



Responding to the COVID-19 crisis

Help new gamers find the right gaming products quickly and easily

As the COVID-19 pandemic has forced billions of people around the world to spend more time at home, the entertainment business has sprung into action to capture their attention.

The Economist, March

Demand and confusion are growing

Since the COVID-19 pandemic began, the gaming industry has seen a **75% increase in demand**. Game developers are also seeing a huge rise in daily-user engagement.

With the inevitable rise of new gamers entering the market, it has never been more important for game developers, console manufacturers and retailers to educate newbies on which games or consoles are best suited to individual preferences to bring them entertainment and joy, during these difficult times.

Help customers find the products they need

Zoovu helps customers find the products they need quickly and easily, alleviating unnecessary stress and anxiety. Retailers and brands must offer guidance and assistance during the COVID-19 crisis.

At Zoovu, we are committed to helping the gaming industry, meet the increase in demand and effectively support all consumers, regardless of expertise level – **with a conversation.**

Why Zoovu



Speed to market

We are the global leader in conversational commerce for beauty and electronics. Go live in less than 2 weeks.



Increase channel efficiency

Deliver guidance and assistance across multiple channels and retailers.



Reduce abandon rates

Relieve anxiety and reduce the need to shop around by delivering conversational assistance, 24/7.



Real-time Insights

Predict and control demand, understand who is buying, what is selling and why, to inform R&D and marketing.

How it works

Zoovu simplifies the product buying experience by:

- Educating on which gaming product best suits a customer's preferences
- Providing guidance so customers don't need to waste time and effort shopping around
- Increasing confidence with personalized recommendations

With Zoovu, you can translate complex game specifications like **console compatibility, play type, gamer expertise level, PEGI rating** and **genre** into a language that any consumer can understand.

Conversations can even be configured so newbies can be advised on a console, games and relevant accessories, to create the most entertaining gaming experience- **all from one conversation.**

Explore our assistants with

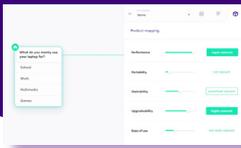


The Zoovu Platform

Getting conversational requires four core components to deliver assistance and guidance when your customers need it most.

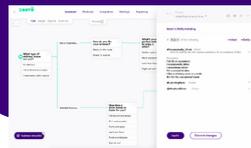
Data Tagging

Translation of product specifications into human-friendly language



Conversation Designer

Dynamic conversation flow builder - manage Q&A and find driven AI-driven optimization tips



Omnichannel

Easily integrate and roll-out across all digital channels, in multiple languages



AI-Analytics & Insights

User-friendly dashboards uncover deep insights on demand and preferences

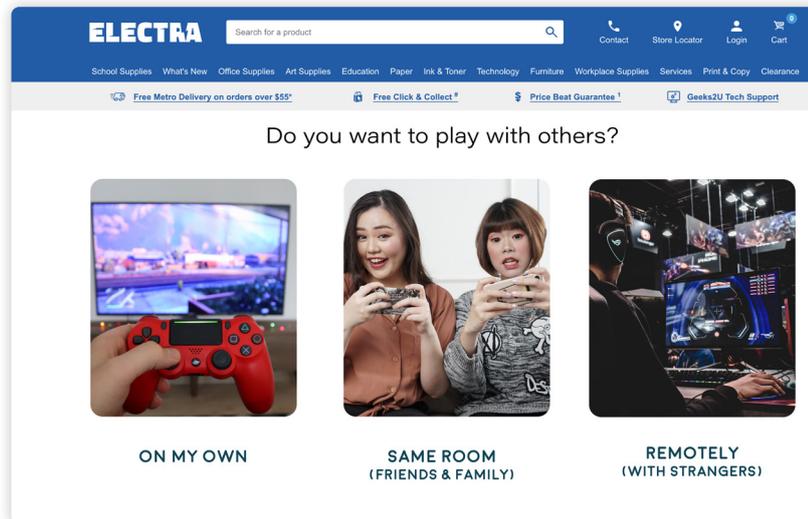


The Zoovu Team

Our dedicated customer success and project services teams will help you go live in record-time.

We will advise on how to support and guide your consumers across all your channels, and share insights on how to optimize your conversation based on interaction patterns, supply and demand data and product preferences.

We found Zoovu right at the time when we were desperately looking for a solution like this. Zoovu makes it super easy for our customers to narrow down options by asking simple questions. Plus, they have amazing customer service!



Bring joy and entertainment to your customers when they need it most.

Zoovu is committed to helping retailers and brands build trust and help customers find the products they need.