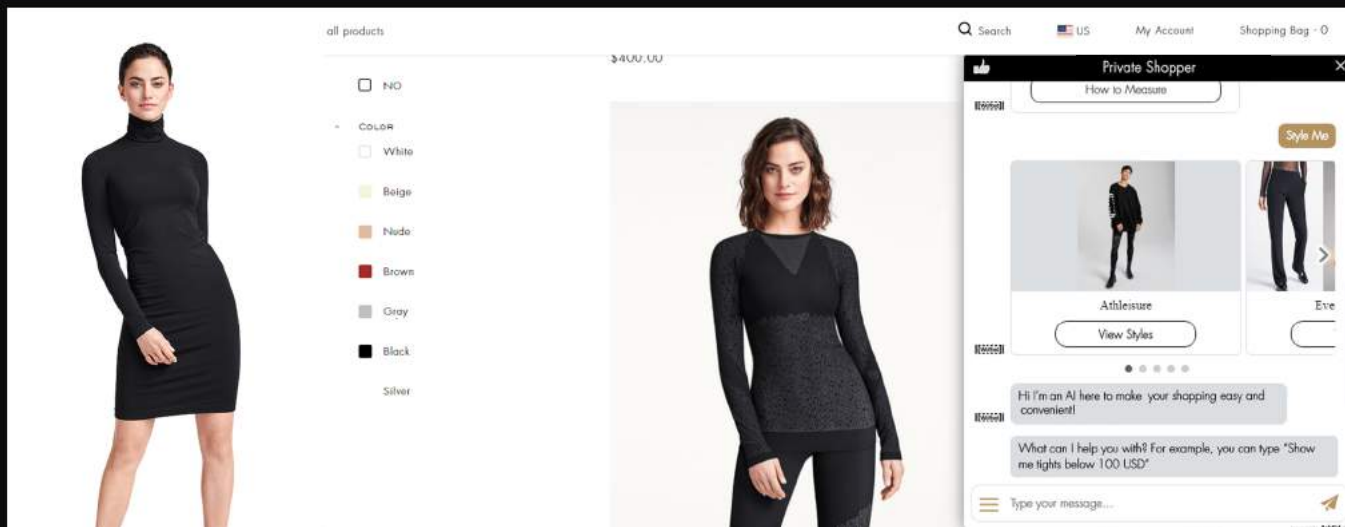


## AskSid accelerated conversions for Europe's No.1 women's bodywear brand



### THE PROBLEM



How do I provide a world-class shopping experience in the luxury fashion segment?



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



How do I optimize cost per call with rising call volumes?

### THE SOLUTION

AskSid supports 15+ languages and is live in 15 countries for this brand, enabling contextual shopping assistance across Webshop, Facebook, WhatsApp and in-store channels. Deep consumer insights have also led to better conversions in various product categories across the e-commerce platform.

#### 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:

- ⦿ Recommendations from fashion experts customized to occasions or consumer taste.
- ⦿ 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.

### BUSINESS OUTCOMES

- ▶ 11% influenced order rate | 2.6% direct orders conversion | 1.89% website conversion.
- ▶ Thousands of new product questions were discovered and enriched in the knowledgebase.
- ▶ The brand's global success story was recognized by Microsoft.