# Omnichat excels at Asia eCommerce Awards with innovative campaigns



Omnichat, an all-encompassing customer experience platform focused on conversational commerce, has recently achieved notable recognition at the MARKETING-INTERACTIVE Asia eCommerce Awards 2024, securing three gold and one silver award. This achievement highlights the company's significant role in advancing exceptional customer experiences through innovative technological implementations in eCommerce.

The campaigns that garnered accolades include the “Styling Journey with Dyson on WhatsApp” and the “Watsons Order and Pay Express on WhatsApp.” The Dyson initiative showcased an integrated online-to-offline experience, allowing targeted customers to engage with the brand through a combination of personalised WhatsApp consultations, in-store product demonstrations, and streamlined online purchasing options. According to Alan Chan, founder and CEO of Omnichat, the approach not only incentivised sales representatives for the online sales generated but also ensured that customers could connect with Dyson whenever and wherever they desired, thereby enhancing customer engagement and driving sales.

Dyson implemented WhatsApp's chatbot automation, which allowed for efficient management of a high volume of customer interactions. This included directing traffic to Dyson's official WhatsApp channel via in-store QR codes and strategically placed website buttons, enabling opportunities for upselling, cross-selling, and repeat business.

In parallel, the campaign with Watsons offered significant advancements in customer experience. The “Watsons Order and Pay Express on WhatsApp” redefined the checkout process by facilitating purchases entirely within WhatsApp, thus eliminating cumbersome steps typically associated with online transactions. Customers received personalised assistance from Watsons' health advisors, enhancing the convenience of their shopping experience and leading to an increase in conversion rates.

Omnichat's capabilities allow Watsons to make personalised product recommendations informed by historical purchase data and customer profiles. This not only strengthens customer relationships but also establishes a new revenue stream through commission-based sales on WhatsApp.

“The recognition we have received from industry experts reflects our commitment to using innovative solutions to enhance customer experiences,” said Alan Chan in an interview. He further elaborated on the launch of an innovative AI-powered suite that redefines chat commerce and customer engagement. This suite includes three main tools: an AI Customer Service Agent, an AI Copilot Assistant, and an AI Sales Assistant, all designed to offer instant, accurate, and personalised interactions for customers and agents alike.

As part of its ongoing commitment to security and data protection, Omnichat has also achieved ISO/IEC 27001:2022 Information Security Management Systems Certification. This certification underscores the platform's dedication to safeguarding client information in an evolving digital business landscape.

Omnichat's accolades further extend beyond the Asia eCommerce Awards. The company received multiple awards at the DigiZ Awards, including titles for Best Customer Relationship Management Platform, Best Marketing Automation Platform, and Best Acquisition & Retention Strategies for Watsons. Omnichat also excelled in the MARKies Awards, earning recognition for the Best Use of MarTech with Watsons.

These developments in AI automation and conversational commerce not only illustrate how businesses can leverage technology to enhance customer interactions but also demonstrate the potential transformation within the eCommerce landscape, driven by innovative practices.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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