



A High AI-Q[™]
Company



Redefining Retail CX with Adaptive AI Companions

Transforming customer operations across 26 countries with an adaptive AI retail companion and an agentic contact center engine.

Overview

We deployed an integrated AI customer operations platform featuring an adaptive e-commerce companion and an agentic contact center workforce.

- **Lifecycle Engagement & Agentic Support:** Combines a role-shifting AI retail companion (stylist, transaction specialist, care advocate) with an intelligent contact center engine providing live agent guidance, order reconstruction, and automated CRM updates.
- **Measurable CX Impact:** Reduced cart abandonment by 20%, decreased average handling time by 30%, and reduced after-call documentation effort by 60% across global markets.



Client Profile

The client is a leading Japanese global fashion retailer operating large-scale e-commerce and customer support operations across multiple international markets. The client manages high volumes of product enquiries, order support, returns, and customer engagement interactions, embracing scalable AI-driven capabilities to improve operational efficiency and deliver consistent customer experiences across regions.

Disconnected Systems and Conversational Friction

The retailer's legacy customer service model suffered from operational fragmentation across support channels, increasing friction for shoppers and support agents alike.

- **Conversational Discovery Gap:** Traditional e-commerce search failed to understand intent, nuance, or contextual occasion-based requests during product discovery.
- **Agent System Fragmentation:** Contact center agents navigated 5 to 7 disconnected tools per interaction, switching between order history, catalogs, inventory, and CRMs.
- **High Cart Abandonment:** Unresolved questions regarding sizing, availability, delivery timelines, and return policies led to lost sales at checkout.
- **Manual Operational Overhead:** Excessive after-call documentation, slow agent onboarding, and high escalation volumes drained contact center productivity.

Solution: Coordinated AI Retail Operations Platform

We architected a dual-capability customer operations platform integrating an adaptive e-commerce companion with an invisible, AI-powered contact center engine.

- **Adaptive AI Retail Companion:** E-commerce agent that dynamically shifts roles across the funnel—acting as a personal shopping friend during discovery, a personal stylist at selection, a transaction specialist at checkout, and a care advocate post-purchase.
- **Contextual Agent Guidance Engine:** Real-time contact center assistant that synthesizes policy-aligned knowledge, monitors sentiment signals, and provides live next-best-action guidance during active calls and chats.
- **Automated Proof-of-Purchase Reconstruction:** Data synthesis layer that reconstructs missing invoices and order references from payment records and dispatch data, eliminating complex escalations.
- **Automated After-Call Documentation:** Automated summarization tool that extracts key interaction details and updates CRM records instantly following customer calls.
- **Centralized AI Governance Gateway:** Secure orchestration layer enforcing PII masking, compliance validation, audit logs, and dynamic routing between advanced and lightweight LLMs for cost-latency optimization.

Technical Highlights

- **Role-Shifting Conversational Architecture:** Transitioned from static, rule-based chatbots to intent-aware AI companions that adapt behavior based on real-time customer funnel stages.
- **Real-Time Agentic Contact Center Engine:** Replaced manual knowledge base searches with synthesized, policy-aligned AI guidance and live sentiment monitoring during voice and chat sessions.
- **Automated Data Reconstruction Pipeline:** Replaced escalation-heavy manual lookup processes with an automated engine that cross-references payment and dispatch data to reconstruct proof-of-purchase.
- **Automated CRM Summarization Workflows:** Eliminated manual post-interaction logging by deploying automated natural language summarization directly into enterprise CRM tools.
- **Governance & Enterprise AI Gateway:** Embedded automated PII masking, safety guardrails, audit logging, and intelligent model orchestration to optimize response latency and operational costs.

Impact

- **20% Cart Abandonment Reduction:** Conversational checkout assistance resolved real-time payment, inventory, and delivery questions to boost conversions.
- **30% Handling Time Reduction:** Decreased average handling time (AHT) through automated knowledge retrieval and contextual agent guidance.
- **60% After-Call Work Reduction:** Cut post-interaction documentation effort through automated CRM updates and call summarization.
- **Global Footprint Expansion:** Successfully deployed in 2 operational markets with an ongoing rollout active across 26 countries.