

Proactive AI:

# Stop Waiting and Start Engaging

## What is Proactive Engagement?

Proactive Engagement means reaching out to your prospects and customers to give them what they need before they have to ask. By offering customers exactly what they're looking for, you eliminate friction and create loyalty to your brand.

Companies today fall into the trap of either over engaging with their customers (SPAM) or making them wait for help (hold-times). By leveraging artificial intelligence (AI), Bold360 enables companies to interact with prospects and existing customers in a more personalized and intelligent way, creating opportunities to establish new relationships, convert more sales, and prevent customer churn.

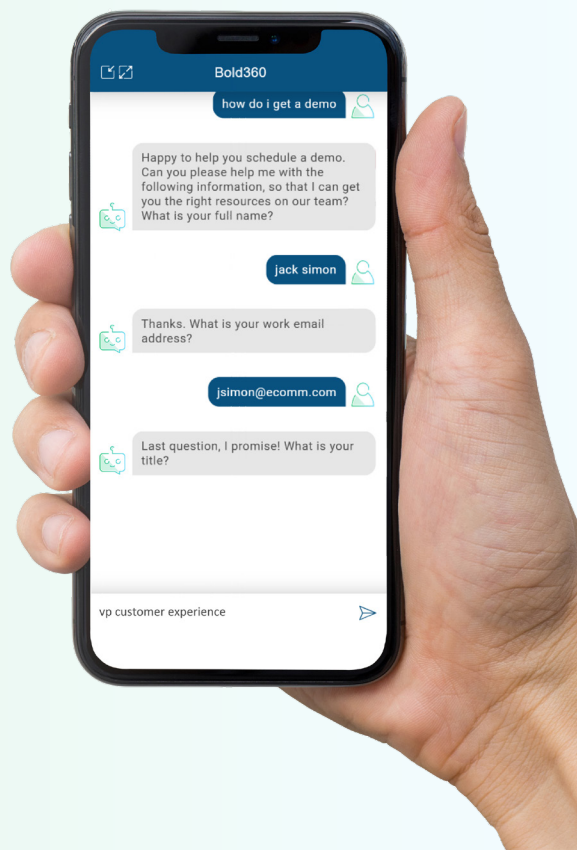
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## Why Does Proactive Engagement Matter?

Imagine a scenario where you walk into a retail store to buy a new pair of shoes. You head over to the display area and browse what this store has to offer. Sales representatives mill about, but none ask if they can help you find what you're looking for. After a few minutes, you find a pair you'd like to try on. You wait for an employee who can retrieve your size, but everyone in the store is busy organizing shelves. Eventually, you walk up to an employee and ask if they have the shoe in your size. The sales representative informs you that they'll have an answer for you in 24 to 48 hours.

## The Benefits of Proactive AI:

- ✓ Engage at the optimal moment with personalized messages and content
- ✓ Leverage AI to scale one-on-one interactions across the globe
- ✓ Use a single solution for lead generation, conversion, and post-sale support
- ✓ Collect more qualified leads, increase revenue, and reduce support costs



Of course, this response is absurd. No sales representative would ever behave this way in a brick and mortar store. Yet this is exactly what businesses do to their online visitors. Shoppers who are on their website right now ready to make a purchase have to reach out and ask for help and are often expected to wait days for assistance.

Bold360 enables businesses to bring the personalized, proactive in-store experience to the digital world. By leveraging artificial intelligence and proactive engagement, you can deliver one-on-one support to thousands of customers at just the right moment of need.

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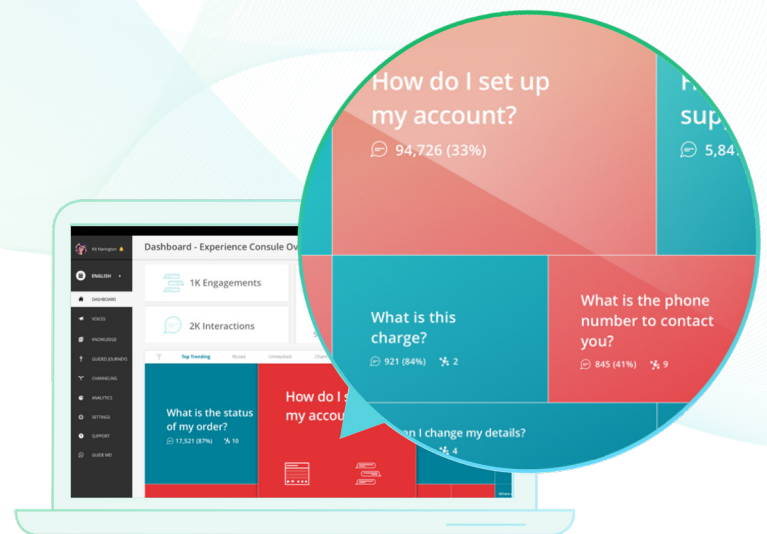
## How Does Bold360 Support Proactive AI?

With Bold360, you can enable delivery of personalized messages to website visitors throughout the entire customer journey, from lead generation and customer acquisition, through conversion, and into post-sale support.

Using our Voices Dashboard, you can identify trouble spots on your website. With an understanding of what processes visitors are going through when they most often need help, you can proactively eliminate this friction by creating rules that deliver a bot or human engagement to assist at those trouble spots.

### Awareness & Consideration (Lead Generation)

When new visitors come to your website, instead of interrupting their exploration with an annoying pop up form asking for their name and email address, use our side and floating chat widgets



to educate them about your company, products, or services. If they find the information you share valuable, they are much more likely to engage and share their contact information in a conversational format. You'll reduce bounce rate and collect more qualified leads.

### Conversion (Customer Acquisition)

Customers who have bought from you before, or who have items in their shopping cart are more likely to buy. Don't leave these high-value visitors hanging. Show them products similar to what they have purchased before, or that compliment what they have in their cart. You'll increase average order value and decrease abandonment.

### Customer Support (Customer Retention)

A recent buyer returns to a company website to either buy something again (great!) or to seek help with their recent purchase. If their order is in process, proactively share their order status and tracking information. If their order has been delivered, reach out and ask if they have any questions about how to use it, or are having any problems. You'll reduce the number of inquiries to your busy customer support agents, reduce complaints and bad reviews, and turn unhappy customers into delighted brand advocates.