



Cencosud

Industry: Retail

Country: Chile

Project: AI Assistant - Wizard

Areas Involved: UX, Development,
Marketing, Agile

Stack

Data Grounding

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Problem

The e-commerce of Jumbo, one of the supermarkets of the Cencosud holding company, had a chatbot (Jumbito) used mainly to resolve after-sales requests, a task that was not being fully fulfilled and with which there were high levels of dissatisfaction on the part of the users.

Solution

We provided the Wizard team, a multidisciplinary team focused on innovation, which built a proposal for a new assistant to answer questions about products and recipes, with the power of artificial intelligence. For this project, an agile and flexible framework was used, which allowed Jumbo-Cencosud's needs to be quickly met.

- ✓ **In less than a month**, the Wizard team built a solution that could be made available in Cencosud's production environment.
- ✓ Cencosud's **first Composable AI Stack** was created and implemented.
- ✓ A trial period was defined with **200 Jumbo workers** to test the new assistant.