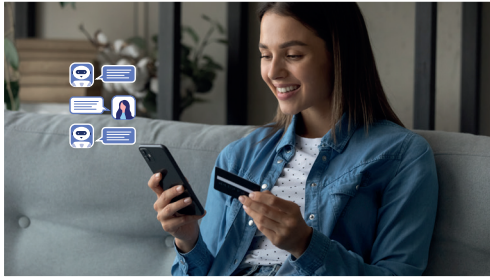


### Challenges in the Modern Digital Marketplace

Navigating today's digital marketplace to find the perfect product can be overwhelming. Traditional e-commerce platforms struggle with personalization, bombarding customers with too many choices and irrelevant recommendations. This leads to a fragmented and frustrating shopping experience. There's a clear need for an innovative solution to enhance personalization, and efficiency.



### Quantiphi's Gen AI-powered Product Recommendation

Quantiphi's Gen AI-enabled Product Recommendation solution transforms the e-commerce shopping experience. By engaging customers through natural conversations, it interprets their needs and delivers highly personalized product recommendations. It ensures that every interaction feels seamless, offering tailored suggestions that enhance satisfaction and elevate the shopping experience.

## Features



#### Natural Language Interface

Express product preferences in natural language, avoiding manual navigation and complex filtering



#### Dynamic Recommendations

Get real-time personalized product recommendations via interactive dialogue and follow-up questions



#### Streamlined Comparison

Easily compare products within the chat interface without opening multiple tabs



#### Omnichannel Integration

Unified integration across websites, mobile apps, and messaging channels

## Benefits



#### Exceptional Customer Experience

Deliver a seamless, personalized, and engaging shopping journey



#### Customer Insights

Understand and cater to individual needs and preference for better services



#### Operational Efficiency

Reduced manual product curation and recommendation efforts

## Customer Success Story

### Enhancing User Engagement with Personalized Fashion Product Recommendations



#### Challenges

- Difficulty with sparse user data
- Inconsistent product metadata
- Need for a recommendation system to meet evolving fashion trends



#### Solution

- Developed a custom recommendation engine
- Data-driven analytics for personalized suggestions and preference
- Enhanced user engagement and boost cross selling opportunities



#### Business Impact

- **1 in 5** recommended products were purchased by users
- Achieved **92%** accuracy in product recommendations
- Boosted conversion rates by **70%**

## Get started with Quantiphi

**Solution walkthrough:** Experience the capabilities of our Gen AI solutions firsthand with a customized demo

**Schedule a discovery session:** Connect with our Gen AI experts to discuss your business challenges and requirements.

**Gen AI build:** Get a Gen AI Prototype built as per your requirement

Reach out to



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