

PROPOSAL FOR NITRO CALLING

NITROCOMMERCE.AI

Executive Summary



- Nitro Commerce introduces a revolutionary calling agent service designed to convert high-intent users identified through Nitro X into paying customers. This proactive approach leverages real-time analytics to facilitate personalised interactions that directly influence purchase decisions.
- With a special introductory offer of a 2-week free trial, we aim to demonstrate measurable improvements in conversion rates and customer engagement for Layers.
- Post-trial, customized commercial terms will be proposed based on the specific needs and outcomes for Layers, ensuring alignment with your strategic marketing goals.



Purpose and Operational Workflow

Our goal is to enable Nitro Commerce-supplied calling agents to effectively convert identified visitors into sales by making personalized calls on behalf of Layers.

Step-by-Step Process Flow



01

Verification of Order Placement:

Agents start by verifying if an order has already been placed using the visitor's phone number.

02

Activity Check:

If no recent order is found, agents review the visitor's activity on the website.

03

Initiating Calls:

Calls are targeted at visitors who have shown interest in product and category pages.

04

Post-Call Follow-up:

Agents send a follow-up WhatsApp message summarizing the call and providing a direct link to the discussed product.

Communication and Escalation Strategy

01

Discount Strategy:

Adaptive discounting approach with first contact standard introduction, second contact medium-grade discount, and third contact the highest-grade discount.

02

Escalation Protocols:

Layers to provide primary, secondary, and tertiary points of contact for agents to address ongoing issues.



Operational Requirements

01

Discount Tiers: Layers is required to set clear minimum, medium, and maximum discount guidelines.

02

Payment Encouragement: Unique discount codes linked to agent interactions will be provided to facilitate online purchases.

03

Product Training: Comprehensive product information and FAQs need to be supplied for agent training.

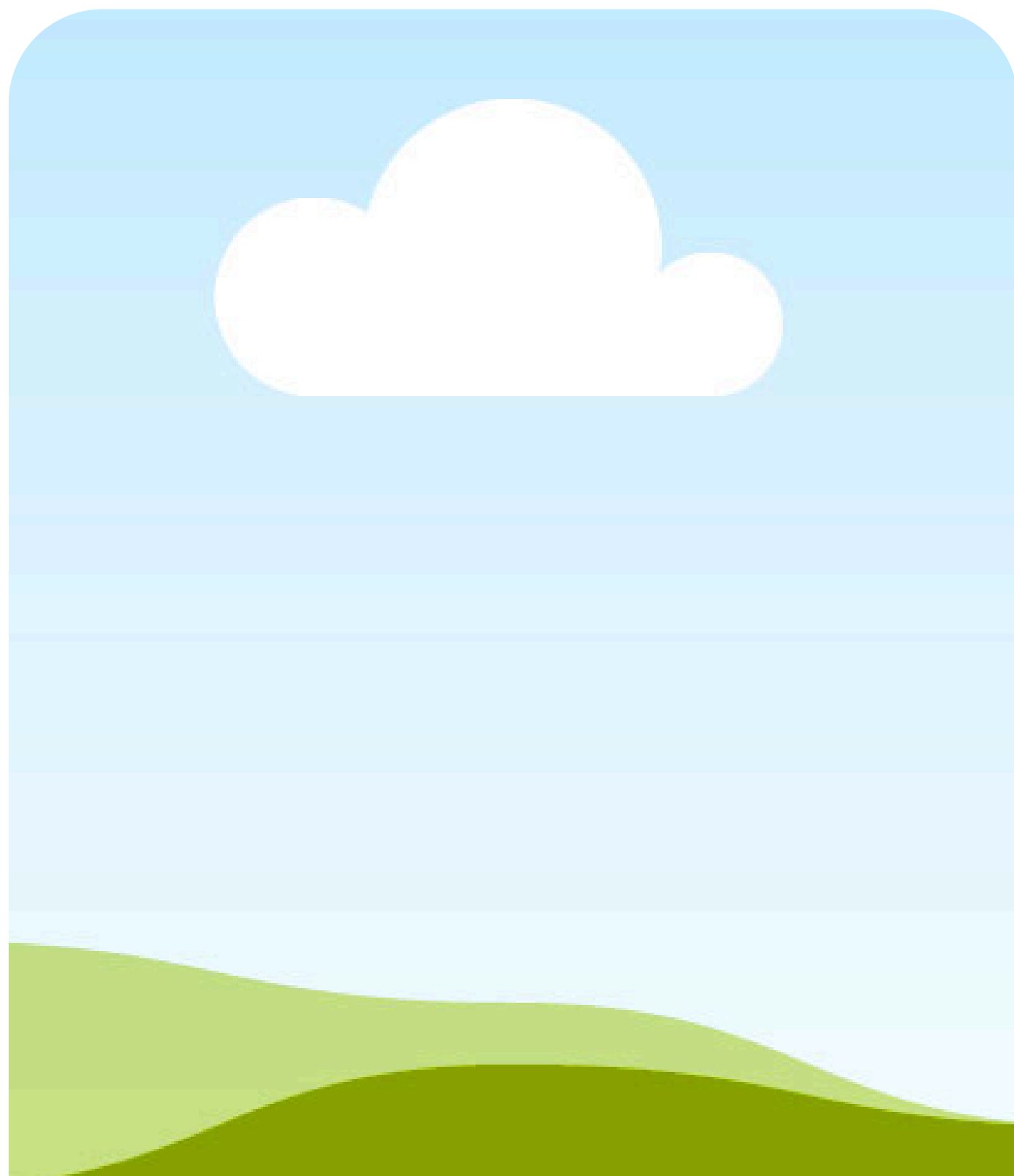
04

Branding: Calls will be made using Nitro's phone system, branded to represent Layers.



Revenue Attribution and Commitment

Orders placed within 7 days of an agent's initial contact are attributed to the agent's efforts, ensuring clear measurement of ROI from this initiative.



Commercials and Strategic Engagement



Our commitment at Nitro Commerce is to provide value-first solutions that enable significant ROI improvements before formal engagements. As part of our introduction to the powerful capabilities of our HIU feature with calling agent service, we offer Layers:-

Two-Week Free Trial: Experience our service at no cost, with full access to all features and support. This trial allows Layers to witness firsthand the potential impact on conversion rates and customer engagement.

Commercials and Strategic Engagement



- **Post-Trial Commercial Terms:** Based on the insights gathered during the trial and Layers's specific needs, we will discuss and tailor commercial terms. Our goal is to ensure that the pricing structure aligns with the volume of interactions, the level of customization required, and the overall strategic objectives of Layers.
- **Operational Support:** Throughout the trial and subsequent engagement, Nitro Commerce provides continuous operational support, including training, system integration, and data analytics assistance.

Let's Get Started!

We look forward to your feedback and to initiating this innovative service to boost Layers's sales and customer engagement.

Please let us know your availability for a follow-up discussion to finalize the operational details and launch plans.





THANK YOU
