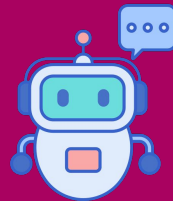


GRATIA

Great Assistant Through IA



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What is GRATIA?



GRATIA is an advanced personalization application that stands out for its virtual assistant called **GRATIA CUSTOMER**, which recommends the ideal product for the customer, not only based on experience, but also based on data.

Another function is to guide the consultant in making decisions by showing statistics on orders, customer ratios, sales.

The greatest feature is **GRATIA CONSULTANT**, which is a virtual assistant in charge of providing the consultant with information on campaign strategies, recommendations, shipping optimization, etc. through natural language.

Main consultant's challenge

#01 Interact on multiple platforms.

#02 Ineffective customer retention.

#03 Lack of segmentation tools.

#04 They do not have instant advice.

Workflow Interaction Customer

#01

The customer can enter through a link shared by the consultant's social media.

#02

The customer places their order through WhatsApp.

#03

The customer pay for their productos.

Beauty Customer Benefits

- - **Personalized attention:** The customer can ask for product recommendations based on their needs and tastes.
- - **Access to the latest news:** GRATIA is updated with the latest products in the catalog, which allows the customer to choose the new products.
- - **Fast service:** The customer places their order directly without having to wait for the consultant to assist them directly, saving time.
- - **From the cell phone:** It is not necessary to enter a web page to be able to place their orders.

Workflow Interaction Consultant

#01

The consultant enters the platform with a username and password

#02

The consultant chooses which topic he needs to access

#03

Depending on the topic chosen, the information will show quantitative or qualitative data.

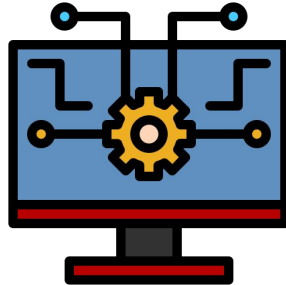
#04

Decision making based on the information obtained previously

Beauty Consultant Benefits

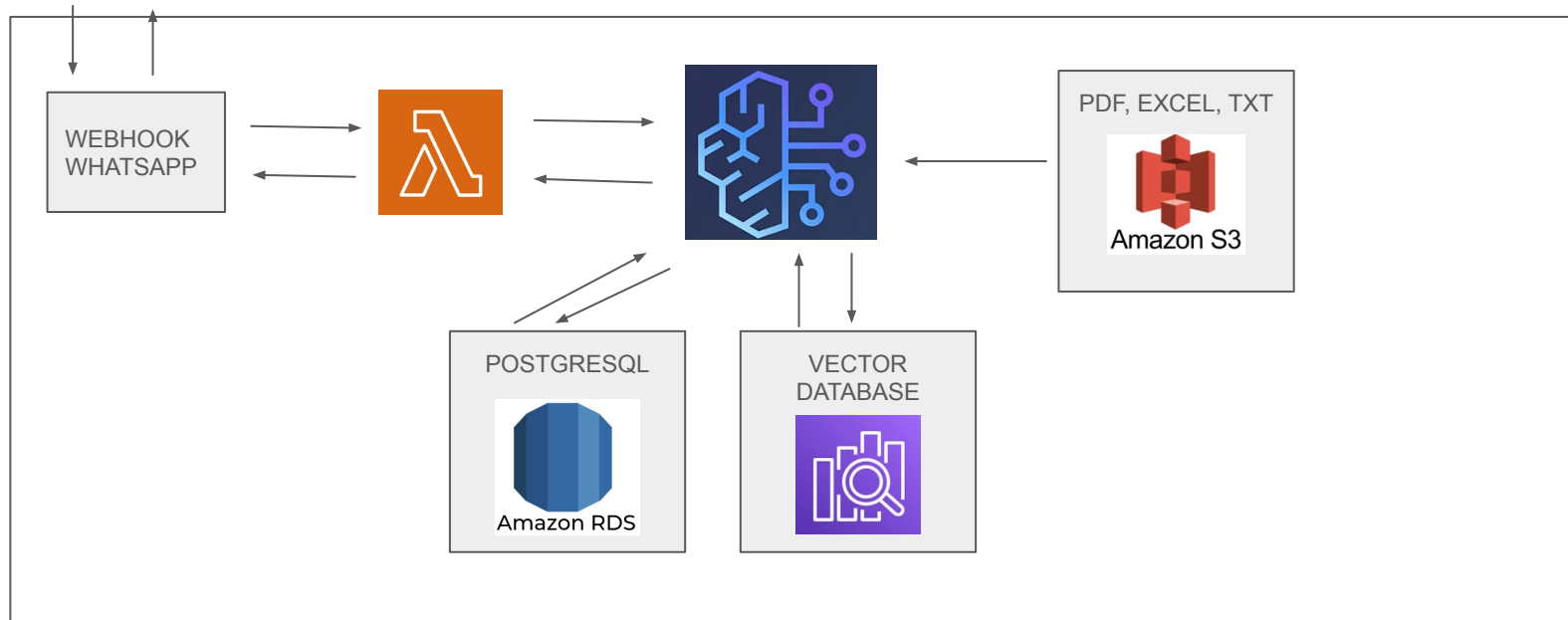
- **Access to trending products:** Consultants can stay informed about and offer the most popular and trending products, improving their sales and aligning with market preferences.
- **Campaign strategies:** GRATIA helps consultants plan and execute effective marketing campaigns, increasing their ability to reach more customers and enhance results.
- **Shipping optimization:** The system allows consultants to optimize shipping processes, reducing time and logistical costs, thus improving efficiency.
- **Personalized recommendations:** GRATIA provides recommendations to help consultants make informed decisions about which products or strategies to use.
- **Customer segmentation:** Consultants can segment customers by location and purchase frequency, enabling a personalized approach and a better sales strategy.

Architecture Design

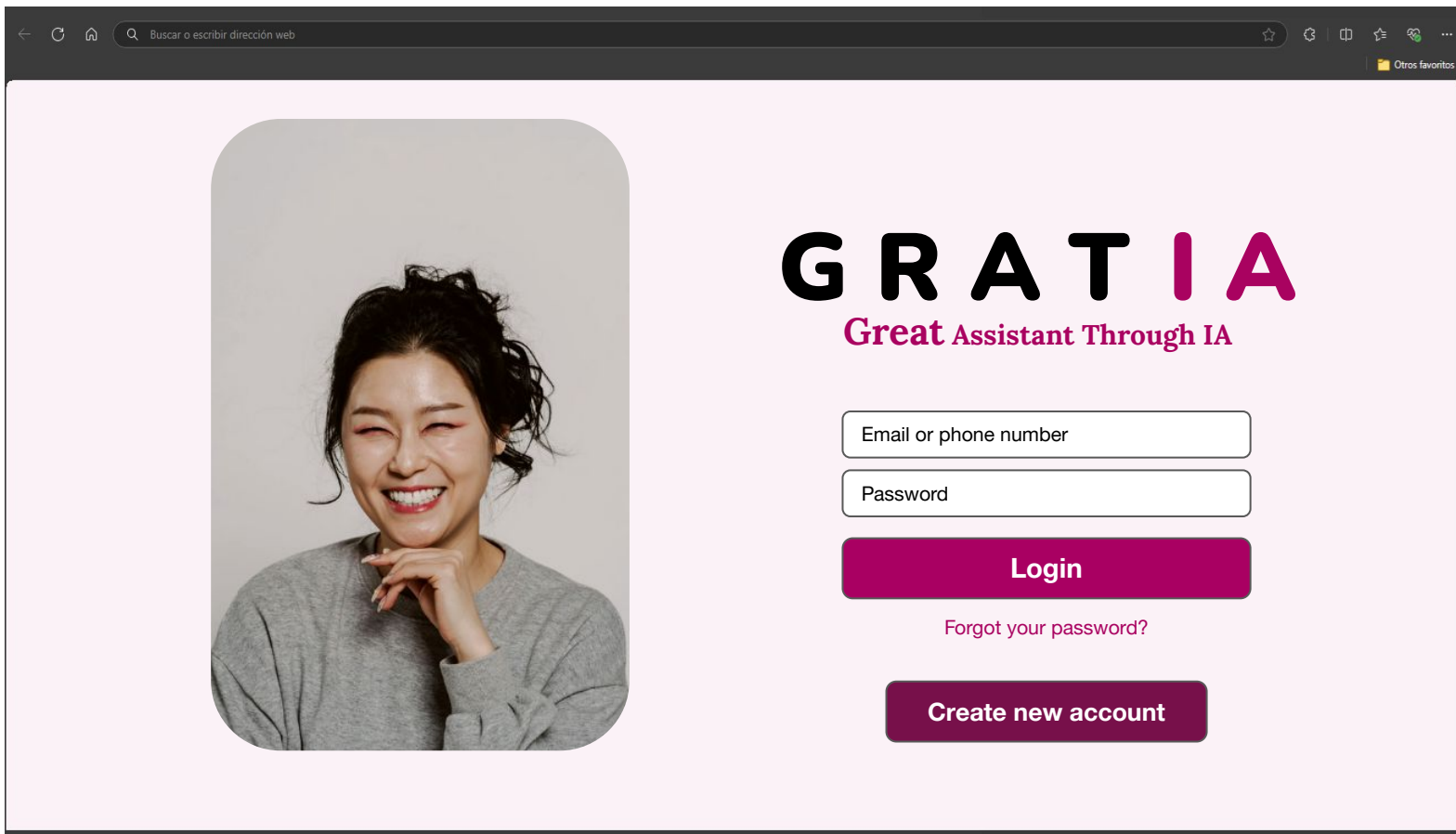




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Otros favoritos

GRATIA


Great Assistant through IA




Orders



Customers



Income



GRATIA Consultant

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Otros favoritos



Orders

Client: Freddy Huamani Barrientos

Item Id	Description	Amount	Date
001	Natural Soap	3	19-10-2024
002	Labial Susy	4	17-07-2024
003	Blush Contour	1	25-04-2024
004	Sun screen	1	14-10-2023

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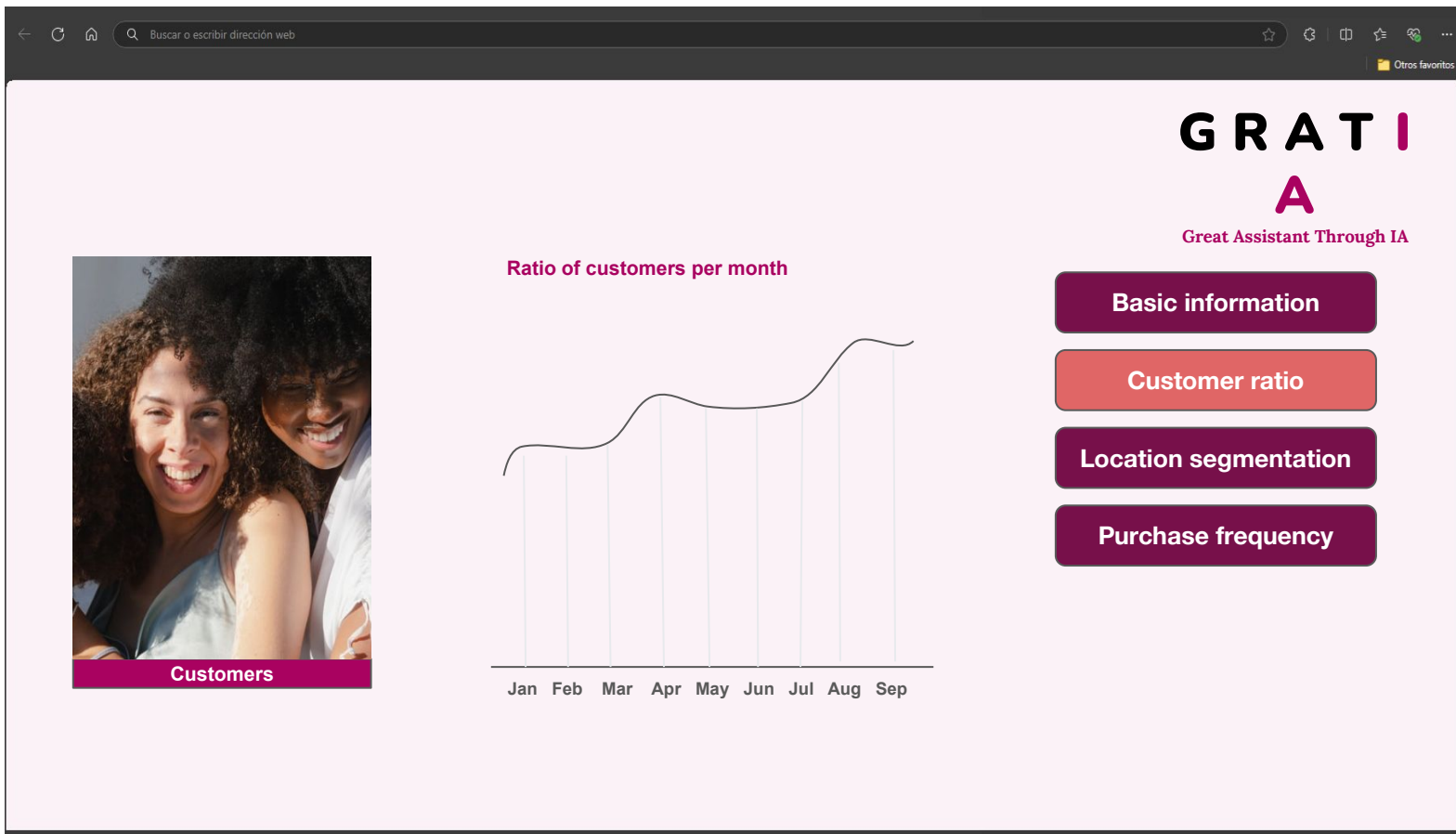
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List of pending orders

List of shipped orders

List of delivered orders

Segmentation by location



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Buscar o escribir dirección web


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Otros favoritos

GRATI

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Income

SALES REPORT

January	10.000
February	30.000
March	10.000
April	70.000
June	70.000
July	20.000

Goals


Monthly/weekly/etc volume




GRATIA Consultant


GRATIA

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I'm here to assist you


Tell me trending products for this week 



Those are the trending products in this week

- Rimel 003
- Blush 3b4

And now, I need a recommendation to improve my incomes 



Use Limited Time promotions:
“Offering exclusive discounts or additional gifts for purchases made within a short period can create urgency and motivate customers to order faster.”

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