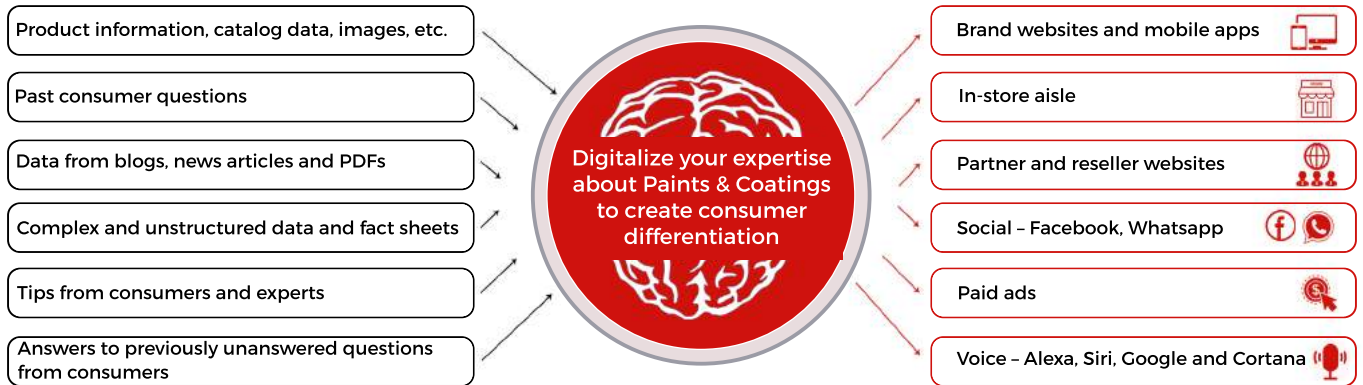


SUCCESS STORY: GLOBAL LEADER IN PAINTS AND COATINGS

ASKSID DELIVERED DEEP CONSUMER INSIGHTS AND EXCEPTIONAL SERVICE THAT BROUGHT NEW BUSINESS OPPORTUNITIES FOR A €10 BILLION LEADER IN PAINTS & COATINGS.

HOW WE BUILT THE WORLD'S BEST PAINTS & COATINGS AI RETAIL BRAIN



THE PROBLEM



Can we simplify the consumer's decision-making and shopping journey?



How do we provide better support in product selection?



How can we cater better to specific consumer needs?

THE SOLUTION

To meet the brand's key problem areas, the AskSid digital shopping assistant swung into action, ready to provide accurate and timely answers to sales, product and support questions. With AskSid on board, our customer is now able to provide consistent support in 15+ languages, to their consumers in 18+ countries. Our full stack solution enables them to provide contextual shopping assistance seamlessly across Webshop, Facebook, WhatsApp and in-store channels.

BUSINESS OUTCOMES



10,000+ unique product Q&As which prompted the client to take the solution to stores in the UK.



13% influenced conversion rate for ecommerce enabled markets such as the UK.



The brand won the British Coating Federation's (BCF) Customer Service Excellence award for the use of our chatbot technology.



Equivalent of 8 agents at 20% cost. 56% sales leads routed by our digital shopping assistant.

KEY HIGHLIGHTS:

- ⦿ Retail AI can be trained easily on paints and colors data to answer complex questions.
- ⦿ Discovered new product questions and enriched the product knowledgebase.
- ⦿ Proprietary NLP for retail identifies paint-specific intents and delivers personalized experiences.
- ⦿ Easy onboarding in 4 weeks, minimal integration effort for the customer.

FEATURES:

- ⦿ Continuous enrichment of product data for new attributes and Q&As.
- ⦿ Precision marketing insights from demand signals hidden in the raw conversation data led to untapped business opportunities.
- ⦿ Cognitive workbench - ingests and converts raw paints data into a Q&A knowledgebase.
- ⦿ High intent leads are handed off to human agents to close sales.