Conversational A.I

Use case: E-commerce & Retail

https://levia.ai
What if customers could get answers through messaging channels they already use every day?
Conversational commerce is not the future. It’s happening NOW!

“Conversational commerce is defined as the ability to communicate with brands through conversations, from any device, and on the consumers’ own schedules. “

By the end of 2020, 85% of customer interactions will be human to machine, with chatbots making up a large portion of those - Gartner research.

According to Forrester Research, 53% of customers are likely to abandon their online purchases if they can't find quick answers to their questions.

At least 78% of consumers who text wish they could have a text conversation with a business.
Conversational AI Technology by industry

RETAIL & E-COMMERCE

Levia turns FAQ & products feed into conversational agents answering requests in natural language without any training needed.
LEVIA uses AI to improve the customer journey

With 2 instant automated messaging technologies:

1. **Levia’s Smart Selling Assistant.**
   A virtual vendor behind every client

2. **Levia’s AI Care assistant.**
   A scalable AI technology to solve customers issues

Customers can purchase, or get answers at any point of the customer journey using Natural Language, may that be an initial inquiry before the purchase, help and support after purchase, renewal or reordering.
Conversational commerce throughout the customer journey.

Before the sale

- **Key feature**
  - Brand content Merchandising
  - Automatic FAQ search

- **+85% confidence on top 3 FAQ answers**
- **20% Conversion rate**

During the sale

- **Key feature**
  - Conversational product search
  - Automated Q&A on product

- **+30% average basket increase**
- **X3 faster VS searching on m-commerce interface**

After the sale

- **Key feature**
  - Automatic QA ranking (FAQ search)
  - + Transfer to human operator if needed

- **+90% confidence on top 5 FAQ answers**
- **4,5/5 satisfaction rate**
LEVIA’S SMART SELLING ASSISTANT

Designed to search among millions of products within seconds:

**Variations**
Personal shopper / Beauty Advisor / Wine Advisor

**Includes**
Interconnexion with Algolia, Lengow, ES, Google shopping...

Interconnexion with ladvize, Dimelo, Zendesk...
QA on product pages

20% conversion rate bot/site

+30% increase average basket
Automatic search in FAQ
Transfer to a human care assistant if needed

Variations
Model: NLU / intent
entities extraction based >> training needed

Deep learning model:
contextual and semantic search >> model already pre-trained - no need training on the go

Require access to a knowledge base

Included:
Connexion available with Iadvize, Dimelo, Zendesk...

Possibility to insert tutorials, images, scripted conversation / dynamic conversation like FAQ
Levia’s AI Smart Selling Assistant

Smart product Q/A on product page

Contextual & semantic search on production information or any product knowledge base

Generate an extract / substring of the product information to answer the question

Work on any industry and any volume data base
Works on any industry.

- Fashion retail: Galeries Lafayette, Jennyfer, Pandora
- Food retail: Carrefour, E. Leclerc, Ma Cave, Cdiscount, Carmila
- Pure Players: Cdiscount
- Beauty retail: Caudalie
- Luxury retail: Piaget
Levia’s AI Components

1. Conversation Manager
2. Question Answering System
3. Contextualized semantic search
1. **Conversation Manager**

General purpose conversation manager compatible with intents and entities extraction mechanism, specific tracking via GA, support quick replies, carousel & rich content.

Some pre-templated Conversations available for various industries.

Specific channel distribution with 15+ drivers:
- through Messaging Platforms or Web (customized widget which can be embedded in any mobile or desktop webapp)
- through third party integrator

Automated Mapping of each client knowledge base with our entities referential.

Automatic selection of the best next question.
2. Question Answering System

Question answering from semi-structured texts based on **Machine reading**.

Automated Q&A with Deep Learning Algorithms & transfer learning (state of the art in machine reading comprehension) 100% compliant with any industry as long as we have a knowledge base.

Given a context and a question, our algorithm is able to **extract a substring of the context** that best answers the question (or none if no reasonable answer is available).

Best in class French & English model. Also available in 100+ languages.
Automated Q&A Ranking
Ability to ask questions not in the database & propose an answer thanks to the identification of the closest questions within the database.

Scalable contextual semantic search: the indexes are able to handle multi billions of records.

Results: 90% accuracy to the top 5 questions (ex. FAQ).
We are building the future of commerce, conversational commerce.

Let’s start the conversation!

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With the help of ambitious and kindly Investors

Noam Ohana
Partner - Conegliano Venture

Hélène Huby
Airbus Board Member
Partner Space X

Pauline Roux
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