



## Helping you respond to the COVID-19 crisis: Offer guidance to your customers when they need it most



As the COVID-19 pandemic forces billions of people around the world to spend more time at home, many are turning to their kitchens, not only for sustenance, but to bring a sense of comfort, exploration and well-being amongst the uncertainty.

Sarah Assous, CMO

### Demand (and confusion) is growing

Since the COVID-19 pandemic began, demand for small kitchen appliances has doubled as home cooks, new and old, don their aprons to feed their households.

For many foodies, the closure of restaurants, cafes and food outlets has been difficult. However, demand shows that consumers are turning to their own kitchens to continue trying new foods and experiment with recipes, in these unprecedented times. Many consumers are looking at how to create delicious food, from the comfort of their own kitchen.

With this inevitable rise of consumers looking for new appliances, from bread machines to coffee makers and immersion blenders, it has never been more important for brands and retailers to educate consumers on which appliances are best suited to individual customers' needs and preferences and offer much needed guidance and assistance.

### It's time to get conversational

Leveraging Conversational Commerce technology is the simplest way to offer guidance, assistance and personalized recommendations. At Zoovu, we are committed to helping your business effectively support all consumers – with the help of a conversation.

### Why Zoovu



#### Speed to market

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



#### Increase channel efficiency

Quickly deploy conversational commerce across multiple digital channels and retailers, in multiple languages.



#### Reduce abandon rates

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



#### Real-time Insights

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

### The Ultimate Solution for kitchen appliances

With Zoovu, we can help translate product specs and features such as **capacity, settings, wattage** and **attachments** into a needs-based language that anyone can understand. Effectively educate every consumer to the right appliance, regardless of their expertise level.

Conversations can even be configured so you can advise consumers on which attachments or additional products will help home-cooks get the most value and use out of their new appliance – **all from one conversation.**

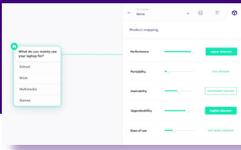


# The Zoovu Platform

AI Conversational Commerce requires four core components to offer new-generation assistance and guidance when your consumers need it most.

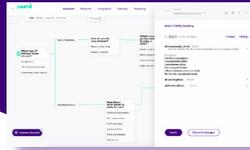
## Data Tagging

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 preference

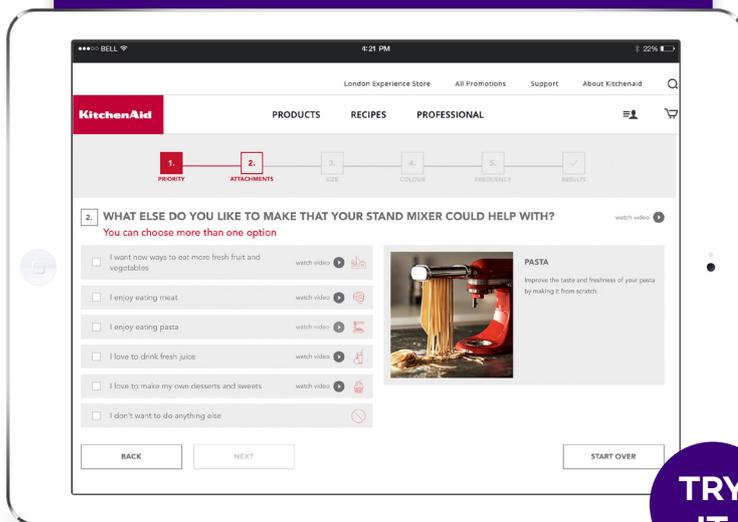


# The Zoovu Team

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 consumers across your owned and retail channels, and share insights on how to optimize your conversation based on interaction patterns, supply and demand data and product preferences.

## Client Spotlight: Kitchen Aid



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!



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



Get in touch today!