

# Powering Zoho CRM with SalesIQ

for your retail business



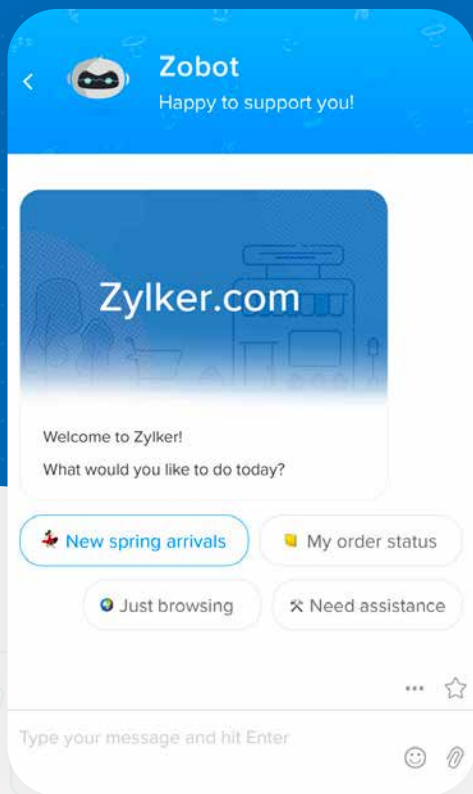
## Why use Zoho SalesIQ for retail?

Capture and engage buyers from the moment they fill their carts, to the time they check out, and even after, using a conversational messaging platform.

### How do you benefit from powering your CRM with SalesIQ?

- Reach out to prospective buyers, generating more leads to your CRM
- Qualify and engage potential buyers at the right moment
- Grow your clientele, turning window shoppers to customers seamlessly
- Retarget customers using CRM insights to increase your ROI





## Reach buyers 24/7 with Zobot

Zobots can handle your busiest hours by capturing every prospective buyer. It can also qualify and deliver it to the right team, accelerating the purchase process.

## Prioritize your potential buyers

Score your buyers based on their CRM value, helping your team to focus on those buyers who have an increased probability of purchasing faster

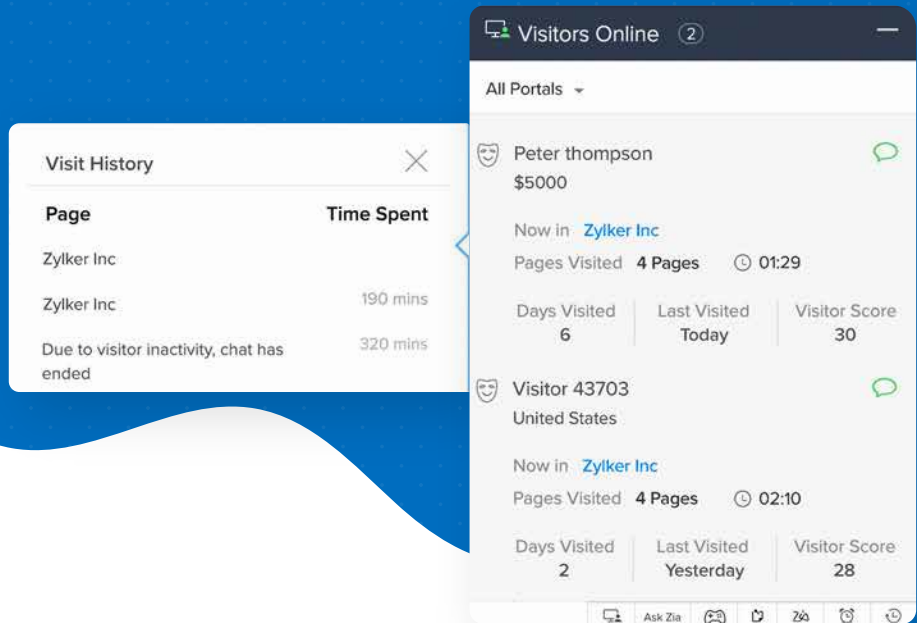
If **page visited** is equal to **Camera pricing** and  
if **action** is equal to **Nikon brochure download**  
Add **100 points**

Lead	
Average Time Spent (Minutes)	05 hours 05 mins
Most Recent Visit	Feb 24, 2019 06:21 PM
First Page Visited	<a href="https://zylker.com">https://zylker.com</a>
Visitor Score	100



## Stay on top of your purchasers

Get notified inside your CRM when buyers land on your site. Capture them proactively based on their visit and purchase information.



The screenshot displays two panels from a CRM system. The left panel, titled "Visit History", shows a table with columns for "Page" and "Time Spent". The right panel, titled "Visitors Online", shows a list of active visitors with their names, CRM values, and visit statistics.

Page	Time Spent
Zylker Inc	
Zylker Inc	190 mins
Due to visitor inactivity, chat has ended	320 mins

Visitor Name	CRM Value	Pages Visited	Days Visited	Last Visited	Visitor Score
Peter thompson	\$5000	4 Pages	6	Today	30
Visitor 43703	United States	4 Pages	2	Yesterday	28

## Drive targeted purchases

Target prospective buyers based on their CRM values and interest, increasing impulsive purchases.



### Halloween Offer!

Get 20% off on spooky candles for the festive scare.

\$ 15

If last purchase is equal to **Halloween decorations** send **Halloween Offer** after **2 minutes**



 Zobot

Which product are you looking at?

 Peter

Camera

## Shopping, simplified

Zobot allows simple and convenient purchasing experience for your customers building conversational commerce.

 Zobot

Please, Could I know your feasible price range?

\$500 \$3000

 \$1500

\$500 - \$1500



## Channel buyers correctively

Direct buyers based on their CRM data to the right sales executive, increasing first contact resolution.

 Peter

Need 100 Customized t-shirts

 Zobot

Hold on! connecting to our VIP executive for VIPs like you!

Chat forwarded to Max, VIP sales

 Max

Hello Peter! Glad to talk to you.  
Could you please share your requirements?

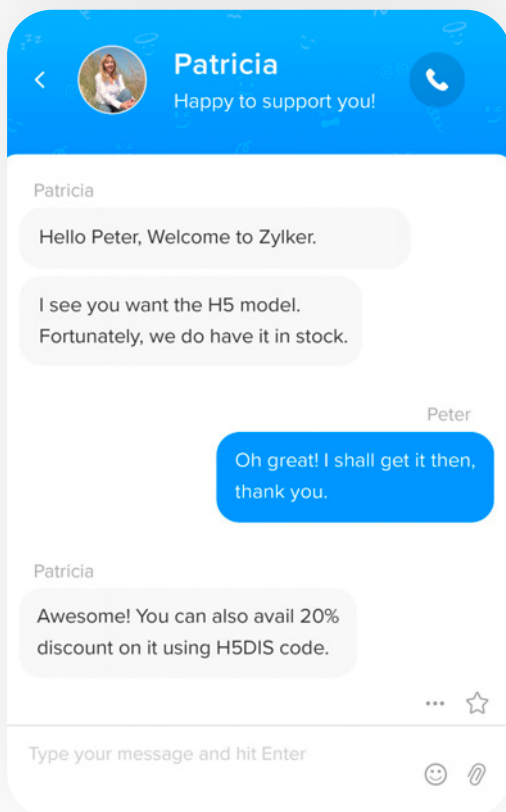


# Clienteling for better shopping experience

Enrich your team with SalesIQ intelligence, using the buyer's activity and behavior on your site for personalized engagement.

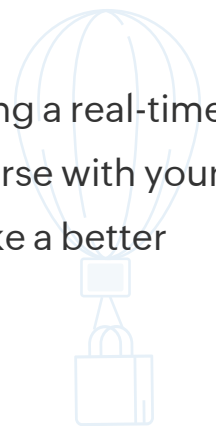
Visits

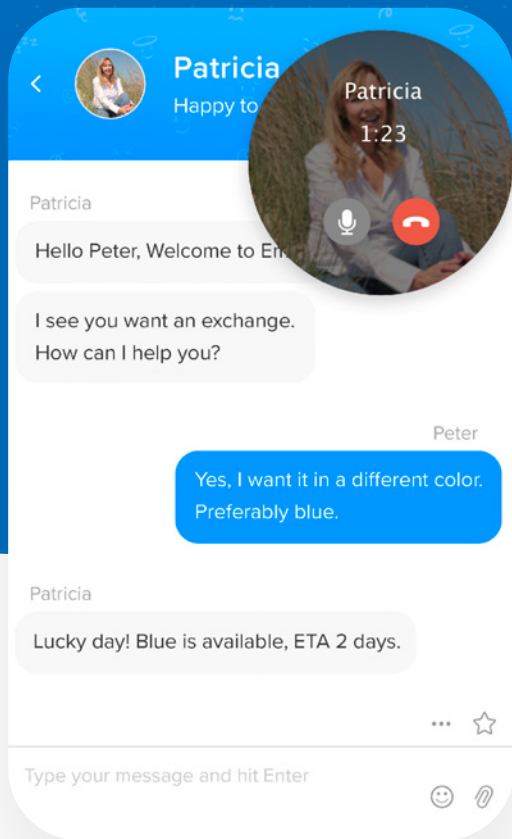
Pages Visited	Chat History	Visit History	
<i>Actions</i>	<i>Pages</i>	<i>Time Spent(mins)</i>	<i>Time</i>
Chat	Chat with Patricia	01 hours 21 mins	Feb 24, 2019 07:24 AM
Accessed	https://zylker.com/home	15 mins 41 secs	Feb 24, 2019 09:24 AM
Accessed	https://zylker.com/pricin...	02 hours 7 mins	Feb 24, 2019 03:28 PM
Accessed	https://zylker.com/home	05 mins 22 secs	Feb 24, 2019 05:21 PM
Navigation	https://zylker.com/supp...	01 hours 36 mins	Feb 24, 2019 06:21 PM



## From conversation to conversion

Engage your customers using a real-time messaging platform. Converse with your buyers guiding them to make a better purchase decision.



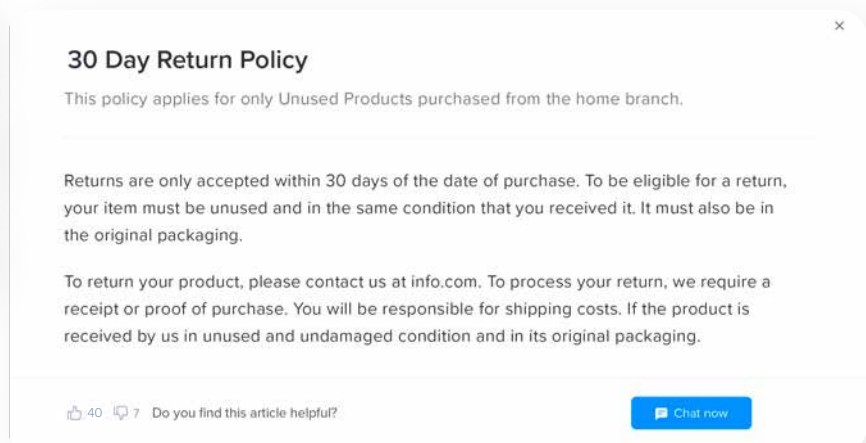
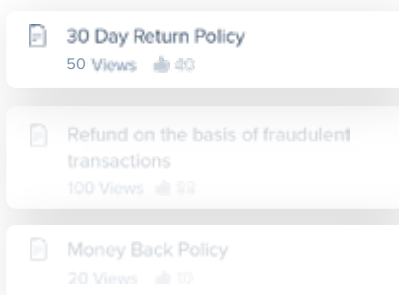


## Personalized engagement

Talk customers through their purchase journey, answering series of questions and building their trust in your brand, allowing you to close deals faster.

## Self-service articles

Help customers with frequent questions on exchange and refund policies. Share such in-chat articles so that they can help themselves even while you're offline or away.





## You sell from where you want

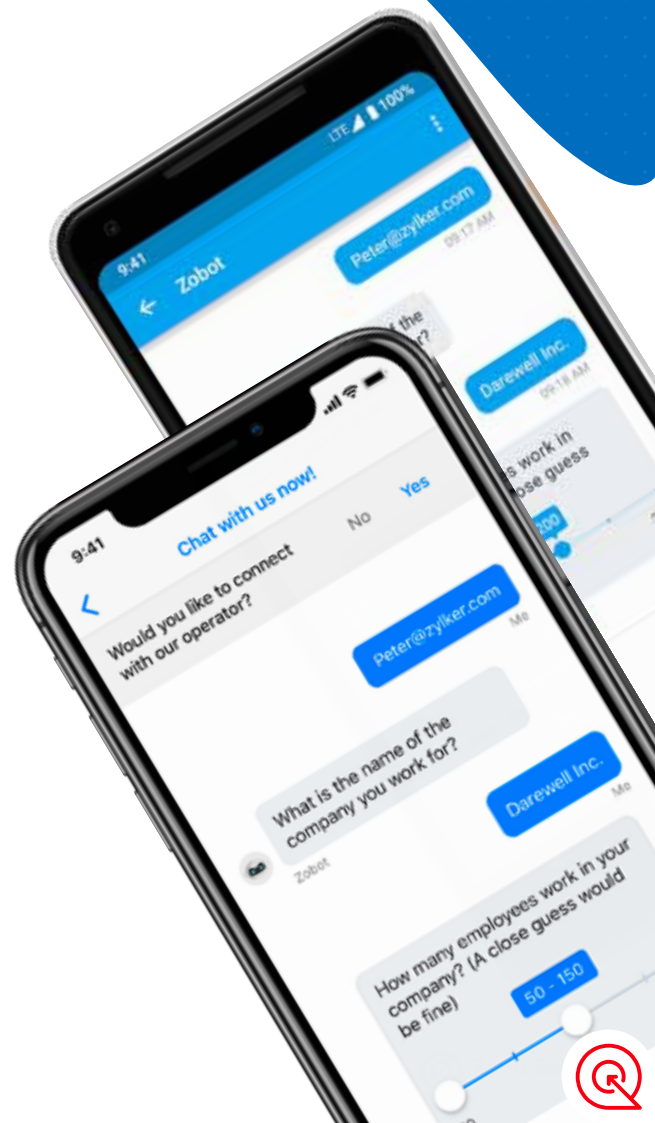
Drive more purchases without being trapped at your desk. Continue selling with our mobile app, even on the move.



## Supercharge your mobile app

"62% of the customers expect live chat when they visit a mobile app"

When they're on the move, customers can still reach you through our Mobile SDK for support anytime, anywhere







After embedding Zoho SalesIQ on our website and operational platform we are closing deals faster and the customer support never was so efficient. With [Zoho SalesIQ](#) we raise the bar of customer relationship.

**Rodrigo Ferrer**  
CTO | Telelaudo

