



Maximize Your Holiday E-Commerce Sales with a Conversational Configurator

SALSITA





INTRODUCTION



The Holiday Season Is a Must-Win for E-Commerce



The holiday season is a time of joy, family gatherings, and cherished memories. It's also a time when shoppers have high expectations, as they're often stressed by travel, busy with work parties, and dealing with unpredictable weather – all while trying to make the most of the season. With limited time and added pressure, they look to brands for personalized experiences, easy shopping, and great service.

For e-commerce brands, peak season is a double-edged sword. It's a chance to boost revenue, with holiday shopping driving up to 30% of all retail sales. In the U.S., Thanksgiving and Christmas also see the highest spending, with 70% of shoppers planning to spend over \$100. But it's not just about the immediate sales – it's about winning customer loyalty. If you create a memorable holiday experience, you can turn holiday shoppers into loyal customers all year round.

So how do you stand out this holiday season and deliver an exceptional shopping experience? The answer lies in leveraging the latest and most advanced technology – a Conversational Configurator.

Conversational Configurators use Conversational UI to tap into the power of generative AI. It creates dynamic, personalized interactions that mimic real conversations. This technology allows brands to engage customers in a natural and intuitive way, guiding them through product discovery, answering questions, and even offering personalized recommendations. It's designed to cater to every customer – from the most indecisive shopper to the most demanding, bringing the ease of a human-like conversation to the digital shopping experience.

65% of customers expect brands to adapt to their evolving wants and needs.

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88% of customers will keep shopping on a website that offers a personalized experience.

ELASTIC

54% of shoppers are interested in using generative AI to find the perfect present.

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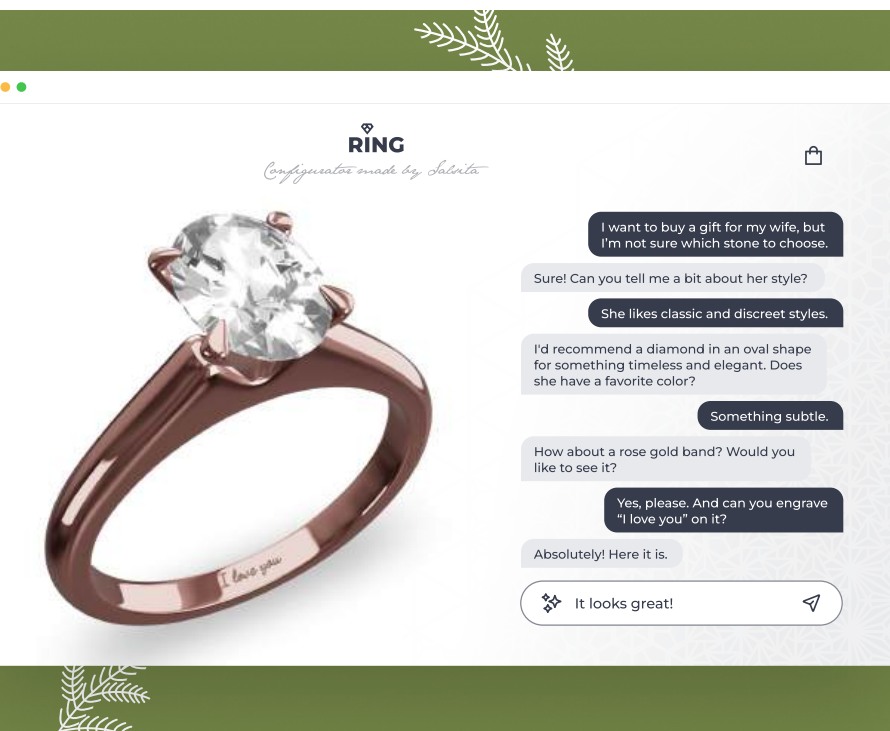


What Is a Conversational Configurator?

Combining Conversational UI with 3D Visualization

A Conversational Configurator uses AI and Conversational UI to make product customization simple and interactive. Unlike traditional interfaces with a long list of options, it guides users through the process by having a natural conversation.

Instead of manually selecting each feature, customers can simply ask for help, recommendations, or have the AI customize the product for them in real-time. Combined with detailed 3D models, this creates an easy and engaging way to personalize products.

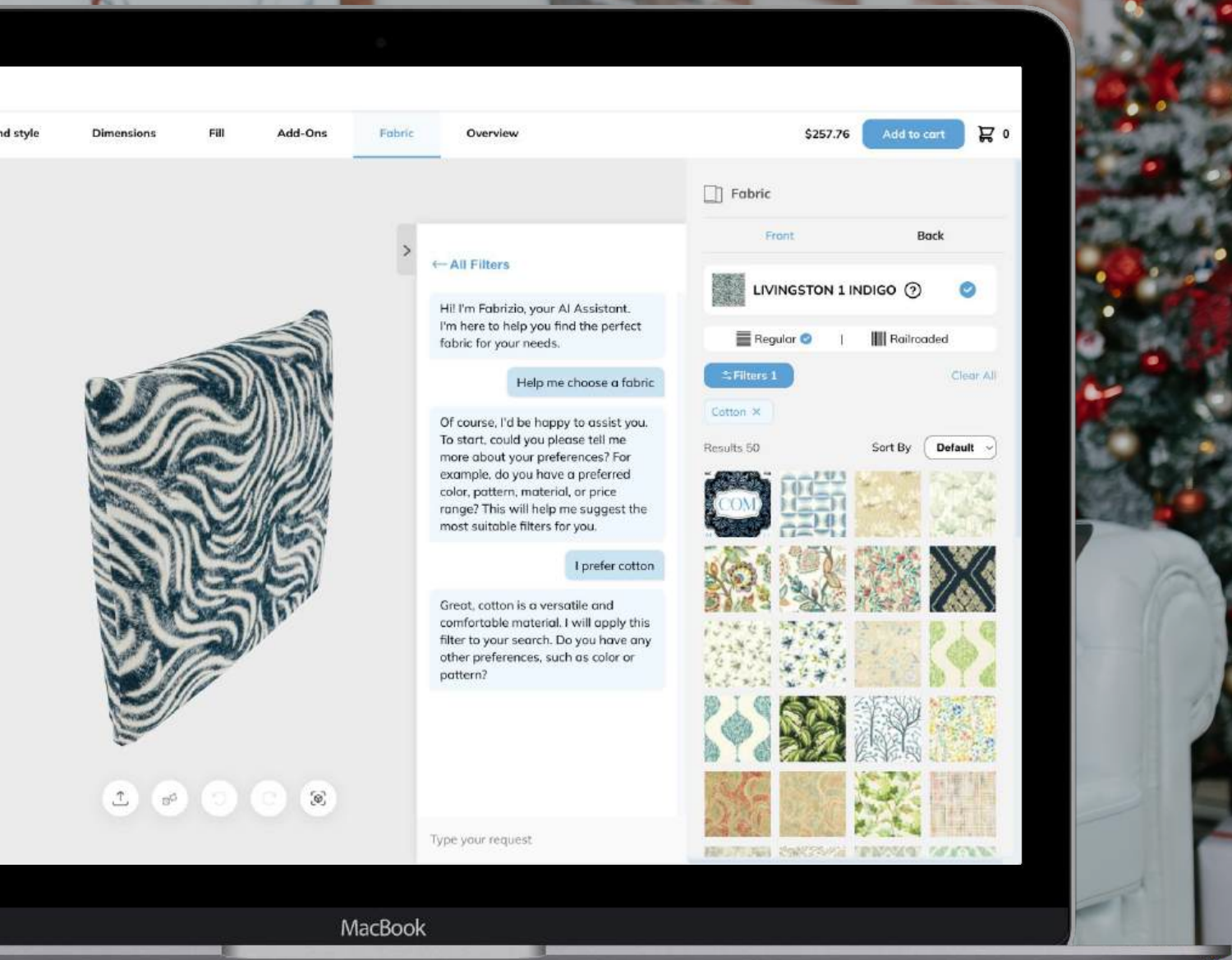


Practical Example

Imagine customizing a ring for a Christmas gift to your wife. Instead of staring at the options not knowing what to choose, you can just ask the AI what stone and color would fit best if your wife likes classic or elegant styles. You can also ask the AI to engrave a message on the ring, and see the results in real-time.

Not Just Another Chatbot

AI assistants go beyond basic chatbots by simulating human-like conversations using advanced technologies like Natural Language Processing (NLP) and Large Language Models (LLMs). NLP helps them grasp context, nuances, and intent in language, while LLMs generate accurate, coherent responses. This allows them to handle a wide range of queries and tasks, offering more flexible and precise interactions than traditional chatbots. They can also execute requests in real-time and provide consistent information, unlike simpler, rule-based systems.



4 Reasons Why a Conversational Configurator Will Maximize Your Holiday E-Commerce Sales

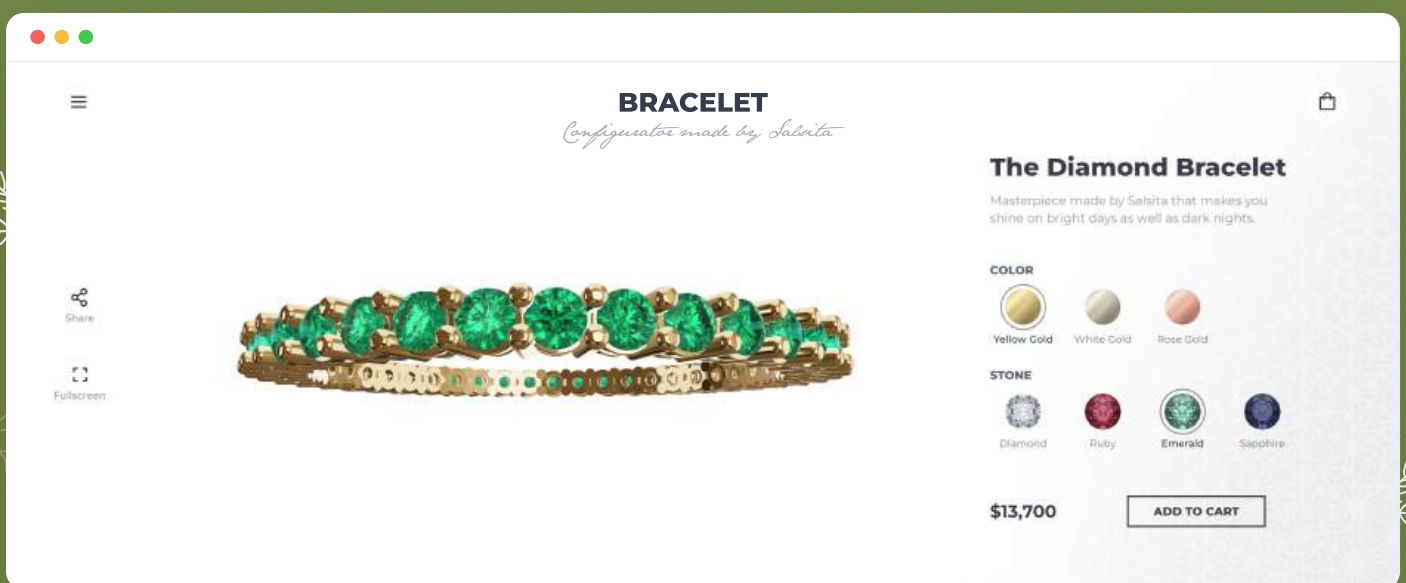


1 Showcase Your Brand Values with Stunning Designs

Holiday shopping is all about finding that perfect gift that will light up a loved one's face. That's why visual appeal is more important than ever during this season. Research shows that 95% of shoppers prefer interactive 3D images over videos. Unlike videos, 3D models let users explore products from any angle, zoom in for a closer look, and see every detail in high resolution.

However, despite the clear benefits, 25% of eCommerce sites still fail to provide product images with adequate resolution and zoom capabilities, missing out on potential sales.

When selling customizable products online, showcasing them with advanced features like 3D interactions or Augmented Reality (AR) becomes even more crucial. In fact, over 80% of shoppers prefer interacting with 3D models when given the choice.



With a Conversational Configurator, you can showcase your products with gorgeous 3D models that reflect your brand values. Customers interact with these models and customize them in real-time to match their unique tastes and preferences, helping them fall in love with your products.

These 3D models can also be integrated into your marketing efforts, such as in social media posts, online ads, and emails, giving potential customers a hands-on experience with your products before they even visit your site. This makes your marketing more effective by drawing in more interested customers.



2 Turn Browsers into Buyers with Natural Conversations

Finding the perfect holiday gift for a loved one often means browsing through websites, searching for ideas, and feeling uncertain about whether that lovely pillow you have in mind for your aunt will match her living room. It's easy to feel overwhelmed and decide to stop browsing.

This struggle highlights the importance of e-commerce conversion rates, which measure how effectively online stores turn browsers into buyers. On average, across all industries, the conversion rate is just 1.77%, though it varies by sector:



3.02%

Health and well-being



2.78%

Pet care



2.65%

Kitchen and home appliances



1.63%

Sports and recreation



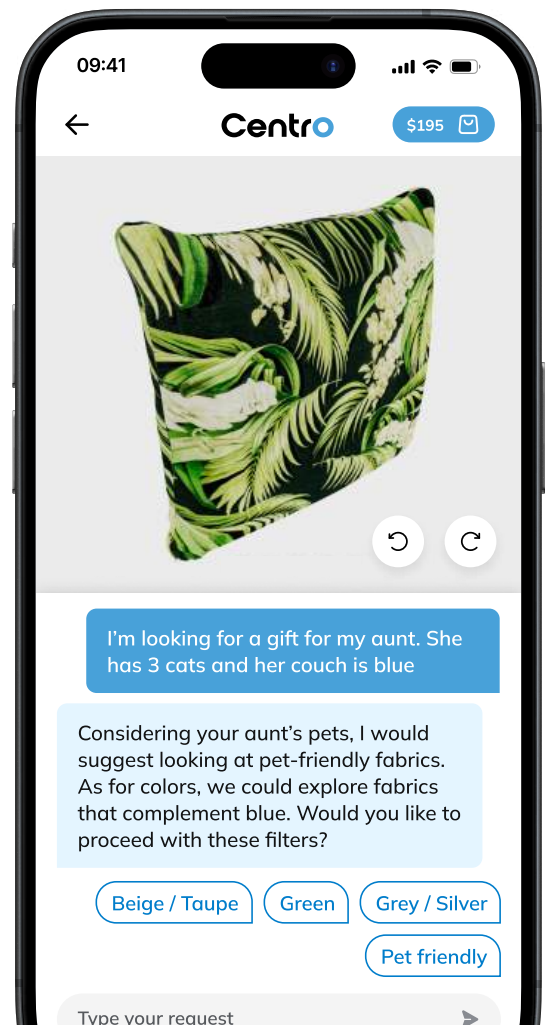
1.37%

Fashion clothing and accessories

So how can you turn browsers into buyers with a Conversational Configurator this holiday season? The answer is pretty simple: with a natural conversation.

Picture this: a customer wanting to buy a pillow for his aunt who has pets, but he is unsure about the fabric. Instead of getting lost within the hundreds of patterns and leaving the website, he could ask the AI product assistant for help.

For example, he might ask, "What's the best pattern for my aunt with 3 cats and a blue couch?" and the AI product assistant will guide him to the perfect match in natural language, like having a conversation with a salesperson in a shop. This conversational and personalized approach can turn undecided holiday shoppers into confident buyers, ready to add your products to their cart.



3 Make Product Customization Intuitive for Non-Techies

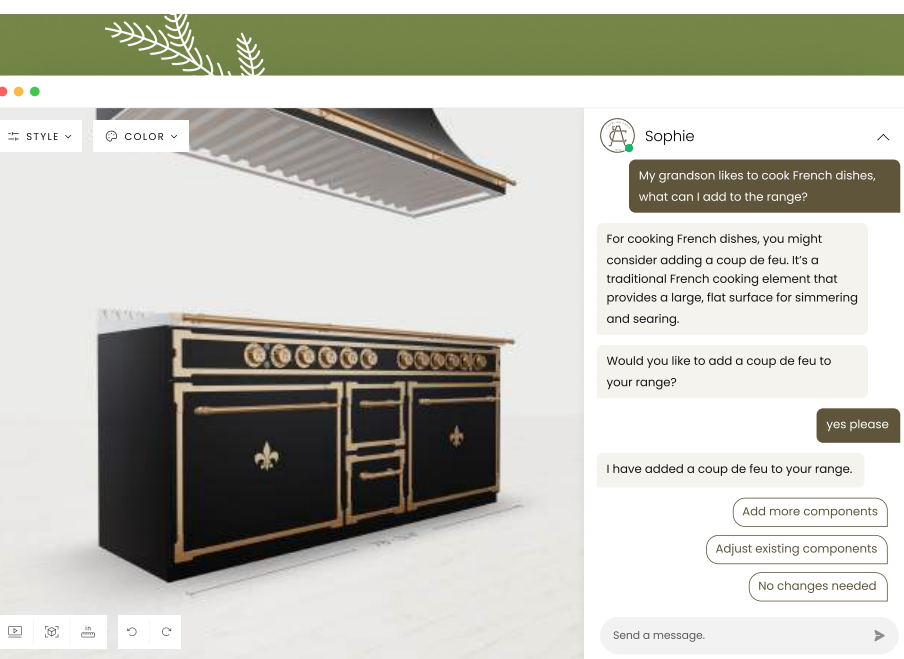
This is always important, but it becomes even more critical during the holiday season. With the added stress of holiday shopping—like managing finances, meeting family needs, and tight schedules — you need to ensure that the shopping experience is easy for everyone.

 **94%** of customers say easy navigation is the most important website feature.

If you already have a 3D configurator on your website but aren't seeing the desired results, it might be too complex. Too many filters and options can overwhelm customers, especially those who aren't tech-savvy.

Imagine a grandma wanting to surprise her grandson for Christmas with a high-end, customized French-style kitchen range for his new apartment. If faced with a traditional configurator, she could easily get lost in the sea of options—components, hoods, dimensions, additional features.

Now let's have the grandma use a Conversational Configurator. With an AI design assistant guiding her, she simply describes how she wants the kitchen range to look in her own words. The AI design assistant then suggests components and features based on her grandson's preferences. For example, if she mentions that he enjoys cooking French dishes, it will recommend the perfect options for that style.



What makes the configuration even easier for non-tech-savvy customers is that the AI design assistant not only suggests options but also executes them in real-time. If the grandma wants to add a "coup de feu" as recommended, she doesn't need to search for it or click through menus. The AI handles it for her, and shows the results instantly.



4 Craft Tailored Marketing Campaigns with Real User Data

Just like all of us during the holiday season, your potential customers will be flooded with tons of ads and marketing campaigns. This means two things: competition is fierce, and people will only pay attention to ads that truly resonate with them.



90% of marketers say personalization significantly contributes to business profitability.

[GOOGLE](#)

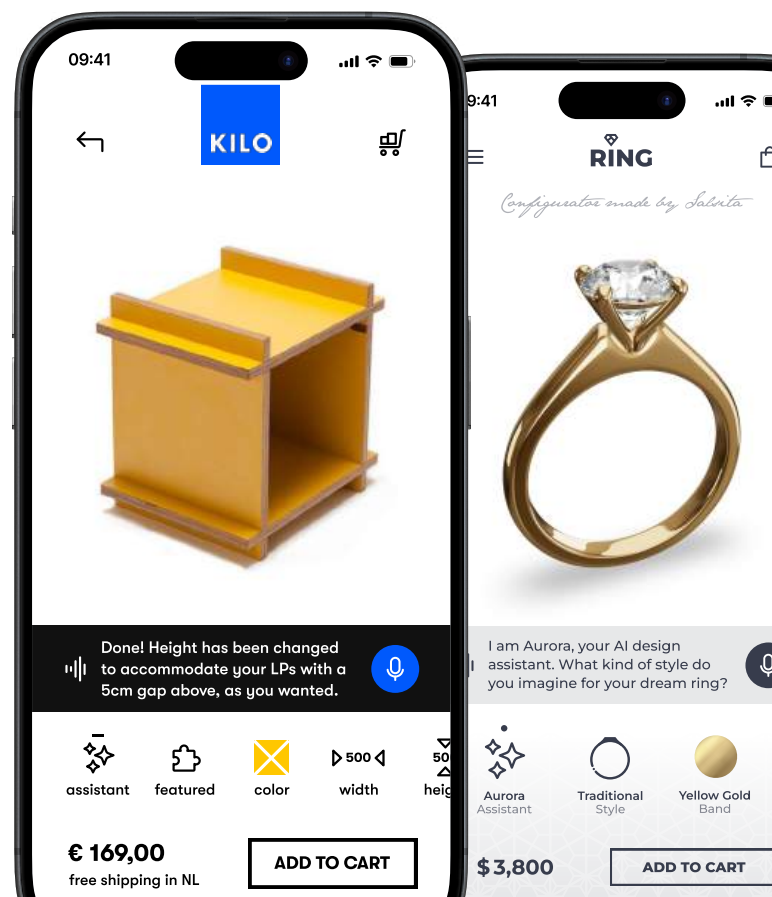
To maximize your sales this holiday season, showcasing your products with a Conversational Configurator is a great start. But it's also important to create highly targeted marketing campaigns. However, this can be tricky because, for truly effective campaigns, you need to know your audience inside and out—and you might not have the right tools for that.

The good news? You can gather extremely valuable data from your Conversational Configurator. By analyzing interactions with the AI assistant, you can collect real user data on:

- ▶ **CUSTOMER PREFERENCES:** See which features and options customers like most.
- ▶ **BEHAVIORAL INSIGHTS:** Track how customers navigate the customization process.
- ▶ **PAIN POINTS:** Identify where customers struggle or drop off.

Once you've gathered this data, you can use it to create tailored marketing campaigns:

- ▶ **REMARKETING:** Target customers who abandoned configurations with incentives to complete their purchase.
- ▶ **EMAIL CAMPAIGNS:** Send personalized recommendations based on past interactions with the configurator.
- ▶ **SOCIAL ADS:** Offer deals or discounts on products customers showed interest in.





CONCLUSION

Secure Holiday Wins with a Conversational Configurator



The holiday season is a golden opportunity for e-commerce brands to not only increase sales but also to build lasting customer relationships. By using Conversational Configurators, you can create a shopping experience that is personalized, intuitive, and engaging. This will help your brand stand out in the fierce holiday competition and give shoppers a memorable experience that will keep them coming back.

Salsita Conversational Configurator

Salsita created the world's first Conversational Configurator, combining advanced 3D Configurators with Conversational UI for a unique user experience. Whether you're selling custom furniture, tailor-made jewelry, or bespoke railings, this technology sets your brand apart:

- ▶ **ENHANCED CUSTOMER INTERACTION:** Like in-store service, Conversational Configurators guide customers through customization, offering real-time help and personalized recommendations.
- ▶ **INCREASED ENGAGEMENT:** The interactive nature of Conversational Configurators keeps customers engaged and boosts conversion rates.
- ▶ **COMPETITIVE EDGE:** Being an early adopter of Conversational Configurators gives your brand an innovative image and sets you apart from competitors.

Get Your Conversational Configurator for the Holiday Season



"Don't wait until it's too late to transform your holiday sales. With our fast implementation process, you can have a fully functional Conversational Configurator up and running in no time. Enhance customer engagement and deliver personalized shopping experiences that will drive conversions and build loyalty. Ready to take the next step? Let's make this holiday season your most successful yet!"

Anthony Temperante
VP Sales & Marketing, Salsita

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