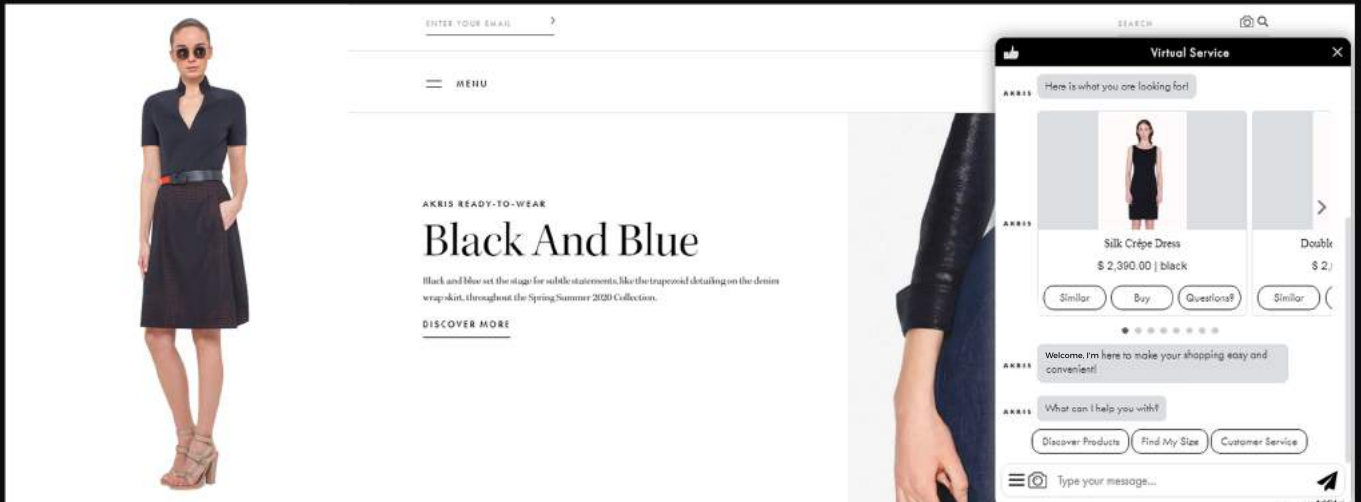


ASKSID'S UNIQUE INSIGHTS LED A LUXURY SWISS FASHION BRAND TO DISCOVER STRONG DEMAND IN NEW INTERNATIONAL MARKETS



THE PROBLEM



How do I guide my consumers to the perfect product with a catalog of 3000+ looks?



I need to provide consumer support across channels and languages 24/7!



How do I tap into my consumer's mind to know what more they need from the brand?

THE SOLUTION

As a digital shopping assistant, AskSid enables brands to provide a seamless shopping experience across Webshop, Facebook, WhatsApp and in-store channels. We also provide brands with actionable consumer insights that could potentially result in new revenue streams.

KEY HIGHLIGHTS:

- ⌚ Quicker response time thanks to retail AI that is pre-trained on product and order data, style tips, FAQs, etc.
- ⌚ Proprietary NLP for retail identifies fashion specific intents and personalizes the experience.
- ⌚ Onboarding in 4 weeks with minimal effort from brand's end.
- ⌚ AI discovers new product questions, enriches product knowledgebase, and supports self-learning.

FEATURES:

- ⌚ Automated precision marketing insights from conversational data leads to new business opportunities.
- ⌚ AskSid's cognitive workbench ingests and converts raw product data into a Q&A knowledgebase.
- ⌚ Repetitive queries related to products and orders are instantly handled by AskSid's chatbot.
- ⌚ Visual search to support smoother discovery of products.

BUSINESS OUTCOMES

- ▶ 8% influenced order conversion rate | 5% for search led conversions | Website conversion rate of 0.57%
- ▶ 1 out of 3 conversations led to size profile creation by users which are used for personalization and new campaigns