ONLINE SALES
Handouts for lecturers

Introductory instructions for lecturers

We have prepared materials for lecturers to follow. They include

- Introduction
- The complete texts as read by the machine voice. The lecturer can choose what to say, for example by highlighting certain sentences or concepts.
- Recommendations on where to turn the sound on or off

The presentation can run in two modes

- With audio on
- Without audio on

Presentation with audio on

- In this mode, a machine voice is heard explaining the displayed texts, diagrams and animations.
- This mode is suitable for self-learning.
- The lecturer is not recommended to go through the entire content in this way. The trainee's attention may be lost, and the trainee may not focus on what is most important in the content.
- We recommend using this mode no more than 2 times during the presentation.

Presentation with audio off

- If the presenter turns off the sound, they can give the participants an abbreviated version of what the machine voice is saying in the background.
- They can also highlight what is most important about the content being shown.
- The lecturer needs to go through the course several times.
- This is because the background machine voice is running all the time, and until the narration is finished, the lecturer has no opportunity to move on to the next step in the presentation.

The lecturer can either

- do the content switching and scrolling on their own (recommended for online webinars)
- **or** their partner can do it, but it has to be well coordinated with them (recommended for larger audiences)

Link to the course

https://paitool.eu/courses/paitool-course/lessons/online-sales/

Educational objectives

Each presenter must understand their educational objectives. In the case of AI, participants should gain the following knowledge:

- Understand artificial intelligence as an information system that is capable of learning,

- Know how to identify those processes where it makes sense to use artificial intelligence or machine learning,

- Know the prerequisites for deploying AI in the conditions of a specific company, such as the need for data, the personnel required, etc,

- Recognize the benefits of implementing AI and the risks associated with implementing the project.

Course of training

Introduction

Hello. The use of artificial intelligence in online sales is becoming an essential part of online store strategies. Capturing detailed information about customer behaviour and preferences in real time provides invaluable benefits in creating personalized experiences and increasing the efficiency of the buying process. In this presentation, we will explore how artificial intelligence helps to gain deeper insights into the mind of the customer and how this information can be used effectively on online sales platforms.

I'm now going to play you a presentation that features the voice of artificial intelligence as a demonstration of one of its capabilities.

⊙ START THE PRESENTATION

Slide 1 - introduction

Today, artificial intelligence is increasingly being used by online stores to promote online sales.

Slide 2 - Introductory example

We will show how this works with an example.

Slide 3 - Record of the website visit

If we take a closer look at this brief record of a user's activity when visiting a website, we realize that we can get more details about our customers.

We can understand customer behaviour and gain a realistic view of the customer group and its interests.

For example:

The customer may be a busy mother who visits the website. She uses the search button because she doesn't have time to click through the pages. She is looking for hiking boots. She founds them on the product page. Standard colours do not suit her, so she plays with colour options for a while. When she chooses what she likes, she reads the product information and comments from other customers. She finds that the selected item has only two stars. Therefore, she will look at other alternative products and continue browsing the site. Finally, she puts the product that suits her best in the shopping cart.

The moment she clicks on "Order," her little daughter's cry interrupts her, and she also realizes that it's dinner time. These urgent priorities will force her to decide that she doesn't need new shoes at this moment, has more important things to do, and closes the web browser.

Slide 4 - Micro-moments

How does one record and interpret all these micro-moments and signals before the customer leaves the site?

How does one record and interpret activities before the customer leaves the site or before they leaves the shopping cart, and how does one prevent what we saw on the previous screen?

One answer is the use of artificial intelligence. Let's look at what we need to deploy artificial intelligence in online sales.

❚❚ *STOP THE PRESENTATION*

End of presentation - option 1
- *The lecturer can end the presentation at this stage.*
- *This applies especially if the following parts of the lecture have not been covered in other courses.*
- *If the audience has received training in computer science for business and understands the concepts covered in the next part, the explanation can be continued.*
- *This is primarily a basic understanding of manufacturing and non-manufacturing processes in businesses and an understanding of basic concepts in data processing, computing and communications infrastructure, and information systems used in business practice.*
- *It is desirable for the lecturer to check immediately after the lecture that the audience understands the lecture.*
- *It is also important that the lecturer allows the audience to ask and answer questions, or to explain the context that goes beyond the completed explanation.*

▶ *START THE PRESENTATION*

🔊 *START THE PRESENTATION SOUND*

Slide 5 - Presumptions

Slide 6 - Process

To deploy artificial intelligence in online sales, we need to understand the buying process perfectly.

🔇 *STOPPING THE SOUND OF THE PRESENTATION*

The text will be retold by the speaker in his/her own words:

It means:

Listen: We listen to what customers say and do.

Understand: We process information and data to understand customer interest and intent.

Decide: We decide on the best and most appropriate event to provide the customer with a fully personalized experience when they are active.

Improve: We learn from the results of each customer interaction and continually improve our responses to better meet their needs.

🔊 *START THE PRESENTATION SOUND*

Slide 7 - Process

When identifying customer needs and preferences, it is necessary to capture all the details of customer behaviour.

The most important aspects of visiting a website:

• **Date and time of the visit**: What is the exact time of their visit? Is this a repeated visit?

• **Used equipment**: What device did they sign in from?

• **Operation system**: What is the operating system of the device?

• **URL address**: What URL is it accessing from?

• **Searched products**: What products are they looking at?

• **Product categories**: What product categories did they visit?

• **Location**: What location are they accessing from?

• **Use of cart**: What did they put in the basket, and what did they remove? Did they change the size, quantity, and so on?

• **Contact information**: What customer contact details do we have?

• **Order history**: What orders have they made in the past?

• **Last order**: What is the status of their last order?

• **Complaints**: Have they solved any complaints or returned the goods?

And so on. These little things are essential if we want to influence the customer during the 2 minutes they spend on our portal.

🔇 *STOP THE SOUND OF THE PRESENTATION*

The text will be retold by the speaker in their own words:

Slide 8 - Data

We can use the data for a better understanding of customers and for personalization of the customer experience.

The data can be used to understand customers better and select appropriate actions to personalize the customer experience.

Suppose we capture all this data and details of customer behaviour in real-time. We can use them for a better customer experience during the next visit.

From the knowledge of previous visits, for example, it may be clear that the customer tends to a particular product group and searches at a certain price level. This experience can be used to make the current customer's visit as effective as possible.

Of course, all this must happen in real-time. Otherwise, the effort is useless.

We are interested in:

• Affinity for certain products

• Affinity for product categories

• The longest-running activities

• Preferred locations

• Preferred devices

• Price sensitivity

• Behaviour and ordering patterns

• Number of complaints

• The site from which the customer typically comes

• And much more

🔊 *START THE PRESENTATION SOUND*

Slide 9 - Data sources

The solution is based on data sources from two groups:

Online group, containing data captured from the site visit, such as date, time of visit, purchase details, and client behaviour activities)

Offline group, containing data from, for example, ERP, i.e., from the corporate information system, from CRM, i.e., from the customer relationship management system, from analytical tools, and marketing automation tools

Slide 10 - How does it work?

How does it work?

Data collection: Data capture from pre-built integrations thanks to drag & drop tagging of any page. The process must follow the consent to the processing of personal data.

Identity management: Automatic unification of customer profiles and identities from multiple sources and visits into one profile.

Customer context: Behavioural enrichment of customer information, metrics calculation, affinities, and categorization in real-time. The result is the basis for proposing the right actions.

Use in customer-directed action: Using individual information for real-time personalization during a visit to the merchant's website or portal, including real-time reporting and analytics.

🔇 *STOP THE SOUND OF THE PRESENTATION*

Slide 11 Deployment in practice

The system implemented in practice provides the following services:

• Data collection: Monitoring and collecting data on customer behaviour and preferences.

• Segmentation: Customer segmentation and personalization of search, content, and offerings.

• Product offers: Product recommendations and suggestions.

• Recurring customer acquisition: Addressing a lost customer, for example, by email in case of an abandoned cart and the like.

End of presentation - option 2
- *For more advanced listeners, the lecturer has got this far and can end the presentation at this stage.*
- *This applies especially if the following parts of the lecture have not yet been covered in other courses.*
- *If the audience has received training in business management and understands the concepts covered in the next section, the explanation can be continued.*
- *It is also important that the listeners know the basic concepts in project management or that the lecturer explains the basic concepts and principles to them.*
- *It is desirable that the lecturer checks the understanding of the audience immediately after the lecture.*
- *It is also important that the lecturer allows the audience to ask and answer questions, or explains the context that goes beyond the completed explanation.*

🔊 *START THE PRESENTATION SOUND*

Slide 12 - People

A qualified team is a key to the success of all projects. The same is true in this case.

In the case of deploying modern solutions related to online sales, it is necessary to take into account the following professional profiles:

1. **The architect** is responsible for designing the necessary infrastructure. At the same time, his profile is combined with the role of an integration specialist.

2. **The project manager** is responsible for the overall management of the implementation project and its successful completion in quality, time, and within the budget.

3. **The data processing expert** oversees the entire data collection and technical processing agenda.

4. **The Data Ethics and GDPR Consultant** is responsible for ensuring that the processing of personal data is following the law and consent provided by the customer to the website operator.

5. **The software specialist** is responsible for selecting, installing, and setting up all the deployed and used applications within the solution.

6. **The web analytics and personalization consultant** is responsible for optimally obtaining information from customer visits and correctly interpreting the data obtained.

7. **CX business consultant** is an expert in the customer experience and ensures the ease of use of the site and its attractiveness for the customer.

8. **An eCommerce business consultant** is an expert in e-commerce and determines, for example, how to use a product catalogue, work with a shopping cart, or link to payment gateways.

🔇 *STOPPING THE SOUND OF THE PRESENTATION*

The text will be retold by the speaker in their own words:

Slide 13 - Benefits and risks

Slide 14: - Benefits

Click on the arrows for more information.

Order growth

- By verifying customers' needs in real-time, we can make targeted and relevant product recommendations at every moment of their visit. Personalized content supports sales, including so-called cross-selling and up-selling.

Higher customer loyalty

- Individualized information will allow us to recover customers who have not completed their visit or order. We can address the customer through various digital channels and select the ones that suit him best.

A comprehensive approach to the customer

- By integrating various tools to support the customer experience, we provide customers with a unified and fully personalized experience while reducing data errors, risks, and costs.

What to watch out for? - ask a question to the audience

🔊 *START THE PRESENTATION SOUND*

Slide 15 What we should be careful about

Not every use of artificial intelligence in online sales will bring outstanding results. The following should be considered:

1. **Insufficient data quality**

The use of advanced analysis tools or artificial intelligence depends mainly on the quality of the data used. If data is poorly processed, inconsistent, or incomplete, artificial intelligence cannot learn properly and gives customers unsuitable recommendations.

2. Poor implementation

Hasty and ill-considered implementations often end in disappointment and zero or negative benefits for society. Rather, such a site may discourage the customer from purchasing or revisiting the online store.

3. Exaggerated expectations from artificial intelligence

Artificial intelligence alone does not guarantee a successful business. For example, it cannot replace missing or incomplete product descriptions. It also fails to increase the sales of low-quality products with bad customer reviews.

❙❙ *STOP THE PRESENTATION*

End of presentation - option 3
- *For the most advanced listeners, the lecturer has made it this far. This is where the end of the lecture occurs.*
- *It is desirable for the lecturer to check the audience's understanding of the presentation immediately after the lecture.*
- *It is also important that the lecturer allows the audience to ask and answer questions, or to explain the context that goes beyond the interpretation that has been completed.*
- *The lecturer should encourage the audience to view the presentation on www.paitool.eu as part of their self-study.*
- *The lecturer should point out to the audience that the digital educational content is on the site in English and Slovak.*
- *It is up to the instructor's discretion whether to revisit the content in a future lesson as a review of the knowledge gained.*
- *Tests and exam questions are not part of www.paitool.eu or this material.*

▷ *START THE PRESENTATION*

Slide 16 - This course was created in collaboration

❙❙ *STOP THE PRESENTATION*

Conclusion:

Online sales are increasingly dependent on artificial intelligence that can gather and interpret a wealth of customer details in real time. It provides us with personalised recommendations and content. With this information, we can offer product recommendations to customers, reach out to them in case of incomplete purchases and increase their interest in online shopping. When deploying AI, it's important to be mindful of data quality, thorough implementation and realistic expectations in order to achieve real success and ensure that AI contributes to better online sales results.

Finally, I would like to thank all the participants for their attention and openness in listening. I hope you were inspired by our presentation and if you have any questions or need more information, we are here to help.