



Masterclass

Beyond the hype

Elevating Product Discovery with Zoovu GenAI



Browsing history



Search history



Categories visited



Products clicked



Digital assistant



Perfect for you:

The NewTech 360 laptop is **perfect for gaming**, especially **online multiplayer games**. Its 16GB of RAM ensures smooth gameplay and the 15.6-inch display with a high refresh rate of 144Hz will enhance gaming with **excellent graphics performance**.

| August 6, 2024

Your hosts



Ansley Kime

Director, Solutions



James Ansell

Strategic Account Manager

Agenda

- **1.** Applied AI as business driver
- **2.** Elevating Product Discovery with GenAI
- **3.** Demos and Case studies
- **4.** Q&A

AI Search and Discovery Platform to Optimize Ecommerce Sales

Boston • Toronto • London • Dresden • Vienna • Paris • Wrocław

10K+

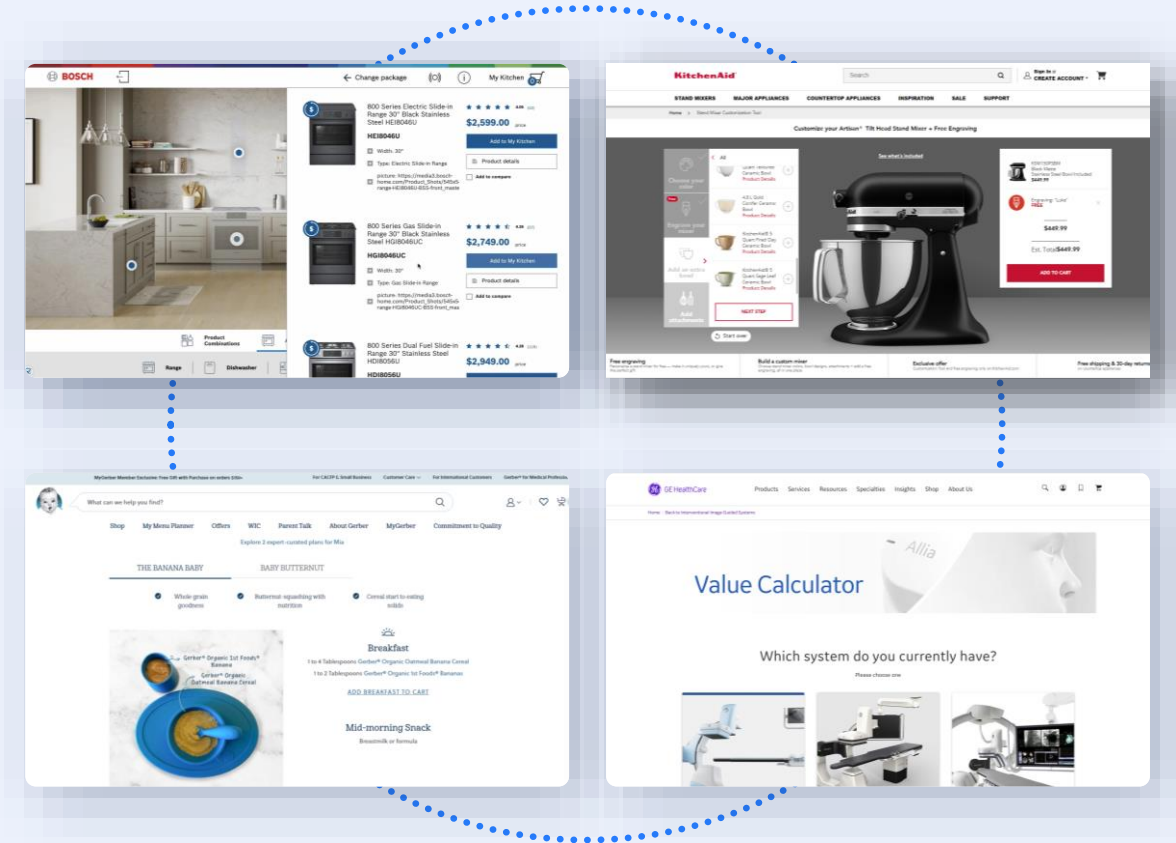
Experiences live

57M

SKUs cleaned and enriched

1.6M

Engagements per month

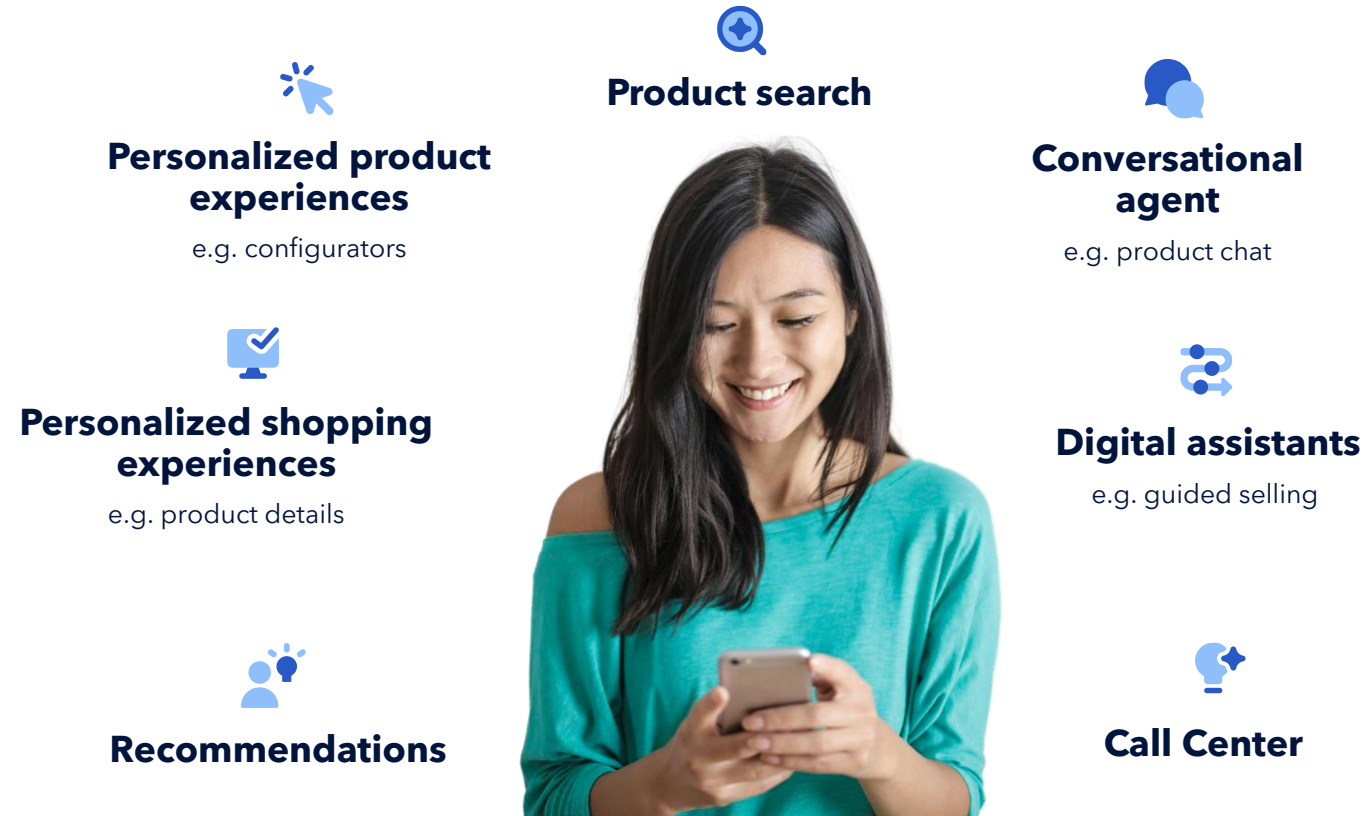


"Zoovu best matches large enterprises' complex needs with advanced capabilities for dynamic and guided selling, product finders and conversational commerce."

Gartner®



Customers will search, discover, and buy using a seamless conversational experience



Powered by an integrated Product Discovery platform

Accurate and enriched data

Applied AI

Seamless customer experiences

Insights and intelligence layer

Integration into sales systems and processes

1

OUR STRATEGY

Applied AI as a business driver

Focus: Harnessing the power of artificial intelligence to transform operations, enhance customer experiences, and drive growth.



Zoovu Applied AI

AI that's built-in to deliver optimal product discovery experiences at scale



AI TO MAKE YOUR TEAM MORE EFFICIENT



Automatically structure and enrich product data



Use data from all available sources to fill gaps in the product catalog



Optimize discovery experiences based on a customer's responses



Analyze historical data to uncover trends and buying patterns



Conduct multivariate testing for continuous optimization



AI TO DELIVER OPTIMAL DISCOVERY EXPERIENCES TO YOUR BUYERS



Understand context and intent for accurate search results



Optimize search result rankings based on user interactions



Ask the right questions in the right order to maximize engagement



Answer product-related questions in real-time



Personalize recommendations based on the identified customer context

Generative AI: Transforming how companies work and innovate

Companies worldwide leverage AI to boost efficiency and deliver exciting new services.

FIERCE

Network

Broadband

Cloud

AI

Wireless

Resources

Events

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CLOUD

Amazon CEO: GenAI is already 'multi-billion-dollar' business

By Diana Goovaerts · May 1, 2024 10:27am

AWS

Amazon

Generative AI

artificial intelligence (AI)

Klarna

Investor relations

Corporate governance

Sustainability

Press

About us

Klarna / Press / Klarna AI assistant handles two-thirds of customer service chats in its first month

Klarna AI assistant handles two-thirds of customer service chats in its first month

February 27, 2024

Klarna / Press / 90% of Klarna staff are using AI daily - game changer for productivity

90% of Klarna staff are using AI daily - game changer for productivity

May 14, 2024


Klarna

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BUSINESS · MEDIA

From Nike to Coca-Cola, How Iconic Brands Are Innovating with Generative A.I.

DIGITAL COMMERCE 360

NEWS

Wayfair releases generative AI app for Apple Vision Pro

Microsoft

Source

Our Company

AI

Innovation

More

Microsoft unveils new generative AI and data solutions across the shopper journey, offering copilot experiences through Microsoft Cloud for Retail

January 11, 2024 | Microsoft News Center

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X

New copilot templates help retailers build personalized shopping experiences and support store operations.

Industry-specific retail data solutions in Microsoft Fabric help retailers unlock insights and lay the foundation for AI.

Generative AI solutions help retailers and brands infuse personalization and creativity into marketing campaigns and retail media ad campaigns to capture

SAP

News Center

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AWS and SAP Unlock New Innovation with Generative AI


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Press Release by SAP News

May 29, 2024



2

Elevating Product Discovery with GenAI



Top 3 GenAI use cases transforming Product Discovery



JUST RIGHT

Enhance accuracy of product recommendations

You can now analyze the context of user interactions to tailor product recommendations precisely to their needs and preferences, helping customers find the perfect products.



JUST FOR ME

Improve personalization based on customer behavior and preferences

You can now use GenAI to generate personalized product descriptions and marketing messages based on user profiles, making recommendations more relevant and engaging.



JUST IN TIME

Adapt to changing customer needs in real time

You can now let customers engage in real-time conversations with a virtual assistant, ask detailed questions, and generate instant responses to guide their decision-making process.

Common Pitfalls

Why GenAI projects fail and how to avoid it

- Regularly comply with data protection laws like GDPR and CCPA.
- Protect data with encryption, access controls, and security audits.
- Ensure AI recommendations follow legal and ethical guidelines to prevent misuse or bias.



Security and Compliance

Safeguard permissions and user privacy



Cost

Reduce cost through optimization and scale

- Focus AI efforts on high-impact areas of the product discovery process to maximize return on investment.



Data quality

High-quality product data for accurate AI results

- Use cleaned, structured and enriched product content
- Make sure you can define your own policy controls, such as safeguards, escalation rules and tone of voice



Accuracy

Prevent AI hallucinations and misinformation

- Validate AI recommendations with real-world data and customer feedback.
- Have human experts review and correct inaccuracies.
- Continuously update with feedback to improve accuracy.



Maintenance and Evaluation

Make iterative enhancements a core practice

- Measure KPIs such as recommendation accuracy, customer satisfaction, and conversion rates to assess AI effectiveness.
- Adjust quickly based on market trends and customer feedback.

Key success factors

Questions to ask and what to look for



Immediate

How quickly can this AI solution be implemented and start delivering results?



Creating a positive human impact

How will this AI solution positively affect our employees, customers, and other stakeholders?



Ready to scale

Can this AI solution be scaled up to meet growing demands or be adapted to other parts of the business?



Being trusted

How reliable and secure is this AI solution, and how transparent are its operations?

3

Demos and Case studies



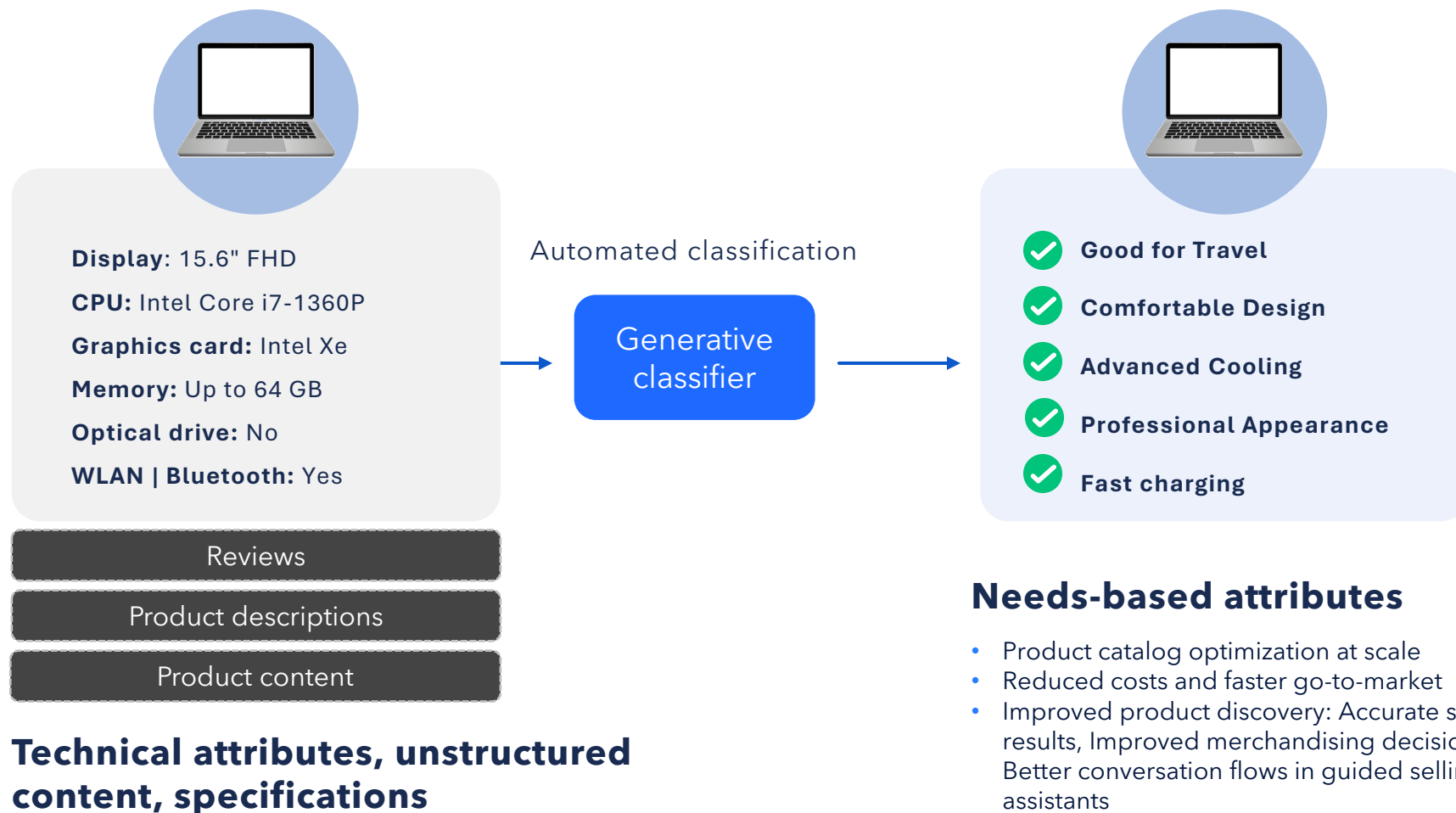
Generative classifier

Productivity & efficiency gains: Automated product classification for ecommerce

88%

of businesses see GenAI as key for enhancing productivity.

- Effective classification is crucial for e-commerce success, improving product discovery and engagement.
- **But:** Manual product tagging is costly and error-prone.
- **Classifier** automates translating technical specs into customer-centric attributes (e.g., travel-friendly or comfortable).
- Clients have **saved 35 hours per person per week** by automating classification.



Generative classifier

Productivity & efficiency gains: Automated product classification for ecommerce

AK

Admin

Projects

Data Pipelines

Data Processing

Ontology

Catalogs

Relations

Classifiers

Description Generators

Recommendations

Semantic Studio

Lenovo - Devices - EN - US

Lenovo - Devices - EN - US

Classifiers / Travel

Source catalog

Laptop

Classifier name

Travel

Classify for

travel

Classifier Instructions (Optional)

- use the word portable instead of lightweight

Suggest additional information for instructions, rating and attributes

Advanced mode

Rating

Include a rating

From

0

to

10

Generate Statements

Include an explanation

Length of generated content

Preview

Yoga 9i (14" Intel) - Mica

Product attributes

Bluetooth

5.1 or above

Category

Laptop

Keyboard

Backlit, Mica - English (US)

Operating System

Windows 11 Pro 64

Processor

11th Generation Intel Core i7-1185G7 Processor (3.00 GHz up to 4.80 GHz)

Warranty

One Year PremiumCare

Wi-Fi

TRUE

Rating

8

Persuasive Sentence

This portable laptop is perfect for travel with its backlit keyboard and one-year warranty. Its powerful processor and Windows 11 Pro OS ensure smooth performance, while Bluetooth 5.1 and Wi-Fi connectivity keep you connected on the go.

Yoga 9i (14" Intel) - Shadow Black

Product attributes

Bluetooth

5.1 or above

Category

Laptop

Keyboard

Backlit, Shadow Black - English (US)

Operating System

Windows 11 Pro 64

Processor

11th Generation Intel Core i7-1195G7

Rating

8

Persuasive Sentence

This portable laptop is perfect for travel with its backlit keyboard, durable Shadow Black design, and one-year PremiumCare warranty. With Wi-Fi and Bluetooth 5.1, stay connected wherever you go. The powerful Intel Core i7 processor ensures fast performance on the go.

Discard

Create

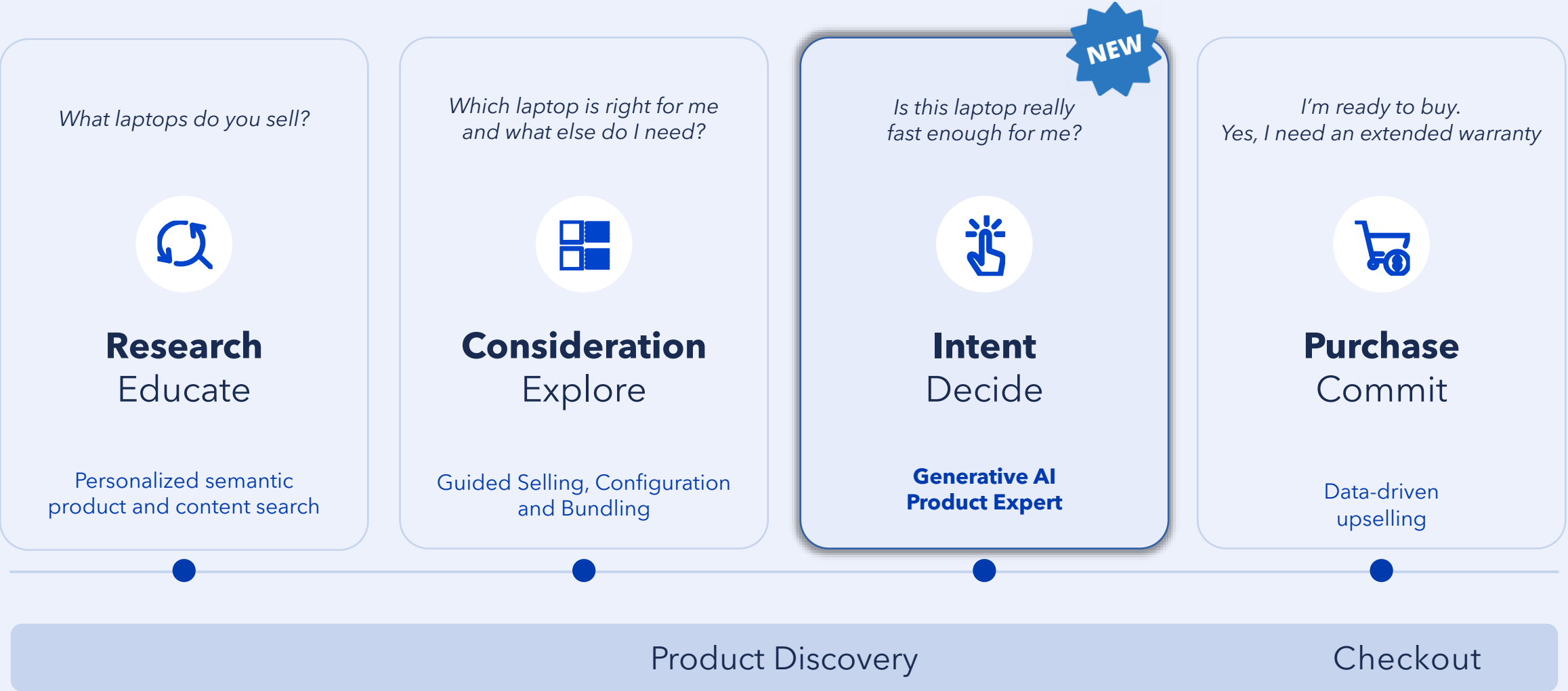
Interested in seeing Generative Classifier in action?

Contact us for a personalized demo and see the impact firsthand. Discover how our solutions can transform your business.

Contact us

Zoe - GenAI Product Expert

Drive purchase confidence: Answer product-related questions in real-time



Zoe - GenAI Product Expert

Drive purchase confidence: Answer product-related questions in real-time

BEST BUY

Menu

What can we help you find today?

Bangor

Cart

\$1,299.99

Attributes that match your requirements:

✓ RAM: 16 GB

✓ Storage: 256 GB

✓ Processor: Qualcomm Snapdragon X Elite

Ask about Copilot+

This Surface Laptop is perfect for you! It's great for creating work-related documents and presentations, as well as editing media files like photos, music, and videos. You can easily stream lectures and do online school work on it too. Plus, it has ample storage capacity in the cloud. It's specifically designed for educational purposes and comes with Copilot+ features that enhance your experience. With its powerful performance and durable design, this laptop is an ideal choice for all your needs.

Was this helpful? [Yes](#) [No](#)

does it come with a backlit keyboard?

Yes, the product comes with a backlit keyboard.

Was this helpful? [Yes](#) [No](#)

and does it have security features?

Yes, the product does have security features. It includes facial

Ask your question here...

By entering any information you agree to Zorvik's [Acceptable Use Policy](#)

☐ Compare

Discover Zoe in action

See how our GenAI Product Expert closes the last mile of product discovery. Schedule your personalized session!

Contact us

>20%
Increase in
Engagement Rate

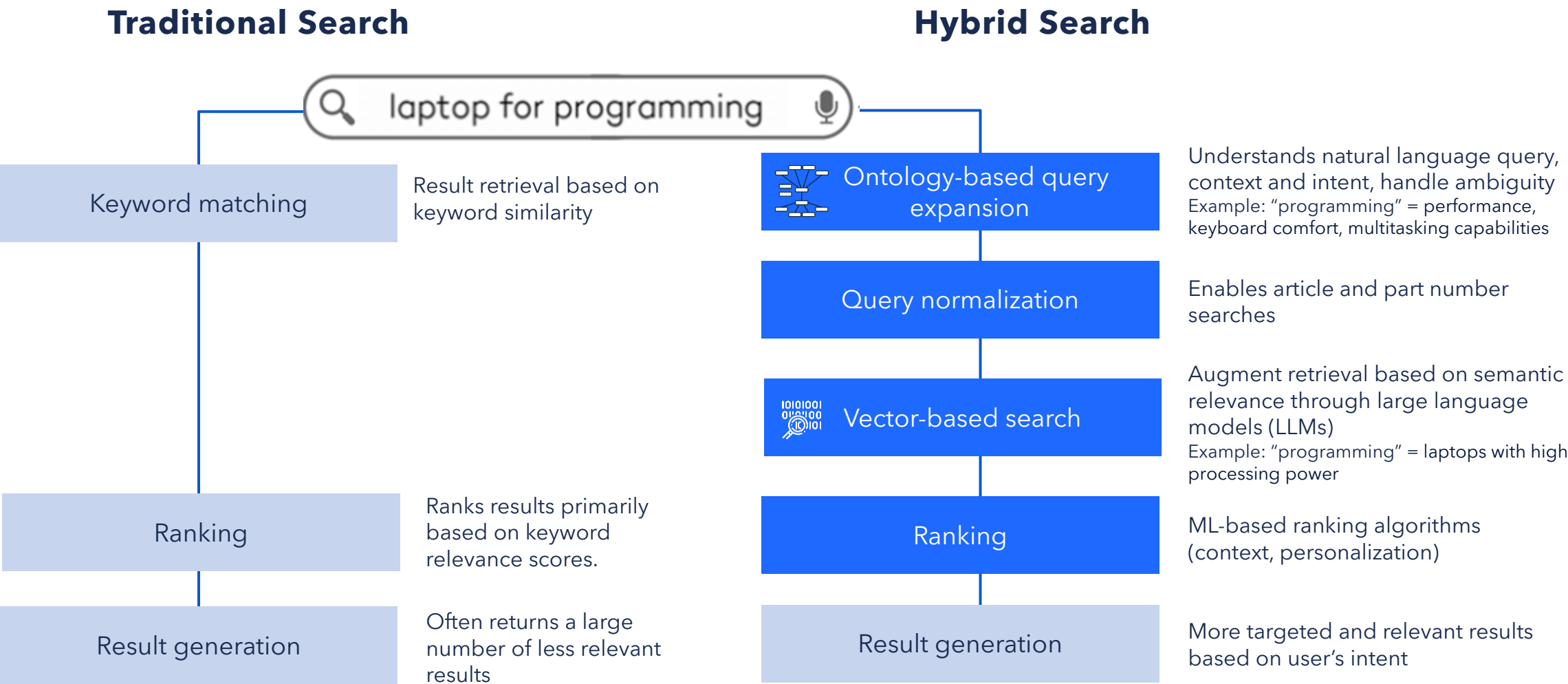
>40%
Increase in
Completion Rate

>15%
Increase in
Conversion Rate



Hybrid search

Increase search accuracy and relevance: The best combination of LLM-based and advanced-ontology-based search



Hybrid search

SS

Admin

Support

Dashboard

Data Sources

Search Preview

Data Structuring

Filters and Ranking

Result Manager

Dictionary

Search Settings

Account

Design & Publish

Index

Preparation

semknax.com

justmusic_en_gb_ML


30075

JT

nirvana guitar 1

Columns: 4

Found 174 search results for "nirvana guitar 1"



Fender Kurt Cobain Jaguar RW 3-Color Sunburst

Category Solidbody Guitars [PASS_ON]

Availability nicht auf Lager – verfügbar ab 17.8.2023 [PASS_ON]

Brand Fender [PASS_ON]


Brand Image https://media.justmusic.de/shop/images/hersteller/Fender.jpg [PASS_ON]

Short Description Electric Guitar / NOS Artist [PASS_ON]

Price €1499.00 [PASS_ON]

ArticleID 72633 [PASS_ON]

Show Details



Fender Kurt Cobain Jaguar Left-Handed RW 3-Color Sunburst

Category Lefthanded Guitars [PASS_ON]

Price €1390.00 [PASS_ON]

Brand Fender [PASS_ON]


Brand Image https://media.justmusic.de/shop/images/hersteller/Fender.jpg [PASS_ON]

Short Description Electric guitar for left-handers / Signature series [PASS_ON]

Availability Not in stock [PASS_ON]

ArticleID 51210 [PASS_ON]

Show Details



Ibanez RGDIX6PB-SKB Surreal Black Burst

Category none [PASS_ON]

Price €649.00 [PASS_ON]

ArticleID 34052 [PASS_ON]


Brand Image https://media.justmusic.de/shop/images/hersteller/Ibanez.jpg [PASS_ON]

Short Description Electric Guitar / RGD Series [PASS_ON]

Brand IBANEZ [PASS_ON]

Availability Not in stock [PASS_ON]

Show Details



Ibanez RG550-PN Purple Neon

Category Solidbody Guitars [PASS_ON]

Price €949.00 [PASS_ON]

ArticleID 77035 [PASS_ON]

Brand Image https://media.justmusic.de/shop/images/hersteller/Ibanez.jpg [PASS_ON]

Short Description Electric Guitar / Genesis Collection [PASS_ON]

Brand IBANEZ [PASS_ON]

Availability Not in stock [PASS_ON]

Show Details

2x
more likely to
convert
than traditional
searches

Explore the
Future of Search

See how Hybrid Search can
transform your search capabilities
and deliver more relevant results.
Schedule your personalized
demo today.

Contact us

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Masterclass

Thank you