

# 2022 eCommerce Calendar.

## Optimise Key Retail Dates With The Right Technology

The next 12 months are packed with retail sales events. Our calendar will help you plan ahead and take full advantage of each and every one with customer service, marketing, and AI technology.



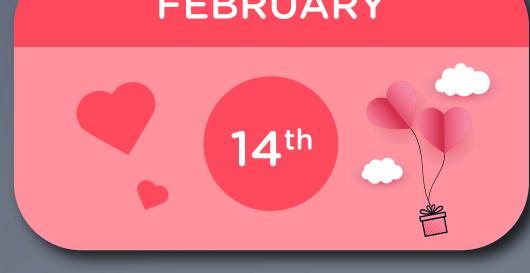
#### Republic Day Sales: CDP

**Use Customer Data Platform** (CDP) to send personalized shopping recommendations to customers via SMS, Email & WhatsApp. CDP also helps with retargeting for cart abandonment or drop off during payment process using customized offers.



**JANUARY** 





JUNE

8<sup>th</sup>

alentine's Day

**Gifts Ideas** 

Two

Weeks

Countdown

Order Now

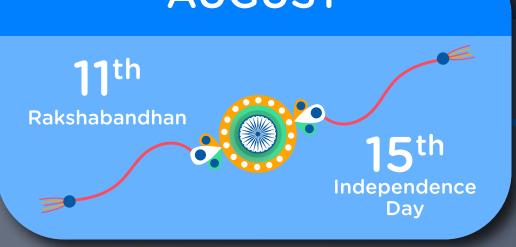


**JULY** 

track the order status.



## **AUGUST**



Holi & Women's Day: WhatsApp Chatbot

Making occasions special through the power of

WhatsApp communication. Use a WhatsApp

chatbot to enable customers to make the right

choice from your product catalogue and help them



#### Father's Day and Mother' Day

Allow your customers to spend more time with their loved ones on these special days by keeping them updated on their order status or food delivery status using SMS.



Valentine's Day: Omnichannel Marketing Automation

Help your customers choose the best gift for

each day of the Valentine's week by using an

automated engagement workflows on all

channels like SMS, WhatsApp & Email.

omnichannel marketing automation tool to run



MAY

## OCTOBER



#### NOVEMBER

SEASON



## DECEMBER





#### **Diwali: Multichannel Messaging**

Delight your customers and multiply your sales with customized offering on multiple channels like SMS, Email, WhatsApp, Instagram for the biggest festival of the year!

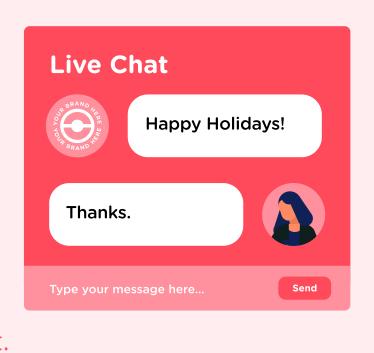
The Best **Festivals Deals For** You!

**Buy Now** 

## **End of Year Festive Sale**

Segmented Emails - Use smart segments to send relevant offers to your most valuable, decently active and dormant customers via Email or WhatsApp.

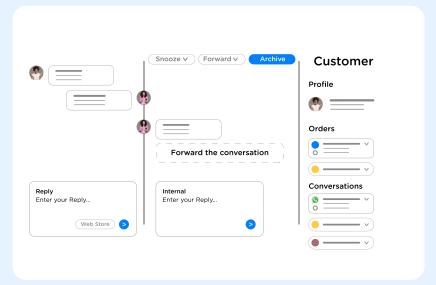
Live Chat - Real time customer service for times when your customer needs you the most.





#### **End of Season and** Independence Day Sales eCommerce Customer Service Software)

Reduce your service response time during the festive sale. With the right **eCommerce Customer** Service Software, your service agents can resolve queries from all channels using one agent inbox, route query to right agent using skill-based routing & collaborate with internal & external stakeholders to provide the best resolution to a customer query.



#### **Christmas Gift Order Update & Returns**

Free up your service agents' bandwidth to focus on more complex queries and automate the order update & return process using a FAQ chatbot deployed on WhatsApp, Google Business Messaging or website.







Integrated messaging platforms















