

How a D2C Kitchenware Brand Achieved 54X ROI with WhatsApp Automation Powered by WebEngage



The Challenge: Cart Abandonment and Missed Conversions

A leading D2C kitchenware brand faced significant challenges in converting high-intent visitors into paying customers:

High Cart Abandonment Rates

Users adding items to their cart but failing to complete the checkout process.

Customer Hesitation

Often driven by unanswered product and policy queries during the checkout journey.

Inconsistent Customer Service

Handling complex or ambiguous queries, which frequently escalated to agents and resulted in lost sales.

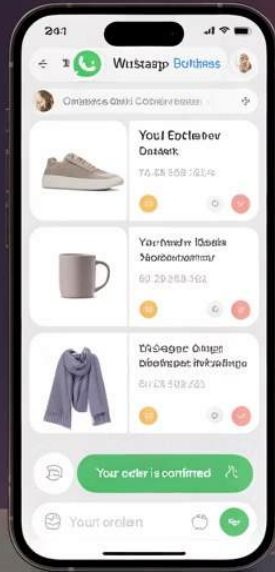
The brand realised that the solution wasn't simply sending more reminders—it needed a smarter, conversational approach that engaged users in real-time and provided immediate resolution to their queries.

The Turning Point: Transforming WhatsApp into a Revenue-Generating Channel

In collaboration with WebEngage, the brand integrated real-time behavioural intelligence to trigger AI-powered WhatsApp automation that seamlessly bridged the gap between cart abandonment and conversion.

- Behavioural triggers detected when users abandoned carts and began the recovery process through personalised communication.
- Real-time product context (cart value, discounts, product interest) was passed into the WhatsApp flows.
- AI-powered conversations handled common queries in Hinglish, solving issues without agent escalation.

This shift from reminders to real-time, two-way conversations empowered the brand to provide an instant, personalised experience—resulting in significantly higher conversions.



The Strategy: Real-Time Automation and AI-Driven Conversations

Step 1: Behavioural Triggers and Segmentation

WebEngage's real-time triggers captured every step of the user journey – from adding a product to the cart to completing a purchase. Key segments included:



Cart abandoners with product and cart value details.



High-intent users based on past purchases or engagement.



Discount-eligible users based on real-time cart activity.

Step 2: AI-Driven WhatsApp Conversations

The brand integrated AI-powered WhatsApp flows to engage users. The AI assistant provided:

Personalised Discount Offers

Based on cart value.

Instant Answers

To product-related questions in Hinglish, improving user experience without needing human agents.

Two-Way Communication

Enabled users to ask product-related questions or clarify policies, leading to faster decision-making.



Step 3: Smart Automation for Cart Recovery

01

AI Assistant Engagement

The AI assistant not only answered queries but also nudged users back into the funnel.

02

Smart Retry System

Smart Retry allowed for 88% deliverability, ensuring that messages reached users at optimal times without spamming them.

03

Automated Reminders

Automated messages reminded users of their cart items, personalised by product type and user preferences.

The Impact: Measurable Business Outcomes

By leveraging WebEngage's real-time data, the brand achieved:

14.3%

**Cart Recovery
Conversion**

54X

ROI

On WhatsApp-led commerce
efforts

74%

Automation

In customer service and follow-
ups

88%

Message Deliverability

Reducing message fatigue

3X

Faster Conversion Rates

Through real-time, two-way
engagement

Why It Matters for Your Business

For any D2C brand struggling with cart abandonment and low conversions, this story underscores the importance of real-time automation and AI-driven engagement.

Key takeaways:

- **Behavioural triggers allow you to act immediately on user intent — no waiting, no guesswork.**
- **AI-powered conversations can handle high-volume queries at scale, driving faster decision-making and reducing dependency on agents.**
- **WhatsApp is more than a support channel — when used intelligently, it becomes a high-performing sales engine.**

This model is scalable and actionable for any brand looking to transform its e-commerce experience into an interactive, conversion-driven process.

Key Features Used



WebEngage Behavioural Triggers



Journey Designer



Custom User Segmentation



WhatsApp Automation



Real-Time Personalisation



Smart Retry Mechanism



AI-driven Customer Service