ACCELERATE THE FASHION INDUSTRY WITH SHOPPING ASSISTANT AND VIRTUAL TRY-ON

SOFTSERVE GEN AI RETAIL SHOPPING ASSISTANT
CREATED BY SOFTSERVE. ACCELERATED BY GOOGLE CLOUD

Today's shoppers face overwhelming choices, limited search options, and poor online visualization, making judging fit, style, or materials difficult. This leads to uncertainty, abandoned carts, and high return rates — frustrating customers and retailers. SoftServe Gen AI Retail Shopping Assistant simplifies the shopping experience using AI-driven personalization and immersive interactions.

WHAT IS THE GEN AI RETAIL SHOPPING ASSISTANT?

The Gen AI Retail Shopping Assistant is an AI-powered digital concierge that improves the shopping experience with real-time insights, conversational AI, and virtual try-ons. With a quick phone or computer camera snap, customers can see how products look in their own image — no more guessing. The AI assistant personalizes product discovery, eliminates purchase hesitation, and helps retailers reduce return rates.

KEY FEATURES

- Conversational AI Search
- Personalized Recommendations
- Product and Company Insights
- Virtual Try-On
- 3D Modeling Virtual Fitting

USE CASE EXAMPLES

MILLISECOND DATABASE SEARCH FOR PRODUCTS	Instant product information retrieval
AI-POWERED PERSONALIZED RECOMMENDATIONS	Quick access to company details
VIRTUAL TRY-ON FOR OUTFIT VISUALIZATION	Sharing your look for friends on social media
3D MODELING FITTING ROOM	Customizable avatar for accurate fit preview

KEY BENEFITS

ENHANCES CUSTOMER ENGAGEMENT

Delivers interactive and personalized shopping experiences that foster stronger customer loyalty.

INCREASES SALES AND CONVERSIONS

Leverages AI-powered recommendations and immersive visualization to inspire trust and encourage more purchases.

REDUCES PURCHASE UNCERTAINTY

Provides shoppers with virtual try-ons and detailed product insights to help them make confident decisions.

LOWERS RETURN RATES

Minimizes product mismatches and unnecessary returns through better discovery tools and accurate fit assessments.

softserve   Google Cloud

SOFTSERVE GEN AI RETAIL SHOPPING ASSISTANT IMPLEMENTATION ACCELERATOR

10 WEEKS

RAPID GEN AI ASSESSMENT

- Identify key challenges and inefficiencies in existing workflows.
- Assess data readiness, security, and compliance requirements.
- Define project scope, KPIs, and expected ROI.

DELIVERABLES

- A comprehensive assessment of business needs and priority use cases.
- A strategic roadmap outlining AI-driven improvements and integration strategies.

PROOF-OF-VALUE

- Deploy a secure, non-production environment in Google Cloud.
- Configure identity provider (IdP) and activate key AI services.
- Implement AI-powered search, contextual insights, and workflow automation.
- Onboard up to 50 test users for real-world evaluation.

DELIVERABLES

- A fully configured AI-powered assistant with integrated data sources.
- A performance evaluation report with insights for further optimization.

GOOGLE CLOUD EXPERTISE

SoftServe is a **Premier Google Cloud Services Partner** with deep and recognized expertise in enabling clients to develop Cloud-Native applications. Our approach involves leveraging advanced technologies like artificial intelligence, machine learning, and data analytics. **We've successfully delivered hundreds of projects** for clients ranging from Fortune 100 enterprises to digital-native startups.

84
Net promoter score

190+
Google Cloud-enabled customers

700+
Certified Google Cloud professionals

80+
Data science experts

SPECIALIZATION
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