

AI In Action

3 Ways AI is Evolving Ecommerce



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Full-Service Digital Experience Agency

Vaimo is one of the world's most respected experts in digital commerce and customer experiences.

- 1 focus →
- 4 areas of expertise →
- 6 key service offerings →



North America



United Kingdom



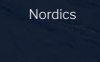
Nordics



Western Europe



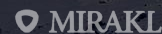
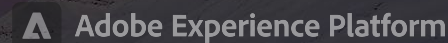
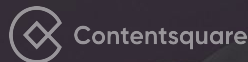
Baltics & Ukraine



Africa & Middle East

650+
employees

17+
years



Vaimo Example Clients by Industry

Sports & Outdoors



Beauty & Fashion



Home & DIY



Food & Drinks



B2B & Manufacturing



Other





01
**Radically
Simple
Search**

02
**Richer
Content
Experiences**

03
**Super
Human
Service**



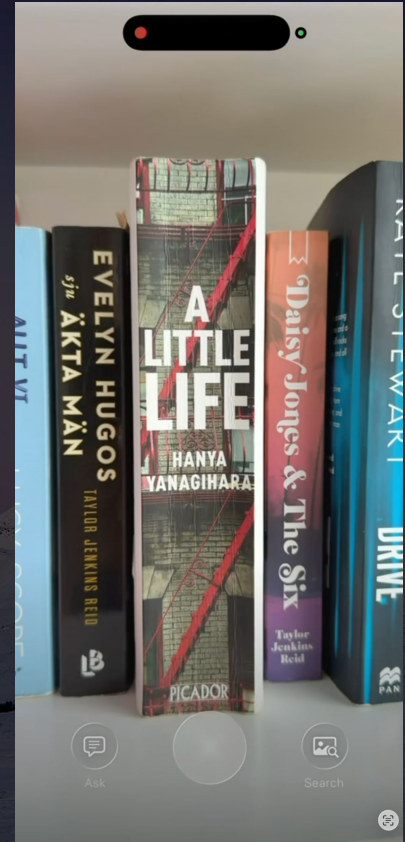
AI In Action

01

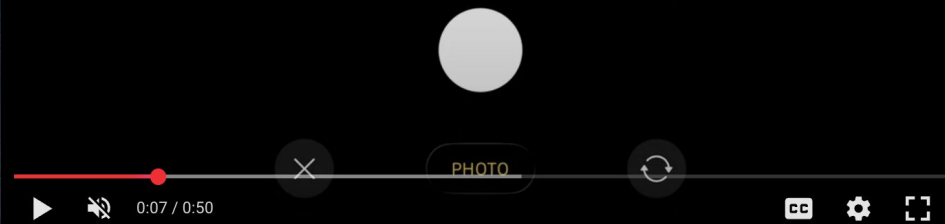
Radically Simple Search

What can I help with?

Camera Search



Asos Image Search



Apple Intelligence

An eyelash curler is a beauty tool used to lift and curl eyelashes, creating the appearance of longer and more open eyes. It typically features a clamp with a cushioned pad to gently shape the lashes without causing damage.

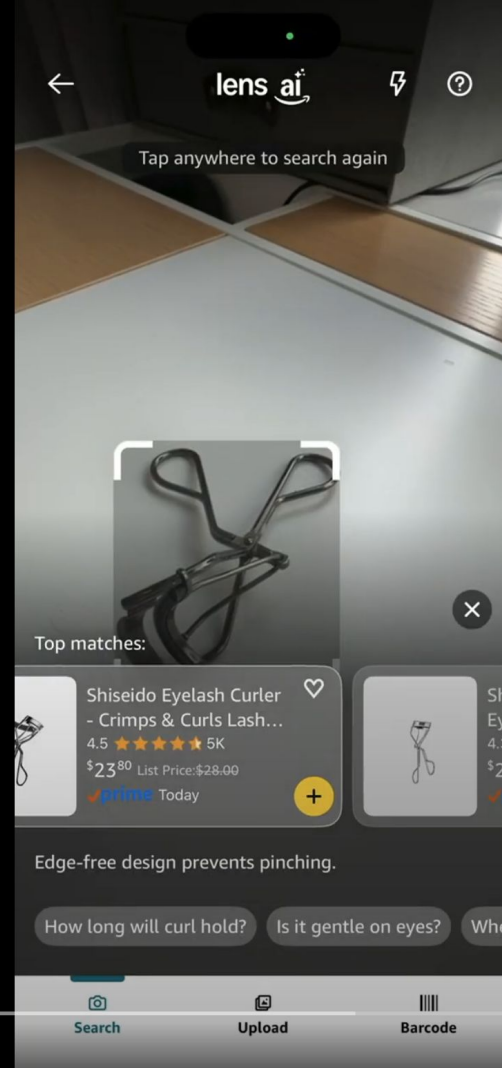
 ChatGPT • Check important info for mistakes.



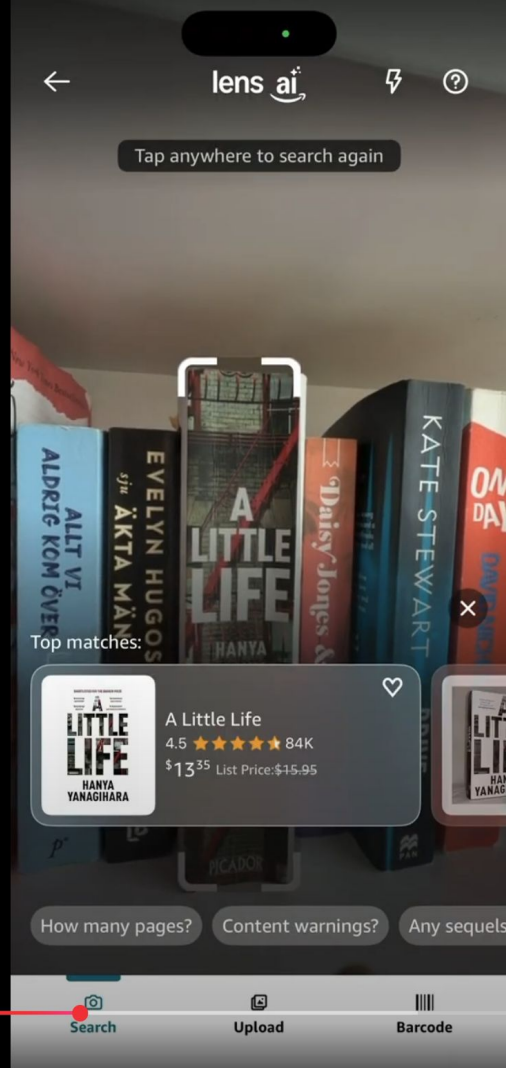
0:12 / 0:45



Amazon Image Search



Amazon Image Search



Apple Intelligence

Here's the **Adlibris** link to buy *A Little Life* by Hanya Yanagihara:
[Adlibris – A Little Life.](#)

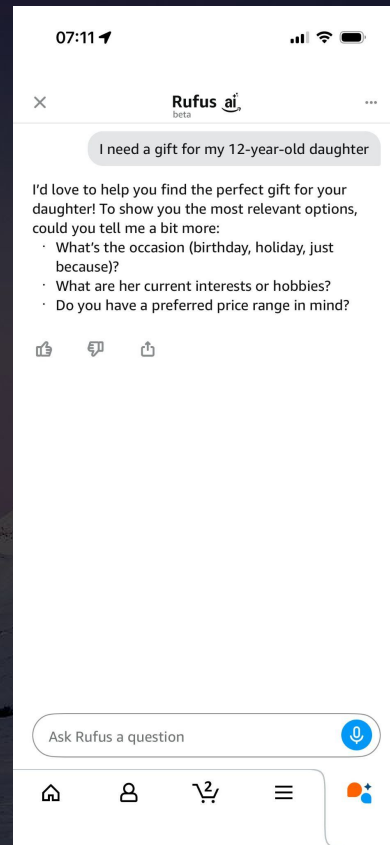
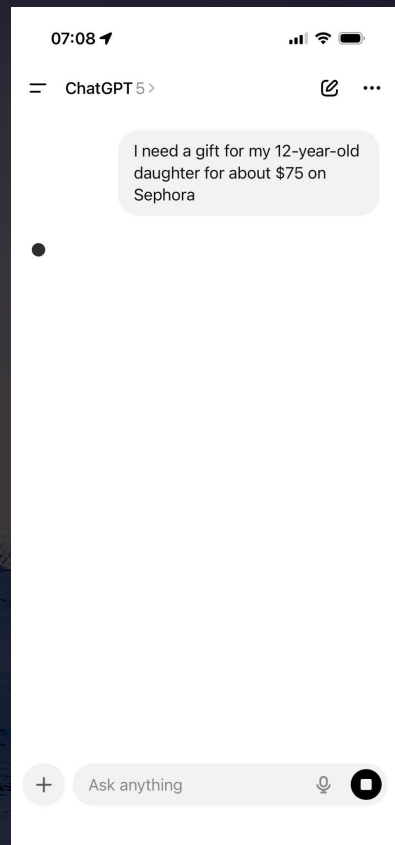
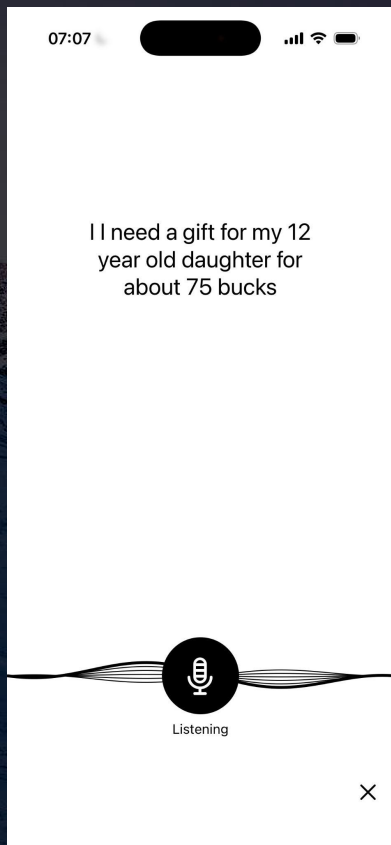
 **ChatGPT** • Check important info for mistakes.



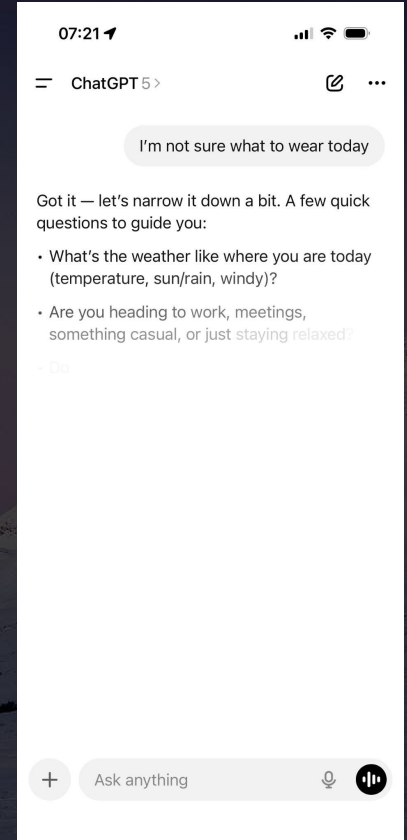
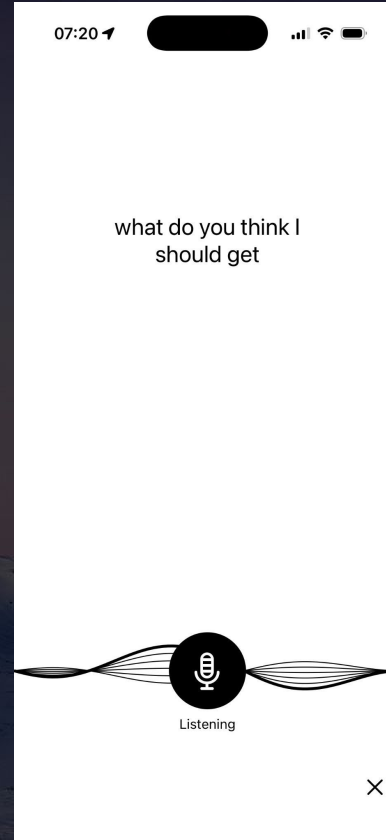
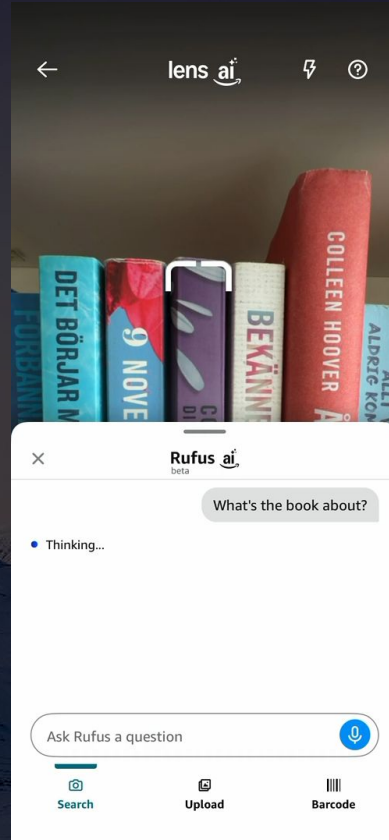
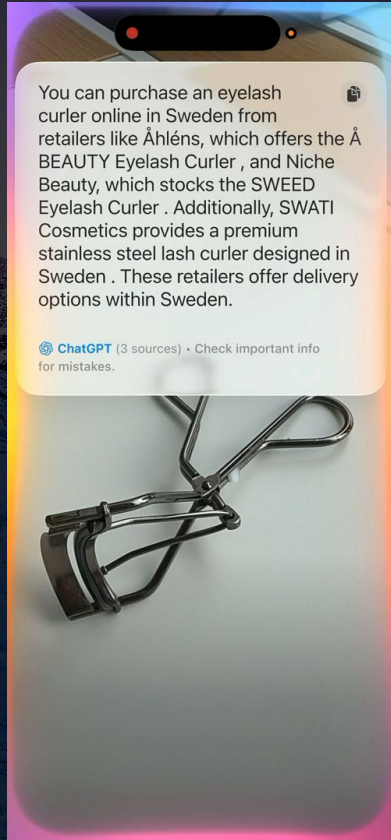
0:55 / 1:03



Voice Search



Search: What is changing with AI?



**How will you get
into the
conversation?**



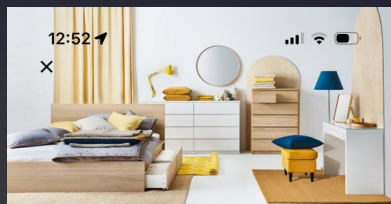
AI In Action

02

Richer Content Experiences



IKEA Kreativ



Design options

Mobile or desktop? Choose the option that's right for you.

Design in IKEA App

Access your rooms on the go:

- Magically erase your old furniture
- Add, swap, and rotate IKEA products
- Try furniture, accessories, rugs & wall items

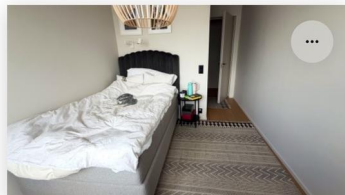
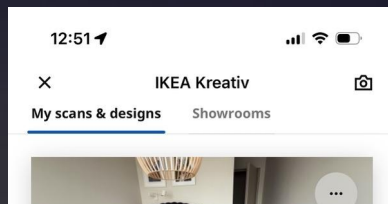
Get started →

Design on Desktop Web

Access a few additional features:

- Design on a large screen
- Share editable designs with others

Get a link ↗



Congratulations!

Your room is ready to design

Design this room

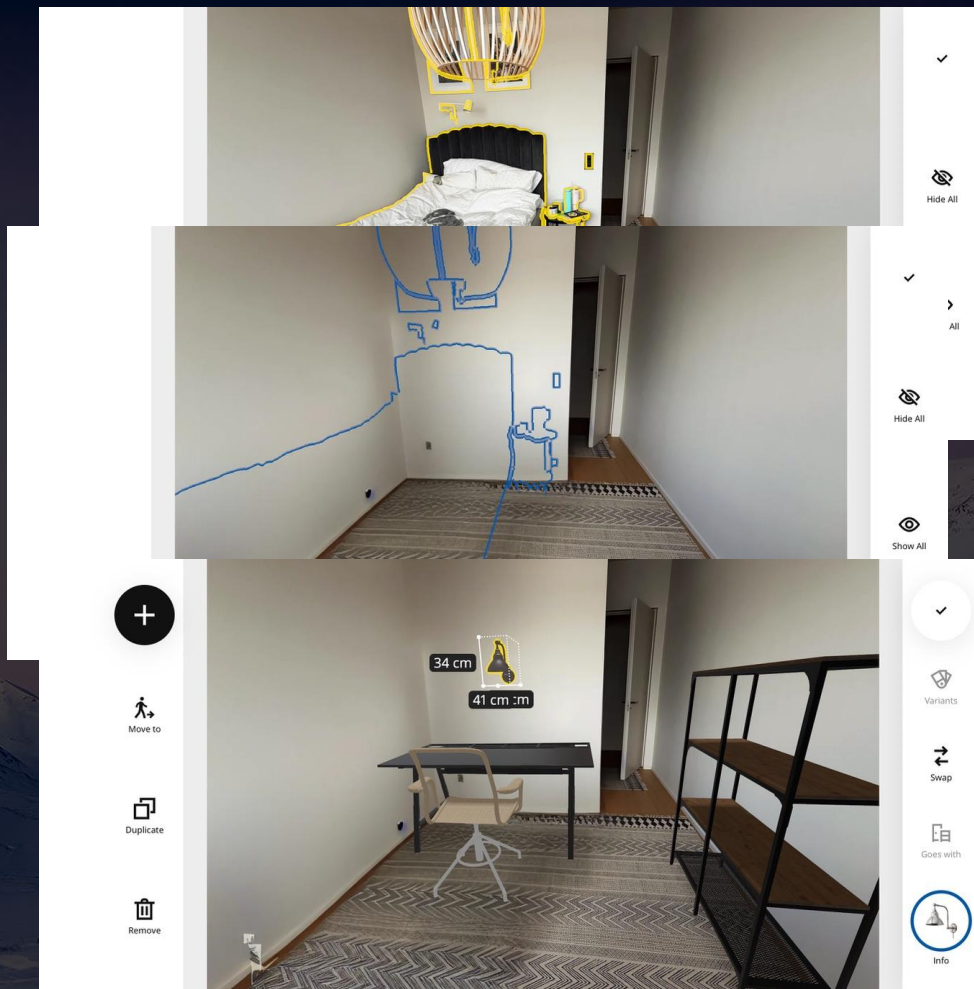
Capture again

Scan as many rooms and viewpoints as you like

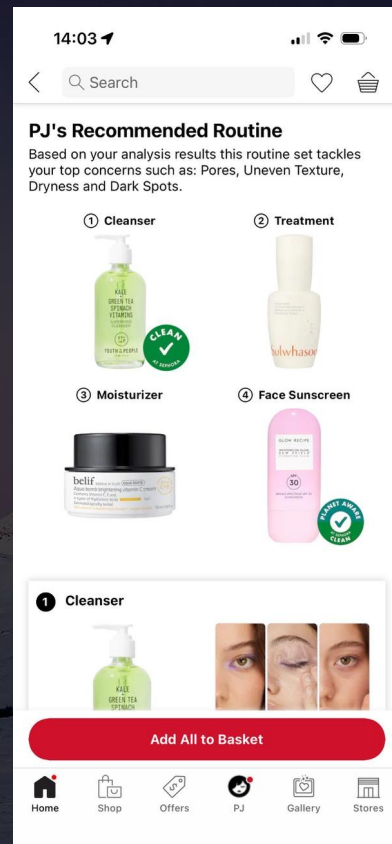
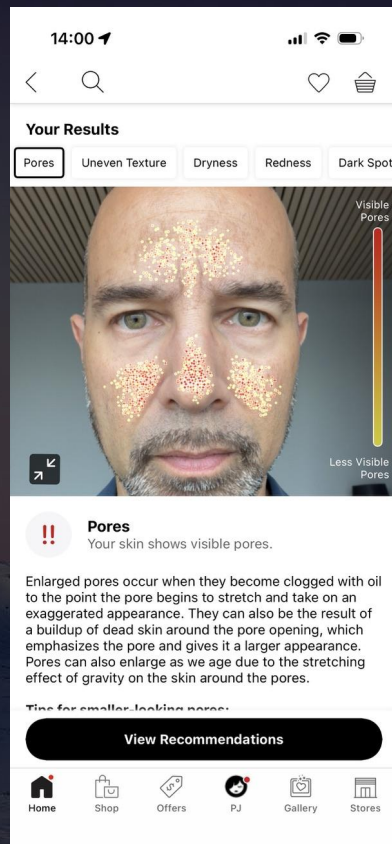
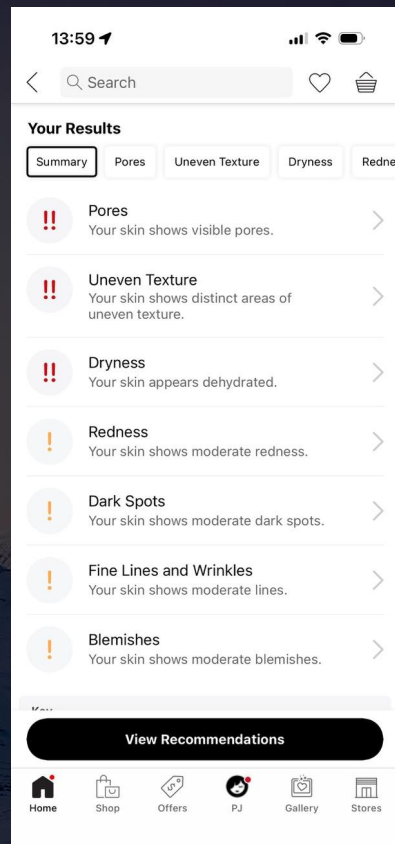
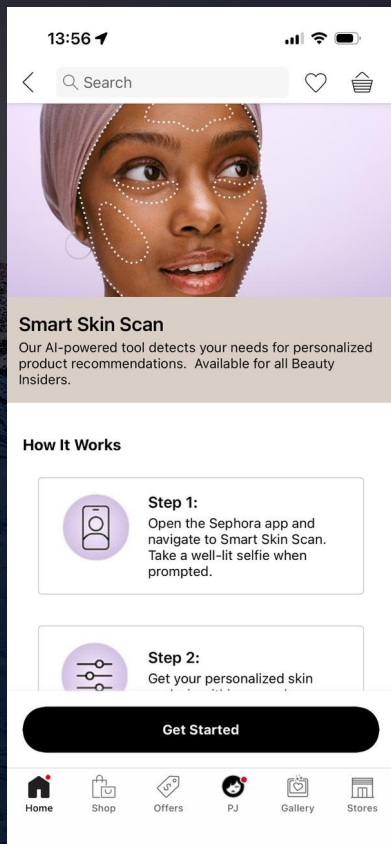


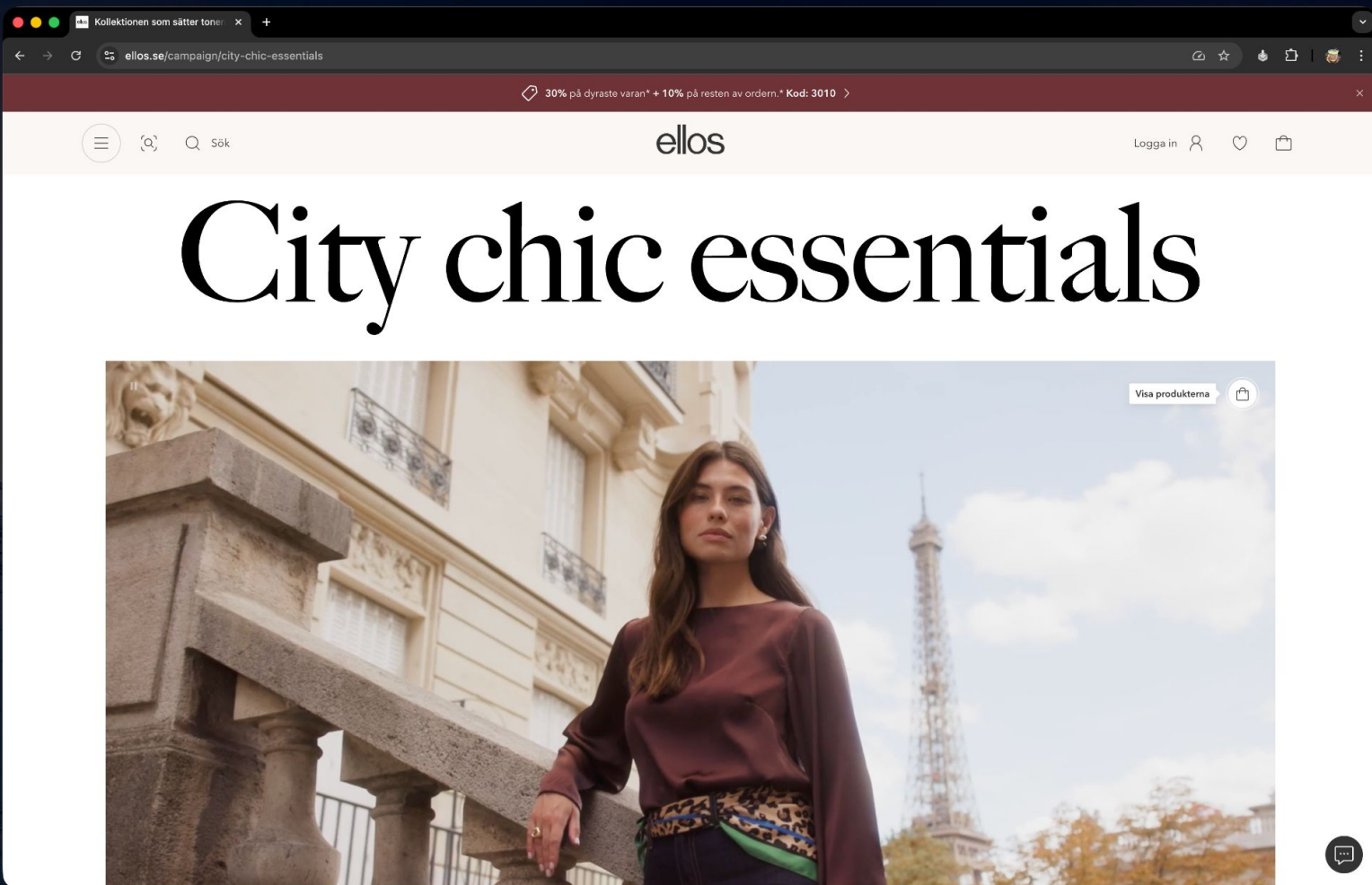
Need help?

Visit our [Help Center](#) with any questions or to give us feedback.



Sephora Smart Skin Scan





Create

midjourney.com/imagine

☆🔖🗑️👤⋮

Midjourney

🔍 Explore

Create

🔧 Edit

👤 Personalize

📌 Moodboards

🗃️ Organize

💬 Chat

👍 Tasks

🔍 Help

🔔 Updates

☀️ Light Mode

👤 ohyrau ⋮

🔍 What will you imagine?

⚙️

P⌵⚡📐🔍🗑️



5.2s motion low

a male fashion model wears this sweater on a crosswalk in paris in the afternoon glow



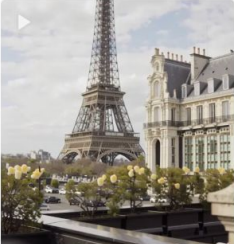
v 7



Video make the model on the crosswalk wear the coat while she turns around to show her outfit



5.2s ar 97:128



Video the model walks out of the frame in slow motion while the shot pans right to show the eiffel tower in the distance



5.2s ar 97:128

**How will you use AI
to create richer
digital experiences?**



AI In Action

03

Super Human Service

ELON

ELON

ON



Meet Elon

Leader in home electronics
and appliances

800+ stores across Nordics

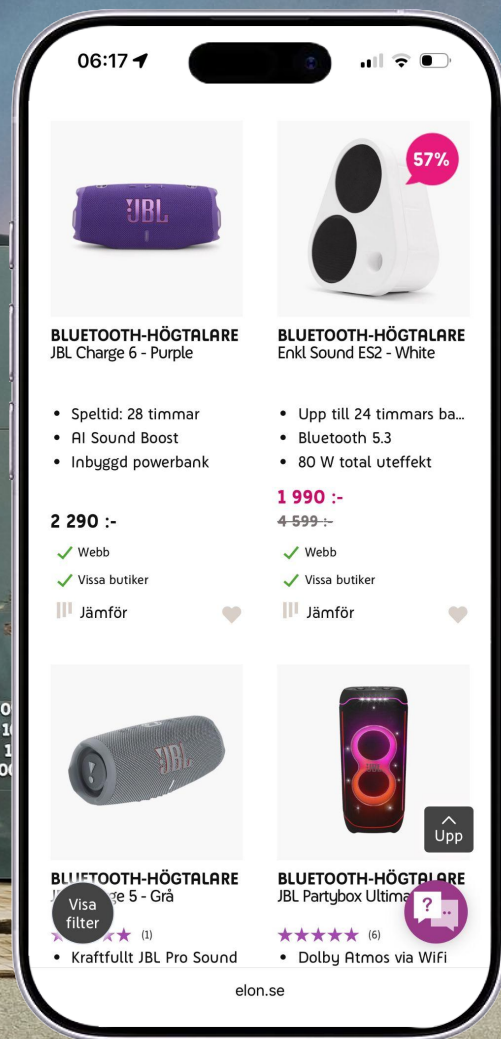
Competes with Amazon &
big-box players

Challenge: connect offline
strength with digital
expectations

Brand promise: "Welcome
Home"

elon

BARKARBY



Customer Expectations

Greet & Identify

- Recognize me
- Make it relevant & personal

Explore & Compare

- Show me products IRL
- Give me personal opinions & advice

Ask & Resolve

- Know everything about the product
- Don't make me read the manual

Buy or Save

- Let me choose how to pay
- Use my preferred delivery option
- Help me remember what I looked at

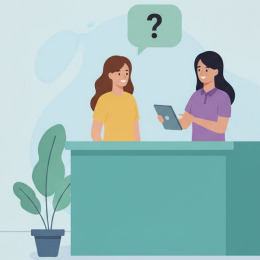
Greet & Identify



Explore & Compare



Ask & Resolve



Buy or Save



In-Store Sales Assistant

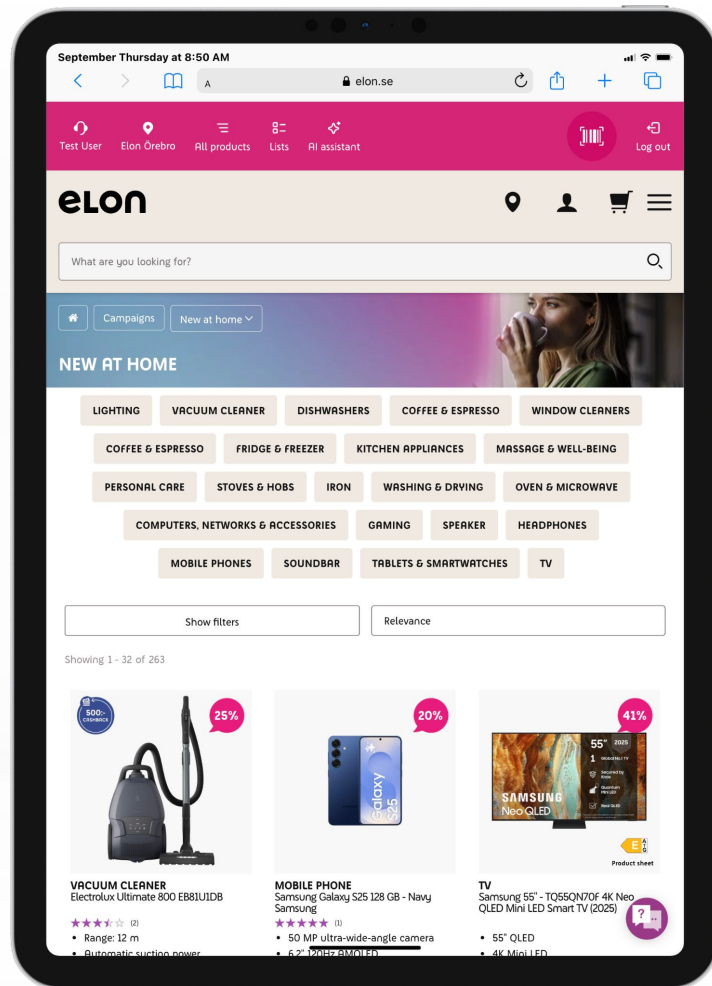
Based on ecommerce website (tablet/phone)

In-store mode for sales reps

AI-powered features for sales & support

Find & Compare Products

Category → Price Range → Brand → Best Match



Customer Recognition

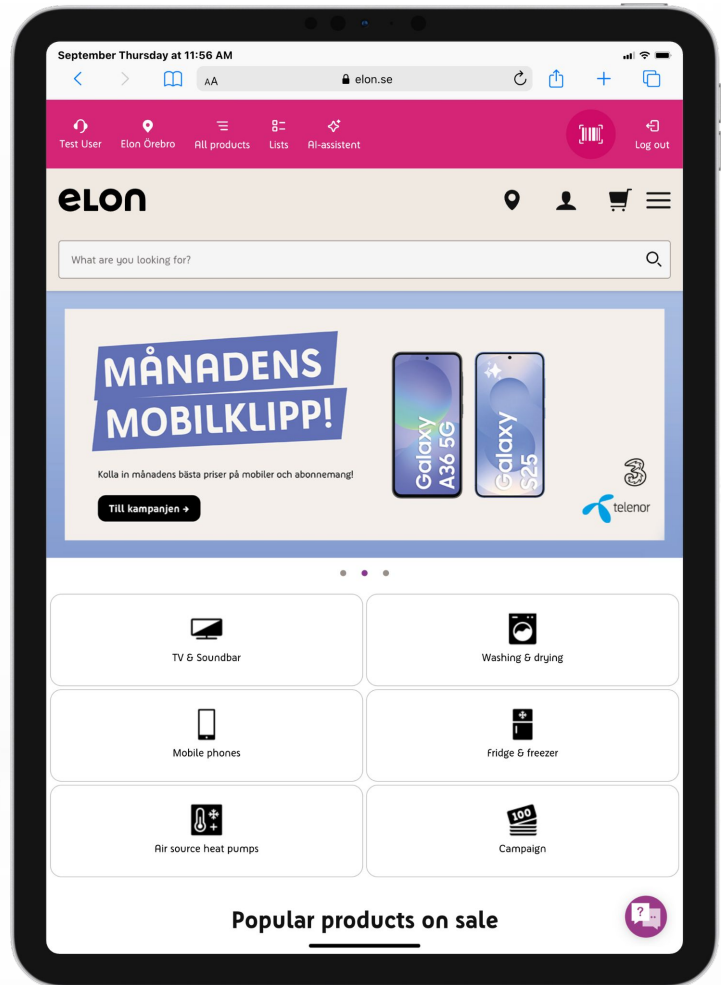
Log in as customer

Email or phone number

Customer Profile

Order History, Browsing History

Cart, Favorites



Promo & Price Parity

Customer Promos

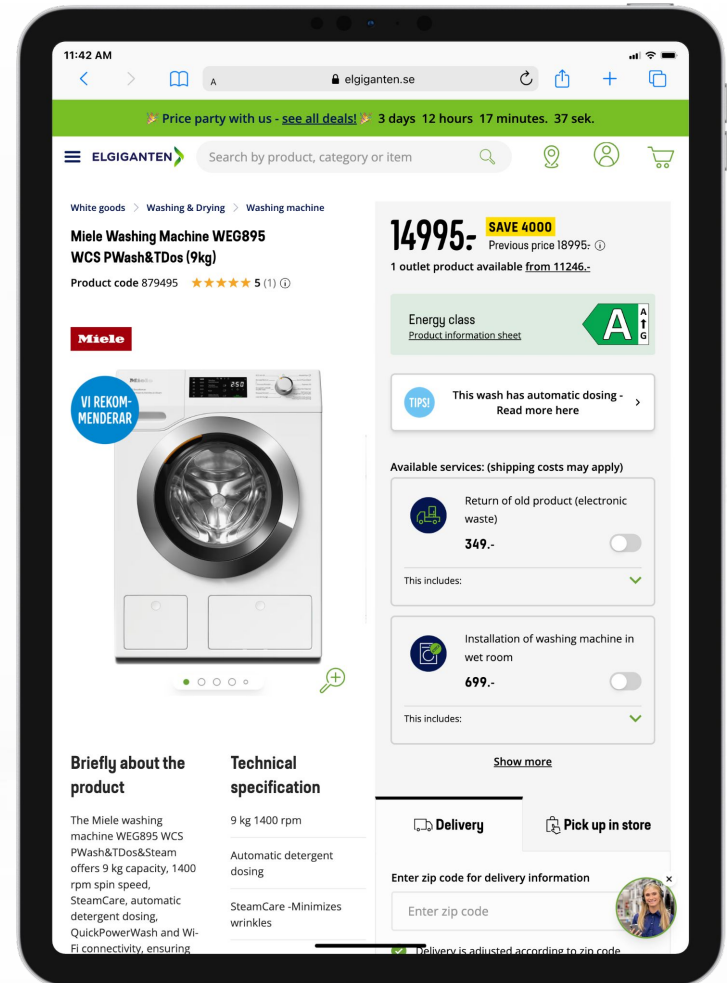
Loyalty program tier, coupons & vouchers

Local Promos

Store-exclusive coupons or discounts

Competitor Promo & Price Matching

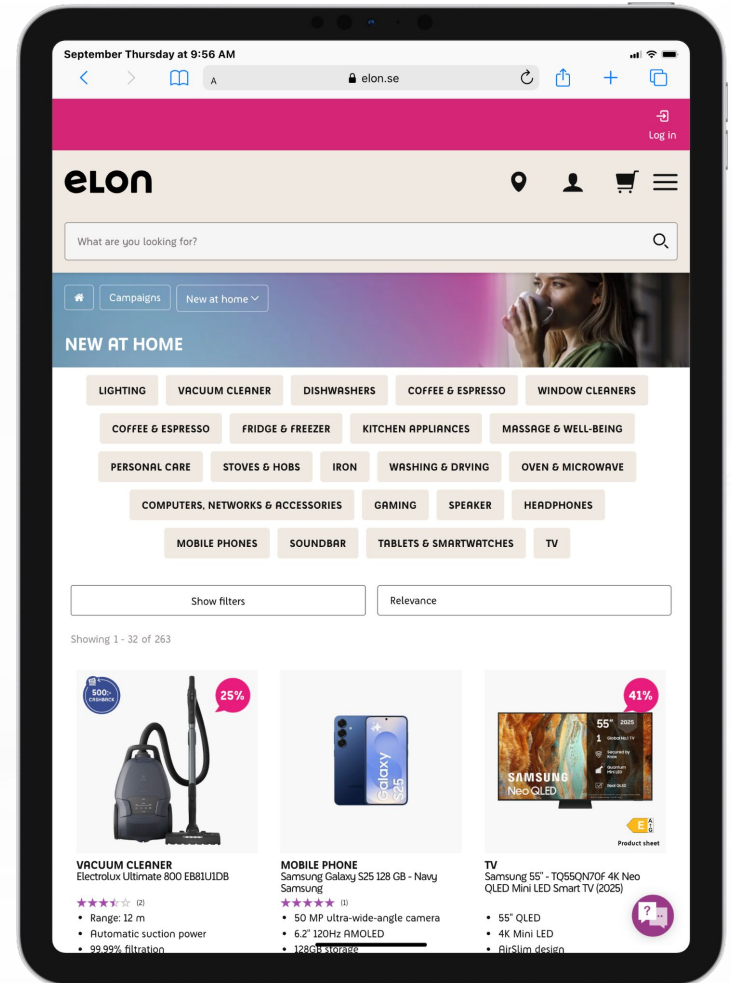
1. Find alternative + rationale
2. In-store discount



Sales Rep Login & Store Selection

Local lists for sales rep personalisation

- In store right now
- Current campaigns
- Personal favorites
- Customer's "save for later"



Find & Compare Products

Where is the AI?

In-Session Choices

Category, Price Range, Brand, Energy Class
Family Size, Housing

Customer Profile

Order History, Browsing, Favorites

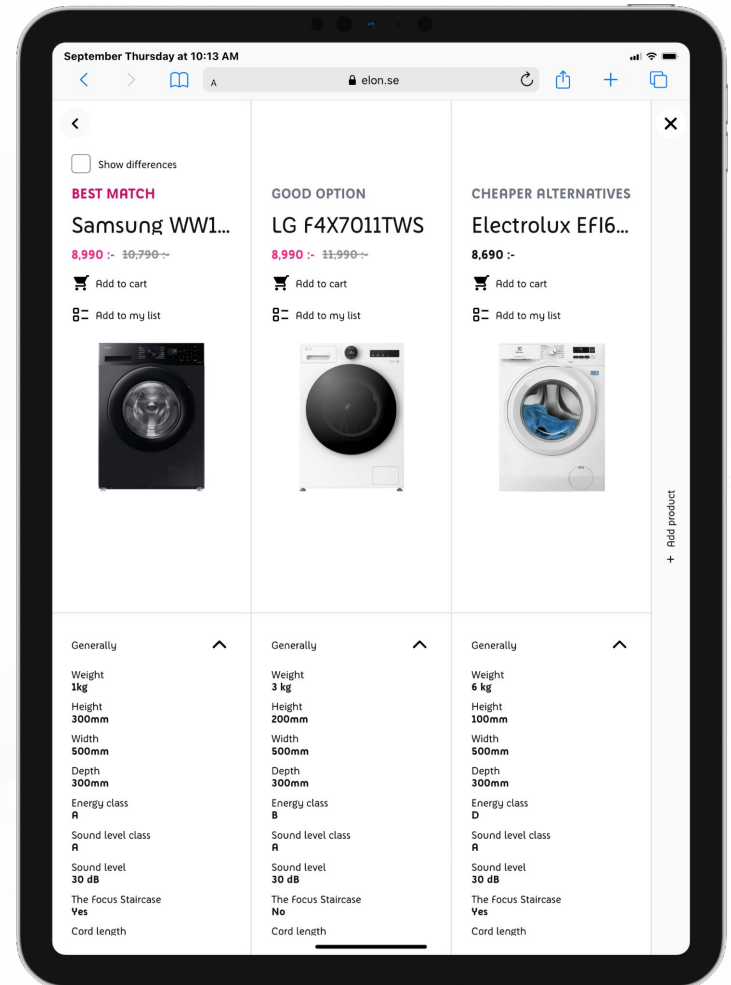
Return Rates per product

Support Ticket Data per product

Local Inventory in selected store

Campaign Data & Margin per product

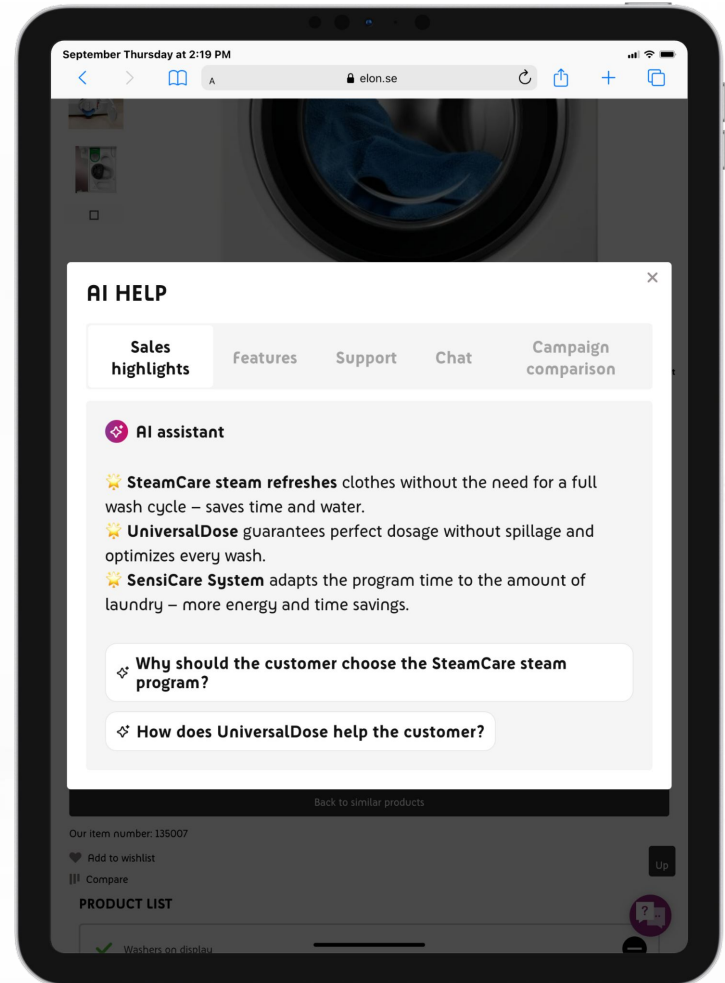
Elon-
only
data!



Demo: Explore Products

AI Assistant in Sales Mode will prompt:

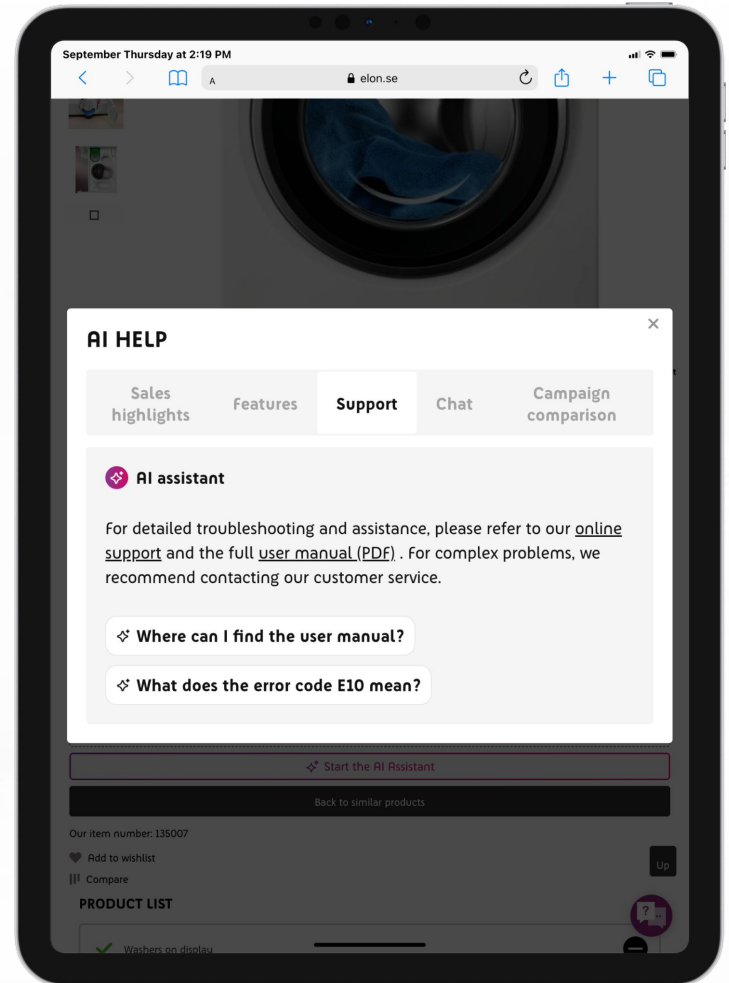
- Product highlights
- Features descriptions
- Helpful advice & things to consider
- Common questions



Demo: Troubleshooting

AI Assistant in Support Mode will prompt:

- Common questions & answers
- Direct links to product guide and manuals
- Ask it anything!



Sales Rep Attribution

All activity is logged per user & store

- Customer login
- Quotes
- In-store orders
- Online orders
- Quotes

The screenshot shows a mobile app interface for a shopping cart. At the top, the status bar shows 2:01 PM and the URL elon.se. The main heading is "1. My shopping cart". Below this, there are two items in the cart: a "BLUETOOTH SPEAKER" (JBL Flip 7 - Black) and a "WASHING MACHINE" (Samsung WW90DG6J8SHU3). Each item has a quantity selector (minus, 1, plus) and a price. The subtotal is 9,680 :-, VAT is 1,936 :-, and the order total is 9,680 :-.

Below the cart summary, there are two sections: "Customer information" and "Store information". The "Customer information" section shows "PJ Utsti" and "Elon Club" with a "Change customer" button. The "Store information" section shows "Test User" and "Elon Örebro" with a "Change seller" button. Both sections have a "Does the customer/store have a discount code?" prompt with an "Add this one" link.

Below these sections is "2. Choose delivery method" with a text input field containing "13673" and a "Continue" button.

At the bottom, there is a "Leveransalternativ" section with a radio button selected for "Hämta i butik" (Pick up in store). Below this, it says "Levereras mellan 26 och 30 september (beräknad)". There is also a "Gratis" label with a shopping bag icon.

Quote & Save for Later

Quote Creation

- Sent via text message or email
- Full attribution to store & rep

2:01 PM

elon.se

Leveransalternativ

☒ **Hämta i butik** Gratis

Levereras mellan 26 och 30 september (beräknad)

Elon Sickla Sjöstaden
Fannyväg 5, Nacka

Vi packar och levererar din beställning tillsammans med den valda butikens egna beställningar. Detta för att spara på miljön och få effektivare leveranser. Du kommer att få ett sms och mail när produkten är redo för upphämtning.

☐ **Leverans till tomtgräns/port (Bring)** 249 kr

Levereras mellan 1 och 6 oktober (beräknad)

ingrid

3. Payment and delivery details

Payment Offer

Customer information + Create new customer

PJ Utsi

pj@utsi.se

46702325XXX

[Change customer](#)

[Log out customer](#)

Send quote as

☒ SMS

☐ Email

Print

Send quote

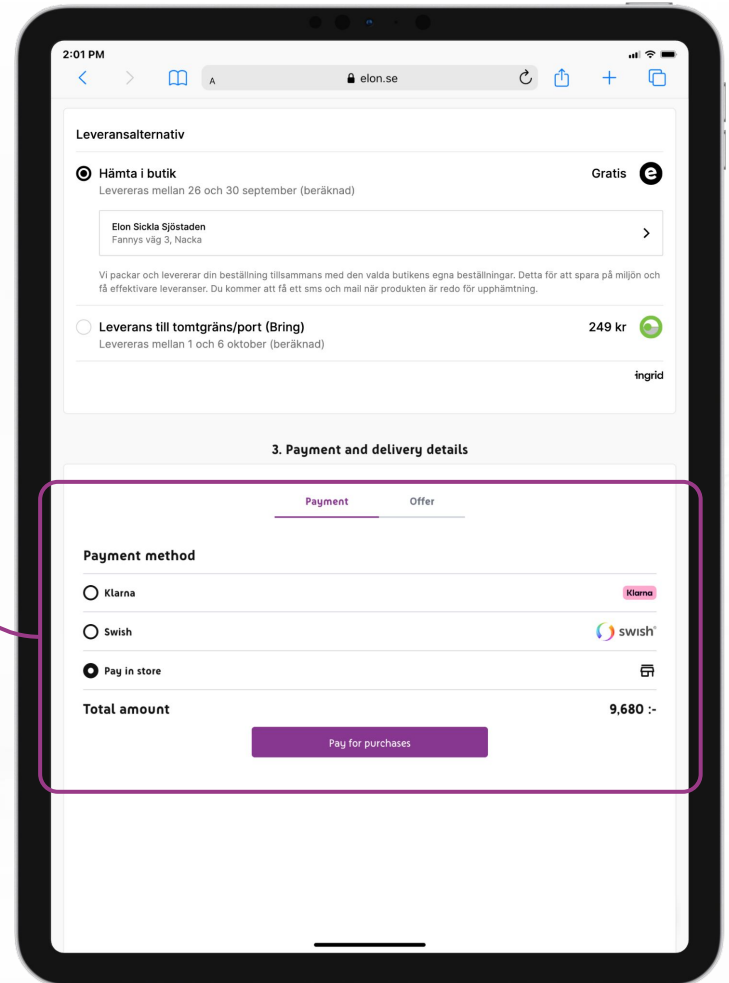
Unified Checkout

In-Store Order

- Payment via tablet or send to POS
- Fulfilled in store

Home Delivery Order

- Payment via tablet or send to POS
- Fulfilled centrally (ecommerce order)



Results from Elon?

Customers

- ✓ Higher service scores
- ✓ Connection online with offline
- ✓ Up to date vouchers, loyalty rewards
- ✓ Faster decisions
- ✓ Increased satisfaction

Sales rep

- ✓ Confidence boost
- ✓ Expert knowledge without Google or PDF
- ✓ Bulletproof product recs
- ✓ Attribution
- ✓ Connection online with offline
- ✓ More quotes per day

Business

- ✓ Improved conversion
- ✓ Reduced return rate
- ✓ In-store browse & sales data
- ✓ Better online/offline attribution

**How will you use AI
to augment human
interactions?**



Full-Service
Digital Experience Partner

→ www.vaimo.com



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