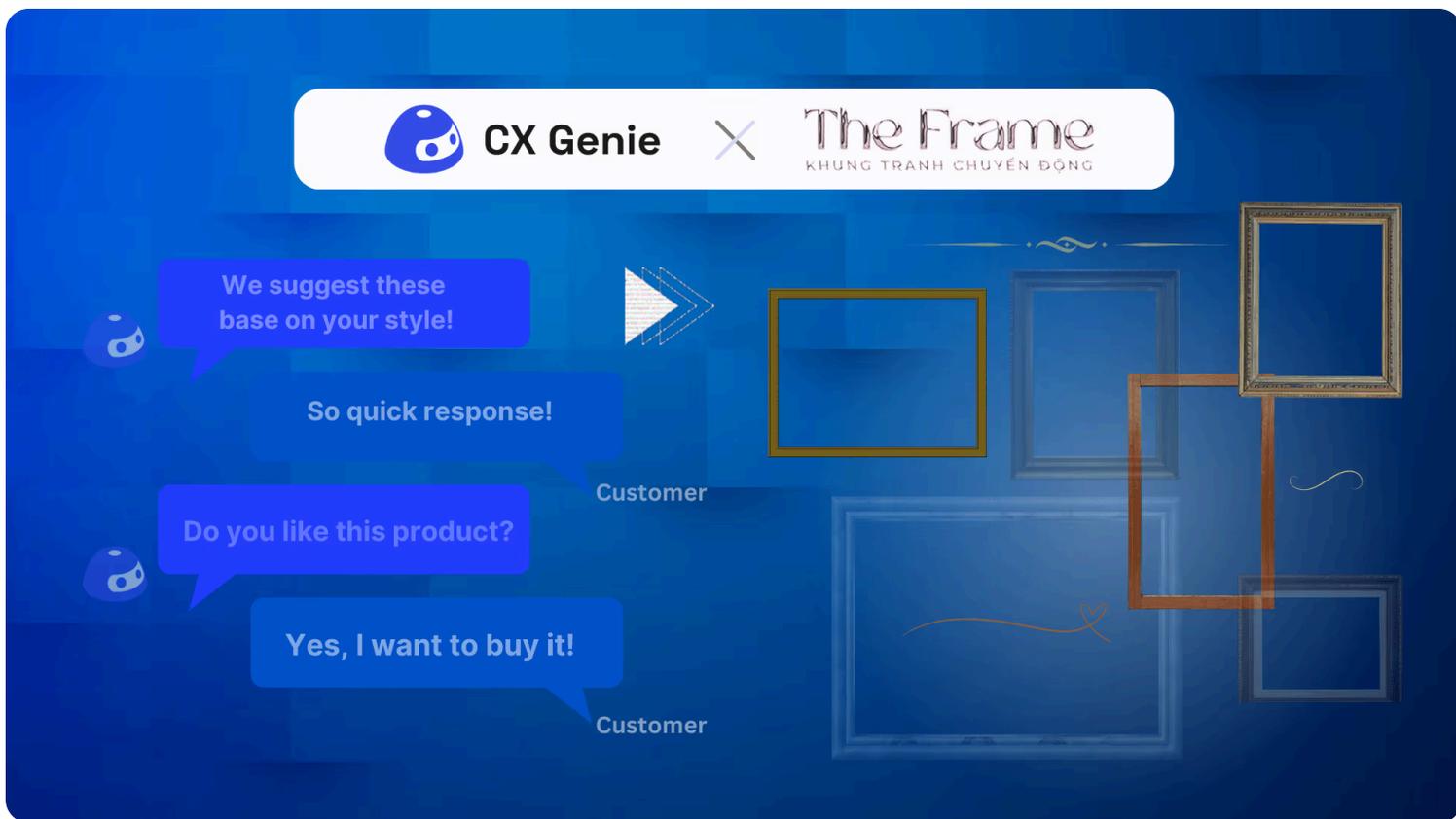


Case Studies

The Frame: Transforming Static Pictures into Dynamic Engagement with CX Genie

Mar 07 2024

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The Frame is a unique company crafting moving picture frames in Vietnam. They were

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Challenge:

The Frame faced the challenge of **effectively showcasing their product's unique features** through online channels. Static images alone couldn't fully capture the dynamic nature of their unique frames. Additionally, they aimed to offer **interactive product exploration, answer frequently asked questions (FAQs), and potentially personalize content** based on individual customer preferences.

Solution:

The Frame partnered with CX Genie to implement an **AI-powered solution** that addressed their key challenges. By integrating CX Genie, they were able to:

- **Unlock interactive product showcases:** Customers can now **experience the captivating movement** of The Frame's products directly on their website. This immersive experience allows them to **better understand the product's value** and visualize it in their own space.
- **Offer 24/7 instant support:** The AI-powered chatbot provides **real-time assistance** to customers, answering questions and guiding them through the purchase process. This **eliminates the need for extended wait times** waiting for someone from support to be able to reply to an inquiry and ensures **consistent support** regardless of the time or day.
- **Facilitate personalized purchase guidance:** The solution can be tailored to **personalize content and recommendations** based on individual customer preferences. This **enhances the shopping experience** and helps customers find the perfect moving-picture frame for their needs.

Results:

The integration of CX Genie's solution has yielded **positive results** for The Frame:

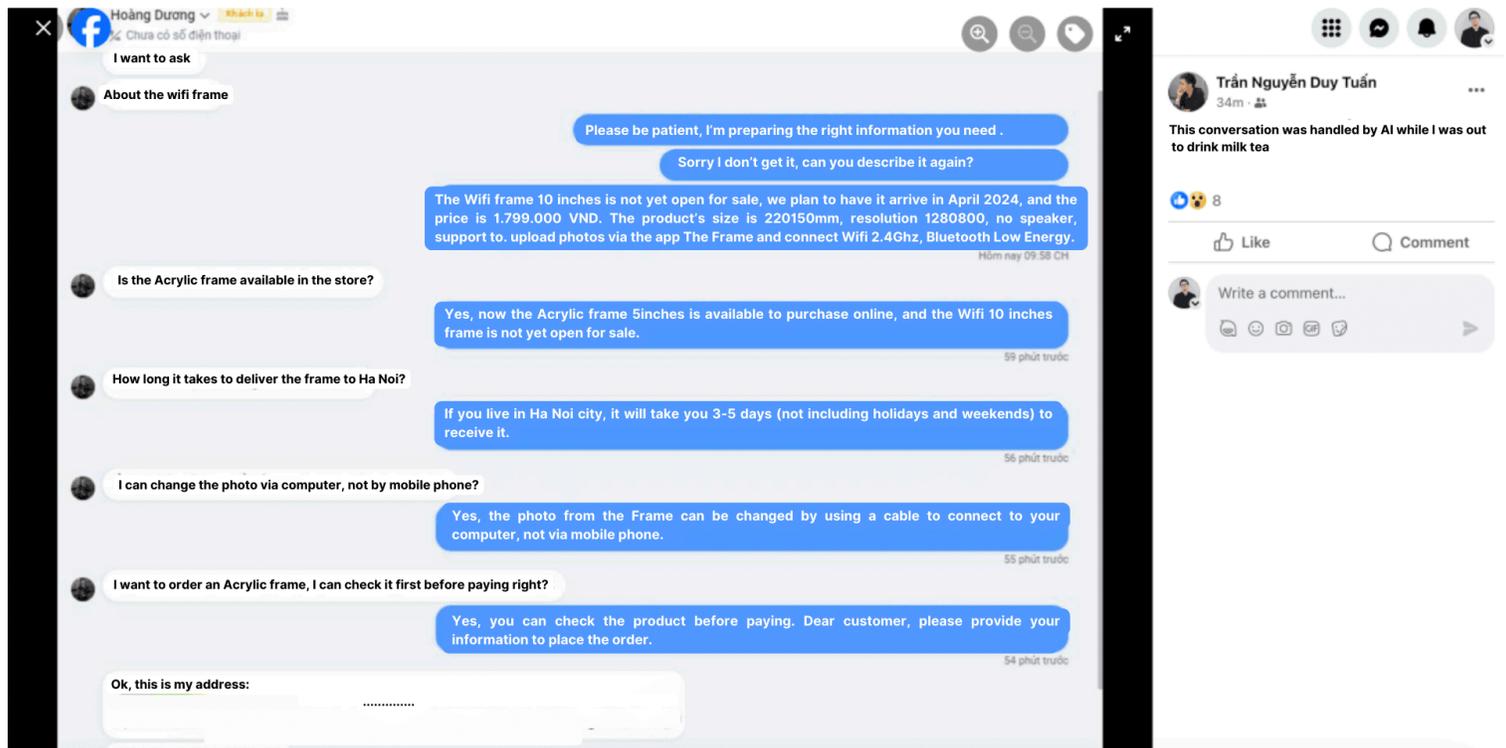
- **High customer praise:** Customers have **commended the chatbot**, praising its effectiveness in **understanding the product's uniqueness** and providing a great explanation and providing **personalized purchase guidance** as well.**.**
- **Simplified checkout process:** The chatbot has **streamlined the checkout process** by assisting customers in creating and completing orders, leading to a **smoother, faster and more convenient buying experience**.

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Social Proof:

In a recent post, The Frame's owner shared a screenshot of a conversation with a customer who **praised CX Genie's chatbot for successfully closing a deal and completing an order**. The post showcased a conversation where the bot effectively answered product questions and facilitated a customer's order. This real-world example **demonstrates the value of CX Genie's solution in driving sales and enhancing customer satisfaction**.



Conclusion:

The Frame's partnership with CX Genie displayed the **power of AI-powered solutions in transforming customer engagement**. By leveraging an interactive product experience, 24/7 support, and personalized content, The Frame has **successfully bridged the gap between static images and dynamic customer engagement**.

This case study showcases how CX Genie can **empower businesses to showcase their unique offerings and create exceptional customer experiences**, ultimately leading to increased sales and brand loyalty.

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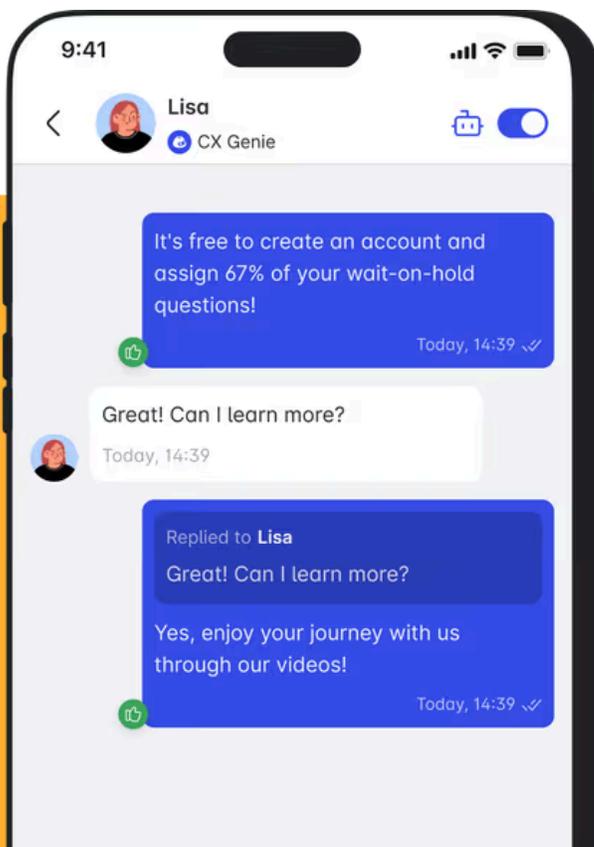
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