

Shopping cart integration for Chatbots

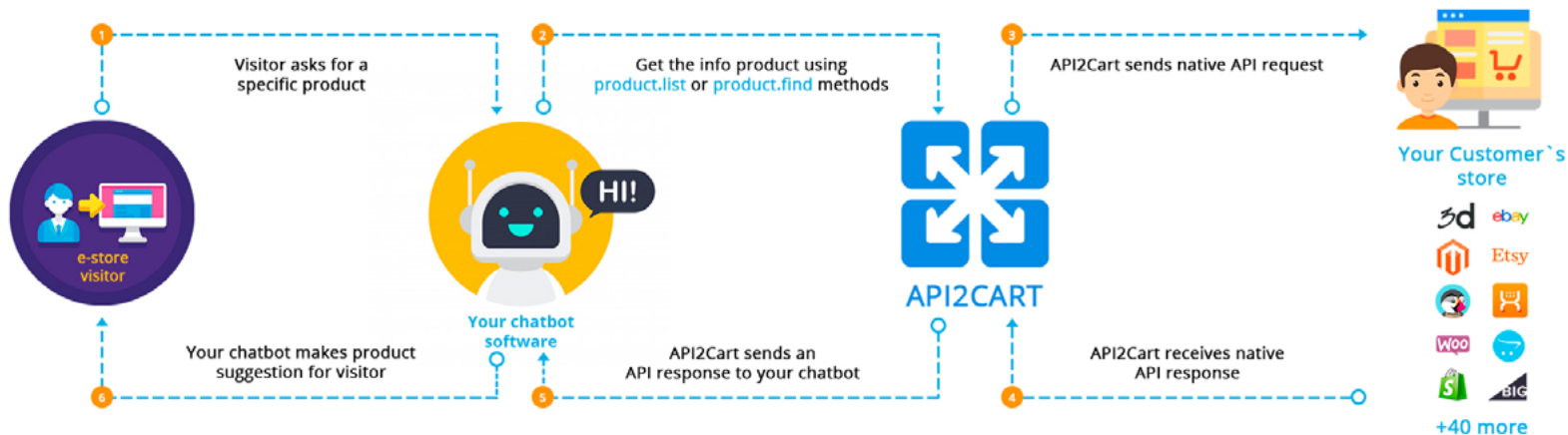
Unified approach



USE CASES

Provide e-store Customers with Product Info

With API2Cart you can easily access to product catalogs from e-stores with all required information



Create Orders

Create orders on the e-store from chat using API2Cart
API methods



Buyer wants to buy a specific product from the e-store via chatbot

1 Your chatbot shows requested products and the buyer picks the needed one



Your chatbot software

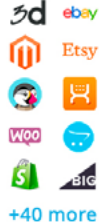
2 Chatbot sends `order.add` and `product.update` requests



3 Order is added to the store and product quantity is updated



Your Customer's store



Send Tracking Info & Order Statuses

Provide actual tracking numbers and order status information to e-stores' shoppers



Your Customer's store



+40 more



Use `order.shipment.list` method



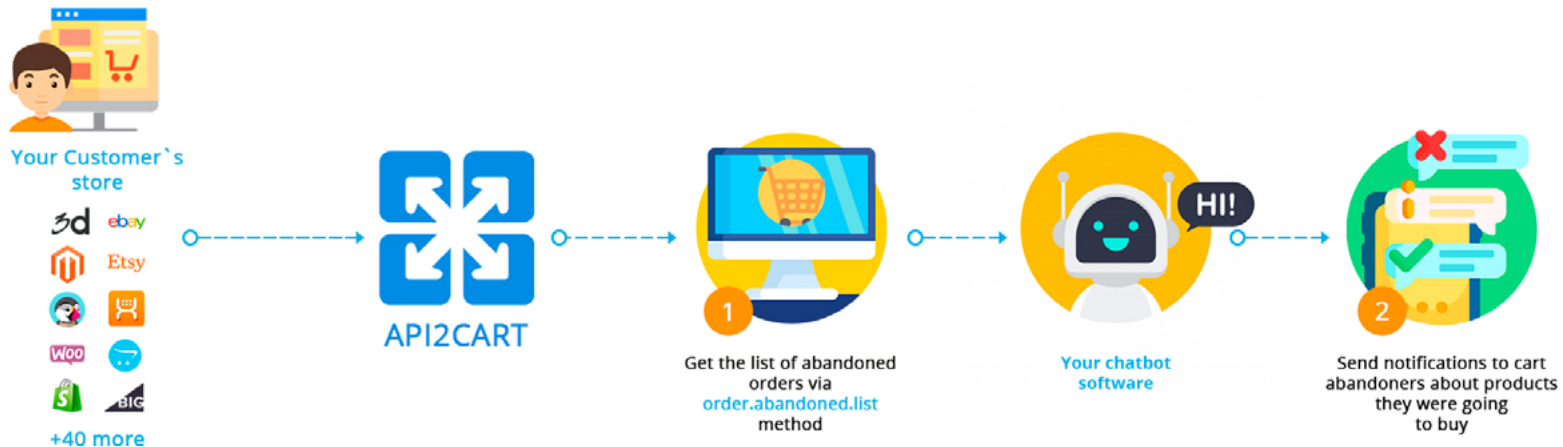
Your chatbot software



Provide tracking numbers and order status info to online store shoppers

Recover Abandoned Carts

Send automatic notifications to e-stores' visitors via your chatbot software to recover lost ecommerce sales



Why Chatbot Software needs Integration with Shopping Platforms?

Chatbots become a means of fostering better shopping experiences and reducing cart abandonment. For an online shop, a chatbot is like a salesperson who is ready to help the visitor with the product information, making the payment, tracking the status of delivery, guiding through a sale, and more.

To build such an ecommerce chatbot that will be able to run function mentioned above, it has to be integrated with the business ecosystem (shopping platforms in the first place) to access product catalogs, data on inventory levels and tracking numbers, etc. Also, it needs to be able to create orders, change stock levels, get lists of abandoned orders, etc. This implies building dozens of connections run their stores on.

No matter how terrifying these sounds, integrations are unavoidable. What is avoidable, however, is more integrations and the problems they entail.

API2Cart makes integration with multiple shopping platforms and marketplaces so much easier, faster, and cheaper. Also, API2Cart takes care of further multi-platforms maintenance. You integrate with the API once, get connected to more than 40 eCommerce platforms, and don't worry about upgrading your code every time new versions of platforms come out.

How shopping cart integration builds a critical link in the chain

For you, as a chatbot owner, merchants' e-shops are a valuable asset because that is where the information on products is stored.

On the level of code and transactions, data from stores powers the majority of functions and processes that every eCommerce chatbot system covers. In particular, integration with customer stores enables the software to do the following:

- ▶ retrieve products catalogs along with images, descriptions, attributes, variants, categories, etc.
- ▶ get customer info to identify visitors
- ▶ get lists of abandoned orders and remind visitors about them
- ▶ get and provide tracking numbers
- ▶ create orders from chat
- ▶ check and update product quantities
- ▶ access to customer's sales history from all channels to tailor suggestions

Integration ensures that all the data needed for the system to process the customer's requests will be there. It also means tying your application with a third party, so should something go wrong and an information loss or distortion occurs, and the whole lot of integrated processes will go on the blink. The consequence of this will be, that first your customers, and then you, will suffer losses.

The best way to integrate safely is to invest into a well-coined connection via API2Cart Unified Shopping Cart and Marketplace API. Having dealt with hundreds of integrations, our team have learnt the pain points that various web and mobile applications face. With these in mind, **we crafted our unified API that lets your product seamlessly communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.**

API2Cart Methods for Chatbots

API2Cart has rich capabilities for chatbots that want to find its place in eCommerce. We provide the whole scope of functionality to get and manage info on products, orders, shipments, customers, stock levels, etc. Let's dig deeper into the methods which help to perform the integration.

Product Catalogs

- [product.list](#)

API2Cart gives chatbots access to product catalogs from stores with all product information, so that the system can make product suggestions for visitors and provide product info in chat. For this, use [product.list](#) method.

- [product.find](#)

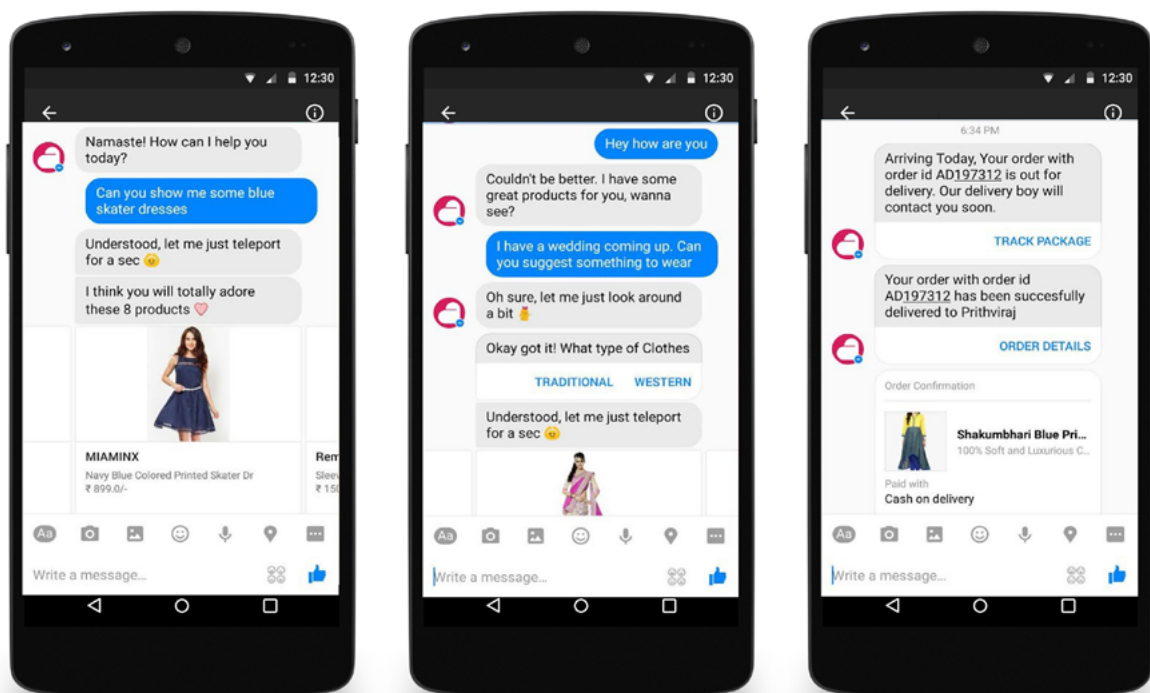
When the visitor inquires about a certain product, the chatbot can easily check its availability and get some info by executing [product.find](#) method.

- [product.info](#)

Chatbots can get all available info about a certain product by executing [product.info](#) method.

- [product.child_item.list](#)

Chatbots can find and get lists of child items of products via API2Cart to suggest them in chat. That is what [product.child_item.list](#) and [product.child_item.find](#).

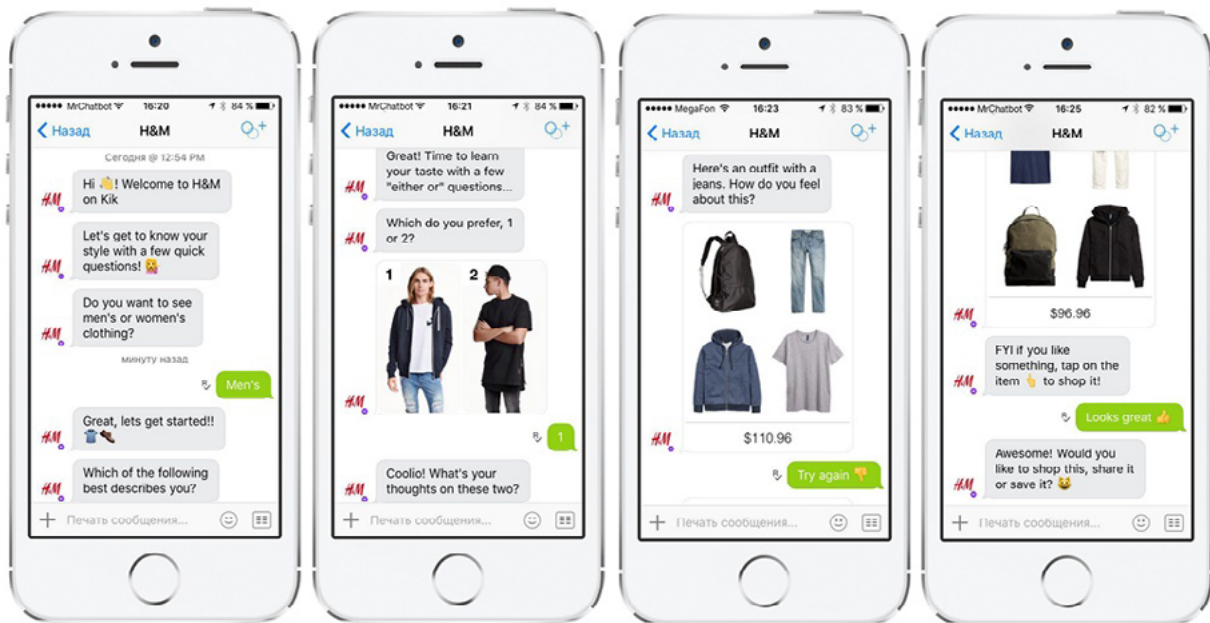


Check and update product quantities

- [product.update](#)

Once the order is placed from the chat, chatbot can automatically update stock level of the store using [product.update](#) method.

Also, before making suggestions to visitors use [product.info](#) to check whether the product is in stock.



Send Tracking info & Order statuses

- [order.shipment.list](#)

Your chatbot may need to provide tracking numbers and order status info to shoppers. And our [order.shipment.list](#) method returns this info.

Access Customer info

The main function of chatbots is serving customers. So they should be able to identify their interlocutor and access their info.

Maybe your customers would want to send them personalized special offers, coupons, etc. Or they would want your chatbot to access customers' complete sales history to tailor product suggestions or special offers.

For all cases of working with customers API2Cart have the following methods that speak for themselves:

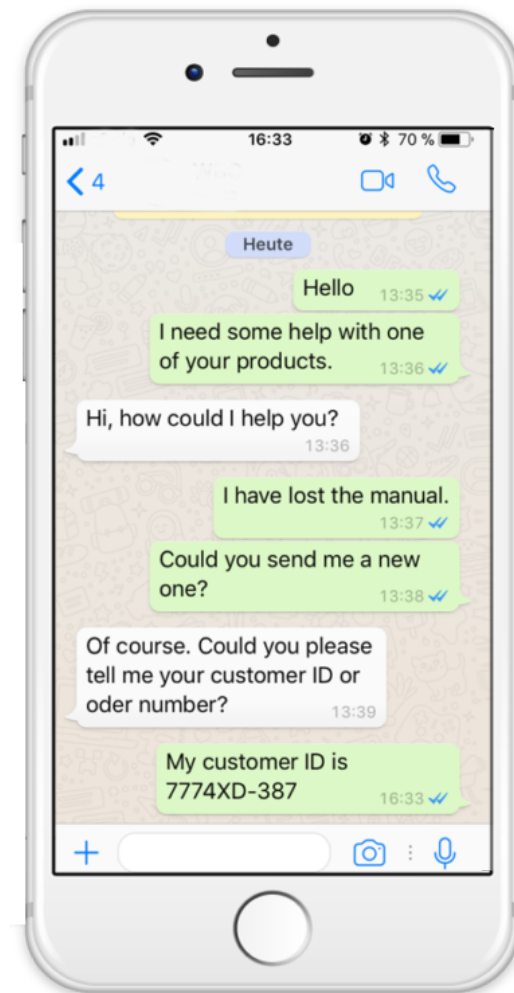
[customer.info](#)

[customer.list](#)

[customer.find](#)

[customer.add](#)

[customer.update](#)



Manage Orders

Chatbot can create orders on the store from chat using [order.add](#) and [order.update](#) methods. Once the order is placed from the chat, chatbot can automatically update stock level using [product.update](#) method.

Also, you can use [basket.item.add](#) method chatbots to let visitors save items to carts right from the chat.

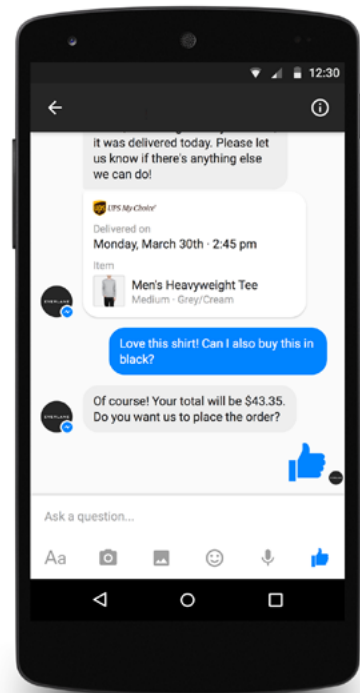
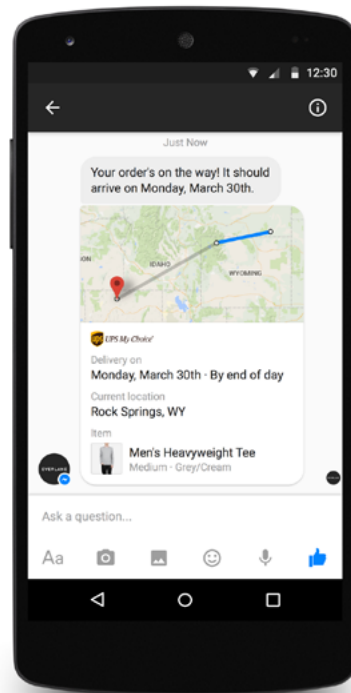
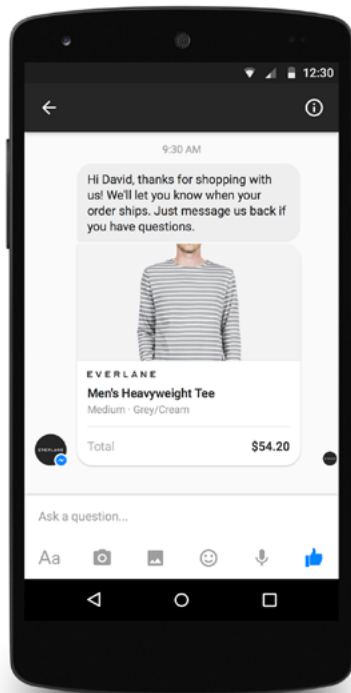
There are other methods to manage order that chatbots may need:

[order.shipment.list](#)

[order.refund.add](#)

[order.info](#)

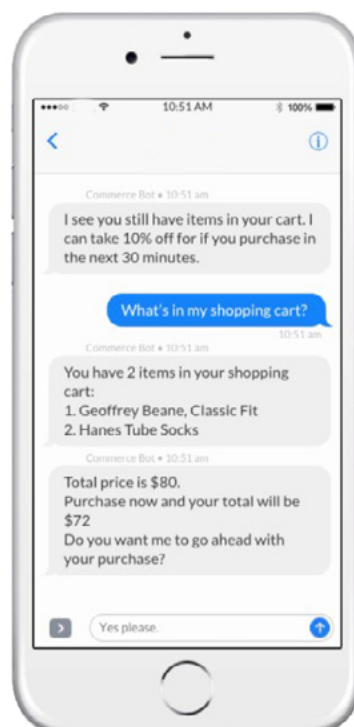
[order.abandoned.list](#)



Cart Recovery

- [order.abandoned.list](#)

API2Cart also has a solution for cart recovery. Chatbot can get the list of abandoned orders via [order.abandoned.list](#) method and then remind cart abandoners about items they were going to buy.



Key Challenges (multiply by the number of integrations)

The integration steps mentioned above imply software vendors looking to integrate with shopping carts and other related systems will have to deal with the following challenges:

1. Time.

On average, an integration takes 4-12 weeks to develop. In this time the responsible developer will learn the platform logic and architecture, put effort into reducing the friction between the product and the system, and very likely find themselves off base a couple of times.

2. Expenses.

Be ready to pay a set sum of a few thousands of dollars plus maybe extra if the need for additional development occurs. After the integration is complete and iterated to success, it will need developer work and attention because new versions will appear and this will mean upgrades to make. Plus, your clients might request modifications and custom enhancements.

3. Human resources.

Each integration is both tons of work to do and a separate thorn in the side that never goes away after the work is done, that someone has to deal with. For better and more reliable results, you will want the someone to be dependable and expert, and that is not easy to find and hard to allocate if they are a part of your product team.

How API2Cart helps

Having dealt with hundreds of integrations, our team have learnt the pain points that various web and mobile applications face. With these in mind, we crafted our unified API that lets your product communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.

Speaking the language of benefits, API2Cart offers you to do the following:

▶ **Enhance your functionality faster**

Our unified API eliminates the need to develop separate integration for each platform. Integrate once, get the data required from the platforms needed.

▶ **Expand your market share dramatically**

Win more clients by having access to data from stores built on the shopping cart they use. Each integration means another thousands of users need you.

▶ **Reduce cost, save time**

You connect to dozens of platforms via one integration. It's months of expensive development work avoided.

▶ **Save resources**

Concentrate on what matters for your business. We take care of platform updates.

Speaking the language of tech, API2Cart lets you do the following:

1. Integrate your product with more than 40 shopping platforms via one API
2. Add stores to join the 50k+ stores successfully connected by other clients of ours
3. Avoid the need to maintain each connection separately
4. Synchronize data from stores with your product real time via webhooks enabled
5. Escape mapping headaches

Let us know if you have any questions.
We'll be happy to discuss them in any form you like.

[CONTACT US](#)

[SCHEDULE A CALL](#)