support team:
support@zohosalesiq.com

Happy building!
Team Zoho SalesIQ.



*Single Choice card - Present the prospects with multiple options and they can select a single choice.

**Criteria Router card - It lets you split the conversation flow into various flows based on defined custom rules.

