

 **Conversational Commerce – Complete Paper with Explanations**

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 **Teil 1: Transkription & Korrektur der Aufgaben (Multiple Choice)**

**Frage 3**

**Original:**

*Asking questions about a product is...*

- A) often impersonal, with machine-generated answers.
- B) difficult and not always possible because of limited service workers.
- C) seen as a service that is too inefficient to be offered.
- D) relatively easy to do and made user-friendly by online chat bots.

 **Richtige Antwort: D**

 **Erklärung:**

Im modernen E-Commerce ermöglichen Chatbots und Live-Chats eine einfache und schnelle Kommunikation.

→ Daher ist es **leicht und benutzerfreundlich** geworden, Fragen zu stellen.

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**Frage 4**

**Original:**

*One of the biggest uncertainties of online shopping is the consumer's ability to...*

- A) find the correct object or product.
- B) know whether the online seller is dependable.
- C) know if he or she has enough money to complete a purchase.
- D) have a good conversation with fellow customers.

 **Richtige Antwort: B**

 **Erklärung:**

Ein zentrales Problem im Onlinehandel ist **Vertrauen**.

→ Kunden fragen sich: *Ist der Verkäufer seriös?*

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## Frage 6

### Original:

*The speaker's sister...*

- A) buys clothes right before her birthday.
- B) chooses from hundreds of options.
- C) buys saris whenever new handmade ones are available.
- D) buys different saris for holidays.

✅ **Richtige Antwort: C**

### 📌 Erklärung:

Hier geht es um personalisierte Kaufgewohnheiten.

→ Die Schwester kauft regelmäßig neue Produkte, wenn neue Varianten erscheinen.

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## Frage 7

### Original:

*The "conversational commerce" model is...*

- A) a great opportunity to personalise online shopping in an authentic way.
- B) likely to be the future of analytics-based online personalisation.
- C) not likely to change online shopping much.
- D) a way to make new connections worldwide.

✅ **Richtige Antwort: A**

### 📌 Erklärung:

Conversational Commerce bedeutet:

👉 **direkte, persönliche Kommunikation zwischen Kunde und Anbieter**

→ dadurch entsteht eine **authentische Personalisierung**

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## 👤 Teil 2: 5-Minuten-Präsentation (Musterlösung)

### 🎤 Titel:

**The Future of E-Commerce: Conversational Commerce**

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## 1. Introduction

Ladies and gentlemen,  
today I would like to talk about an exciting development in online shopping:  
**conversational commerce.**

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## 2. What is Conversational Commerce?

Conversational commerce refers to communication between customers and businesses through messaging apps, chatbots, or voice assistants.

Instead of simply browsing a website, customers can:

- ask questions
- receive recommendations
- complete purchases

👉 all through conversation

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## 3. Benefits for Customers

Conversational commerce offers many advantages:

- ✓ **Personalised experience**
- ✓ **Faster answers**
- ✓ **More convenience**
- ✓ **Better decision-making**

Customers feel more secure because they can interact directly.

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## 4. Benefits for Sellers

For businesses, this model is also powerful:

- ✓ better customer relationships
- ✓ increased sales

- ✓ valuable customer data
  - ✓ automation through AI
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## 5. Possible Downsides

However, there are also some risks:

- ✗ privacy concerns
  - ✗ over-reliance on AI
  - ✗ lack of human interaction
  - ✗ technical problems
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## 6. Conclusion

To sum up, conversational commerce is transforming online shopping by making it more human, interactive, and efficient.

It is very likely that this model will play a major role in the future of e-commerce.

Thank you for your attention.

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### Teil 3: Didaktische Erklärung (für Schüler)

#### Wichtige Begriffe:

- **dependable** = zuverlässig
  - **chatbot** = automatisiertes Chat-System
  - **personalisation** = Personalisierung
  - **consumer** = Kunde
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#### Lernstrategie:

 So bereitest du dich vor:

1. Begriff verstehen

2. Beispiele überlegen
  3. Vorteile + Nachteile lernen
  4. Struktur üben
  5. laut sprechen üben
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#### **Teil 4: Musterantworten (Kurzform)**

- Conversational commerce = Kommunikation beim Einkaufen
- Vorteil = schneller & persönlicher
- Nachteil = Datenschutz
- Zukunft = sehr wichtig