CUSTOMER
One of the largest omni-channel retailers stores in the world.

PROBLEM
The brand wants to provide an exceptional shopping experience with relevant choices and recommendations that cater to the individual online visitor. The challenge, however, is that at least 80% of online shoppers are anonymous, making it incredibly difficult to identify the user in order to personalize the digital experiences. Of particular interest was the gamified shopping experience that used A/B testing to understand customer preferences on the mobile website. Using real-time session, the department store needed help personalizing the user’s mobile shopping experience.

SOLUTION
The brand decided to use CognitiveScale’s augmented intelligence and AWS infrastructure to apply machine learning to digital commerce. The first step was to ingest their entire apparel catalog to build machine-driven understanding of the products and their associated features. As customers were playing the swipe and shop game, they were effectively telling the system what they like and what they don't like, building individual “Profiles-of-One” that optimize the subsequent product recommendations to the user in that same session. Over time, the AI system continuously learned from the volume of incoming site visits.

IMPACT
With augmented intelligence and machine learning, the brand achieves real-time, same-session personalization, even for anonymous site visitors.

- 23% increase in sales per session
- 44% increase in customer and visitor engagement
Hyper-Personalized Shopping Agent Anatomy

KPI

Customer Site Visits

SEE
anonymous site visits and user behavior

KNOW
the apparel catalog as well as page visit data and user engagement information derived from gamified feedback

ASSIST
by presenting products in ranked order of relevance to the shopper

Data Sets

Skills

Agents

Feedback

Learning

Cognitive Functions

Cognitive Loop

Perception
Abstraction
Reasoning
Learning
Assuring

Product Catalog

Product Attributer

Site Visit Data

Profile-Of-One Generator

Explicit User Preference Data

Product Insight Generator

Contextual Awareness

Personalized Product Ranker

Augmented Human Engagement

About CognitiveScale

CognitiveScale's Augmented Intelligence software helps businesses apply Artificial Intelligence and Blockchain technology to solve complex business problems at scale for financial services, healthcare, and digital commerce markets. The company's award-winning software is being used by global leaders such as USAA, Morgan Stanley, NBC, JPMorgan Chase, ExxonMobil, and MD Anderson to increase user engagement, improve decision-making, and deploy self-learning and self-assuring business processes. Headquartered in Austin, Texas, CognitiveScale has offices in New York, London, and Hyderabad, India, and is funded by Norwest Venture Partners, Intel Capital, IBM Watson, M12, and USAA.

Contact an AI specialist at cognitivescale.com/contact