

# What our customers say about us

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"McomTech was a key piece of the success of the Ordering Co-Pilot project (Pilot phase) in Spain. Their expertise and agile response helped us to move fast and adapt the tool for an outstanding customer experience. Adoption and customer feedback results are the best proof that they are a reliable partner for WhatsApp Order-Taking projects"

Pedro Martinez  
Holcim Global Head of Sales Excellence

## Proof of Concept Holcim Spain



### Ordering Co-Pilot

With a simple WhatsApp Order-Taking Chatbot, Holcim Spain was able to test the adoption rates and customer feedback of WhatsApp as an ordering channel and is now able to move forward with the implementation.

### Proof of Concept Results

3.9/5 Feedback Score    93% Adoption    < 90 sec. Avg Order Time

66% of the chatbot customers accepted the proposed order without modification, making it the simplest ordering channel.

The 3.9 out of 5 feedback score of the chatbot users and the high adoption rate show that there is a huge potential for automating sales leveraging WhatsApp as an order-taking channel.

