

DataArt provides GenAI solutions capable of addressing and accelerating E-commerce businesses through the enablement of hyper-personalization, enhancing user experience, and streamlining customer journeys. Our expertise, ready-to-use PoCs, and architectural blueprints significantly reduce time to market, enabling us to deliver value to our customers in record time.

Gen AI Use Cases in E-commerce



Personalized Shopping with Generative AI Chatbots

Enhance customer journeys and drive sales. This chatbot personalizes interactions by offering real-time product recommendations, answering questions, and suggesting relevant content, leading to increased customer satisfaction and conversion rates.



Personalized Customer Support

Deliver exceptional customer experiences through personalized chatbots and virtual assistants. Personalize interactions based on customer history and purchase behavior, offering targeted support, recommendations, and answers to frequently asked questions.



Style Curation and Recommendation

Drive sales and personalize the shopping experience by curated personalized product selections and suggest new options based on trends and preferences, and even design entirely new looks, leading to increased customer engagement and average order value.



Product Content Generation

Automate the generation of consistently high-quality product descriptions that adhere to brand standards and are optimized for search engines. This enriches the overall customer experience and drives increased sales and conversions.



Automated Document Processing

Streamline internal document processing and improve information retrieval efficiency. Generative AI can extract key information from various document formats (e.g., reports, contracts) and generate summaries or populate data fields in existing systems, enabling faster access to critical data.



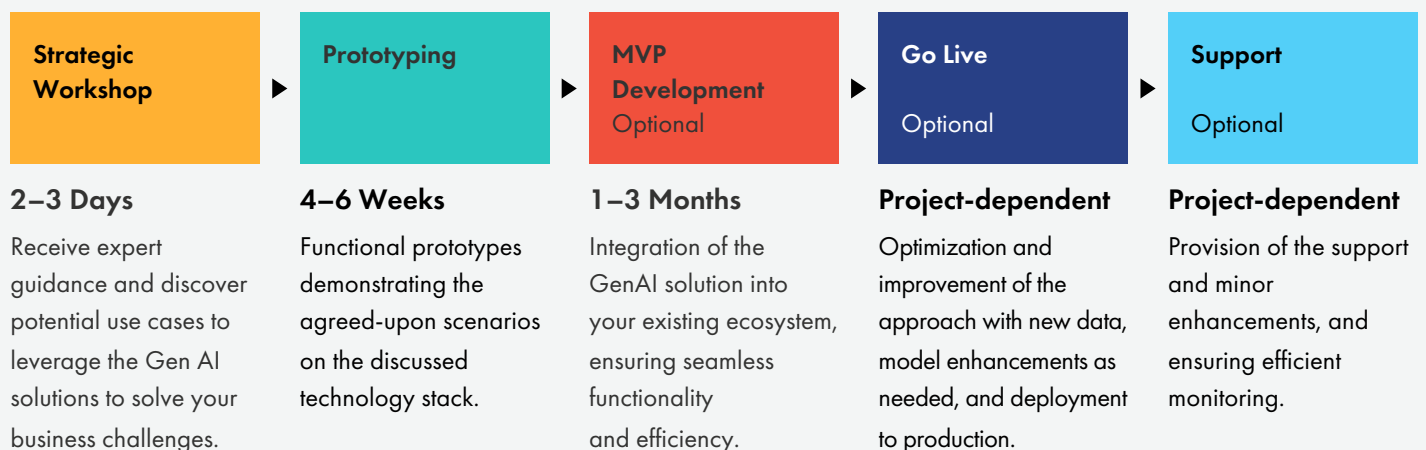
Support Agent Assistance

Enhance call center efficiency by automating call summaries and highlighting key issues. Empower phone support agents by summarizing customer calls, identifying key issues, and suggesting potential solutions, leading to faster resolution times and improved customer satisfaction.

Fast decisions allow fast implementation

Our Approach and Roadmap

From brainstorming sessions to implementation strategies, we'll ensure that you make the most out of this powerful AI tool.



Supported countries: EMEA



Why DataArt?



We've been on the market for 26 years, with a presence in 30+ locations and operate on US, UK, European markets.



All needed expertise for Retail — 14 years of experience, impressive logos, proven success stories.



Founded in 1997, DataArt is a global software engineering firm and the trusted technology partner of market leaders.



Holistic consultancy and advisory services in AI, with accelerators and investment offerings.

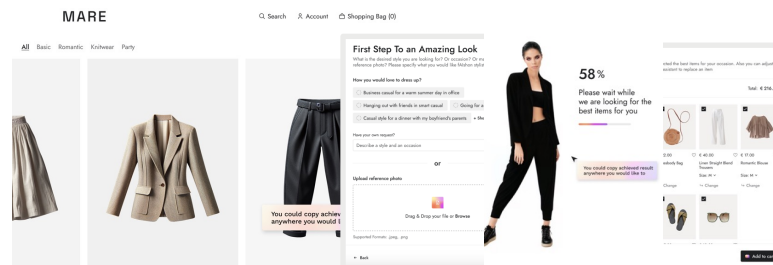


Our Partnerships

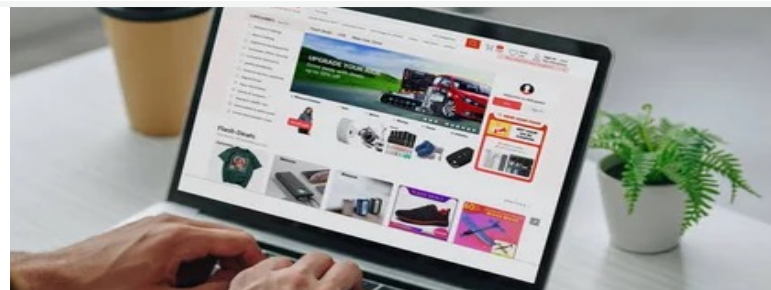


Selected Gen AI Case Studies

StAllist — Gen AI-powered web-based utility for eCommerce stores that helps to pick the right outfit based on the reference image or style text prompts, with personalized recommendations.



Cutting-edge AI-powered content generation system: By simply uploading product images, the solution generates optimized, on-brand descriptions aligned with the required guidelines.



AI-powered bot for delivering do-it-yourself projects. The solution is an interactive agent to compile a list of essential materials and a step-by-step DIY manual. The bot provides users with price-ranked bundles of required items and the links to order them.

