



## Responding to the COVID-19 crisis

Guide your buyers to the products they need to keep them safe

[There are] challenges on all fronts of commerce—from supply chain, inventory management, order fulfilment and delivery to customer service and even search engine optimization—many B2B ecommerce executives say they have never seen business conditions change so rapidly.

Director, Ecommerce Research

### An urgent mandate for digital transformation

The COVID-19 pandemic is a wakeup call for PPE and Safety Equipment manufacturers and their distribution partners to urgently adopt digital transformation.

In these unprecedented times, businesses are seeing human-led functions like customer services and sales teams dealing with extraordinary demand, causing backlogs of enquiries, orders and inventory movement.

### Help customers find the products they need

Zoovu helps B2C and B2B buyers find the safety products they need online, quickly and easily, alleviating unnecessary stress and anxiety. Businesses must offer guidance and assistance during the COVID-19 crisis.

At Zoovu, we are committed to helping PPE and Safety Equipment manufacturers and their partners, guide, educate and support buyers to the products they desperately need – **with a conversation.**

### Why Zoovu



#### Speed to market

We are the global leader in conversational commerce for PPE and Safety Equipment. Go live in less than 2 weeks.



#### Increase channel efficiency

Deliver guidance and assistance across multiple channels and languages.



#### Relieve human resources

Remove pressure from human services like sales and customer services. Deliver assistance 24/7.



#### Real-time Insights

Predict and control demand, understand what is selling and why, feed insights across your business.

### How it works

Zoovu simplifies the product buying experience by:

- Educating buyers on which PPE and safety products meet their individual needs and risk-level
- Providing guidance so buyers can find the products they need to keep them safe, quickly and easily
- Reflecting stock availability, so buyers are only recommended products that are available

Conversations can even be configured so buyers can be advised on products in multiple product categories to create a tailored (and compliant) PPE or safety solution for every user, with one conversation.

### Explore our assistants with

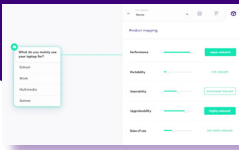


# The Zoovu Platform

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

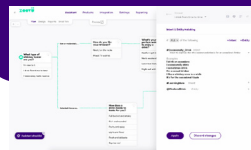
## Data Tagging

Translation of product specifications and features into needs-based language



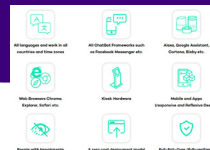
## Conversation Designer

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

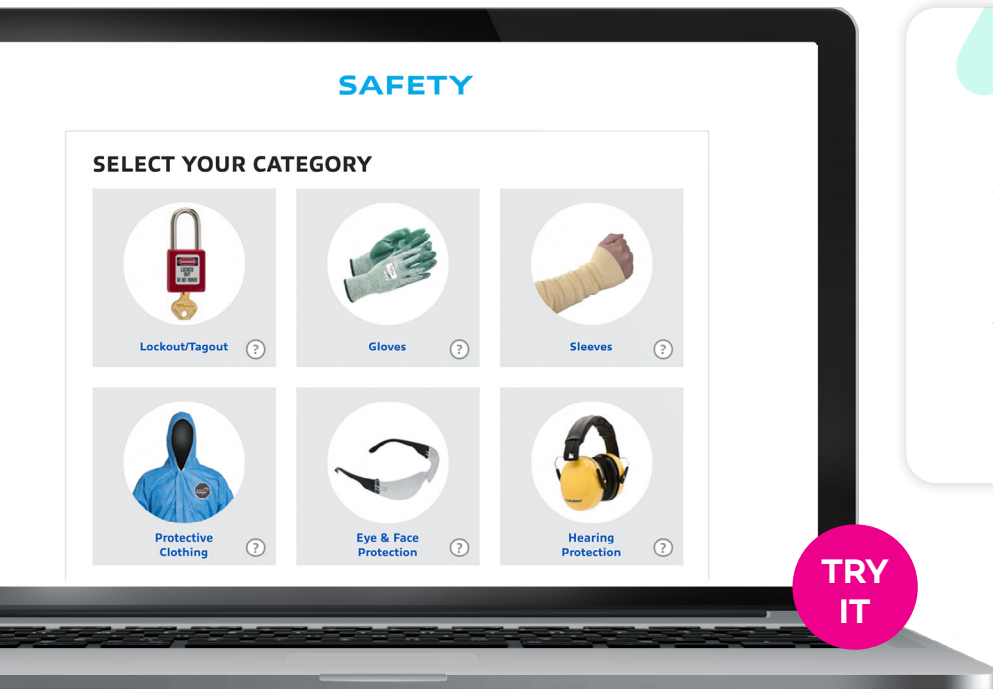
User-friendly dashboards uncover deep insights on demand and preferences



# The Zoovu Team

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

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



We use Zoovu to educate our buyers on which safety products are suitable for every application. It's really about advising customers as quickly and efficiently as possible, to make sure they're looking at the correct products.

**MSC Direct**



Deliver guidance and assistance when it is needed most.

Zoovu is committed to helping businesses build trust and help buyers find the products they need.