

Online Customer Experience with GenAI

Transforming the online shopping experience with intelligent solutions that make every purchase journey more personalized, intuitive and effective

HOW IT WORKS

- **UNDERSTAND CLIENTS NEEDS**
preferences and expectations through natural conversations
- **COMPARE PRODUCTS**
with clear explanations of features, without technical complexity
- **GUIDE THE PURCHASE**
recommending the most suitable products, alternatives and complementary options

BENEFITS

- + Tailored recommendations help customers find the right product faster, **increasing conversion rates**
- + More informed purchasing decisions **reduce costs and inefficiencies** related to customer support and returns
- + A smoother shopping experience with relevant guidance at every step **increases cart value** and **customer loyalty**

DID YOU KNOW...

55%

of **Italian retailers'** IT projects focus on Artificial Intelligence solutions

SOURCE: NETCONSULTING CUBE

REAL STORIES



E-Commerce Sales Assistant

Powered by GenAI, it guides customers through a simple, personalized and consistent shopping journey.

DISCOVER THE USE CASE ON OUR WEBSITE