



## Responding to the COVID-19 crisis

Guide your customers to the right products for their needs

As the COVID-19 pandemic forces billions of people around the world to spend more time at home, many are turning to at-home remedies and products to develop self-care regimes that don't require a trip to the salon.

Sarah Assous, CMO

### Demand (and confusion) is growing

Since the COVID-19 pandemic began, there has been a huge increase in demand for grooming products and at-home beauty kits.

For many of us, maintaining a care routine will be critical to sustaining our mental health and a sense of normality during these unprecedented times. Many consumers who typically rely on the expertise of others, will now be looking at how to replicate the salon-experience, from the comfort of their own home.

From beard trimmers to home manicure kits, your customers need help finding the right products for their preferences and needs.

### 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 beauty industry effectively support all consumers – 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 beauty product best suits a customer's needs and preferences
- Providing guidance so customers don't need to waste time and effort shopping around
- Increasing confidence with personalized recommendations

Conversations can even be configured so you can advise consumers on multiple products to build the perfect at-home regime - **all from one conversation.**

### Explore our assistants with

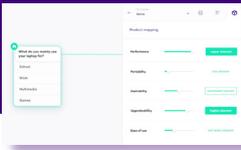


# The Zoovu Platform

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

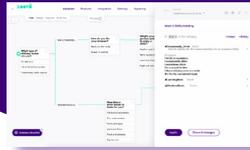
## Data Tagging

Translation of product specifications and features 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

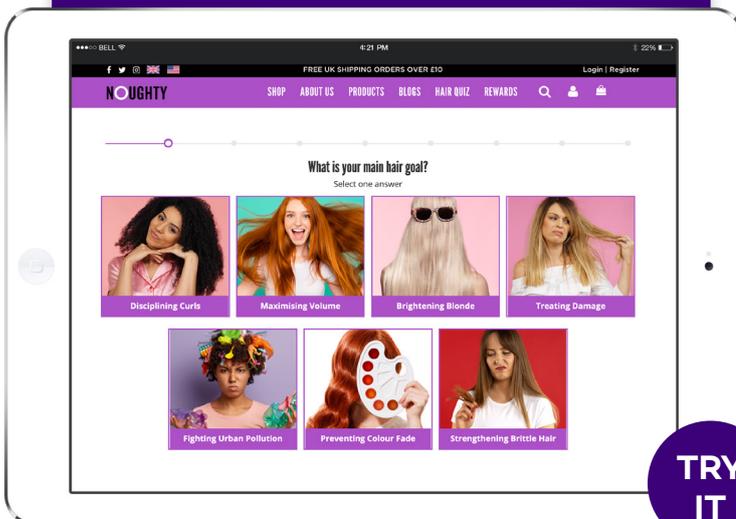


# The Zoovu Team

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.

## Client Spotlight: Noughty



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!



Deliver guidance and assistance when it is needed most. Zoovu is committed to helping retailers and brands build trust and help consumers find the products they need.