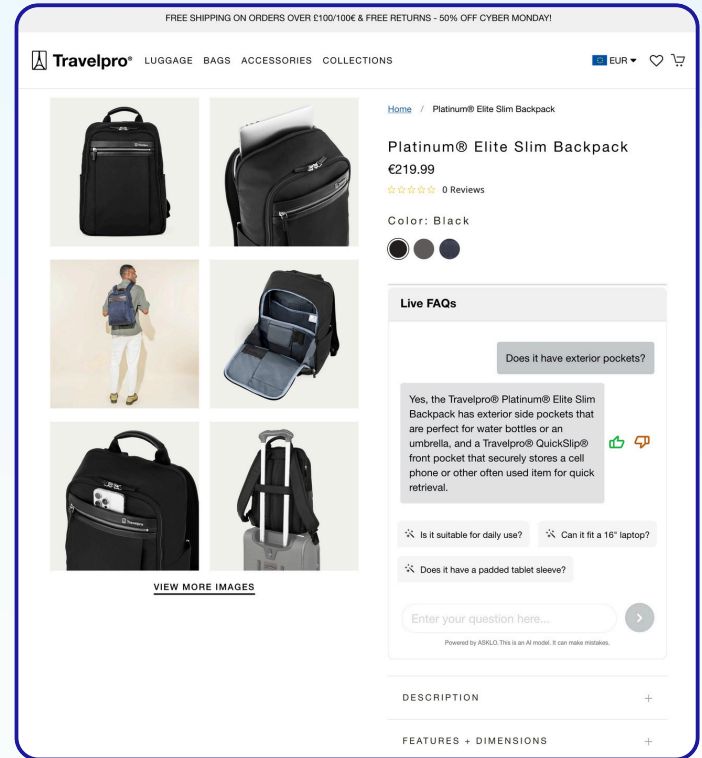


30% Bounce Rate Reduction with Asklo's Interactive Product Page FAQ Chatbot



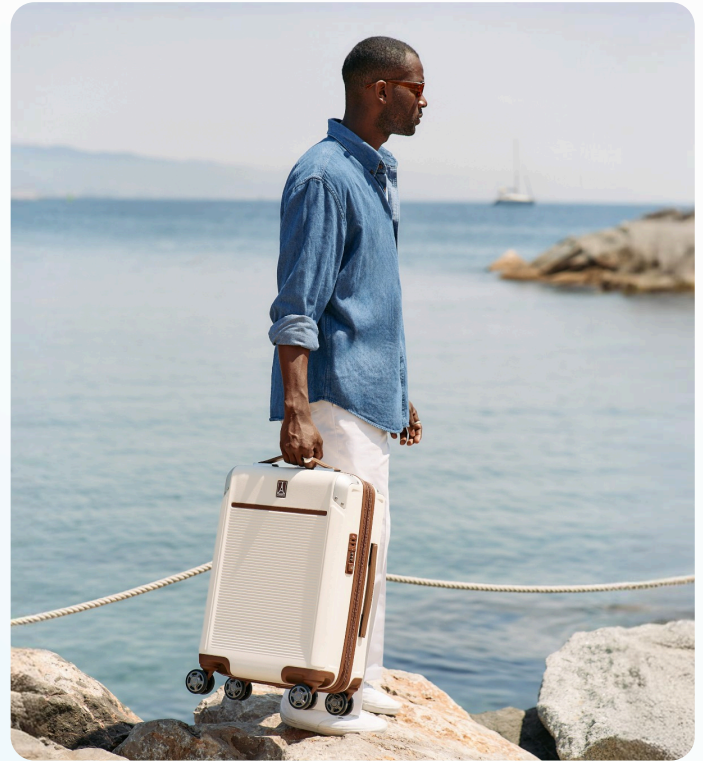
Travelpro Boosts Sales with Asklo, Enhancing Engagement and Conversions

Travelpro, a renowned US-based travel brand known for its commitment to quality and innovation, aimed to offer a more interactive and supportive online shopping experience for customers visiting their European site. By integrating Asklo on their Shopify platform, Travelpro provided instant answers to product questions, delivering a personalized experience that aligns with the brand's high standards. This integration has led to measurable improvements in customer engagement and conversion, including reduced bounce rates and higher interaction levels on product pages.



The Challenge

Travelpro understood the importance of connecting with customers directly to address their questions in real time. Previously, their Customer Care team handled queries through email, phone, or online chat, which often meant delays in response times, particularly outside regular business hours. To provide a more efficient and responsive solution, Travelpro wanted a solution that was efficient, responsive, and delivered the human-like touch that customers value, particularly when they're considering premium products. By integrating Asklo, they ensured many customer inquiries are now resolved instantly, while still keeping traditional support channels available for more complex queries.



Why Asklo?

Travelpro chose Asklo for its human-like question-and-answer chat capabilities, which offered a streamlined, 24/7 interaction experience. Unlike traditional support channels, Asklo's AI-powered FAQ chat allows customers to ask detailed product questions directly on the product detail pages and receive immediate and accurate responses. Travelpro has also implemented "Custom Intents" within Asklo, enabling it to handle non-product-related inquiries such as warranties, returns, and shipping. This not only saves customers time but also enhances their shopping journey by providing the assistance when they need it, leading to faster conversions.



Integrating Asklo into our product detail pages has been a game-changer. The seamless interaction gives customers a way to ask questions that is far quicker than email and available 24/7/365.



Mark Costigliola

Director of eCommerce Operations,
Travelpro



Results That Speak for Themselves

Since integrating Asklo, Travelpro's site has experienced notable improvements over the course of two months.

30% Decrease in bounce rate from product pages

43K+ Unique users engaged with Asklo on product pages



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Asklo's intuitive conversational capabilities not only streamline the shopping experience but also provide personalized assistance that feels truly human. It's an innovation that's pushing the boundaries of interactive eCommerce as we know it.



Mark Costigliola

Director of eCommerce Operations,
Travelpro

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Asklo: Product Questions & Answers

Turn visitors into shoppers with Asklo AI assistant

Asklo is an AI-driven conversational FAQ tool designed to enhance the product discovery experience by offering instant, human-like assistance to customers directly on product pages. Asklo integrates seamlessly with Shopify, making it ideal for brands like Travelpro EU that prioritize customer support and engagement. To learn more about Asklo or try it out for your Shopify store, visit asklo.ai.

Get started for free and start creating delightful experiences



FIND IT ON THE
Shopify App Store