



# 25 Chatbots that will help you reach more *shopify* customers

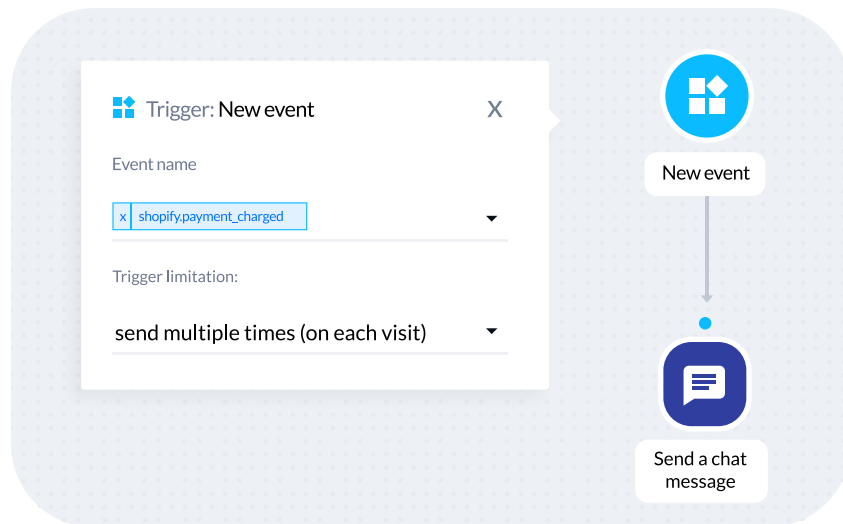
\*including Chatbots for Shopify Clients

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# Thank your customers for making a purchase



Add from template

## Benefit:

Build a better relationship with customers. Tell them you are available if they need help.

## Use cases:

You should start from our template or manually write **shopify.payment\_charged in the box** in the event field.

- 1 Add the event **shopify.payment\_charged** as a trigger
  - You can set the automations firing limit on: send multiple times on each visit, send once per 24 hours, send once per unique visitor.
- 2 Add the **Send a chat message** action and enter your message

## Example messages:

- Thanks for shopping with us! We are now processing your order. We'll keep you informed about the next steps.
- Questions? Do not hesitate to reach out!
- Check out our Facebook Page
- Sing up for our newsletter

# Send a message to customers who abandon their cart

## Benefit:

Boost your revenue by reducing the number of abandoned shopping carts.

## Use cases:

The customer adds a product to their cart, goes to the checkout page, but does not make a purchase. When they go back to the store they will receive a message inquiring about the abandoned cart. The customer will also be marked by a tag.

## Example messages:

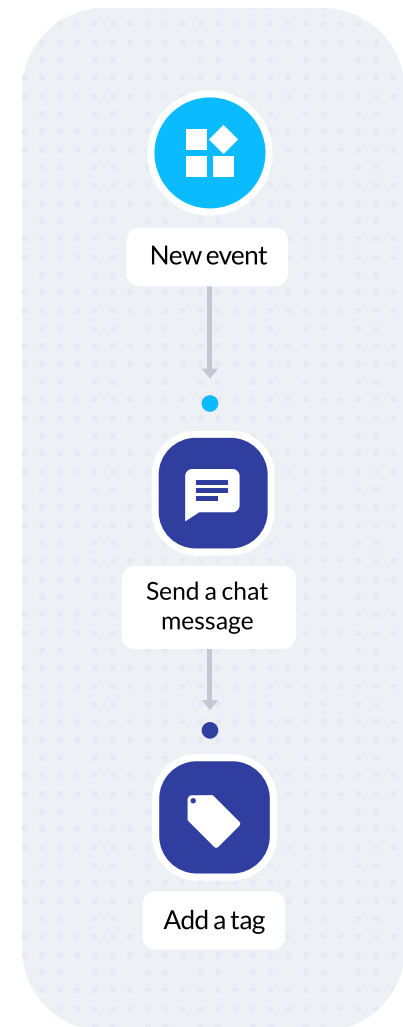
- There are still items in your cart...Are you sure you want to leave them? It's not too late yet! Make sure you complete your purchase before your cart goes empty.

## Use:

You should start from our template or manually write **shopify.abandoned\_cart** in the event box.

- 1 Add the event **shopify.abandoned\_charged** as a trigger in the event field
- 2 Add action **Send a chat message** with the information you have selected. You can send a message via email or chat
- 3 Add tag "Add tag abandoned card" to user profile

Add from template



# Message a customer who adds an expensive item to their cart

## Benefit:

Increase your revenues by selling more expensive products.

## Use case:

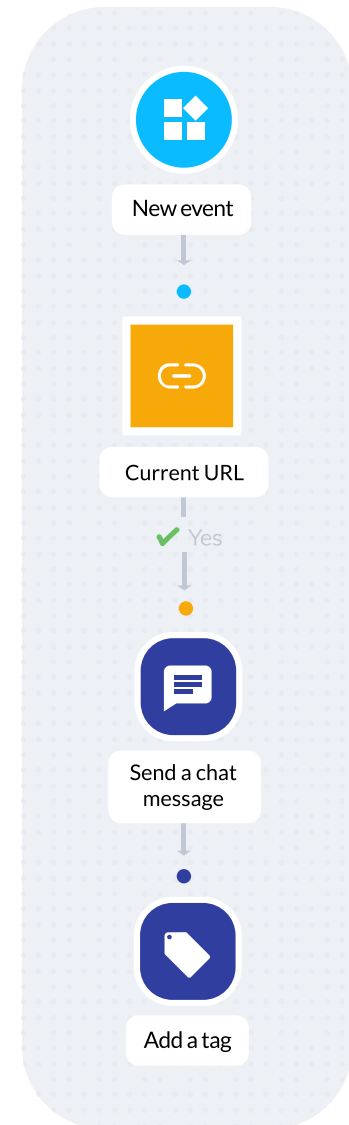
When a user visits an expensive product page and adds it to the cart. Tidio will send him a chat message and mark it with the appropriate tag

- 1 Add the event **shopify.add\_to\_cart** as a trigger
- 2 Add action **Current URL** and enter the address url of the expensive product in your store

- 3 Add tag "Expensive product added" to user profile

## Example Messages:

- In case of problems or additional questions about this product, ask a question on the chat



# Message a customer who removes an item from their cart

## Benefit:

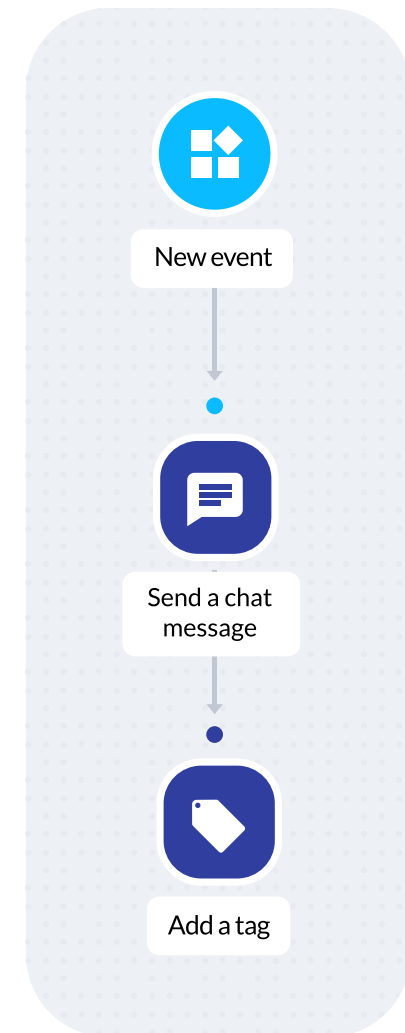
Increase your revenues by helping customers and persuading them to re-insert the product into the cart

## Use cases:

During the visit to your store, the visitor added a product to the basket and then removed it. Send them a chat message to persuade them to buy the product and then tag the visitor with the appropriate tag

- 1 Add the event **shopify.remove\_from\_cart** as a trigger

- 2 Add the **Send a chat message** action and type your message (e.g. "If you need some help just ask")
- 3 Add tag "Product removed from cart" to user profile



# Send shipping information when user visits a product page

## Use cases:

Shipping information will be visible on the page of each product. In order to be able to do so under the condition of **Current URL**, you must set the address common to all products

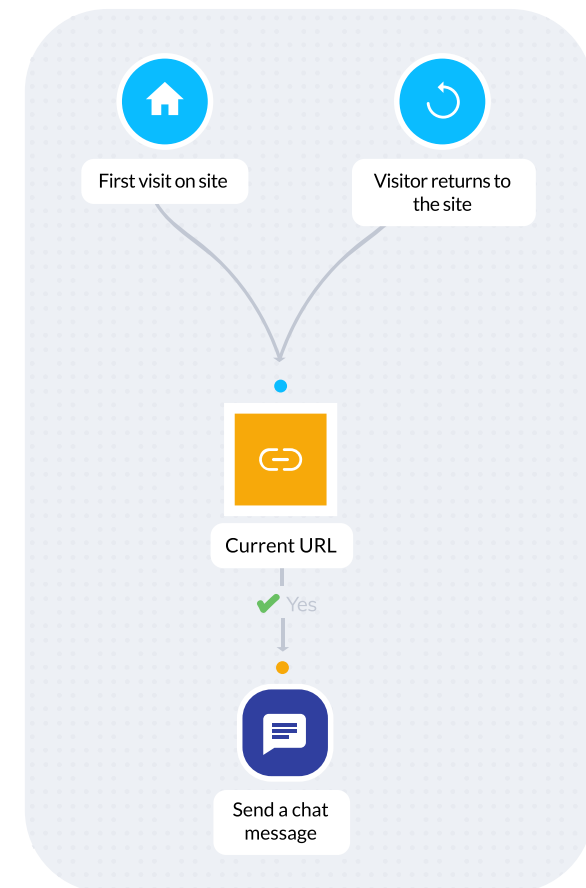
- 1 Use **First visit** on site and **Visitor returns** to the site as triggers
- 2 Add the **Current URL** condition and specify the common URL address for your products (e.g. **www.yourstore.com/products/**) - make sure to use the “Contains” option
- 3 Add the **Send a chat message** action and include your shipping information there

## Benefit:

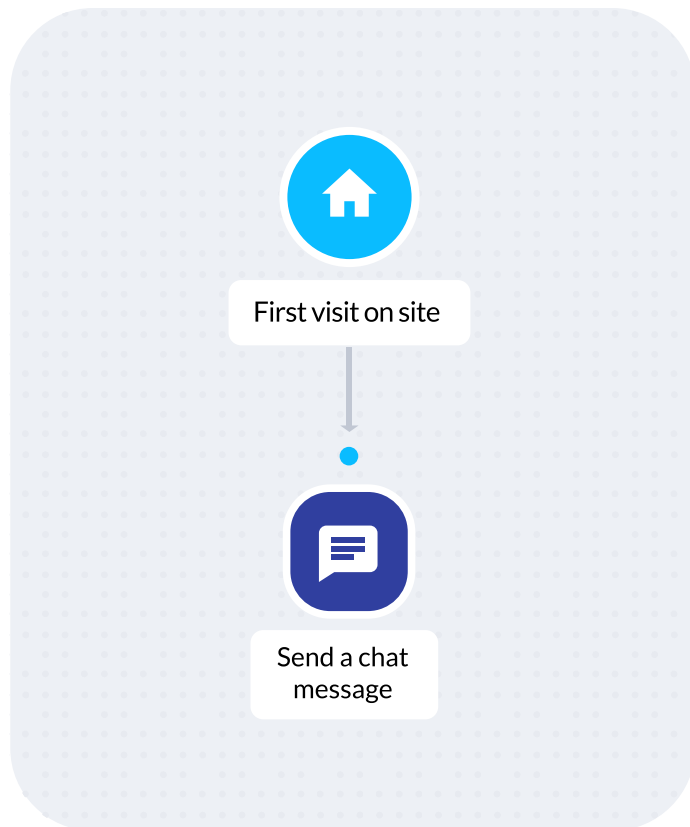
Increase the number of products you sell by proactively informing customers about your shipping options.

## Example Messages:

- Free delivery
- Free shipping worldwide on orders over \$35
- Free delivery in USA



# Welcome new visitors to your store



## Benefit:

Increase customer's trust and build a relationship

## Use cases:

The welcome message makes your visitors fully aware that the chat is present on site and can be used at any time. A welcome message encourages visitors to use the chat if they have any questions or concerns.

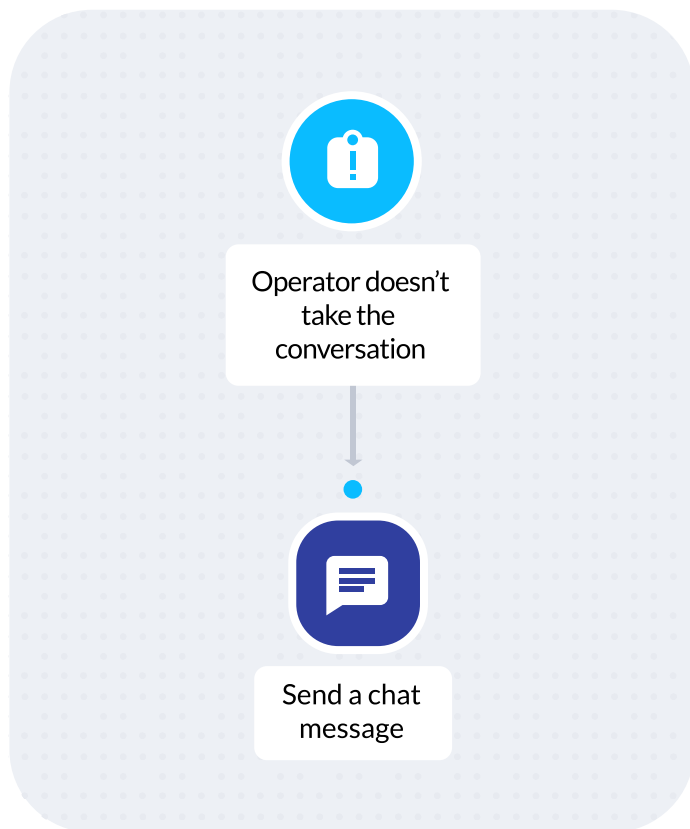
- 1 Add **First visit on site** as a trigger
- 2 Add the **Send a chat message** action and type in your welcoming message

## Example Messages:

- Hi! How can I help you?
- Please, introduce yourself
- In case of a problem, I will be here for you

Add from template

# Send a message if your operators are busy



## Benefit:

Ask your customers for their patience by letting them know that you'll reach out to them as soon as you can.

## Use cases:

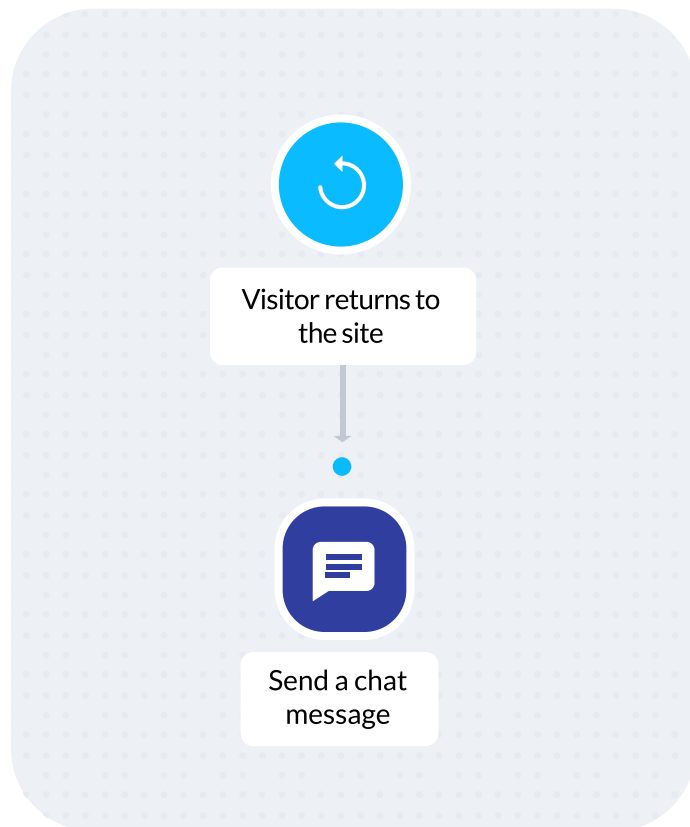
Use this when you have a lot of conversations (or other responsibilities) on the go and you're unable to reply to everyone right away. The customer will be informed that they'll be served as soon as possible.

- 1 Add **Operator doesn't take the conversation** as a trigger
- 2 Add the **Send a chat message** action and specify your message

## Example messages:

- Sorry for keeping you waiting, we'll get back to you as soon as possible. Thank you for your patience.
- We're all busy at the moment, we'll reply to your message in a few minutes.

# Offer a discount to returning visitors



## Benefit:

Increase the number of sales among customers who are on the fence about buying.

## Use cases:

The message is sent to any visitor who returns to your store. This works only if the visitor closes your website and is gone for at least five minutes, and then comes back again.

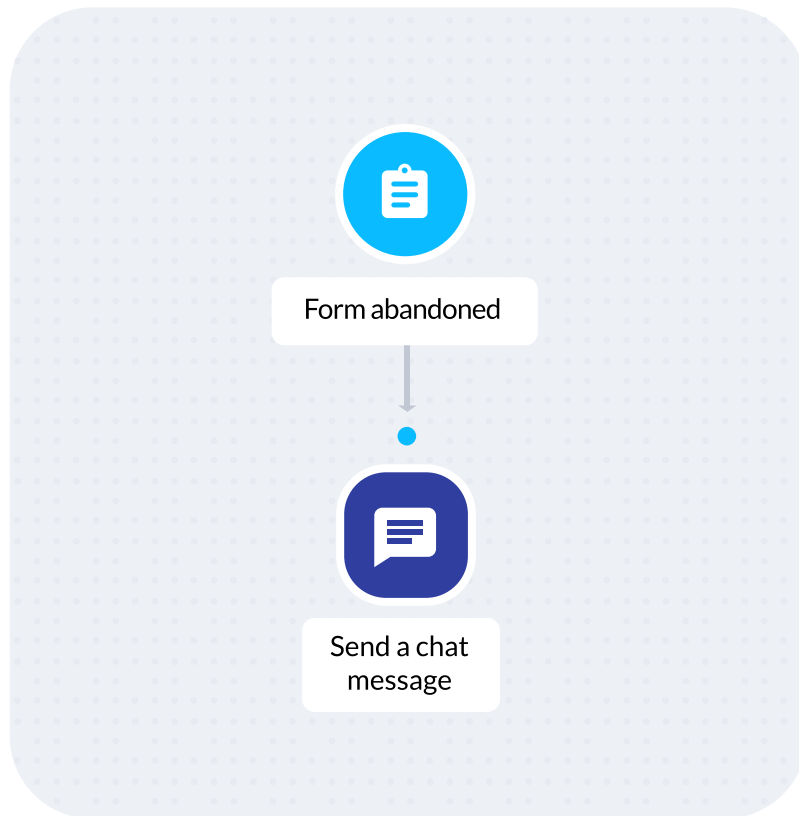
- 1 Add **Visitor returns to the site** as a trigger
- 2 Add the **Send a chat message** action and specify your message

## Example messages:

- Hi there! We've missed you! Here's a little gift to get you back in the mix: Take 10% off your entire purchase! Valid only today!

Add from template

# Send a message if visitors abandon filling in a form



## Benefit:

Increase the number of potential customers who will fill in your registration forms.

## Use cases:

The user fills in the registration form and then stops

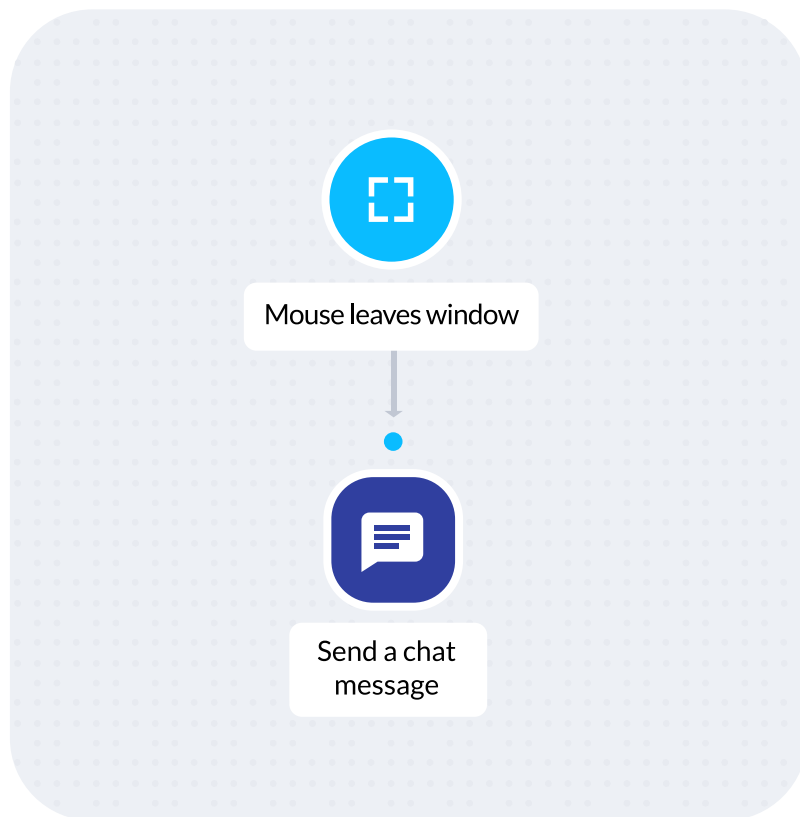
- 1 Add **Form abandoned** as a trigger
- 2 Add **Send a chat message** action

## Example messages:

- Are you sure you want to leave this form? Let us know if you need our assistance!

Add from template

# Stop visitors from leaving your site



## Benefit:

Increase the probability of selling by stopping the customer before leaving the site

## Use cases:

When you want to stop the visitor before leaving your store

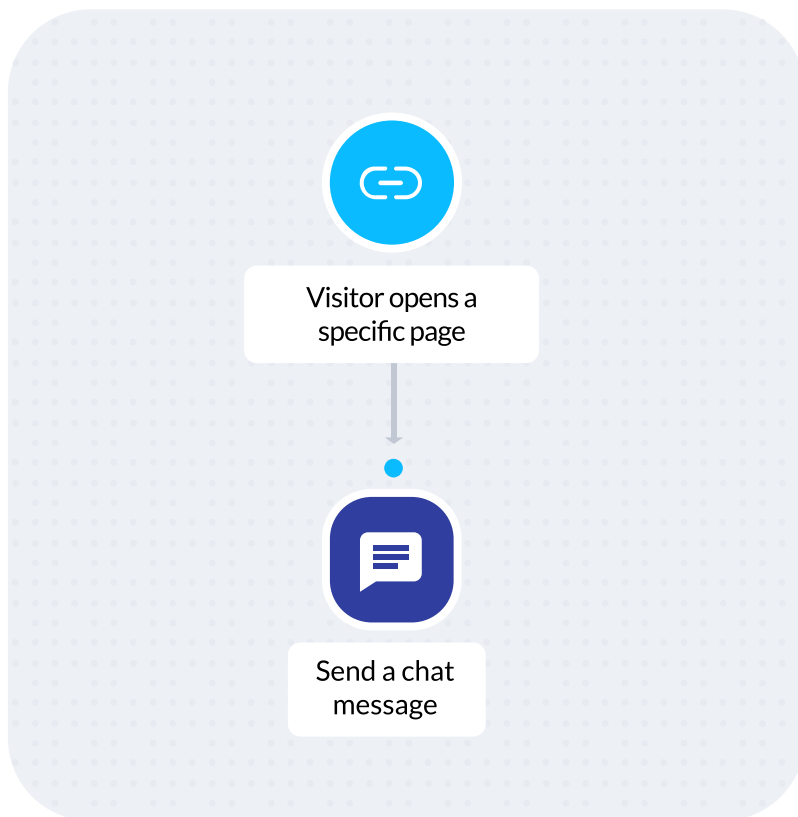
- 1 Add **Mouse leaves window**, as a trigger
- 2 Add **Send a chat message** action

## Example messages:

- Please let us know if there's anything you need before you leave. Have you found what you were looking for?

Add from template

# Send a message to customers who visit your contact page



## Benefit:

Shorten the customer's waiting time for a response by replying via chat

## Use cases:

If users quickly want to receive an answer, it is better to encourage them to ask questions in the chat window

- 1 Add **Visitor opens a specific page** as a trigger with your contact page url
- 2 Add the **Send a chat message** action

## Example messages:

- Hi there! I see you want to contact us, is there something I can help you with right now?

# Offer a discount to customers who read a specific article on your blog

## Benefit:

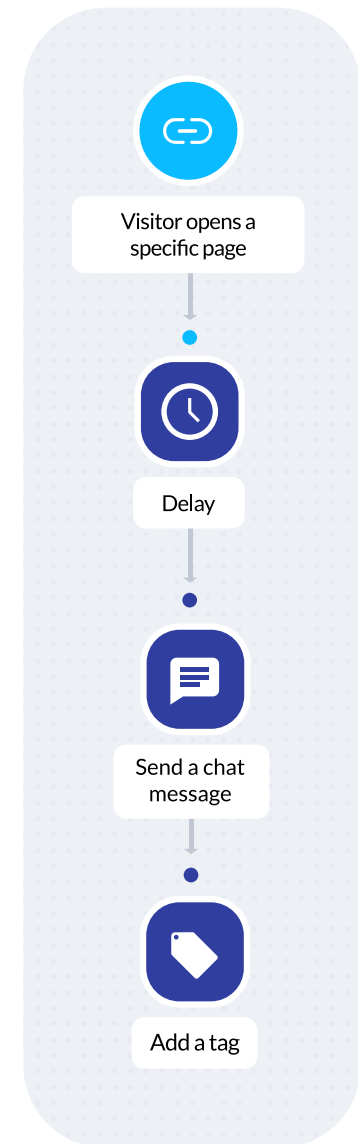
Users involved in the content are more likely to buy. Increase sales by offering them a discount for your products.

## Use:

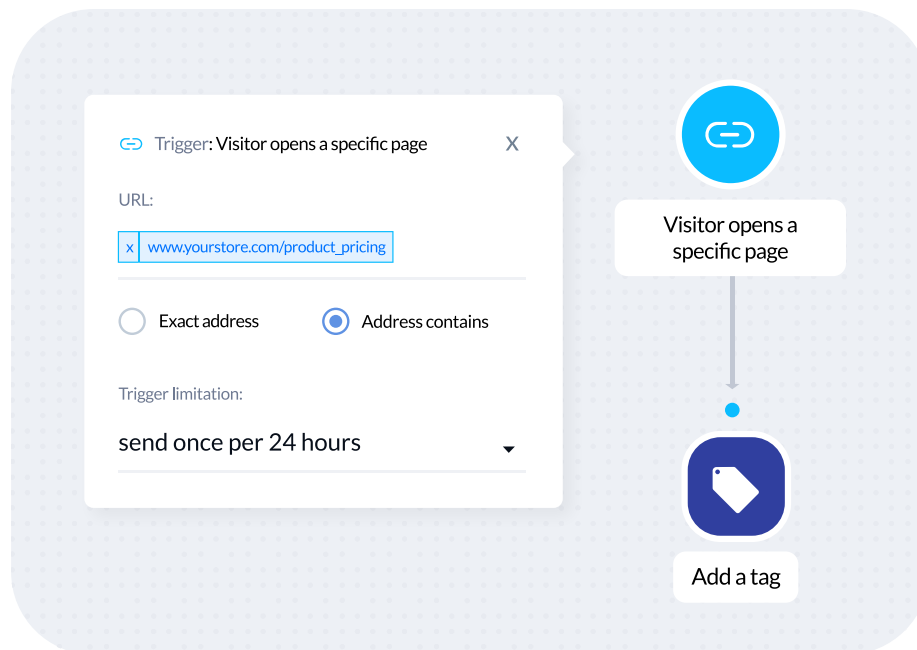
- 1 Use **Visitor open a specific page** and add article URL. For example: **[www.yourstore.com/blog/article1](http://www.yourstore.com/blog/article1)**
- 2 Add a **Delay** action and set it to 60 seconds
- 3 Add the **Send a chat message** action and enter a custom message
- 4 Tag the user as a blog reader

## Example messages:

- I can see that you liked this product. What would you say to a discount? Take 10% off your entire purchase! Valid only today!



# Add a tag to clients that visit your pricing page



## Benefit:

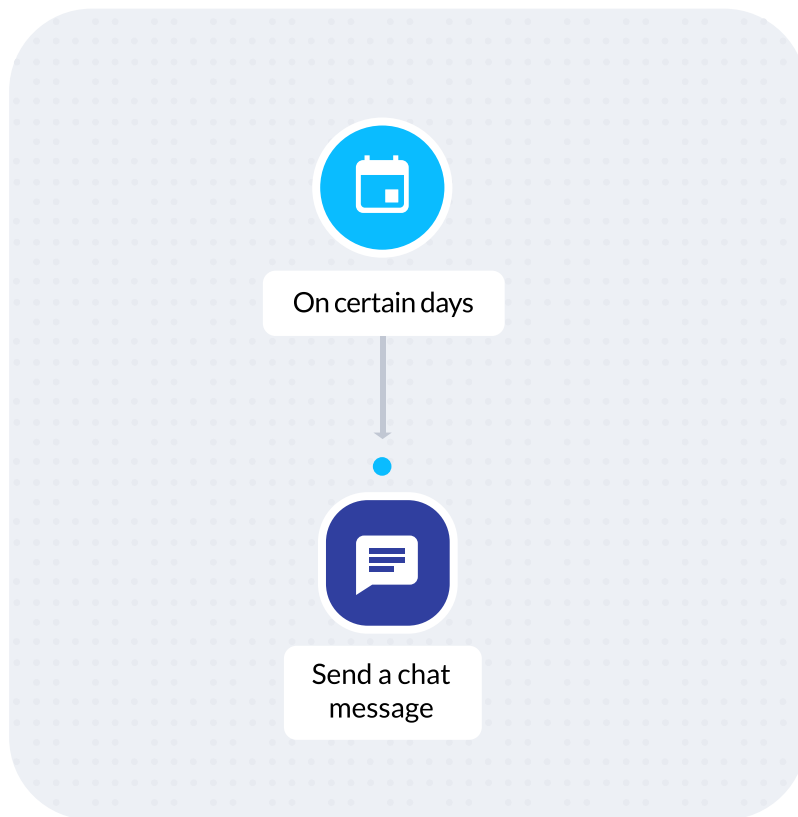
Easily spot the visitors who checked the pricing of your service or a product

## Use cases:

Spot the customers who are interested in your product and mark them with a tag

- 1 Client visited pricing URL **www.yourstore.com/product\_pricing**
  - After selecting the exact address option, enter the exact address of the website on which automation is to be launched.
  - If you choose address contains you can enter "/pricing". This option is useful when automation will be launched on a group of pages eg /product1/pricing and /product2/pricing/
  - You can set the automations firing limit on: send multiple times on each visit, send once per 24 hours, send once per unique visitor.
- 2 Add a tag to client "pricing site visited"

# Run a promotion on a specific day of the week



## Benefit:

Increase sales by getting customers to habitually return to your store on specific days of the week.

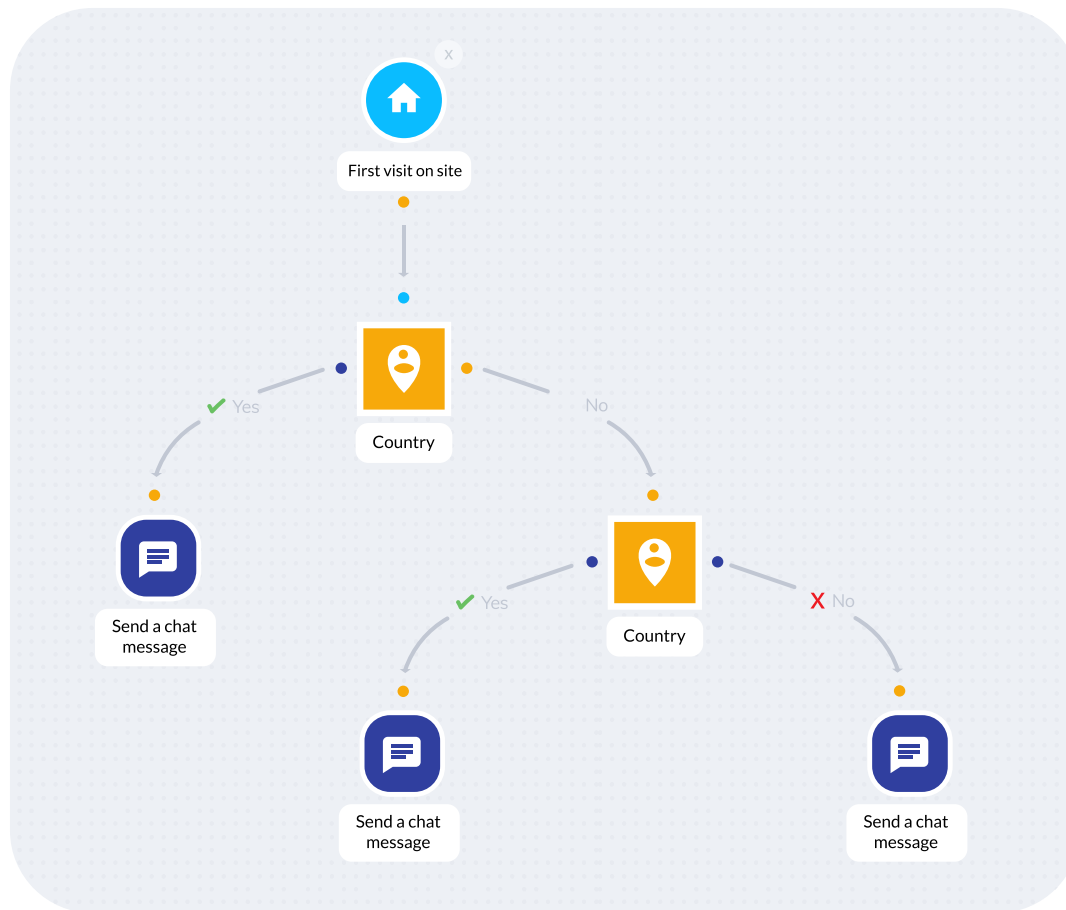
## Use:

- 1 Add **On Certain Days** trigger and set it to Friday
- 2 Add **Send a chat message** action and enter your message along with a discount

## Example messages:

- 30% off on Fridays

# Welcome customers from specific countries



## Benefit:

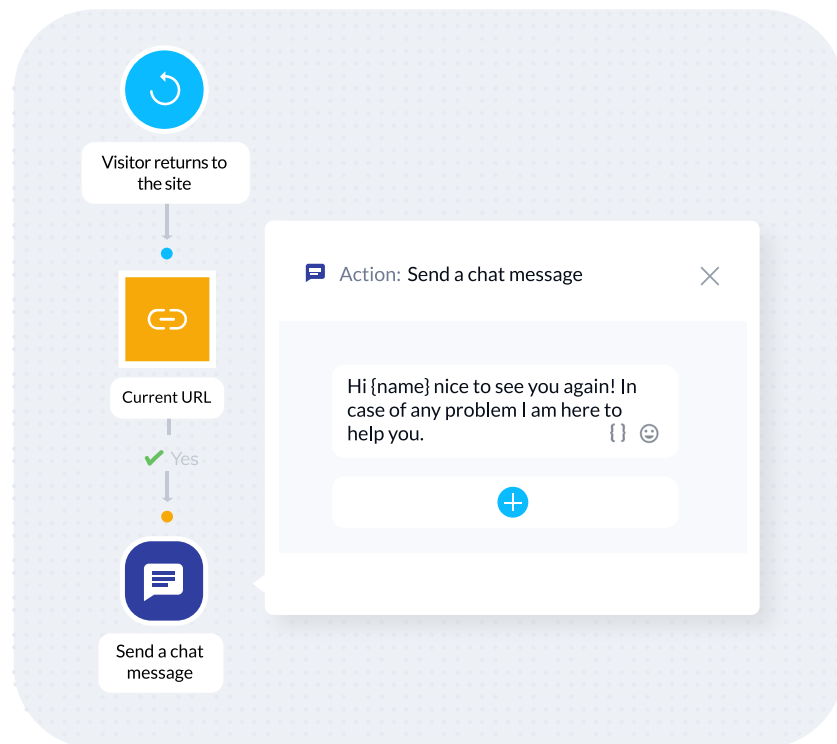
Increase trust and build relationships with your customers

## Use cases:

Send a chat message to customers in their native language based on the country they reside in.

- 1 Add **First Visit** on the site as a trigger
- 2 Add condition node **Country** and set the country to France  
-> If yes: Send a chat message: Bonjour!
- 3 Add condition node **Country** and set the country to Spain  
-> If yes: Send a chat message: ¡buenos días!  
-> If no: Send a chat message: Hi!

# Personally Welcome your visitors



## Benefit:

Increase trust and build relationships with customers

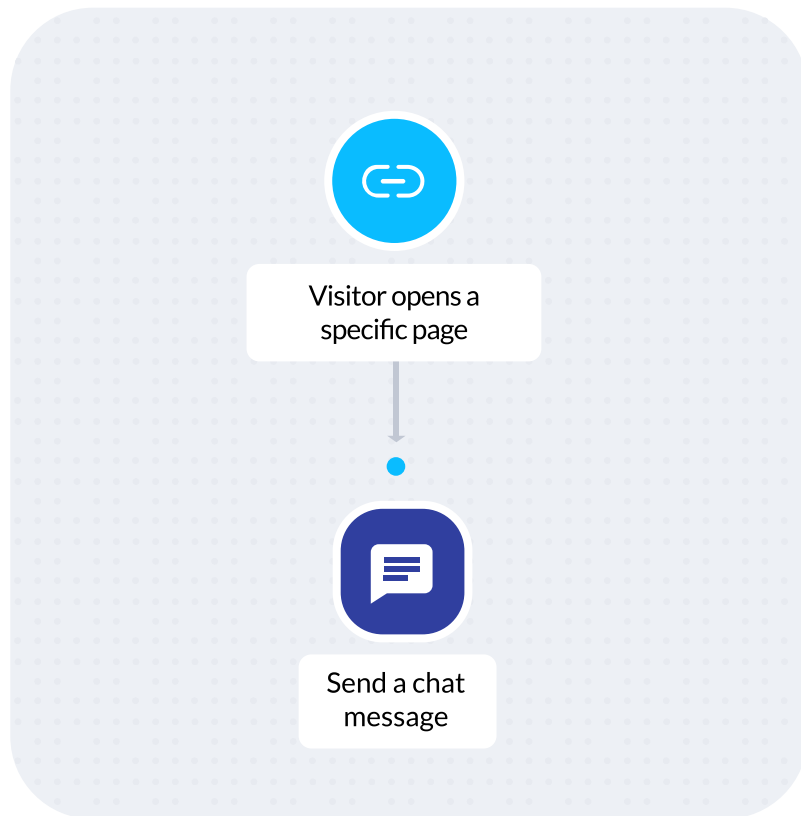
## Use cases:

When customers return to your store, send a chat message using their name

- 1 Choose trigger **Visitor returns to the site**. Set Trigger limitation to send only once per unique visitor
- 2 Add condition **Current URL**. In the URL field enter the address of your home page.
- 3 Send a personalized chat message

Contact Property {name} will work only if the pre-chat survey is enabled with the name field active, and the client provided it. Otherwise the message will simply be sent as "Hi"

# Inform your clients about discounts for particular products



## Benefit:

Sell less popular products more efficiently

## Use cases:

When a customer visits your product URL (**`www.yourstore.com/products/product_1`**) send a discount offer.

- 1 Add **Visitor opens a specific page**. Set URL to your product url
- 2 Add **Send a chat message** action

Add from template

# Collect contact information from your customers to get back to them later

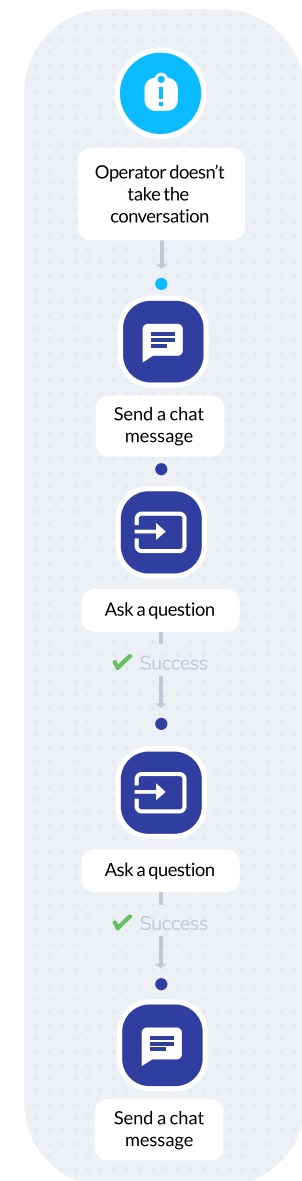
## Benefit:

Build a contact base to reach out to your visitors at a later date

## Use:

- 1 Set **Operator doesn't take the conversation** as a trigger. Set it for 2 minutes
- 2 Add action **Send a chat message**: "Sorry, all operators are currently busy, please leave your details and we will get back to you"

- 3 Add action **Ask a question** "What is your email address? Save the answer as variable name"
- 4 Add action **Ask a question** "What is your email address? Save the answer as variable email"
- 5 Add action **Send a chat message** "Thank you stay tuned!"



# Inform customers about the shipping status of their orders

According to our research, over 11.5% of online store clients contact technical support to ask about delivery status. That's why we've created a bot that will automatically reply to your clients' queries about tracking their delivery.

Add from template

The screenshot displays the Tidio Bots Launcher interface. On the left, a sidebar contains navigation icons. The main area is titled 'Automation + Bots' and features three tabs: 'Explore', 'Bots Launcher', and 'Manage'. Under the 'Bots Launcher' tab, a list of bots is shown for 'Bots for Shopify':

- Delivery Tracking Bot (selected)
- Shipping Zones Bot
- Product Availability Bot
- Discount when cart is abandoned Bot

Below the list are three options with plus icons: 'Boost sales on Online Store', 'Enhance communication', and 'Create your own Bot or Automation'.

In the center, a smartphone mockup shows a chat conversation with the 'Delivery Tracking Bot'. The messages are:

- Bot: "Delivery status"
- User: "Okay, here we go - let's start checking the status of your order!"
- Bot: "I have an email address"
- User: "Can I have your email address, please?"

On the right, a card titled 'Delivery Tracking Bot' with an 'Add' button contains the following text:

According to our research, over 11,5% of online store clients contact technical support to ask about delivery status. That's why we've created a bot that will automatically reply to your clients' queries about tracking their delivery.

- ▶ Spend 10% less time on replying to your clients and provide them with 24-hour support.
- ▶ When the bot encounters trouble with answering a question, it will automatically transfer the conversation to an operator; you will always be able to resolve your clients' issues.
- ▶ Deal with edge-case scenarios, e.g.: no tracking number available, the client hasn't paid for the delivery yet.

# Inform the customer what is the status of his shipment

Use:

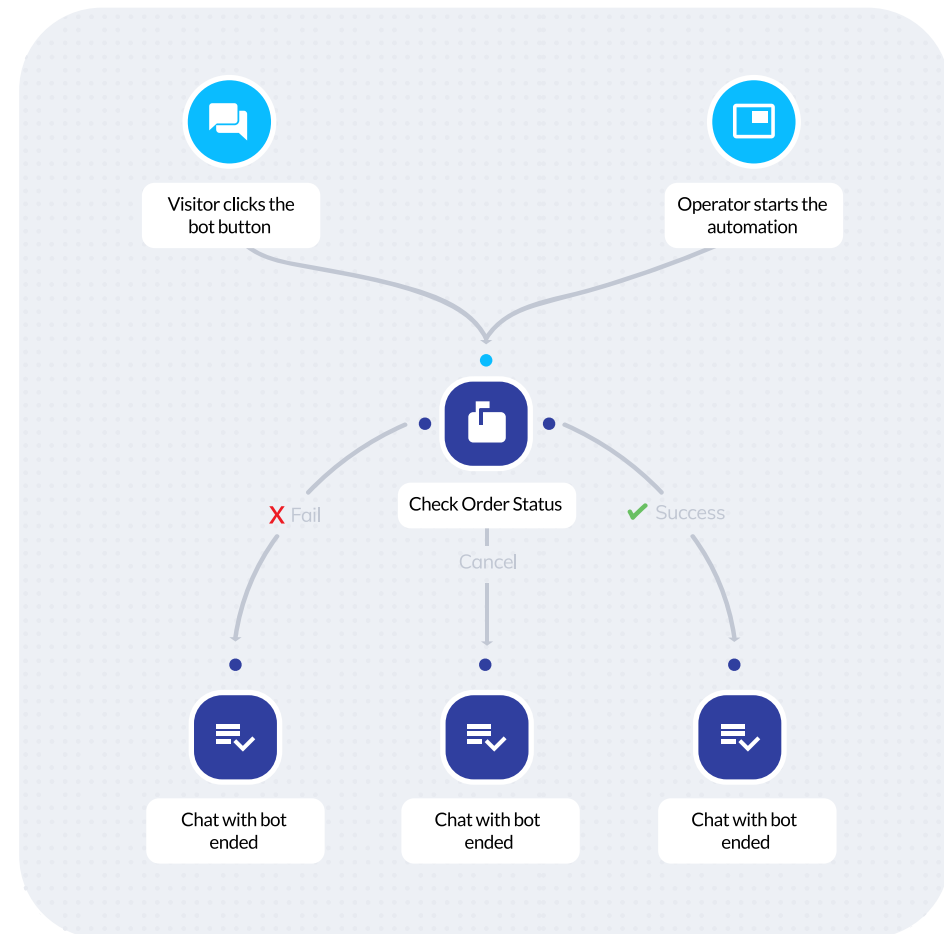
- 1 Add the pre- made **Delivery Tracking Bot** from your Tidio panel
- 2 If you want to change bot texts, click the Check Order Status action and change translations

We received your order yesterday at 12:00 pm and it has been paid for. I don't have your order number ready yet, but I'll have it ready for you within 12 hours.

Would you like to ask our staff about that order?

Yes, please!

No, that's all

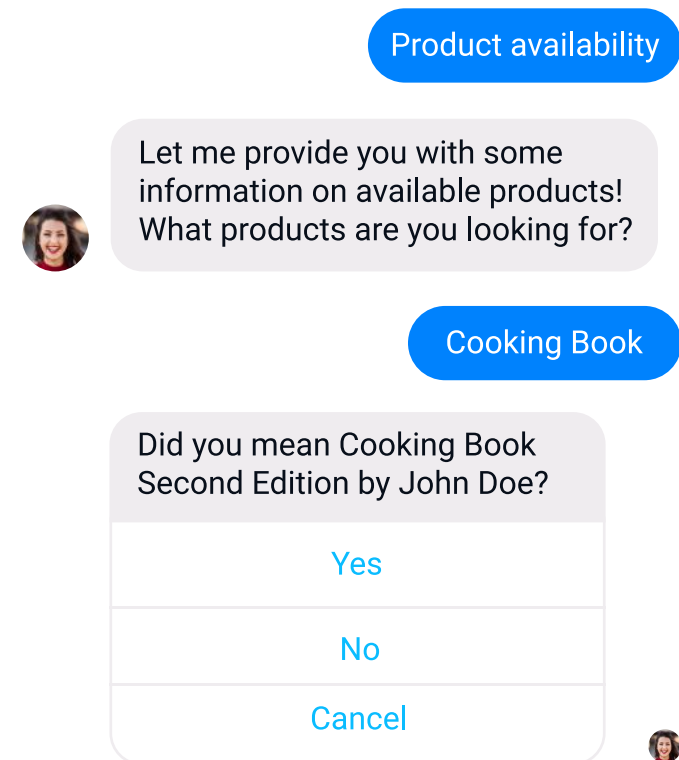


# Inform customers about product availability

Our research has shown that 10.6% of all clients ask about product availability during a chat, and turn to competing stores if they don't receive a reply. We've created a specialised bot which goal is to provide your clients with information on product availability; if the particular goods aren't available, the bot asks for an e-mail address and you are able to contact the client once the product is available again.

- As many as 10,6% of all clients ask about product availability
- Your clients turn to your competitors if they don't receive a reply
- By adding this bot, you guarantee an immediate 24/7 response to availability queries

Example message:



Product availability

Let me provide you with some information on available products! What products are you looking for?

Cooking Book

Did you mean Cooking Book Second Edition by John Doe?

Yes

No

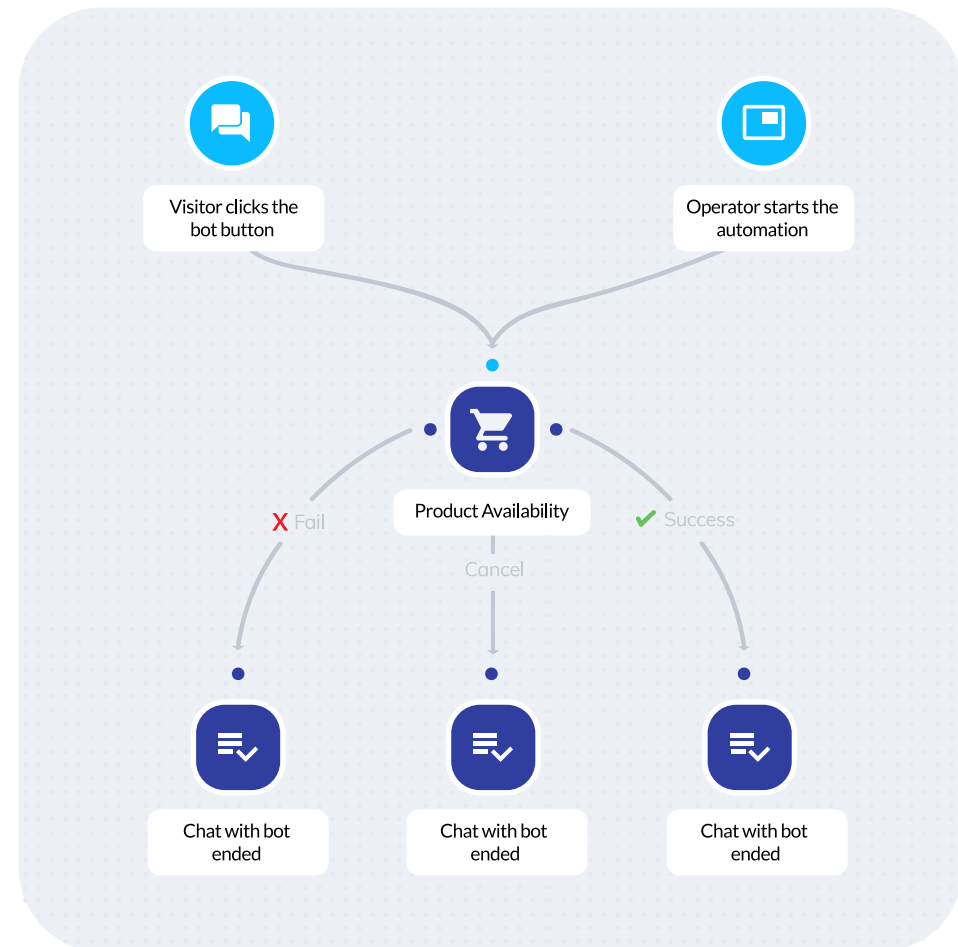
Cancel

# Tell the customer if the product is still available

Use:

- 1 Add pre-made **Product Availability Bot** from your Tidio panel
- 2 If you want to change bot text, click the Product Availability action and change translations.

Add from template



# Let customers know whether or not you ship to their region

We've found that 13% of all online store clients contact technical support to check if delivery to their location is possible. These conversations are often very simple and require an operator to inform the client whether delivery to a particular country is possible.

- As many as 13% of all clients ask whether a product is deliverable to their location
- Your clients turn to your competitors if they don't receive a reply
- By adding this bot, you guarantee an immediate 24/7 response to delivery location queries

Example message:

Delivery area

First things first! Could you provide the delivery address, please?

22850 W Highway 71, Congress

Is "Arizona, United States" your location?

Yes

Other address

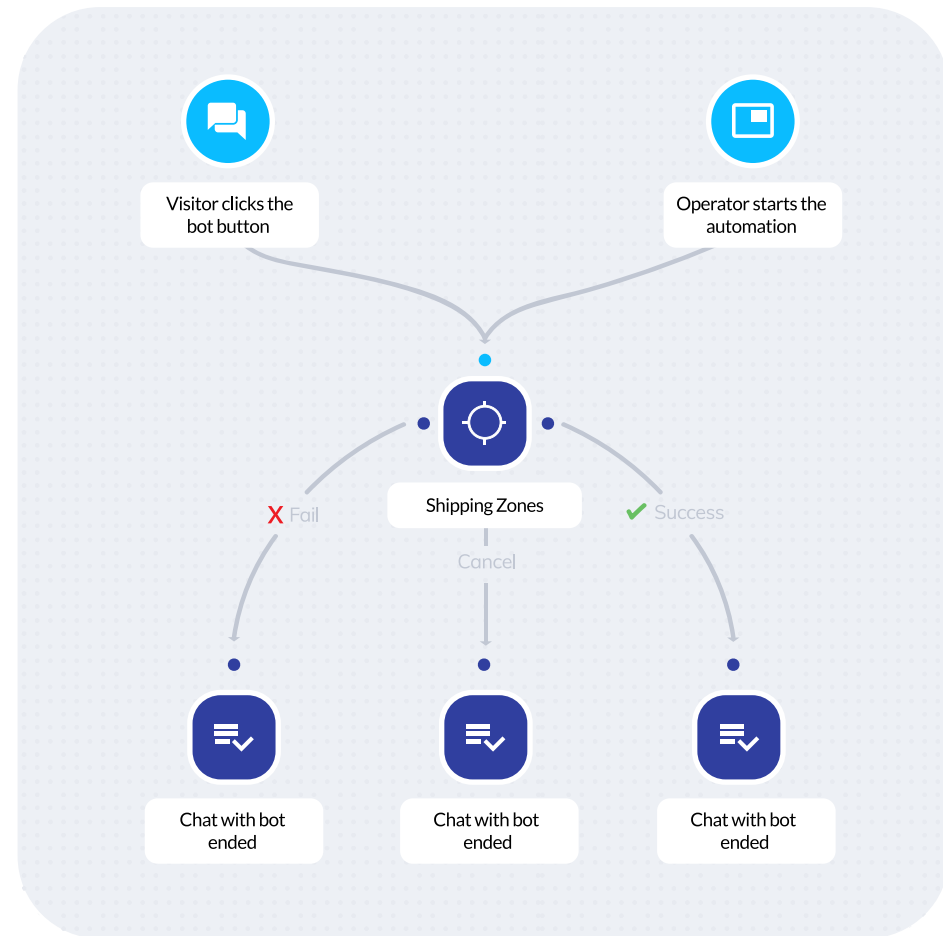
Cancel

Let customers know whether or not you ship to their region

Use:

- 1 Add pre-made **Shipping Zones bot** from your Tidio panel
- 2 If you want to change bot text, click the Shipping Zones action and change translations.

Add from template

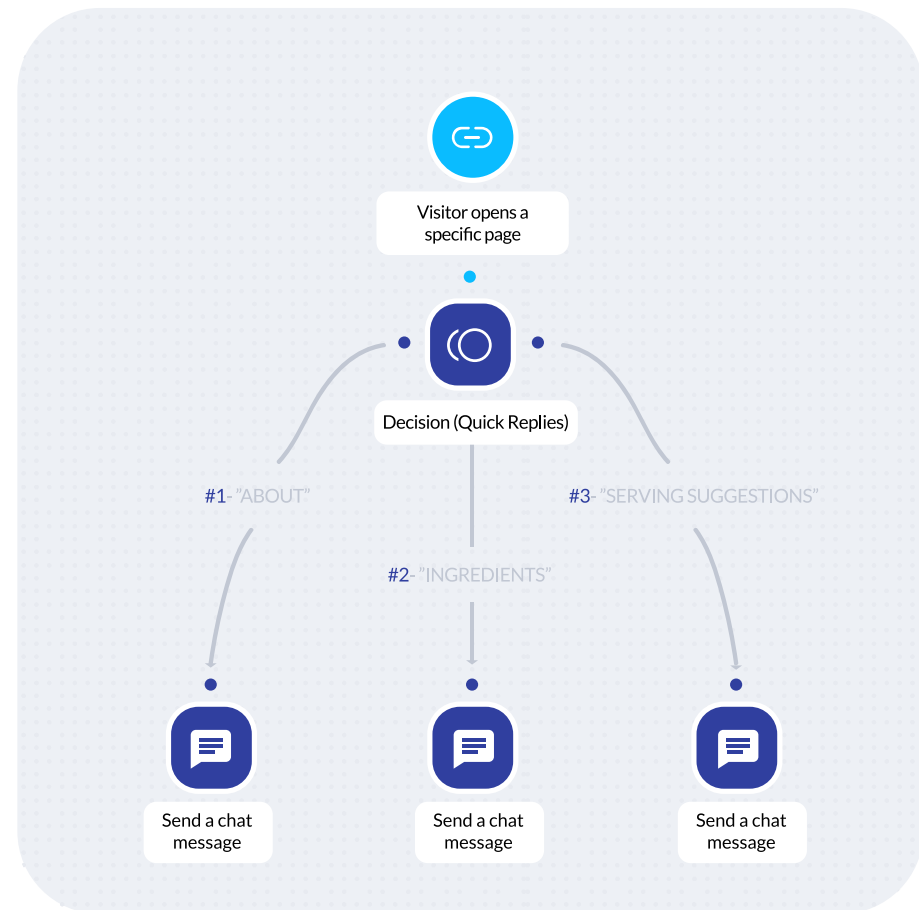


# Provide additional information about a product

## Use cases:

Customer visits a product URL [www.yourstore.com/product1](http://www.yourstore.com/product1) and chooses a topic from the available options .  
Send them a reply message with an answer.

- 1 Add **Visitor opens specific page** as a trigger.  
Set URL to product page
- 2 Add node **Decision (Quick Replies)** with buttons for example: About, Ingredients, Serving Suggestions
- 3 For each button add the **Send a chat message** node with an answer



# Answer frequently asked questions with pre-set messages

## Benefit:

Save time by answering common questions automatically

## Use cases:

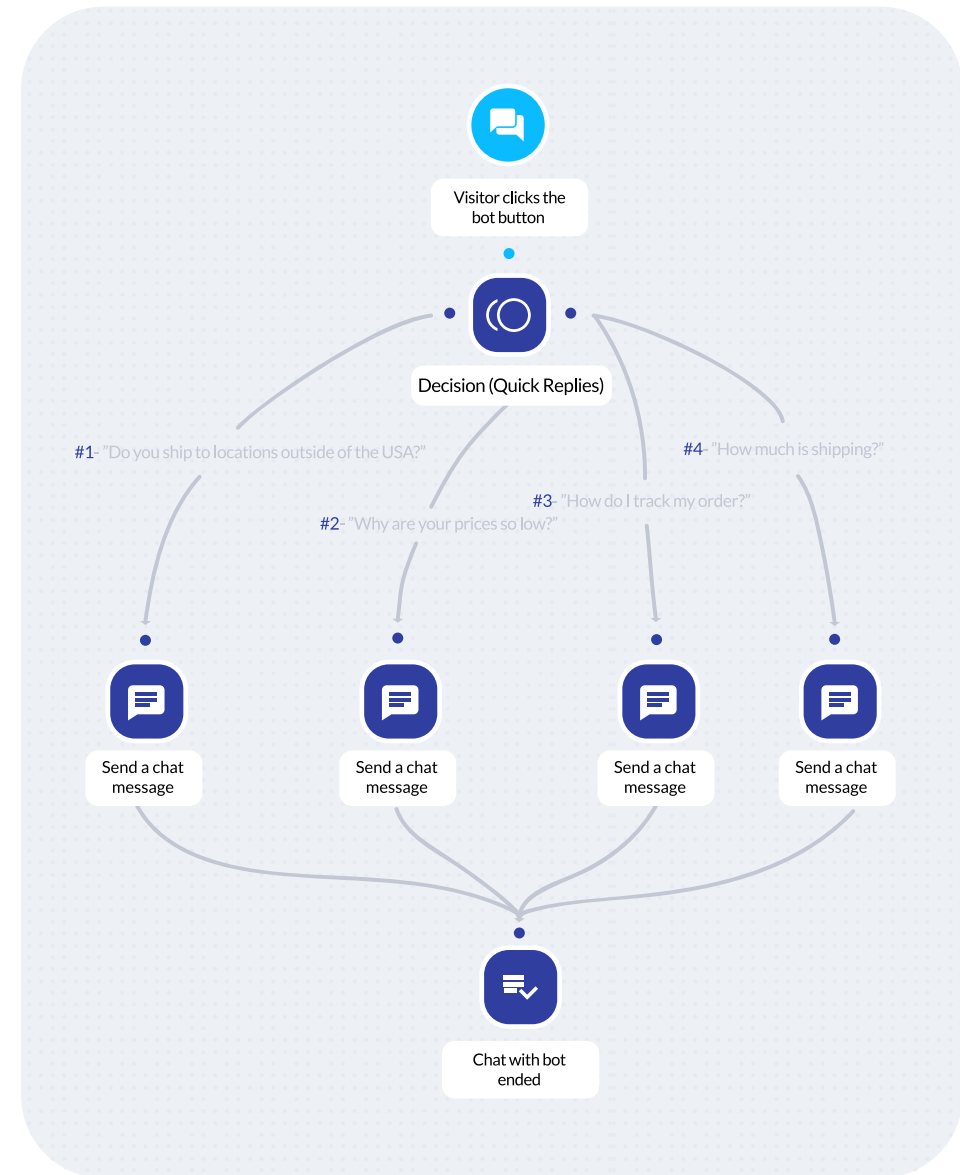
The client has pressed the FAQ button in the chat window. It displays a list of pre-set questions. Your customer chooses a question that interests them and receives a response

- 1 Add trigger **Visitor clicks the bot button**.  
Set the name of the button to FAQ
- 2 Add node **Decision (Quick Replies)** and add questions
- 3 For each question add node **Send a chat message** and enter an answer

## Example questions:

- Do you ship to locations outside of the USA?
- Why are your prices so low?
- How do I track my order?
- How much is shipping?

Answer frequently asked questions with pre-set messages



# Build semiautomated customer service

## Benefit:

Reduce the amount of time spent answering repetitive questions. Respond if necessary.

## Use cases:

When your client asks a question about the status of their order, they are served by your bot. If they have obtained all the information they need and are happy, the conversation ends. If they have additional questions about the product or need more information, the chat is passed over to a live operator.

- 1 Add trigger **Operator doesn't take the conversation**
- 2 Add action **Decision (Quick Replies)** with buttons:
  - Question about the product
  - Question about my order

- 3 Add action **Send a chat message** and connect it with "Question about the product".
  - Add message "Question about the product"
- 4 Add action **Check order status** and connect it with "Question about my order" branch.
- 5 Add action **Chat with bot ended** and connect it with "fail" and "cancel" branch.
- 6 Add action **Decision (Quick Replies)** with buttons:
  - I need additional help
  - I am happy with the answer
- 7 Add block **Send chat message** and connect them to "I need additional help" and "I am happy with the answer":
  - Add message "I need additional help"
  - Add message "I am happy with the answer"

## Build semiautomated customer service



# Offer clients a discount when their cart is abandoned and request their contact info

## Benefit:

Reduce the number of abandoned shopping carts.  
Increase the number of customers on your mailing list

## Use cases:

If a user leaves the checkout page. Ask if they would like to get a discount on products. If they agree, ask them for the email address and send them a discount code.

You should start from template or manually write **shopify.abandoned\_cart** in the event box.

- 1 Add the event **shopify.abandoned\_cart** as a trigger. With trigger limitations send once per 24 hours.

- 2 Add **Decision block (Qucik Replies)**
  - Text: "We've noticed that you have abandoned your cart. Could you tell us the reason, please?"  
Button 1: "I forgot to add something to the cart"
  - Button 2: "I haven't made up my mind yet"
  - Button 3: "I've found a better deal"
- 3 Add action **Send a chat message**, and connect it to "I forgot to add something to the cart". Configure it:
  - "No worries! If you need anything, let us know."
- 4 Add decision block and connect it to "I haven't made up my mind yet". Configure it:
  - Text: "What's causing that at the moment?"
  - Button 1: "The price"
  - Button 2: "The shipping time"
  - Button 3: "(something else)"

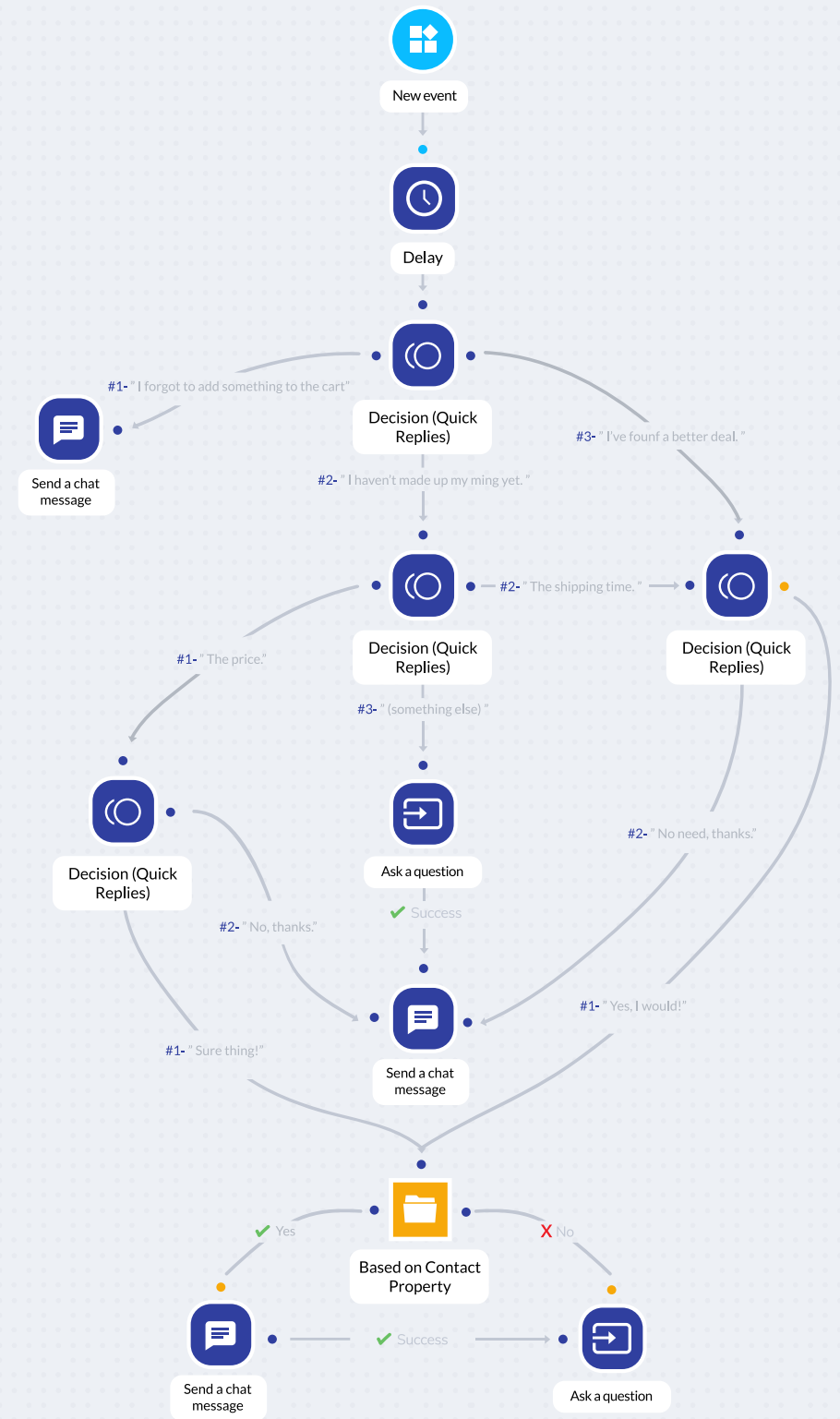
## Offer clients a discount when their cart is abandoned and request their contact info

- 5 Add decision block and connect it to "I've found a better deal." and "The shipping time" branch. Configure it:
  - Text: "Sure, we understand! We'll try to work on that. Right now, we can offer a discount for your shopping today. Would you like that?"
  - Button 1: "Yes, I would!"
  - Button 2: "No need, thanks."
- 6 Add **Ask a question block** and connect it to "something else" branch. Configure it:
  - Text: "Can you specify, please? We'll be able to work on that."
  - Validation: None
- 7 Add decision block and connect it to "The price" branch. Configure it:
  - Text: "What would you say for a 10% discount, then?"
  - Button 1: "Sure thing!"
  - Button 2: "No, thanks."

- 8 Add action **Send a chat message** and connect it to "No, thanks.", "Success", "No need, thanks". Configure it:
  - Text: "All right, thank you. In case you need anything, you know where to find us!"
- 9 Add condition **Based on Contact Property** and connect it to "Sure.":
  - Contact Property: Email
  - Condition: Is set
- 10 Add action **Ask a question** and configure it:
  - Question: "What's your e-mail address?"
  - Validation: Email
  - Save the answer as Contact Property: Email
- 11 Add action **Send a message** and connect it to "Yes" branch from **Based on Contact Property** and "Success" branch from **Ask a question**. Configure it:
  - Text: "Great! Here's your discount code: XYZ."

Add from template

Offer clients a discount when their cart is abandoned and request their contact info



# Automation Nodes

## Send chat/ email message

This action will send a message to the visitor. You can choose between sending messages in the chat window or send an email if the user has provided an email address.



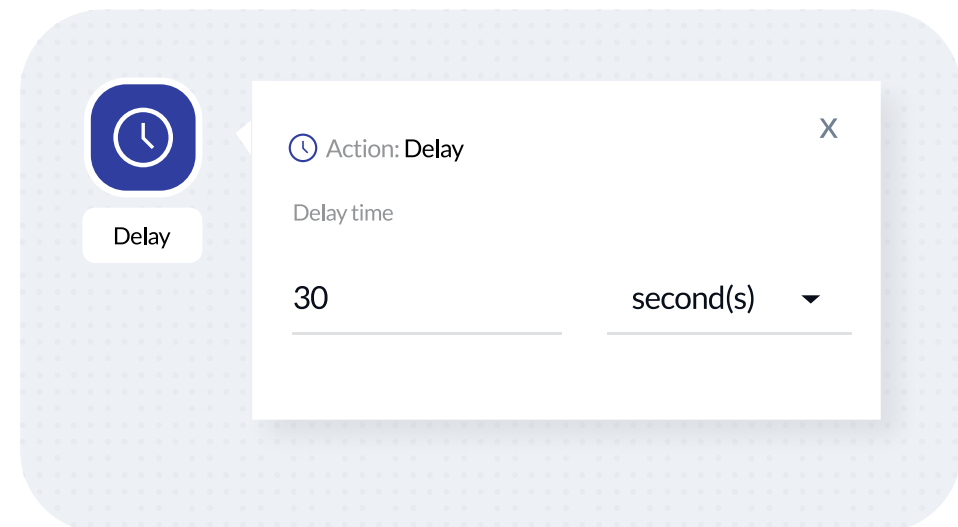
Send a chat message



Send an email

## Delay

This action allows you to set a time delay after which the Automation will trigger. The amount of time can be set to seconds, minutes, hours, or days.



# Automation Nodes

## Conditions

A condition is used when you want to apply a filter in two ways (based on a yes/no question), so: e.g. if you have 2 separate promotion codes for your country and for the rest of the world - you can send them simultaneously using one automation.

Triggers Conditions Actions



First name



Last name



Email



Country



Browser



Operating system



Returning visitor



Day



Current URL



Language



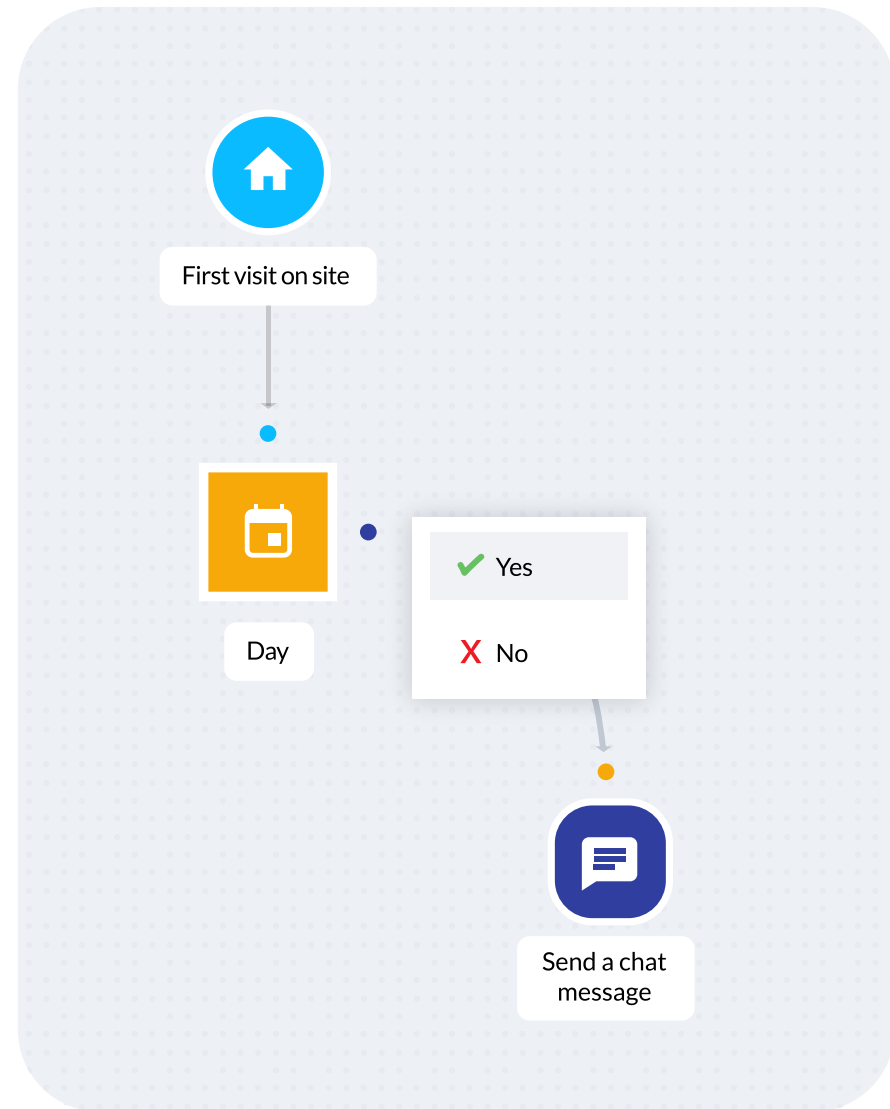
Based on Contact Property

# Automation Nodes

## Conditions

Once you add a condition and set the value, you can join it to a trigger or action in the tree by clicking on the button on either side of the icon, then dragging and dropping the arrow that appears. When connecting the condition to an action, you will have the option to choose between Yes and No (see pic). This allows you to apply two separate actions in one Automation, based on a selected filter. It works best if you want to send two separate messages for e.g. weekdays and weekends, or locals and foreigners.

Conditions allow you to set a filter for two groups of visitors: the ones that fulfill the condition and the ones that don't.



# Automation Nodes

## Editing, turning off or deleting an existing automation

If you have already added some Automations, they will display at the top of the section. By clicking the three dots next to one of them, you'll see the below menu, which allows you to edit it, turn it off, or delete it entirely.

By pressing 'Edit' you can open the node map again and modify the values or add more to it. By pressing 'Turn off' you can deactivate the automation but still leave it configured in the event you intend to use it again in future. Using the 'Delete' button will deactivate and remove the Automation. Remember that it cannot be undone.

The screenshot displays the 'Automation + Bots' management interface. On the left, a sidebar contains navigation icons. The main area is divided into two sections: 'Your automations' and 'Bot details'.

**Your automations:** A list of six automation triggers is shown, each with a plus icon to its right:

- First visit on site (selected)
- Welcome new visitors
- Form abandoned
- New event
- Operator doesn't respond for some time
- Operator starts the automation
- Visitor clicks the bots button

**Bot details:** This section provides a detailed view of the selected 'First visit on site' automation. It includes a 'View: Today' dropdown, a line graph showing zero triggers over a 24-hour period, and a large blue '0' indicating the total count. A 'Total: 0' label is also present at the bottom right of the graph area.

A context menu is open over the 'First visit on site' automation, offering three options:

- Delete
- Turn off (with a toggle switch)
- Turn off when operators are offline (with a toggle switch)

At the bottom of the interface, there is a table with columns for 'Name', 'E-mail', and 'Date'. Below the table, a message states: 'No triggers executed yet.'

# Event tracking troubleshooting

If you have added an app from Shopify App Store, event logging enabled by default. If the event capture is not working, check the settings below.

Use:

To enable logging events from the Shopify platform.  
You must:

- 1 Log in to your customer panel
- 2 Select the settings panel (see next page)

The screenshot shows the Shopify Settings interface. A sidebar on the left contains various settings categories. A green circle with the number '1' highlights the 'Settings' gear icon in the top left. Another green circle with the number '2' highlights the 'Tracking' option in the sidebar. A third green circle with the number '3' highlights the 'Manage tracking' button in the main content area. Below this button is a table titled 'Events tracked'.

Event	Last 30 days	Last registered
Abandoned cart	1	10 days ago

## Events Tracking Troubleshooting

Use:

- 3 Select the Tracking sub-page
- 4 Mark the Shopify platform

