



Gen Ai Agents on WhatsApp for RETAIL



New customer acquisition

WhatsApp marketing

WhatsApp Commerce

Gen-Ai shopping assistant

Abandoned Cart & Stock Alerts

Payment failures recovery

Gen Ai Stylist

Gamification & Quizzes

Feedback collection

Store bills on WhatsApp

RETAIL USE CASES

Loyalty assistance

In-store experience

Order management

Support

AI Shopping Experience

BEFORE

- 👎 Limited assistance → Lost sales due to indecision
- 👎 Missed upsell & cross-sell opportunities
- 👎 Mass marketing → Wasted time & money
- 👎 High support costs, basic queries choking bandwidth
- 👎 Limited order visibility → Poor customer experience

Gen AI Agents can make shopping and customer service effortless, engaging customers at every touchpoint

Work 24/7, run on autopilot, speak the customer's language

AFTER AI AGENTS



- ✅ Engage & nurture customers across their journey
- ✅ Recommend the right products & offers to aid customers
- ✅ Personalized, contextual retargeting
- ✅ 24/7 assistance with ready agents
- ✅ Proactive order management, returns, refunds and more

Your team focuses on high-value interactions and complex issues

Gen AI agents across customer lifecycle

Marketing

New Customer Acquisition AI Agent

- Capture leads from offline, TV ads, Meta or Digital and build/ enrich first-party database
- Answer product & purchase queries
- Nurture with relevant categories

Personalized Conversational Campaigns

- Push promotions & deal discovery
- Automate segment-based campaigns
- Gamified campaigns to build recall
- Improve delivery with fallback to RCS & SMS

Store Footfall Growth

- Send digital invoices on WhatsApp
- Engage with in-store offers using flyers, coupons
- Use QR codes to capture footfalls and data on visitors
- Gamified interactions and campaigns

Add-on Capabilities

- Support/ Live Agent integration
- Native payments

Sales

Product Finder AI Agent

- Drive AI assisted selling
- Recommend products and aid comparisons
- Catalogs and payments
- Multilingual

Warranty Sales AI Agent

- Targeted upsell of Warranty to right customers
- Timed outreach post sale within the deadline
- Sell via WhatsApp, RCS or SMS

Shopify Merchants Growth

- Trigger based automated campaigns
- Journeys based on Shopify events: abandoned cart, order placed, order cancelled etc. with native payments

Loyalty AI Agent

- Automates loyalty program enrollment
- Personalized rewards & offers for customers
- Drive repeat purchases with timely recommendations, easy reordering, ordering ahead
- Tracks & updates loyalty points and benefits in real-time
- Boosts retention with exclusive member benefits

Support/ CX

Order Mgmt AI Agent

- Answer questions about order status/ tracking
- Help with delivery rescheduling
- Returns, exchanges and refund requests
- Post purchase product/ policy queries

Reduce RTO and NDR

- Convert COD to prepaid (with native payment)
- Request location, Help with slot change, updating delivery instructions
- Journeys to verify delivery agent claims

Feedback Assistant

- Send nudges to customers for product feedback & reviews
- Collect feedback on support interactions

Case Study : Customer JOURNEY; great Success Story



Brazil's leading fashion retailer sees 7X ROI with personalised engagement on Whatsapp; pioneers the use of Gen AI powered shopping assistant

7X ROI

online sales attributed to marketing

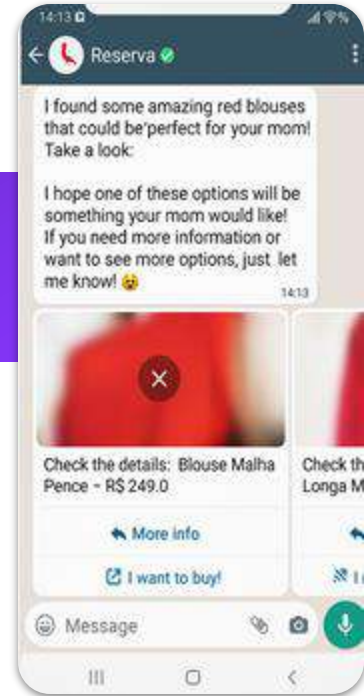
4X

Engagement compared to SMS

81.8%

Higher open rates compared to email

- **Segment based campaigns:** Looking for new ways to engage shoppers and grow revenues, Reserva adopted WhatsApp for segment based promotions, cross-sell and nudges. These targeted campaigns saw a high CTR of 40%, (a big jump from 10% on SMS and 2.2% on email)
- **Gen Ai assistant:** Recognizing the value of conversations, Reserva launched a Gen AI-powered shopping assistant for their Mother's Day campaign
- The personal shopping assistant not just helps customers with product recommendations, but asks questions to understand the style preferences and consultatively helps them select the perfect Mother's Day present



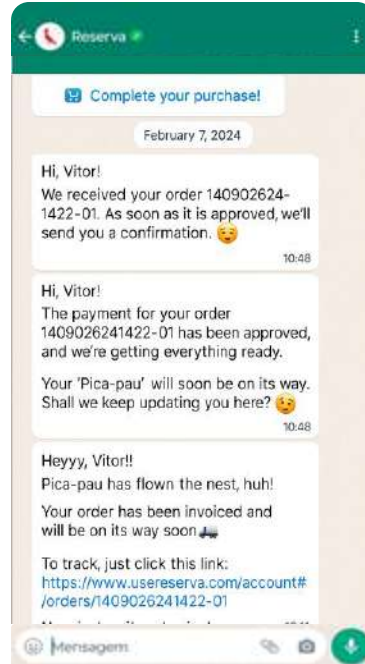
Case Study: Full Funnel

Reserva

Abandoned cart nudges



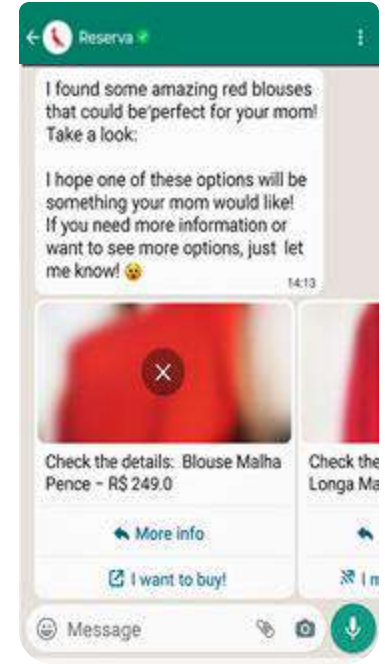
Utility messages



Click-to-chat ads



Gen AI bot on WhatsApp



Shopping assistant: Mother's day campaign

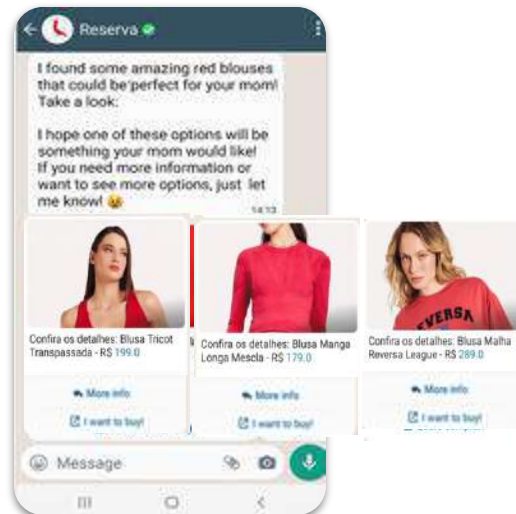
Reserva



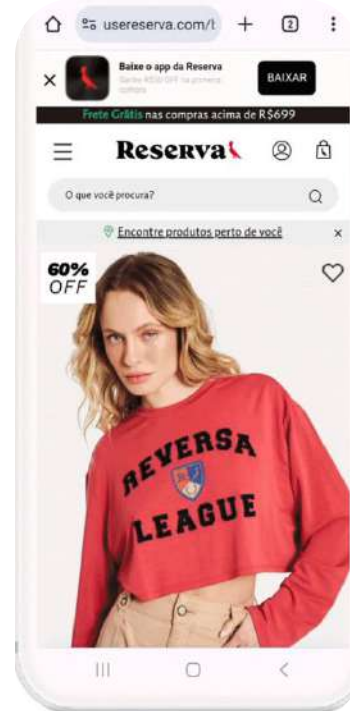
Facebook
Click to WhatsApp Ad



Gen AI assistant
understands preferences



Recommends
products



Re-directs to
Website for Purchase

1. New Customer Acquisition AI Agent

Key capabilities

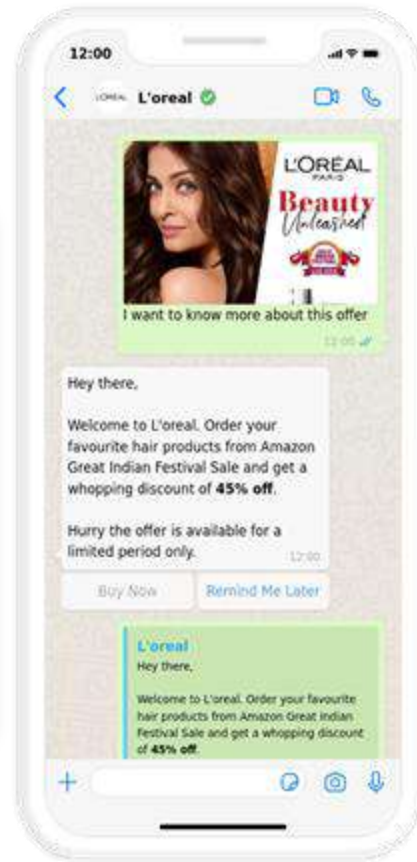
- Build first party database from print, TV ads and digital sources like Meta ads
- Automatically capture phone number
- Instantly answer product and purchase queries like make, specifications, size, delivery and more
- Understand customer needs and suggest relevant categories
- Automate personalized nurture drips on WhatsApp

Outcomes

Reduced cost of acquisition

Improved Engagement

Richer Customer Profiles



Acquire first party data

Entry points to drive WhatsApp conversations



**Product packaging
QR code**



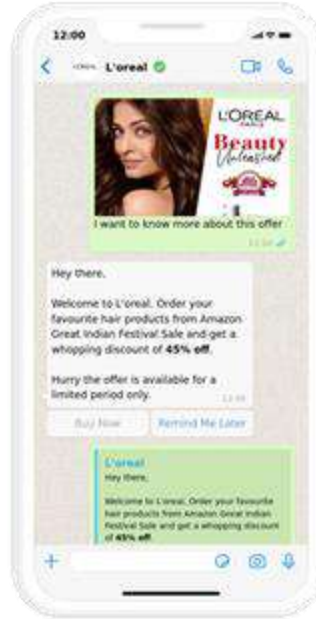
QR code on Reels/ TV Ads



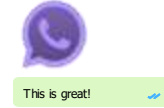
**QR codes on
Outlets**



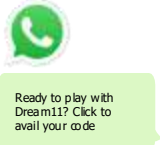
**QR code on
Pamphlets/vouchers**



**Click to Whatsapp
on Meta Ads**



**Whatsapp CTA
on JioStarAds**



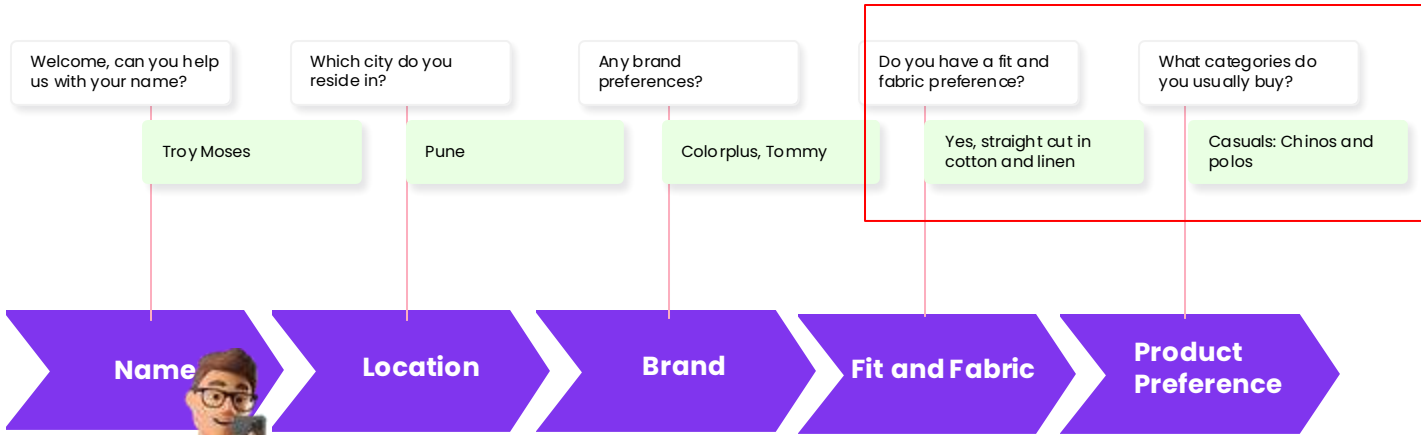
**Unique click-to-
chat link**



**Website Whatsapp
Widget**

Tailor experiences based on preferences collected on chat

Build zero party database conversationally



 **Brand Name** 



Found something that will look great on you; 100% cotton just as you like it!

[Buy Now](#)

[Check color variations](#)

[Check color variations](#)

Case Study: Drive App Downloads



Supermarket chain leverages CTWA to acquire new customers and drive app downloads, expanding to 3 cities in 2 months

41K+

Leads in 2 months

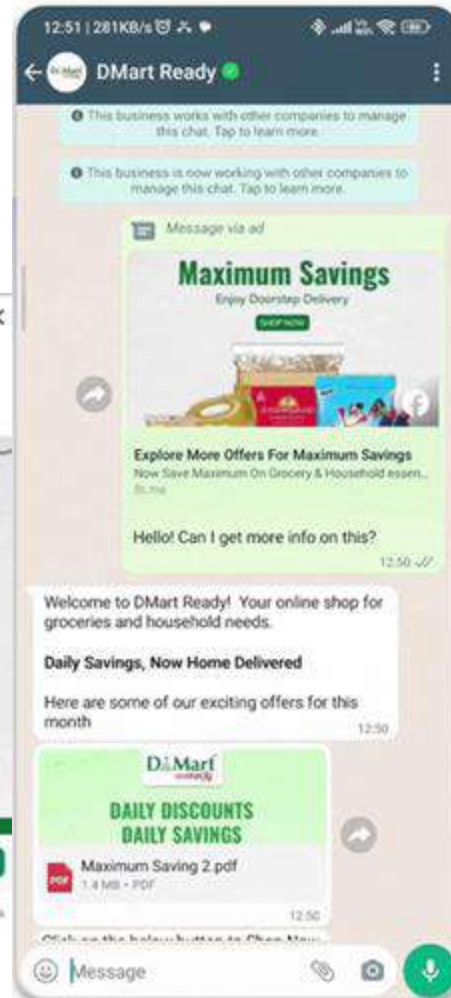
₹ 12.4

Cost per lead

13%

Converted to leads

- Dmart, a one-stop supermarket chain with presence in 10 states across India was looking for a novel approach to acquire new customers and drive app downloads
- The grocer routed its social ads to their WhatsApp Business handle, helping customers to browse the offers flyer and discounts
- Customers were then encouraged to download the Dmart mobile app and continue shopping to avail the offers
- With an impressive cost per link click of **INR 1.6**, Dmart was able to generate **41K leads** in 2 months
- **13%** of those who clicked on the ad CTA button converted into a lead with cost per lead of **INR 12.4**



Case Study: New product launch



Popular electronics brand creates excitement leading up to product launch with Click to WhatsApp ads on Facebook & Instagram



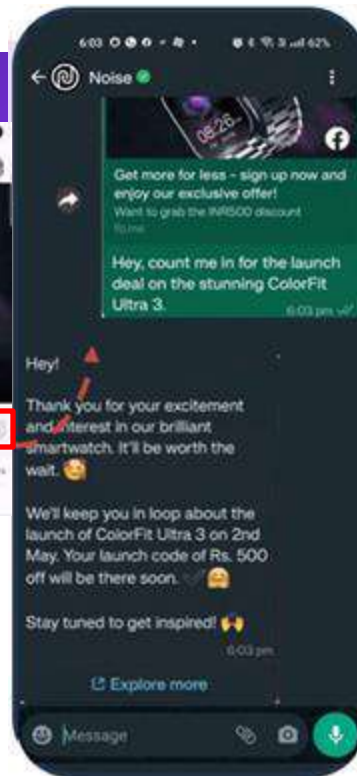
1.6X

Sign-ups on WhatsApp compared to web forms

21 K

New contacts and WhatsApp opt-ins in 10 days

- Noise created hype and pipeline of buyers prior to their new product launches, by gathering high quality first party data with a Click to Whatsapp campaign on facebook.
- Noise saw a whopping **40% of users sign up** for the launch, thanks to the simplified sign-up process, compared to 25% from website forms
- Over 21K buyers** expressed interest to be notified about new products, providing Noise with a high-quality consented user base for launches
- Noise team is excited about introducing gamification and engaging journeys over WhatsApp, driving brand recall and higher conversions



User signs up for new launch



Notification with exclusive launch price

Case Study: Boosting Store footfall



Direct to consumer home furnishings brand leverages click-to-chat ads to build on first party database and drive store visits

75%

Reduction in Cost Per Qualified leads compared to traditional digital ads

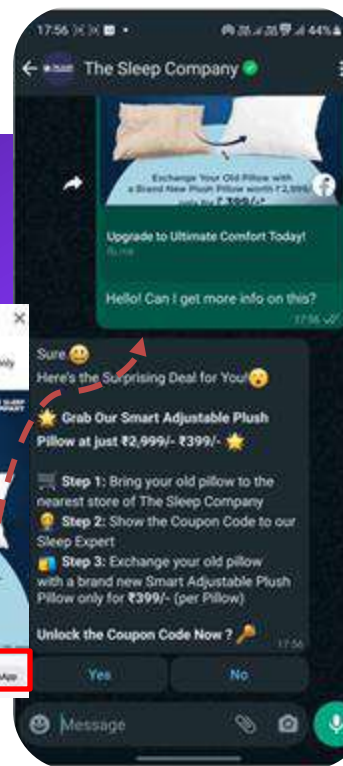
56%

Lead to qualified leads conversion rate

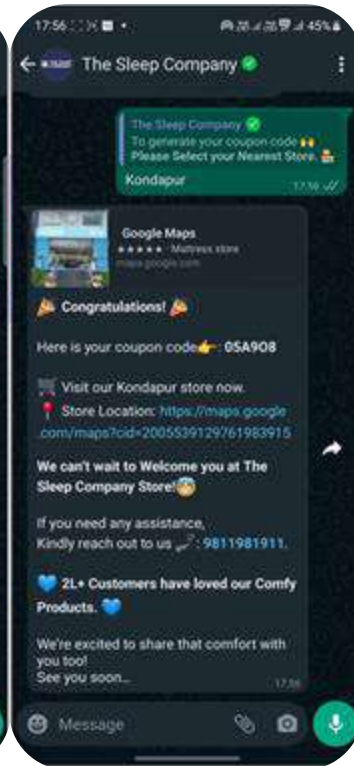
~6200+

WhatsApp conversations initiated in 30 days

- The Sleep Company - a comfort tech company selling mattresses and furniture wanted to up their first party database and store visits
- The brand designed two CTA ad campaigns; one for Pillow exchange and another for Black Friday sale
- Recognizing that high-ticket size products require store visits and more sharing, the brand encouraged customers to visit a store
- Through automated conversations the brand assessed prospect's interest & shared a coupon followed by navigation to the nearest store for redemption
- The campaign helped the brand generate 8,000 leads and 4,500 qualified leads within just first 5 weeks, also reducing cost for qualified leads by 75% compared to traditional digital channels



Facebook Ad to WhatsApp



Personal coupon code & Store locator

Automated free retargeting in 72 hours

Case Study: Driving sales with festive offers



UAE based electronics retailer generates leads, drives store footfall growth while focusing on sustainability. Achieves 4X ROAS with conversational advertising

4X

Return on Advertising Spends

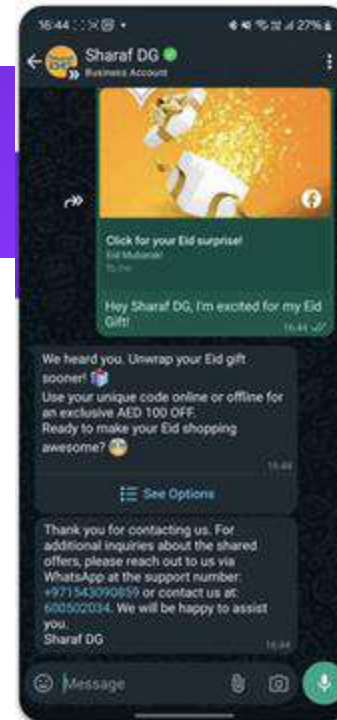
43%

Lead qualification

34%

Lower Cost Per Lead

- SharafDG was looking for ways to combat declining engagement trends of traditional channels, and promote its vision of sustainability
- The retailer launched Click to WhatsApp ads during Ramadan, encouraging prospects to chat and get a surprise coupon code redeemable online or in-store
- Generated 9.5K leads at 34% lower CPL compared to digital ads which redirected to website; achieved 43% leads to qualified leads conversion
- Achieves 4X ROAS; generated AED 146,000 in revenue against ad spend of AED 30,000
- Automated remarketing helps bring users back after abandoned cart events or price drops, and engages users with gamification and in-store raffle draws
- Reduced carbon footprint and paper use by replacing physical invoices, raffle tickets and coupons with digital versions sent over WhatsApp



2. Personalized Conversational Campaigns

Key capabilities

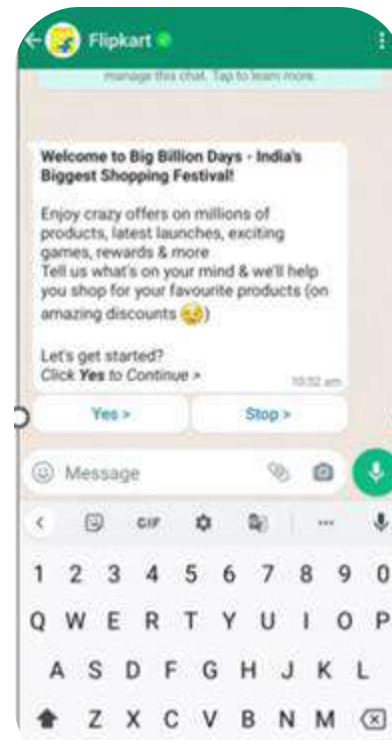
- Push promotions & deal discovery
- Automate segment-based campaigns
- Gamified campaigns to build recall
- Store locator and whatsapp Commerce journeys embedded

Outcomes

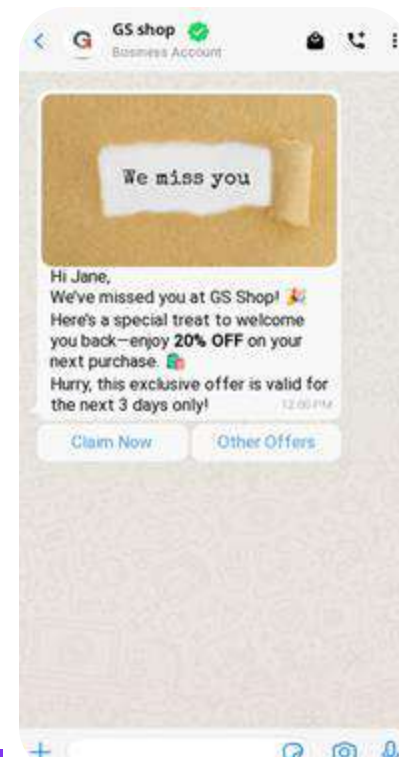
Improved Click Through Rates

Better Conversion Rates

Higher customer retention & NPS



**Promotions &
Deal Discovery**



**Automate segment based
campaigns**

3. Nudges based on E-com activity

Key capabilities

Automate campaigns and trigger customer journeys based on Shopify events like

- Abandoned cart
- Order placed
- Order cancelled
- Review added
- Shipment status
- COD orders, confirmation
- Prepaid orders and more

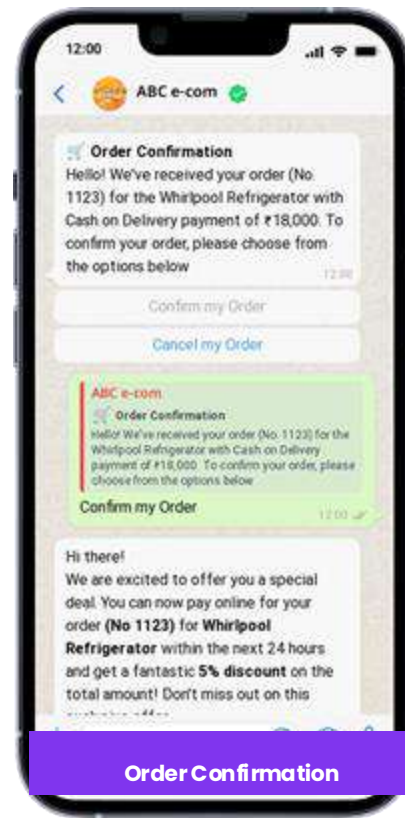
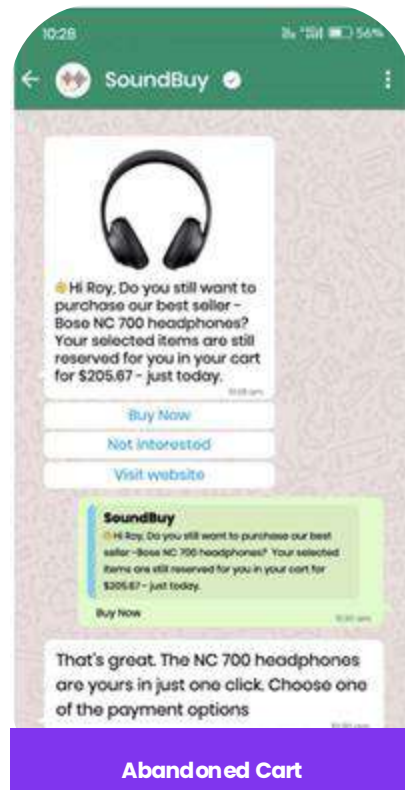
Add on - Payment Integrations for frictionless checkout

Outcomes

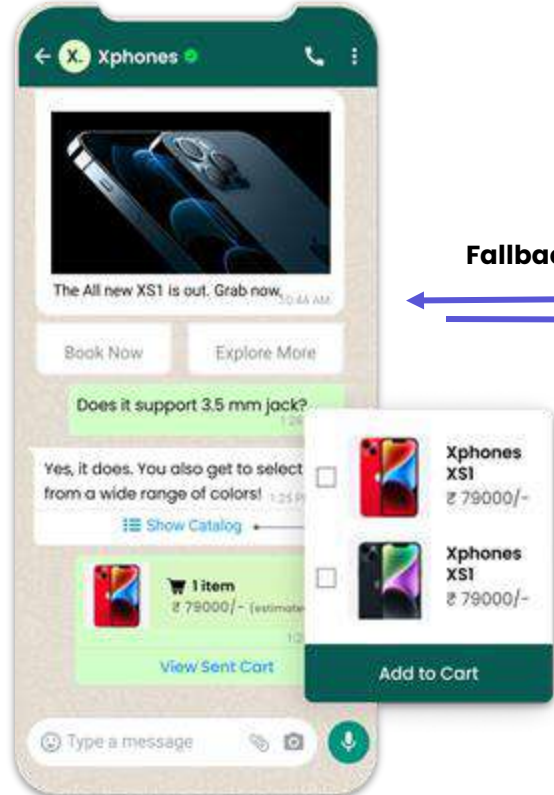
**Improved
Revenue Per User**

**Reduction in Cart
Abandonment**

**Better Customer
Experience**

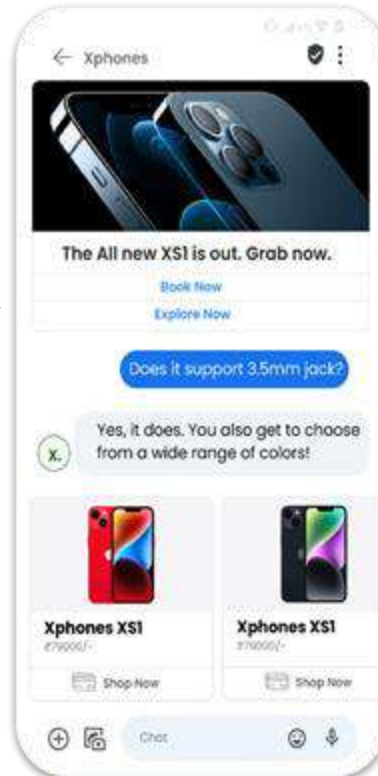


Small fallback to alternative channels for high delivery



Campaign on WhatsApp

Fallback



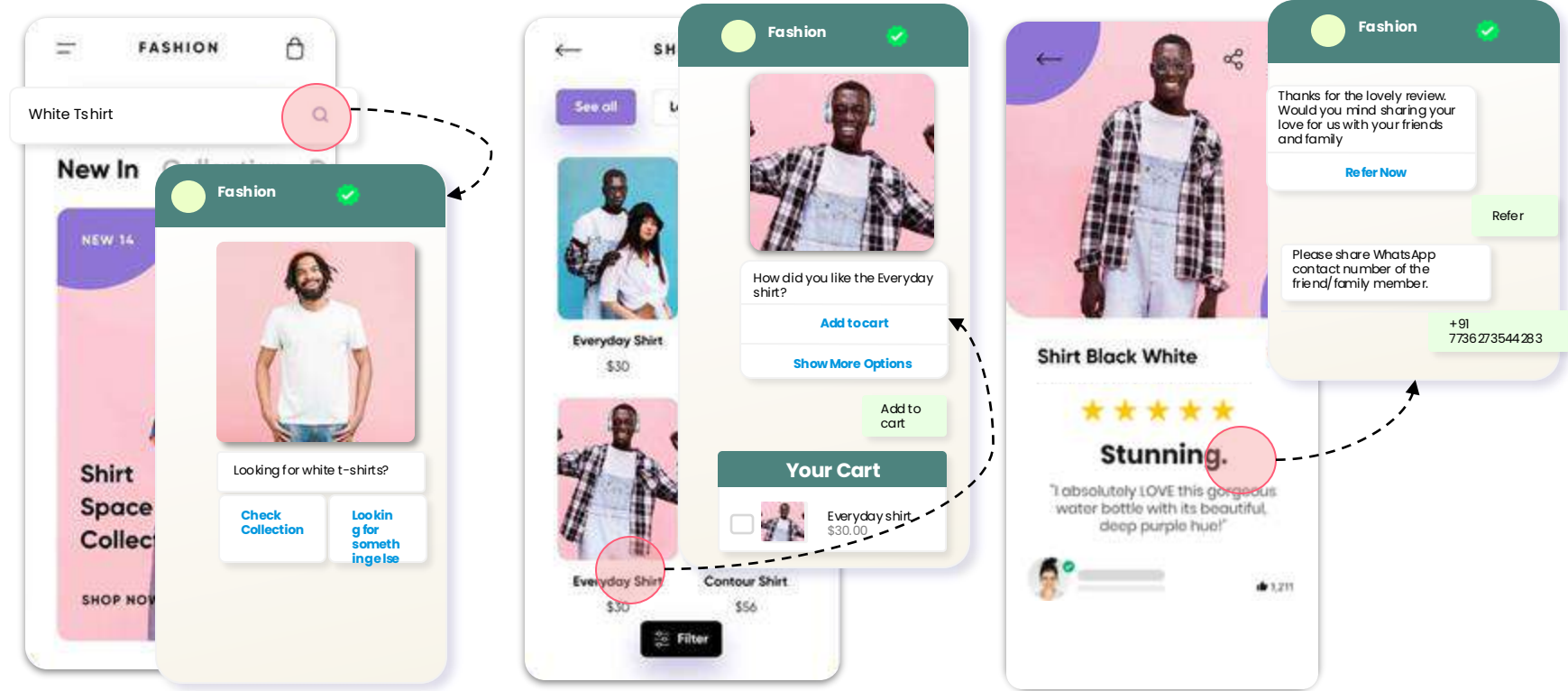
Fallback to RCS

High Campaign
Reach

Optimized
Campaign Cost

Better Customer
Experience

Auto Campaigns based on actions on website and app

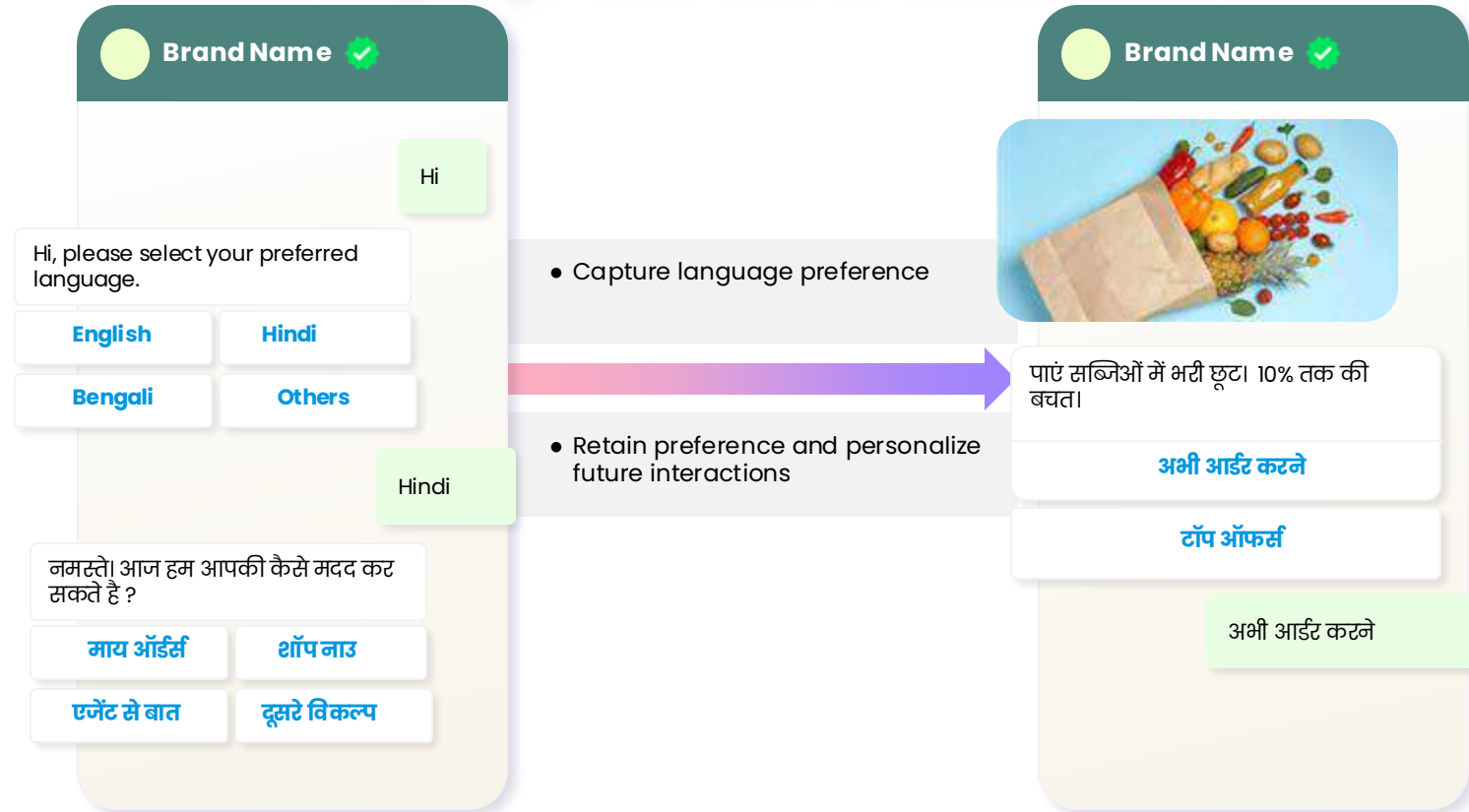


When they search

When they view, click, browse

When they add to cart, wishlist, share review

Engage customers in their preferred language with Gen AI translations



Case Study: Personalized Whatsapp marketing

6THSTREET

6thStreet Accelerates ROAS by 5-8X with Segment-Based Conversational Marketing

8X

ROAS from WhatsApp marketing

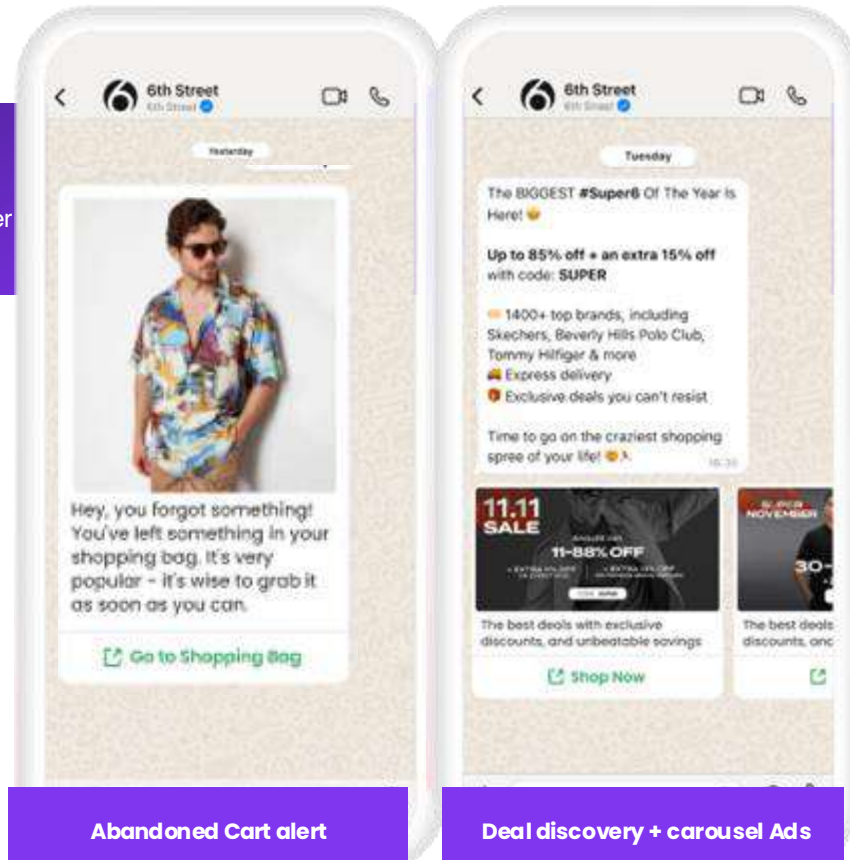
5X

Increase in abandoned cart conversions

8%

Increase in customer recency score

- 6thStreet.com, a leading fashion e-commerce brand in the Middle East, shifted from email and push channels to WhatsApp reaching 97% of customers.
- Instead of generic broadcasts, they used segmentation based on customer behaviour to tailor campaigns and drive better engagement,
- Deployed **personalized campaigns** across the journey—onboarding, recommendations, cart nudges, order updates
- Sent real-time automated triggers for abandoned carts, payment failures, and more



Case Study: Personalized Whatsapp marketing



Max Fashion grew sales with personalised marketing messages on WhatsApp.

30%

Year on year increase in festive sales

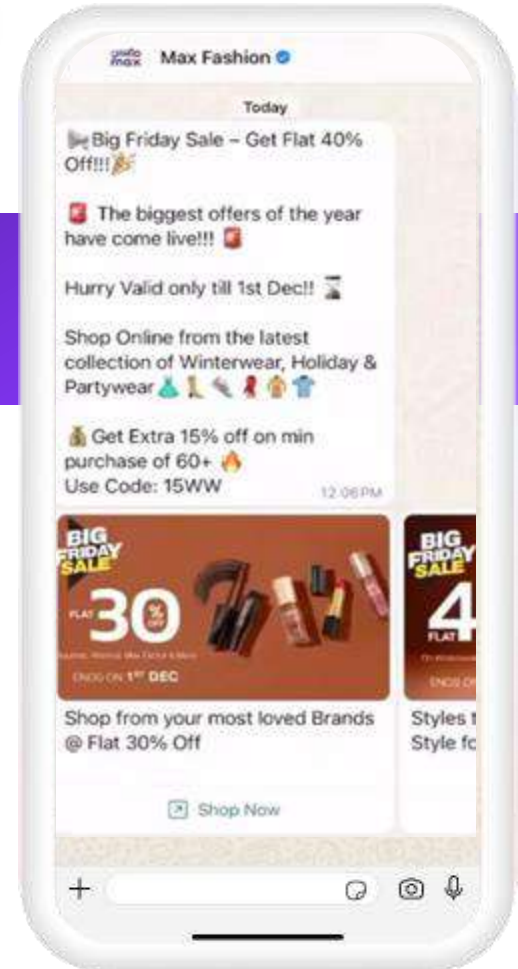
5X

Higher revenue from festive campaign

40%

higher engagement

- Max Fashion adopted WhatsApp marketing to enhance customer engagement and saw significant improvements, including a 30% year-over-year increase in Ramadan sales and 5X higher revenue during the White Wednesday Sale compared to SMS.
- **Segment based campaigns:** The brand used CRM data to segment customers by purchase behavior, nationality, and language, delivering multilingual, highly targeted messages to audiences across the Middle East.
- **Engaging WhatsApp Bots:** Max Fashion designed personalized, behavior-based customer journeys that helped bridge the online and offline shopping experience through WhatsApp.
- **Higher Engagement and Conversion Rates:** By using rich media and carousel images, Max Fashion's WhatsApp campaigns saw 40% higher engagement in new customer journeys compared to similar campaigns on email, app notifications, and SMS.



Case Study: Personalised WhatsApp Marketing



Online retailer achieves 10X higher ROI with WhatsApp Business Platform compared to conventional channels

1.7X

more conversions
on WhatsApp

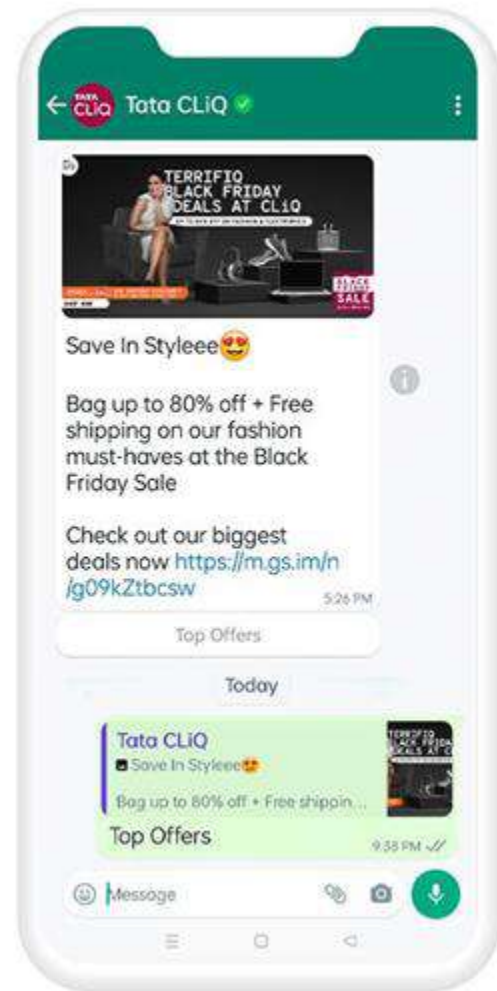
10X

ROI over other
channels

80X

Return on
advertising spend

- Tata CLiQ used WhatsApp to personalize campaigns for opted-in customers during high-volume sales days of Diwali and Black Friday
- With product recommendations based on browsing history, abandoned cart follow-ups and price drop alerts for wishlisted products, TataCLiQ re-engaged customers with dramatically higher conversions
- \$ 500,000 in sales attributable to WhatsApp during one month period of Diwali and Black Friday campaigns



5. Ai shopping assistant

Key capabilities

- Understand customer's needs to assist them in finding the right product from catalog
- Enable quick product comparisons for driving purchase decisions
- Break language barriers and speak to customers in their preferred language with multilingual capabilities
- Provide a curated diet plan

Add on - Payment Integrations

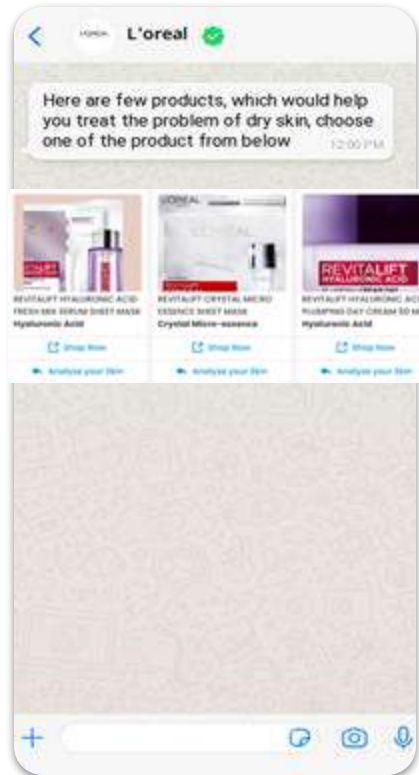
Outcomes

Higher AOV

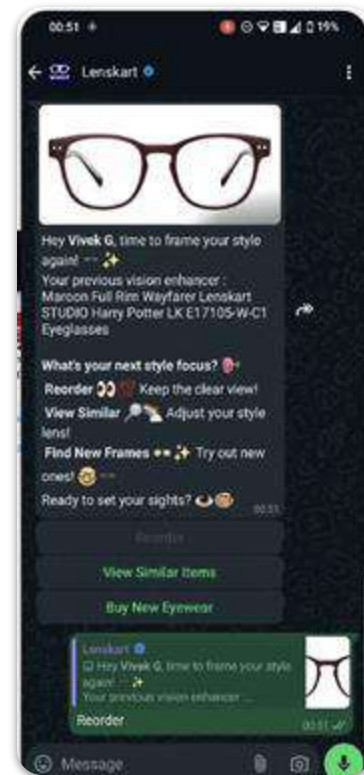
Enhanced
Conversion rates

Improved
customer
retention &
satisfaction

Product Finder



Recommend products based
on customer's needs



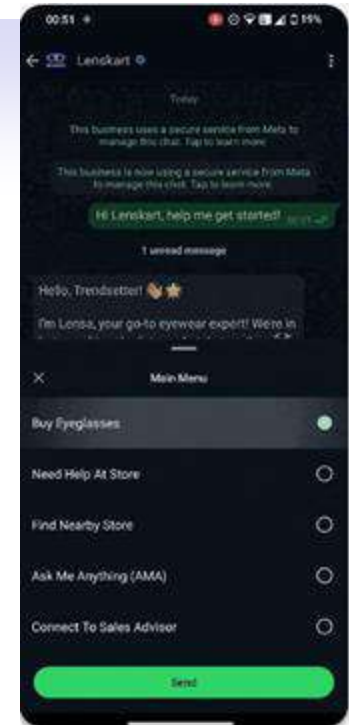
Find a product/ Reorder from
Catalog

Case Study: Gen-AI Assistant



Leading eyewear brand leverages AI Commerce Agent to drive commerce with assisted selling and tailored product recommendations

- Lenskart uses sales agents to drive online conversions and was looking for ways to strengthen assisted selling with 24/7 assistance, while lowering contact center costs
- On initiating the conversation, customer is taken through a guided flow with a Commerce AI agent
- The AI Agent checks client purchase history and asks questions to understand preferences and then make recommendations based on parameters like size, color, frame type & material
- The AI Agent allows customers to browse the catalog, locate a store and make payments - all on one channel
- The brand aims to make 60-70% inquiries self-serve and drive higher conversions, with seamless handover to live sales agent where needed



Case Study: Skincare routine advisor

L'ORÉAL

Leading skincare brand launches skin recommendation journey for customers looking to shop during Prime Day

8400+

Conversations initiated with CTWA Ads (5 days only)

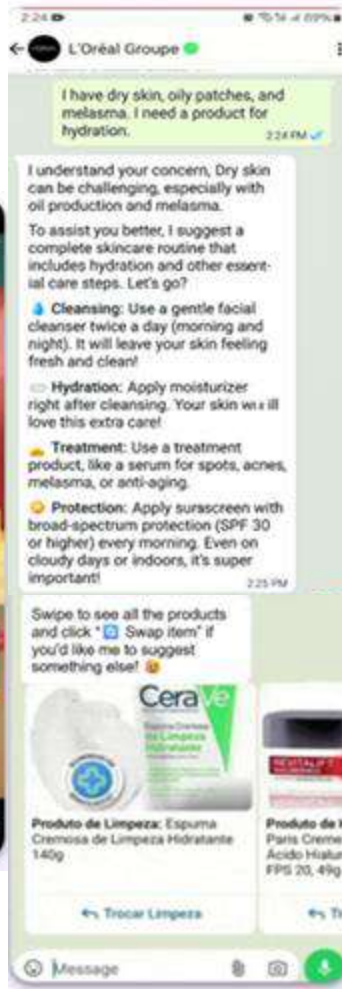
75%

Conversion rate to Deep Conversations

31%

User checkouts from the bot (carts)

- L'Oréal aimed to elevate the Prime Day shopping experience for its Brazilian customers by creating an advanced conversational flow powered by Gen AI.
- Leveraging WhatsApp carousels, L'Oréal showcased a series of product recommendations based on customer's needs and preferences, with the option to mix and match products from different brands for a complete skincare plan
- The main objective was to develop an AI-driven commerce experience that would provide personalized product recommendations, improve the overall customer experience and create a dedicated channel for promoting L'Oréal products during Prime Day.



6. Store Footfall Growth

Key capabilities

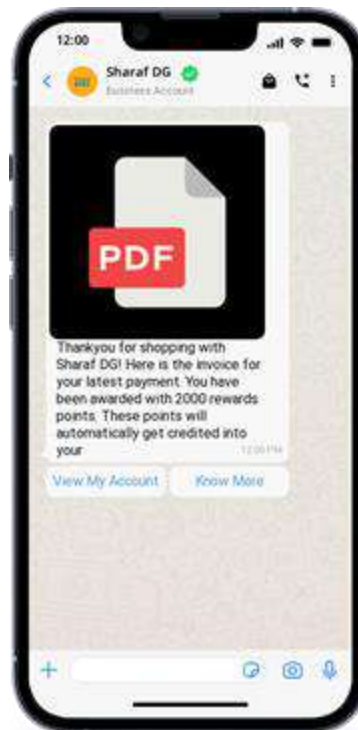
- Use QR codes to capture footfalls and data on visitors
- Send digital invoices on WhatsApp
- Engage with in-store offers using flyers, coupons
- Gamified interactions and campaigns

Outcomes

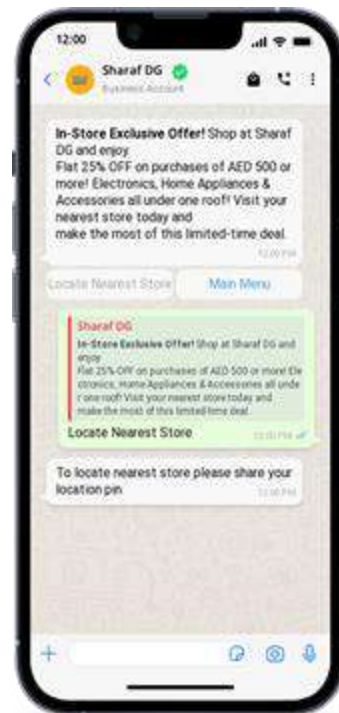
**Improved store
footfall**

**Better customer
data collection**

**Enhanced
Conversion
Rates**



Digital Invoices



In-store offers

Case Study: Build organic first party data



Comfort tech builds quality first-party database of store visitors; captures strong intent signals

50K Leads

acquired in 2 months vs.
10 months earlier

30+

Unique customer
segments

Organic

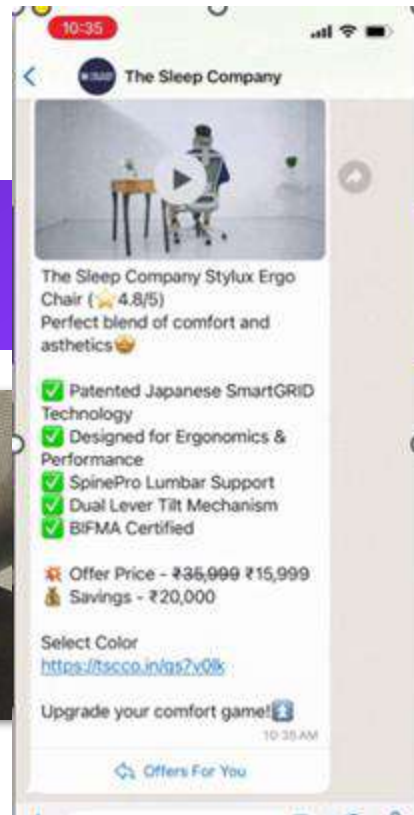
Top quality,
100% correct numbers

Customer Journey

- Customers scan the QR codes placed on key products in-store to learn more
- Brand identifies customer's intent basis their bot interaction and enriches their profile
- 5X faster lead generation compared to earlier
- Remarketing to users with contextual nudges and personalized promotions, without manual uploads or additional spends



QR codes in Store



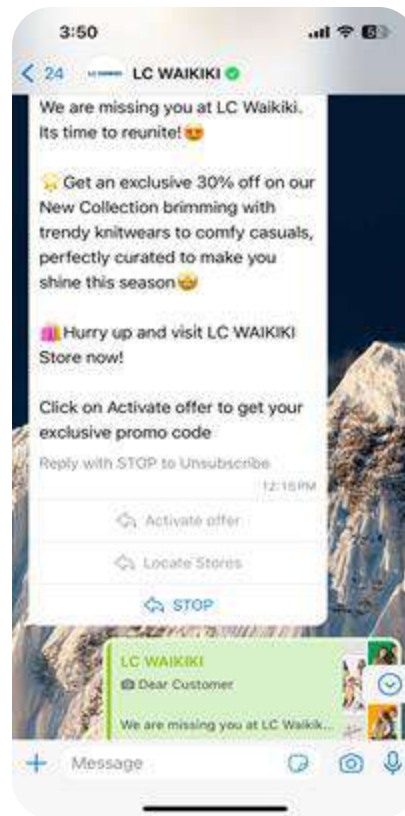
Case Study: Store specific campaigns

LC WAIKIKI

Ready-to-wear fashion retail chain engages customers and offers nearby store locator on WhatsApp

Customer Journey

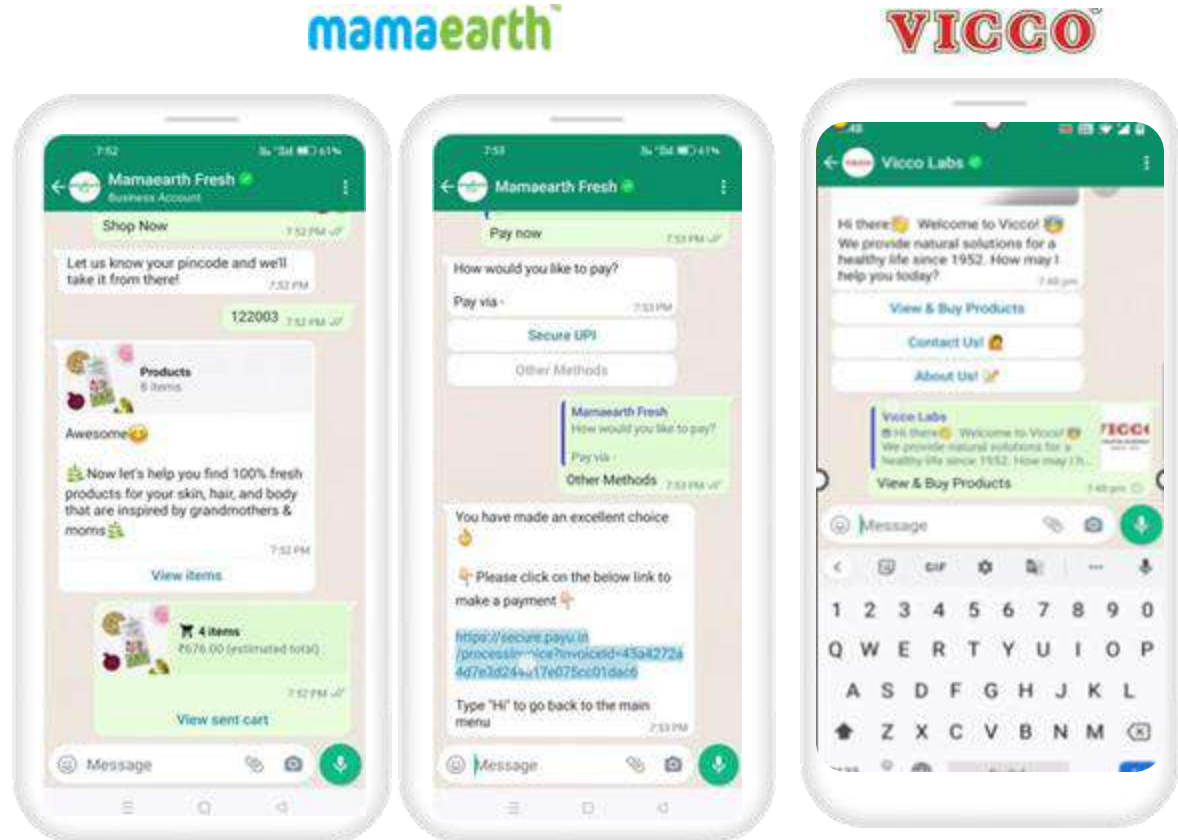
- Customer receives personalized message with deals, offers and promotions on WhatsApp
- Interacts with the message
- Chooses to locate nearby stores
- Receives store details and location



7. WhatsApp Catalogue & Payments

Customer Journey

- Engages with the bot to explore products
- Views item detail page and adds to the cart
- Proceeds to check out and completes the payment via preferred payment gateway



8. Order Management AI Agent

Key capabilities

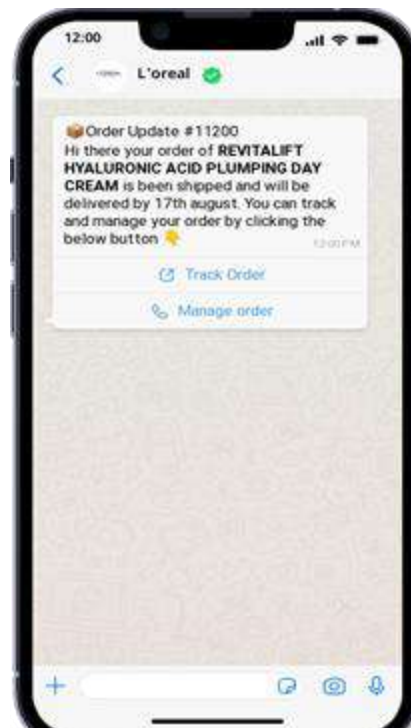
- Answer questions about order status/ tracking
- Help with delivery rescheduling
- Returns, exchanges and refund requests
- Post purchase product/ policy queries

Outcomes

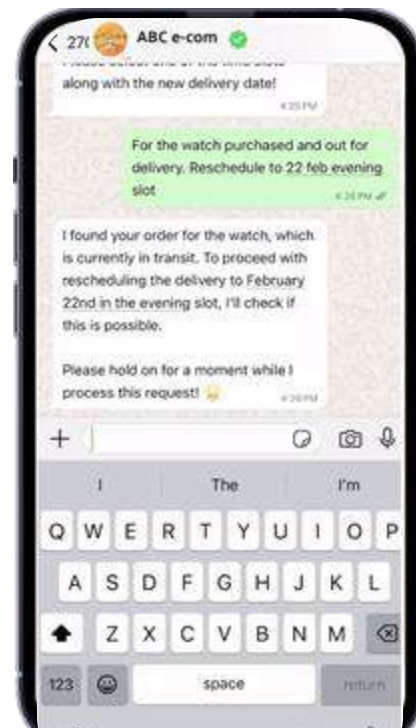
Higher Self-Serve

**Better Return
Avoidance Rate**

**Improved
Customer
Satisfaction**

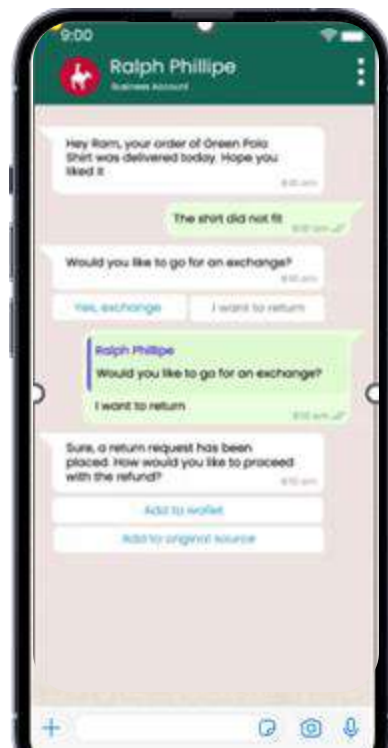


Order Tracking

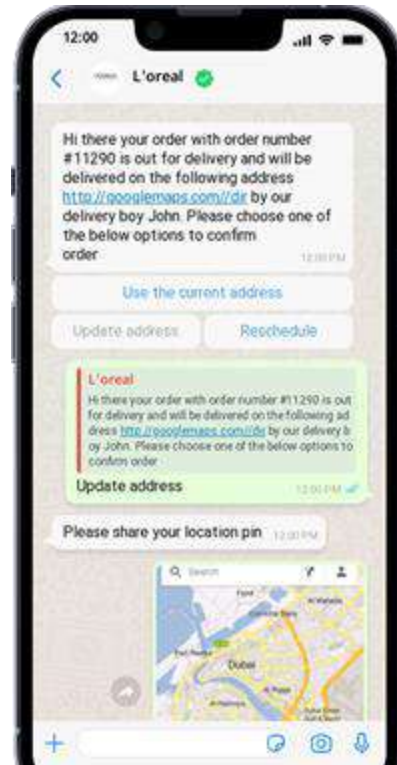


Rescheduling

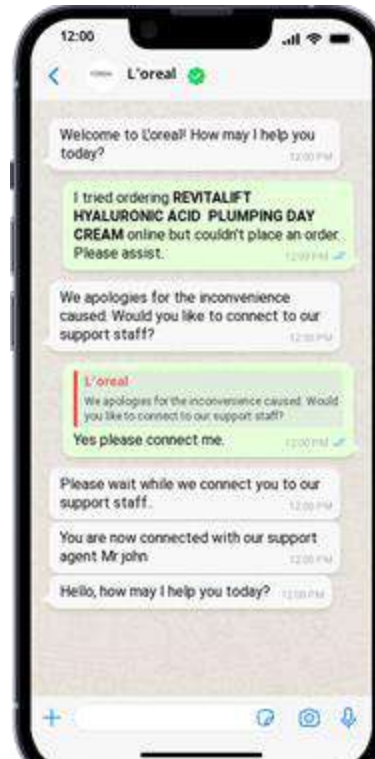
Post-Purchase Assistance



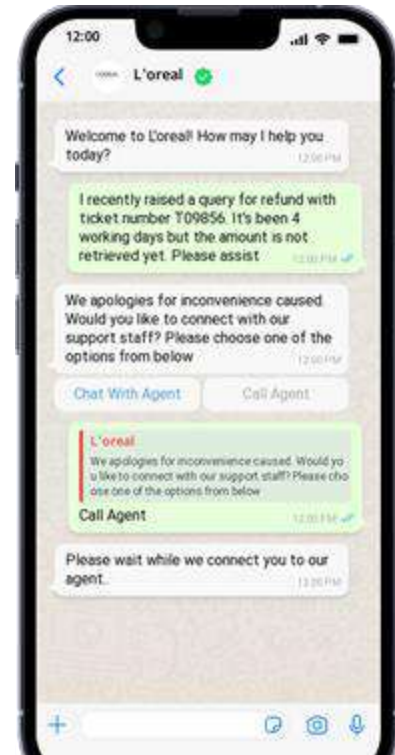
Return/refund assistance



Address confirmation

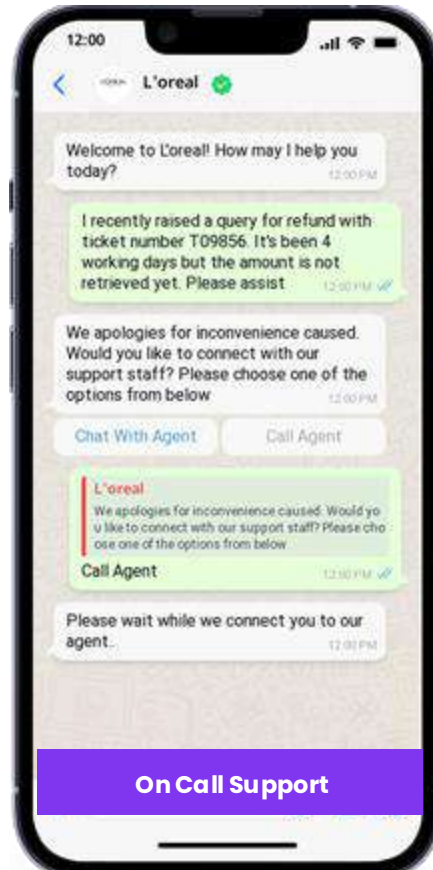
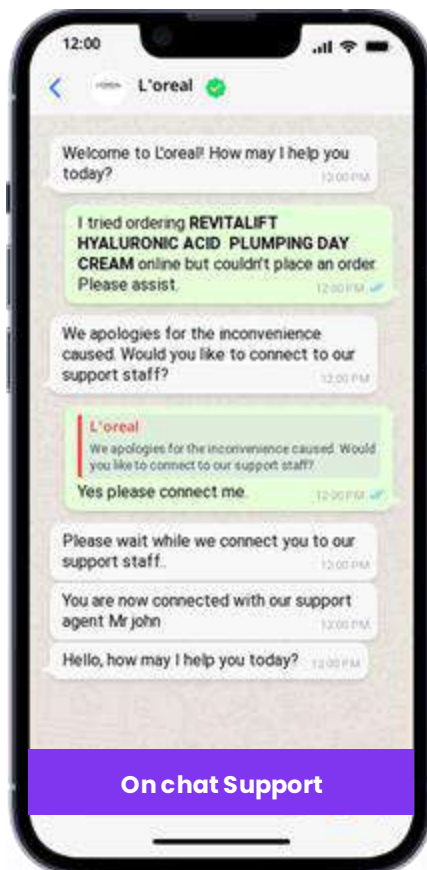


On chat Support



On Call Support

12. Support- on chat/call



9. Reduce RTO & NDR

Key capabilities

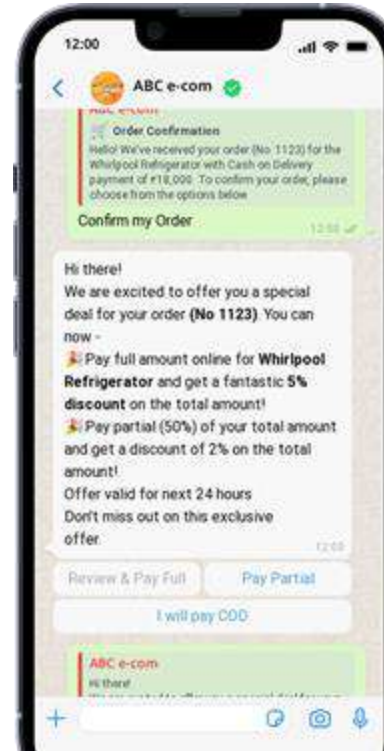
- Convert COD to prepaid
- Request location, Help with slot change, updating delivery instructions
- Journeys to verify delivery agent claims

Outcomes

Reduction in RTO

Better customer response rates

Reduction in cost per delivery



Convert COD to Prepaid



Request Location

10. Loyalty Assistance

Key capabilities

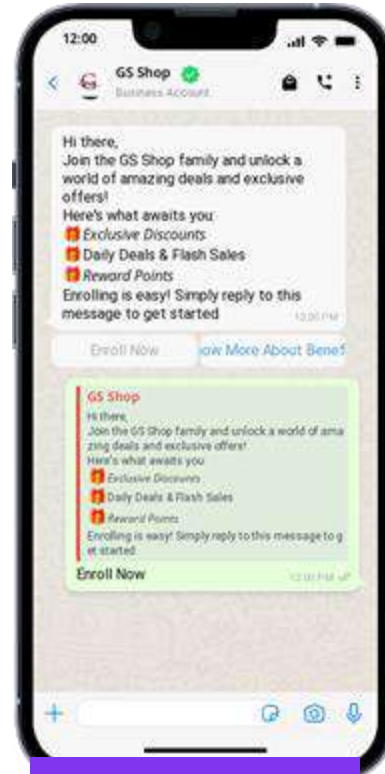
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- Personalized rewards & offers for customers
- Drive repeat purchases with timely recommendations, easy reordering, ordering ahead
- Tracks & updates loyalty points and benefits in real-time
- Boosts retention with exclusive member benefits

Outcomes

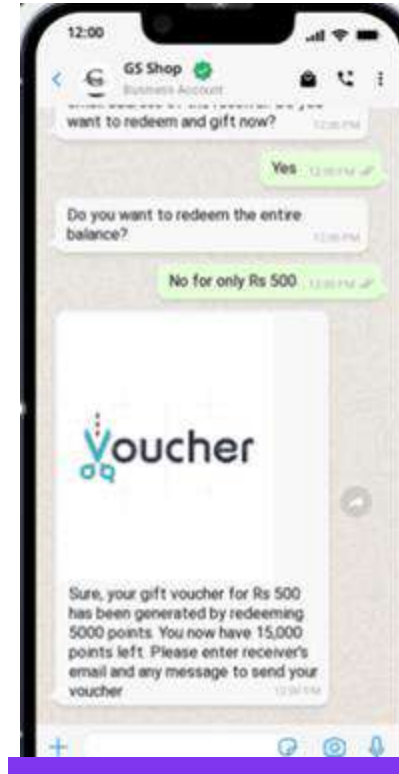
Improved Repeat Purchases

Better Customer Retention Rate

Improved CLTV



Automated enrollment



Update loyalty points & benefits

11. Feedback Collection

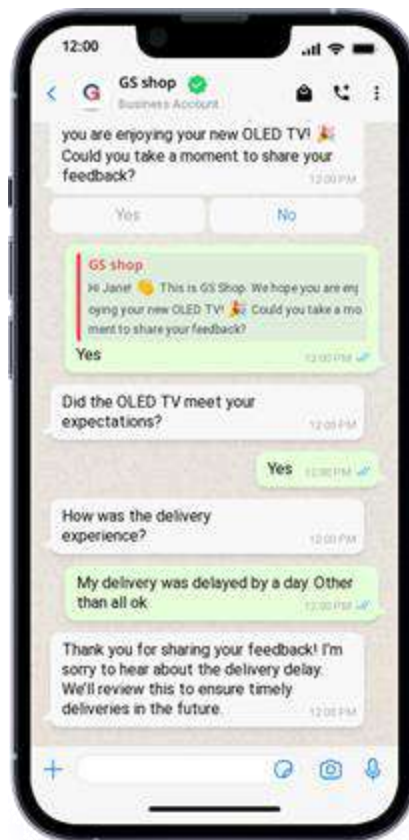
Key capabilities

- Send nudges to customers for product feedback & reviews
- Get the desired level of detail in feedback
- Collect feedback on support and delivery interactions

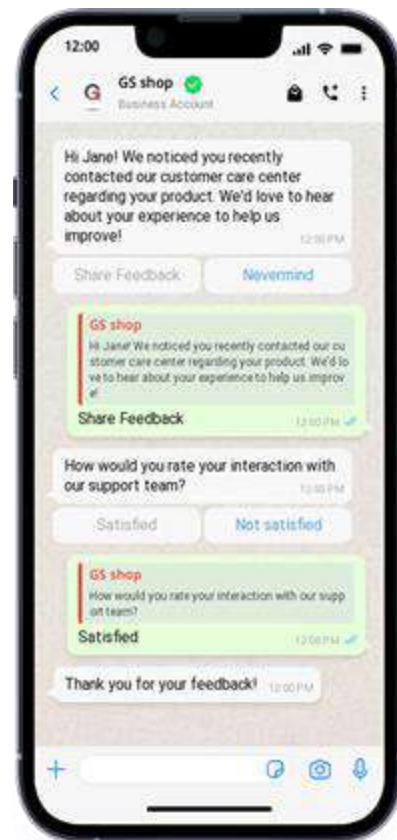
Outcomes

**Better review
quality and
completion**

**Improved CSAT,
NPS**

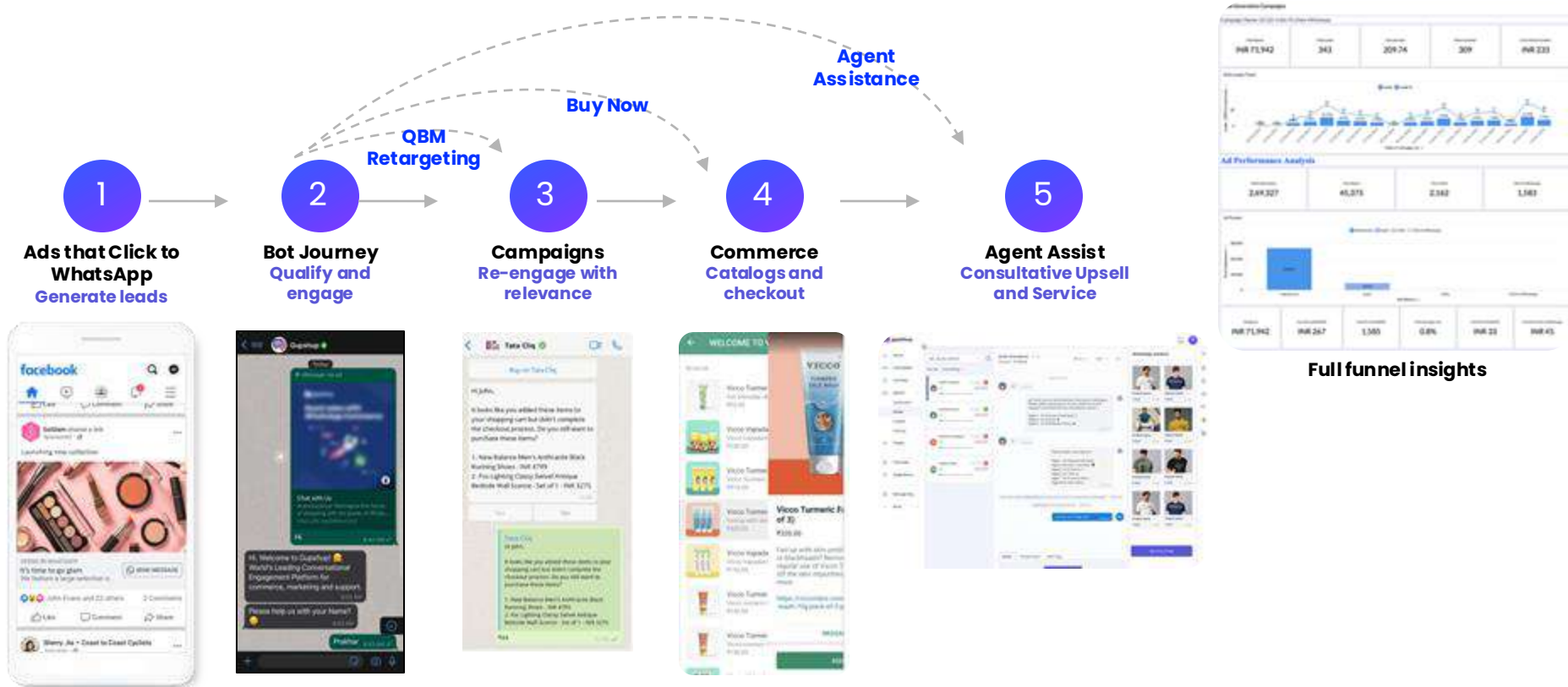


Product Feedback



Support Interaction Feedback

Maximize CLTV with Complete Acquisition to Growth Offering



ROI from conversations is best realized with end-to-end execution across the customer lifecycle and data-driven funnel optimizations

Conversation Cloud

By Industry

Pre-Built Conversational Experiences & Solutions



Retail



E-commerce



Banking
& FinTech



EdTech



Healthcare



Travel
& Hospitality



CPG



Food & Bev

Converse

Conversational Experiences



Conversation
Builder



Campaign
Manager



Catalog
&
Payments



Agent Assist

Advertise

Click-to-chat Advertising



Click-To-Chat
Ads Manager



ROI
Dashboard

Personalize

Conversational Intelligence



Audience
Segmentation



Behavioral
Targeting



Channel
Optimization

AI

Enterprise-Ready Conversational AI



ACE LLM



AI Agent
Framework



Enterprise
Guardrails

Communicate

Multi-channel Smart CPaaS

Omnichannel



High Scale



Auto failover



Multi-language



Template AI



Governance



Analytics



Trusted by brands in over 40 countries

Full Suite
Conversation Cloud
75% market share in India

45,000+
Customers

10B+
Messages per month

Retail



eCommerce



CPG/ FMCG



Beauty



eCommerce services



Hospitality & Travel



QSR



Automotive



Thank You

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