



Austrian Skinwear Brand's Quarterly Online Sales Revenue Rises by 3% with 'Retail AI Brain'



Industry

Retail

Challenges

Simplifying product discovery and providing a delightful experience for a global customer base.

Product

Retail AI Brain

Business Impact

3%

Increase in online sales revenue

15+

Countries serves

100

Languages Used

The Company

A leading luxury Austrian skin wear brand with over 250 mono-points of sale, 3000+ trading partners and presence in over 45 countries, partnered with Gupshup to address business challenges with retail conversational solutions.

The Problem

The brand sought to provide the best-in-class shopping experience and support on both online and offline channels. The company aimed to achieve this by strengthening its digital retail presence with a curated support strategy involving AI.

With an expansive product catalog and a global customer base to cater to, simplifying product discovery across channels to suit the niche requirements of all buyers was another challenge.

Furthermore, the brand sought to elevate the overall shopping experience by deploying brand experts to interact with customers and aid decision-making on all brand channels. Hence, **Gupshup** was brought on board for a solution.

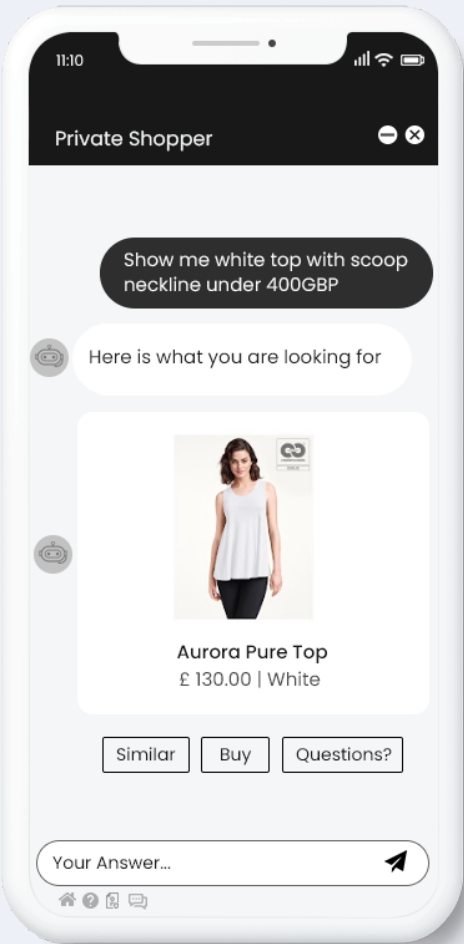
“Quote/Testimonial”

“No matter where or when our customers’ shop, they can now get consistent service in seconds. The next step is to make it hard for them to feel the difference between our human and AI-powered services. Beyond that, we’re also using the intelligence nuggets they provide us with through the bot to improve everything we do—from optimizing service journeys to informing our R&D efforts”.

- **Online Director at the Company**

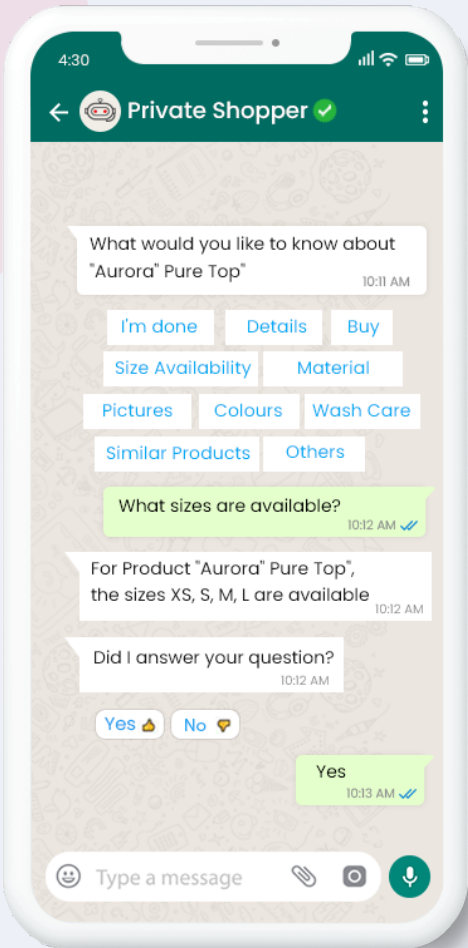
The Solution

Retail AI Brain—an enriched self-learning database—customized product search on the brand website to deliver accurate results for all keywords. The Retail AI Brain also powered an automated size finder application that computes the exact product dimensions based on the basic body measurements provided by customers.



A custom natural language library was deployed to identify the fashion-specific customer intents and personalize the shopping experience by catering to all their unique needs 24/7 in over 100 languages.

Virtual advisors and voice assistants powered by Retail AI Brain enabled human-like conversational experiences to handle complex multi-turn questions.



Benefits

- Virtual Advisor provided quick response times and expert guidance to the skin-wear brand's customers across 15+ countries, in over 100 languages.
- Retail engines built to create a robust support engine resulted in direct conversions in several categories. For instance, in the bodysuit category, Virtual Advisor answered pertinent questions at critical decision-making moments, resulting in a 3% increase in the brand's quarterly online sales revenue.
- Insights into buyer trends and preferences improved product and marketing strategies, thereby boosting customer loyalty. For instance, in the body suit category, Virtual Advisor could answer pertinent questions to support critical decision-making for customers, resulting in a steep increase in sales.
- Gupshup's capabilities were recognized by Microsoft Azure as an AI-powered shopping assistant that supports knowledge extraction, metadata generation, intent data management, and intent classification for fashion.