

# Conversational Commerce

## Your AI Sales Agent for Personalized Shopping Journeys

Rezolve Ai's proprietary LLM that is purpose-built and fine-tuned specifically for retail use cases, enables natural, intuitive product discovery and ongoing support using AI-driven dialogue at every stage of the online shopping journey. By understanding intent, adapting to individual preferences, and providing continuous after-purchase care, Conversational Commerce reduces friction, accelerates conversions, and builds lasting customer loyalty.

## Features

### Natural Language Product Discovery

- Customers find products effortlessly by describing what they need in everyday language (e.g., "a spring jacket for weekend hikes"), making it simple to discover exactly what they're looking for

### Proprietary Retail LLM

- Deliver highly accurate and relevant responses, free from hallucinations and model drift, thanks to our custom-built LLM that is specifically designed for the nuances of retail

### Agentic AI Orchestration

- Customers experience a streamlined shopping experience as our network of AI agents, each optimised for a different part of the shopping journey using retail-specific logic and data models, work together to help them find, compare, refine, and get recommendations more efficiently

### Conversational Product Guidance

- Provides quick answers and helpful suggestions to customers' product questions, so they can easily find the right products and feel confident in their purchasing decisions

### AI-Powered Recommendations

- Enables customers to discover products they'll love with intelligent recommendations tailored to their context and preferences, ensuring they find exactly what they're looking for and everything else they may need to go along with it

### Intent-Based Personalization

- Responses and suggestions are dynamically tailored based on a customer's current query and session behavior, creating a more relevant and helpful shopping experience without needing stored historical data

### Multi-Turn Dialogue Handling

- Offers customers the ability to refine choices quickly and seamlessly, just like talking to a helpful sales associate, due to our AI's capacity to understand follow-up questions, refinements, and narrow down options

### Inline Product Previews

- Customers can evaluate products without navigating away from the conversation, as items and their details are displayed directly within the conversation flow, saving them time and effort

### Conversational Cart Management

- Allows customers to manage their shopping carts and complete purchases directly within the conversation, significantly reducing friction and accelerating the checkout experience

### Unified Context-Aware, 24/7 Self-Service

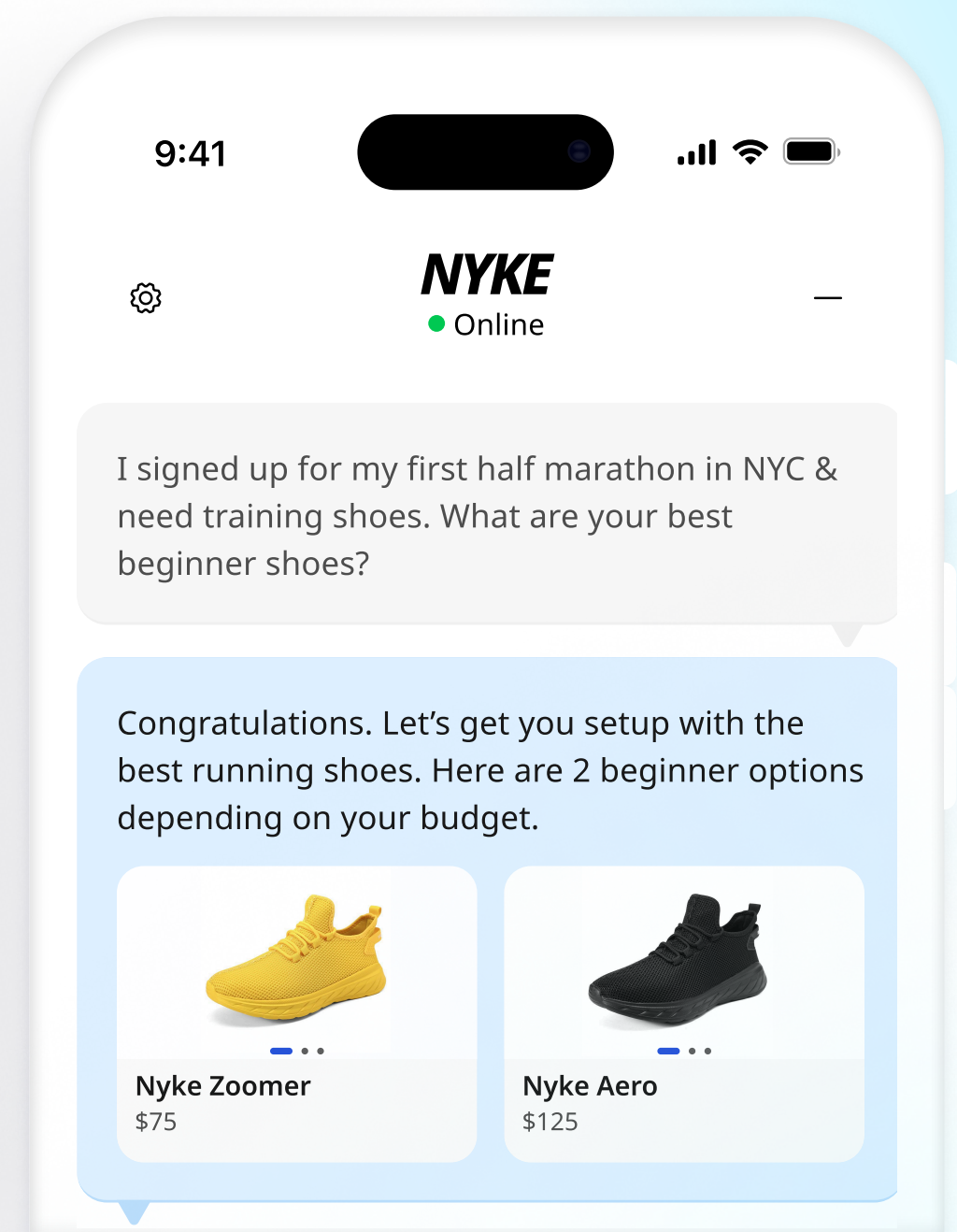
- Delivers personalized, instant assistance with live order, shipping, and return data - Meaning the AI Agent will be extended to handle conversation styles and intent not directly related to product discovery.

### Consistent and Accurate Customer Support

- Our headless API integrates with knowledge management systems providing instant, contextual access to accurate product details, policies, and support information for customers and internal agents – ensuring consistency and reducing escalations.

### Ecommerce Platform Integrations

- Experience simplified onboarding and quick setup with minimal development effort thanks to our native integrations with major ecommerce platforms and applications.





# Benefits

## Increased Conversion & Revenue

- By making product discovery intuitive and personalized, Conversational Commerce significantly improves conversion rates and boosts overall sales

## Streamlined Customer Journey & Continued Support

- From effortless cart management and quick checkouts to proactive after-purchase care and issue resolution, Conversational Commerce ensures a smooth and supportive experience at every stage, boosting satisfaction and reducing service costs

## Reduced Search Abandonment

- Customers can easily find what they're looking for, minimizing frustration and keeping them engaged, thereby reducing search abandonment

## Enhanced Customer Loyalty

- A personalized and effortless shopping experience at every stage of the shopping journey fosters stronger customer relationships and increases customer lifetime value (CLTV)

## Improved Product Findability

- Customers can describe their needs naturally, making it easier to locate optimal products online, even in complex catalogs

## Deep Understanding of Shopper Intent

- The AI analyzes conversational cues to understand customer intent, leading to highly relevant recommendations and a more personalized experience

## Optimized Operational Efficiency

- Automating product discovery and recommendation processes can lead to decreased total cost of ownership (TCO) by reducing the need for manual assistance

## Faster Time to Value

- Go live in weeks, not months, with a ready-built platform that eliminates the need to train or prompt-engineer the system for core retail flows

## Ready to transform your online shopping experience with Brain Commerce?

**+10%**  
Online Revenue

**+8%**  
Average Order Value

**+17%**  
Add-to-Cart

**+25%**  
Conversion

Experience  
**Conversational  
Commerce**  
for yourself.

For more details or if you'd like to see a demo, contact our sales team at [rezolvesales@resolve.com](mailto:rezolvesales@resolve.com)

