

# Conversational Commerce using AI powered by IBM Watson



In Capgemini's recently published loyalty research, we found that emotions have the strongest impact on loyalty and the ability to connect on a human level is what drives long-term customer engagement and ultimately loyalty.<sup>21</sup> Conversational interfaces present brands with a unique opportunity to act like people and create an emotional connection with their consumer through voice channels, thus enhancing the customer experience

## **Solution detail:**

Conversational commerce uses technologies consumers enjoy using—such as chat, messaging and natural-language interfaces—blending them with artificial intelligence, so that people can interact with brands or services through bots.

Our solution is a Chatbot integrated with eCommerce utilizing principles of AI/NLP (Natural Language Processing) which helps customer locate the right product on the site / query order status. The artificial-intelligence-based cognitive system built using IBM Watson helps retailers deliver hyper-personalized shopping experiences through Natural language conversations

## **Business benefit:**

The solution helps businesses deliver personalized interactions on online channels by factoring in 360 degree view of the customer ( profile, shopping history, preferences etc)





## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

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