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How Zoovu can help during COVID-19



In the last 3 months since the coronavirus began, online retailers and brand sites have seen an **increase of 8.8%** in sales compared to 2019.

The reality is: across the globe, consumers are shifting their shopping habits online and increasing their reliance on digital channels to help protect themselves and their communities.

When we are all experiencing heightened stress, brands and retailers need to increase their focus on ensuring consumers can find the right product with ease, speed and confidence.

Zoovu is here to support businesses during these uncertain times and ensure you are helping your customers find the right products with ease and speed. Consumers will continue to need products, and will be turning to online retailers to fulfill them.

Why Zoovu right now:

Social distancing requires digital commerce:

- Brands & retailers need to shift their efforts as consumers will no longer be shopping and browsing in stores
- Consumers will still need the similar levels of guidance and assistance they received when shopping/browsing in stores

“67% of consumers need brands and retailers to guide their purchase decision*”

- Improving search experiences can happen in days or hours. Our self service solution can be up and running in 2 hours

“Zoovu customers see a 211% increase in conversion rate and grow AOV by 47% with digital assistants by using needs-based questions and answers to guide consumers to the right products”

Difficult search experiences means unnecessary stress:

- Prior to Covid-19, 40% of consumers spent more than 30 minutes* searching for the right product. This is not sustainable when consumers need to increase their online purchases over the next few months
- Brands and retailers can support consumers by helping them find what they want online fast and without any hassle
- Provide a stress free experience consumers need more than ever

“84% of consumers would like search to identify their needs and narrow results down to 5-10 options*”

Consumers need a trustworthy and reliable shopping experience:

- Instill confidence in a time of uncertainty by providing individual guidance and assistance at any time without worrying about customer service being inundated

Even our customers’s customers love Zoovu!

Steve

2 Reviews

Mar 1, 2020



Pure Scooters...good advice and fast delivery

Prior to ordering Pure Scooters, I'd already done a bunch of research, but still had some doubt about the choice of made. I got some great advice from Pure which helped me with my final decision.

* Based on upcoming Zoovu-ResearchScape market research report

Differentiation and attention to unique consumer needs are critical for all brands and retailers. Zoovu helps your brand differentiate because it is:

If Zoovu can help your business during this unprecedented time where digital commerce is more important than ever, our sales team is available and ready to talk conversational search.

Scalable: Zoovu can be deployed across any channel partner and language that your business distributes into.

Flexible: Zoovu works alongside your existing technology stack to improve the performance of product content, imagery, and other product assets.

Quickly set up and into market: With over 500 templates available, Zoovu's out-of-the-box solution can be launched within days of purchase.

Harnessing power of AI insights: The use of AI provides in-depth insight into consumer behavior, interaction patterns, sales data and product preferences.

AI driven conversations that convert: Conversational search requires AI constantly optimizing the buyer's journey. Zoovu leverages AI across all aspects of the platform and your search experience: from turning specifications into conversations to identifying why products perform better with certain audiences.



Why Zoovu

Zoovu is the ultimate AI-driven conversational search platform helping customers find the things they're looking for by having a conversation. We turn every search into a conversation that leads to an engaging and tailored shopping experience for the customer, the brand, and the retailer!

More than 2,500 brands and retailers use Zoovu to have conversations that convert including Amazon, Coty, Whirlpool, and Canon. Zoovu operates worldwide in 500+ product categories, across all languages.



If they can't find it, they can't buy it.

Want to find out more?

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