

POWERING CX

Human-Centric AI solutions for **E-Commerce**

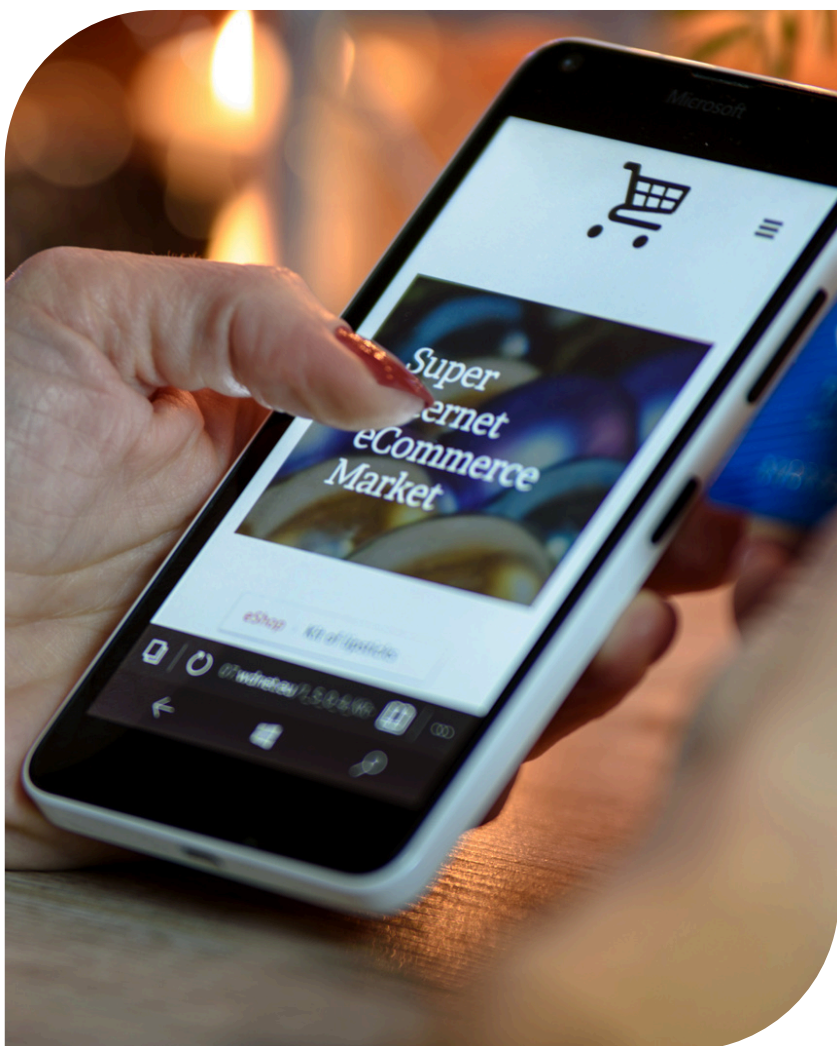


Elevate **Customer Experiences** with AI-Powered Solutions

Online shoppers often reach out during their most critical moments—payment failures, delivery delays, product questions, or last-minute order changes. At these times, they don't want to navigate confusing menus or wait endlessly on hold. They need fast, empathetic support from someone who understands their urgency and intent.

This is where Digital Voice Agents transform e-commerce.

Our human-centric AI solutions empower online retailers to deliver compassionate, efficient service exactly when customers need it most. Today's AI goes far beyond automating simple tasks—it understands context, emotion, and urgency, providing personalized solutions that truly help. Whether it's guiding a shopper through checkout, resolving a support issue, or answering product questions in real time, Digital Voice Agents ensure every interaction is seamless and impactful.



Why E-Commerce Brands Need **AI-Powered CX**

Surging Demand + Seasonal Peaks

Online shopping continues to break records, with global e-commerce sales projected to reach \$8.65 billion in 2025. That is a 19.31% increase from 2024 (Hellorep.ai).

Peak seasons like holidays and flash sales put immense pressure on retailers to deliver seamless service at scale.

Rising Guest Expectations

81% of customers prefer self-service before engaging with a customer support agent (Genius).

47% faster purchases when shoppers are assisted by AI (Hellorep.ai).

Staffing Shortages and Service Strain:

Retailers report ongoing challenges with staffing, especially during peak periods. AI-powered agents help maintain high service standards even when resources are stretched.

Impact on Guest Experience

45% of shoppers have abandoned carts due to poor service or slow responses (Zendesk).

This is exactly where our **Digital Voice Agents** can step in—providing instant, intelligent support that keeps customers engaged and helps boost conversion rates.

AI Adoption and Business Impact

89% of retail and CPG companies are using or testing AI (Hellorep.ai).

According to Genius, AI-powered solutions can reduce operational costs by up to 30% and cut response times by 75% (Genius).

Build a **Smarter E-Commerce** Contact Center

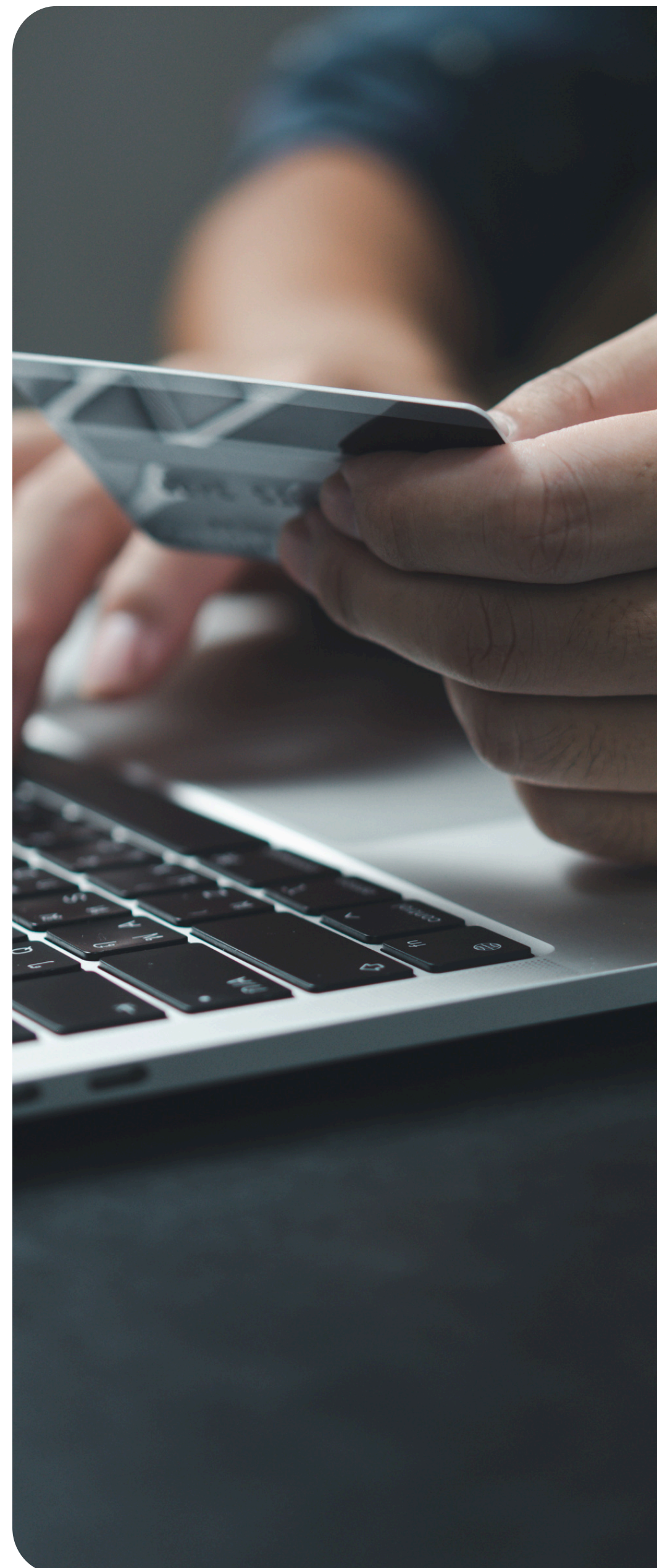
This guide offers a comprehensive look at how AI can revolutionize e-commerce support operations, creating a more efficient, responsive, and customer-focused future.

Digital Agent Key Capabilities:

- ✓ **24/7 Customer Support:** Handles order tracking, returns, product questions, and payment issues around the clock—no wait times, even during peak sales
- ✓ **Multilingual Support:** Native-level fluency in 35+ languages for global customer bases
- ✓ **Agentic Workflow Automation:** Executes complex, multi-step processes like scheduling, document delivery, and status updates
- ✓ **Emotional Intelligence:** Detects tone, urgency, and sentiment in real time to respond with empathy and precision
- ✓ **Transactional Intelligence:** Completes end-to-end transactions and workflows, integrating with your systems for seamless experiences

These aren't just chatbots—they're transactional, emotionally intelligent, and ready for enterprise-scale operations.

Unlike rigid phone menus, digital agents adapt their pace and style to each guest's emotional state, delivering service that feels genuinely human.



AI Whisperers: The Human Touch Behind Guest Service Technology

WHAT THEY DO:

AI Whisperers™ are certified customer experience experts who train, monitor, and optimize digital voice agents for online retailers and e-commerce brands. They're not just tech specialists—they're seasoned support professionals who understand the real-world challenges of delivering seamless, personalized shopping experiences.

AI WHISPERERS

- ✓ Train AI to reflect your brand's unique standards
- ✓ Monitor live guest interactions for quality and consistency
- ✓ Prevent inappropriate or off-brand responses
- ✓ Turn guest feedback into actionable improvements

Think of them as guest experience coaches for your AI—ensuring every interaction builds trust and loyalty.



The Financial Impact of AI-Powered Customer Service

Change can be daunting, but partnering with an experienced leader in customer experience innovation makes all the difference.

With over 35 years of expertise blending human service and AI technology, we help e-commerce brands unlock the full potential of digital transformation. From streamlining support operations to enhancing personalization and responsiveness, our solutions empower retailers to meet rising customer expectations while driving efficiency and growth. In a fast-paced digital marketplace, having the right partner can turn disruption into opportunity.



Cost Reduction

AI reduces the need for manual labor and lowers operational costs, allowing retailers to efficiently manage high volumes of customer inquiries—especially during peak sales—without resorting to costly staffing surges.

Efficiency and ROI

AI accelerates issue resolution, reduces cart abandonment, and boosts first-contact resolution rates, resulting in fewer repeat interactions and happier customers.

We are seeing a 61% boost in employee efficiency for companies using Digital Agents and an overall 66% increase in productivity (Demand Sage).

Real-World Impact

E-commerce brands deploying AI agents are seeing operational costs drop by 30%, along with enhanced customer satisfaction and stronger revenue strategies (Genius).

Your Path to **AI-Powered** CX

The e-commerce industry is at a pivotal moment

The e-commerce industry is at a pivotal moment. As digital shopping becomes the norm and consumer expectations for speed, personalization, and convenience continue to rise, brands face mounting pressure to deliver exceptional service at scale. This challenge is especially pronounced during peak sales periods, when support teams are stretched thin and every interaction can make or break a sale.

To stay competitive, e-commerce businesses must rethink their customer experience strategies and embrace innovative solutions that meet the demands of today's shoppers.

Partner with us to deploy Digital Voice Agents that:

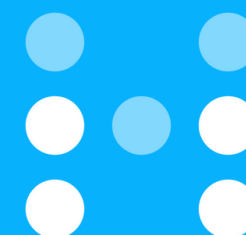
- ✓ Recognize and respond to emotional urgency during order issues
- ✓ Handle complex inquiries with empathy
- ✓ Instantly scale support during sales peaks and busy seasons
- ✓ Continuously learn and improve from every customer interaction

The Cost of Waiting

Every month you delay implementation:

- Thousands in unnecessary overtime and staffing costs during peak periods
- Increased risk of customer churn from poor service experiences
- Lost competitive advantage as forward-thinking brands pull ahead
- Greater risk of negative reviews and reputational damage during high-demand events

Humach helps retailers avoid these pitfalls by delivering fast, effective AI solutions that are ready to scale and evolve with your business.



HUMAN-CENTRIC AI SOLUTIONS FOR **E-COMMERCE**

CONTACT HUMACH TODAY

Our team is dedicated to helping e-commerce brands reimagine the customer experience, boost operational efficiency, and achieve measurable financial results through AI-driven solutions. Humach's DVAs are designed with empathy, intelligence, and adaptability at their core, ensuring that every customer interaction is impactful and aligned with your brand values.

www.humach.com