



PARIS AI L'OREAL

PERSONAL BEAUTY ASSISTANT

ABOUT

Natural Language Processing Chatbot that assists users with personalized shopping experience online similar to a retail sales representative helping them out.

This AI feature can also link to virtual try ons that are already available in the Loreal website and help customers have a streamlined experience.



FEATURES

Personalized Recommendations

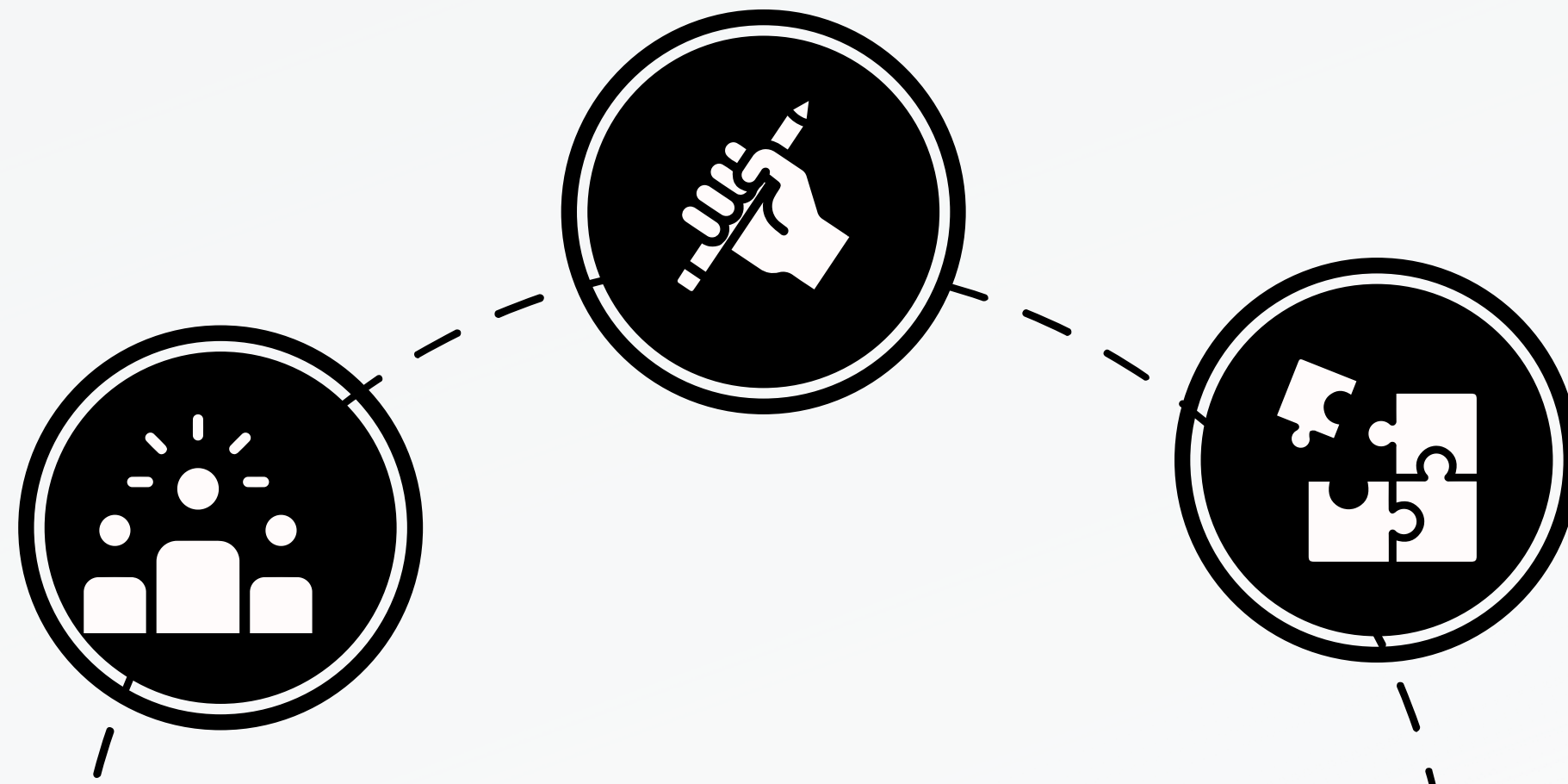
Every user profile captures important data such as skin type, skin shade, hair colour etc which the algorithm then uses to make product recommendations

Streamlined Payments

We noticed the website currently links to different retailers. We want to replace this with a order placed on the site of the retailer in the background and details being input through Loreal website.

Virtual Sales rep equivalent experience

Provides a great point of interaction to draw attention to the Brand and helps in having a 1-1 customer relationship with everyone. Within stores too, an ipad with Paris could be used as an interaction point.





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