

Personal Shopper

Take your visitors on a personalized journey to find the right products in your webshop

Wizard

Chatbot

VISITOR
LOYALTY

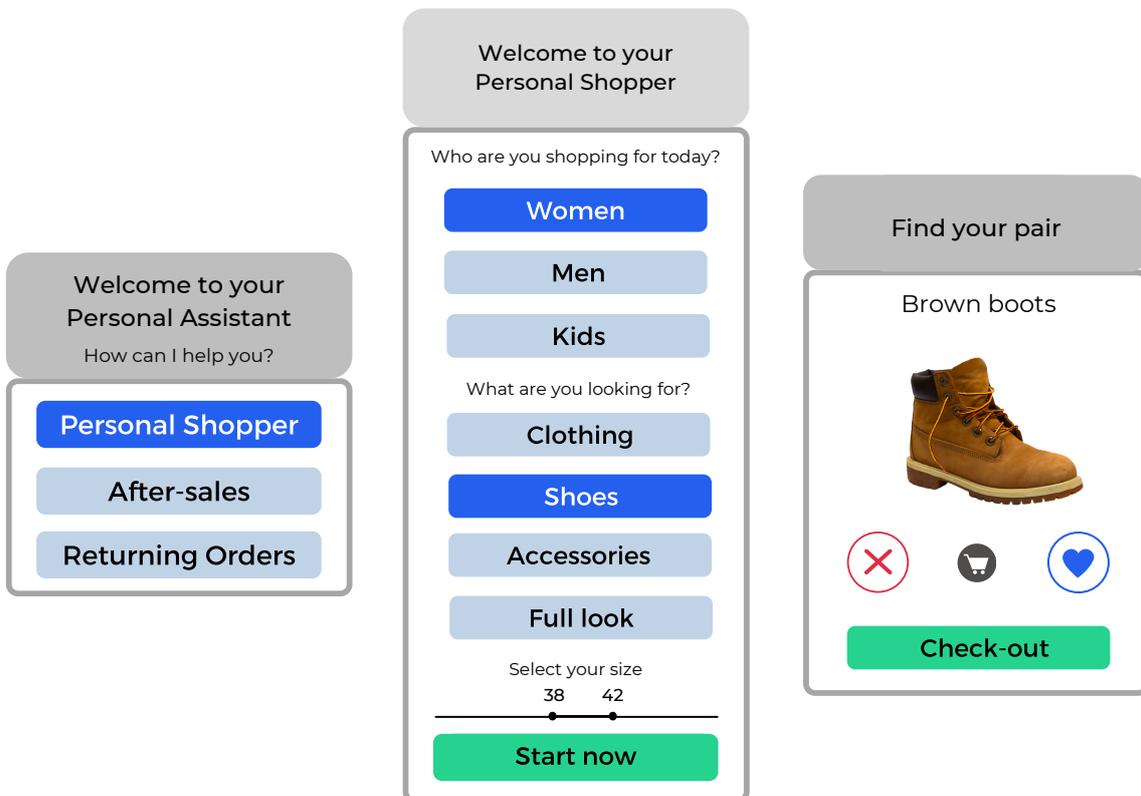
SELL MORE
PRODUCTS

Challenge

Providing a large product offering can serve many different types of visitors. However, if a visitor is looking for a specific item, this wide variety can be overwhelming and time consuming to sort through.

Solution

The Personal Shopper allows you to provide a personalised shopping journey using recommendations. By taking into account your visitor's preferences and behaviour, starting from a diverse choice of categories and narrowing down to a specific product within a few clicks.



The interface and journey flow will be set up for your specific use case to ensure relevancy for your customer while taking into consideration your key KPIs and business needs.

BENEFITS

Creates an efficient experience for your visitor which increases overall satisfaction

- **Relevant & individual recommendations increases conversion**
- **Easy integration into your existing channels**

FUNCTIONALITIES

- Relevant similar recommendations backed by Froomle's expertise in using AI for this purpose
- No need for elaborate metadata to ensure every product is categorised correctly
- Constraints are very flexible depending your business needs

PERFECT FOR

- Teams looking to save time when making recommendations
- Creating a differentiator from your competition
- Crafting a guided product discovery (gift finding, category discovery)

How it Works



1. Visitors will be shown diverse recommendation categories in the first step, allowing them to choose the most interesting option



2. By clicking on the positive icon in your flow, our algorithm (based on ALL user behavior) will show a set of similar products to the one chosen



3. With each item clicked, the Froomle algorithm will narrow down the items and take you deeper into the category



4. 3 to 4 clicks later, the visitor will find the product they are looking for within the selected category

To get started, Froomle will require the following data:

- Online events (page views, impressions, clicks and purchases)
- Your product catalogue including all metadata and stock data you can share

This data combined with a few lines of code will have your module up and running!

We'll work with you to define the user flow based in your use case. You can create your own interface or use a standard branded interface set up by Froomle.

Let us show you the Froomle effect: Reach out to us at demo@froomle.com!



Get started