



PRODUCT BRIEF

Supporting decision-making across the customer-lifecycle

SMARTASSISTANT offers solutions for different business department and the entire customer life-cycle. Find the solution that's right for you and helps you to reach your business goals. You can choose the complete Digital Advice Suite, select pre-packaged bundles or customize the solutions to fit your individual needs.

Commerce and Sales

Reduce the decision complexity and guide shoppers to the right products. In a personalized way, based on their individual needs and wants.

Marketing

Grab the attention of your future customers. Engage them and help them discover you and your product benefits in an interactive and need-oriented way.

Service & Support

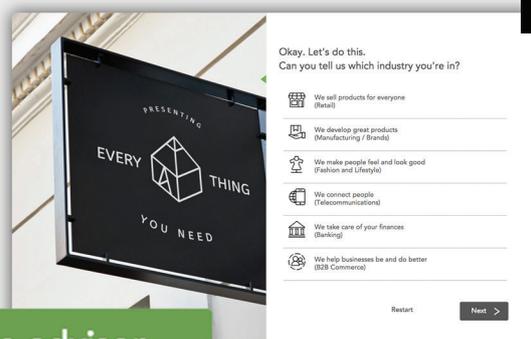
Go self-service and help your customers help themselves with quick and easy access to relevant information, solutions and support.

Our pricing is primarily based on the number of advisor starts per month. This is so you get a solution that perfectly fits your specific business needs, strategy and requirements.

Contact us for a quote: <http://www.smartassistant.com/contact>

Try the Interactive Solution Finder

Answer a few question and know which products from the **SMARTASSISTANT Digital Advice Suite** are right for you!



Start the advisor

Commerce & Sales

TRANSACTIONAL

Reduce the decision complexity and guide shoppers to the right products.
In a personalized way, based on their individual needs and wants.

Guided Selling

Create digital advisors for individual domains (e.g. Laptop finder) or combine multiple domains in one advisor (e.g. Gift advisor)

Assisted Sales

Equip your sales staff on the ground with digital advisors on tablets to share knowledgeable and consistent advice with your clients.

Site-Wide Product Comparison

Integrate easily accessible, category-specific product comparison tables across your site. The comparison tables are generated dynamically and the design as well as the behavior are fully customizable.

Product Bundles

Recommend bundle items with the flexibility to decide whether you want the bundles to be pre-configured or generated dynamically and intelligently.

Personalization

Use known preferences and other relevant data from previously completed digital advisors or existing customer profiles to personalize the advisor flow on the fly for each customers.

Need-based Filters

Help your visitors drill down their options with need-oriented and more meaningful facets and filter labels.

Add-ons & Extensions

API Access: Provides access to the SMARTASSISTANT application programming interface.

Analytics Connector: Track KPIs via the standard SMARTASSISTANT Analytics or via a 3rd party Analytics solution.

Advanced Configuration & Accelerators: Extend SMARTASSISTANT standard functionalities with customized plugins.

Marketing

NON-TRANSACTIONAL

Grab the attention of your future customers. Engage them and help them discover you and your product benefits in an interactive and need-oriented way.

Online Advisor Campaigns

Use SMARTASSISTANT to create engaging digital advisors that create buzz and drive traffic. Integrate them into dedicated landing pages, blogs, mobile sites, or in brick and mortar stores for the duration of your marketing campaign.

Lead Generation Advisors

Convert qualified leads directly from your advisor result page and send notifications to your team or push the lead data directly into your CRM solution.

Advisor Syndication

Create a digital advisor and syndicate it across your distribution partner networks and channels (one advisor, multiple touchpoints).

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Service & Support

Go self-service and help your customers help themselves with quick and easy access to relevant information, solutions and support.

Self-Support

Guide customers through an interactive Q&A flow through which they can find answers to their questions and resolve issues without having to spend time searching for and reading dozens of help articles.

Guided Troubleshooting

Empower and train your agents by guiding them through the conversation with help-seeking customers, and showing them a quick path to the next action or viable solution.

Personalization

Use known preferences and other relevant data from previously completed digital advisors or existing customer profiles to personalize the advisor flow on the fly for each customers.

Contact Center Module

Connect your digital advisors with your existing contact center solution through customized interfaces.

Add-ons & Extensions

Interactive Call Scripting: Guide agents and provide them with additional suggestions and hints as they interact with your customer.

API Access: Provides access to the SMARTASSISTANT application programming interface.

CRM Connector: Forward answered questions and information from completed digital advisors to your CRM.

Analytics Connector: Track KPIs via the standard SMARTASSISTANT Analytics or via a 3rd party Analytics solution.

Advanced Configuration & Accelerators: Extend SMARTASSISTANT standard functionalities with customized plugins.

AdviceBots

Transform your digital advisors into conversational applications to solve problems quickly and help people make better decisions in the environments they're used to.

Live Engagement

SMARTASSISTANT Live Engagement gives you the opportunity to combine your Digital Advice solution with Live Chat and CoBrowsing capabilities for even more personal, real-time customer support and engagement.

Premium Support Services

Get assistance in setting up, optimizing, and leveraging your digital advisors for your success. The SMARTASSISTANT Solution Partners and the SMARTASSISTANT Professional Services Team are here for you.

Data Consolidation and Cleaning

Meta Data Enrichment: Enrich your product data with additional, need-oriented product characteristics and information

Data Monitoring: Ensuring that your product and offer data is always up to date and of high quality

Backfill Support: Manual extraction of product information from content sources (e.g. product catalogues, websites,...)

Analytics Insights

Receive detailed performance reports and optimization suggestions for your digital advisors.

Professional Services

Advisor Setup: Creating digital advisors according to your input and established best practices.

Advisor Design: Designing digital advisors according to your corporate design or guidelines.

Maintenance & Optimization: Monitoring and optimizing your digital advisors to ensure an optimal performance.

Solution Comparison

A. User experience

Feature	SMARTASSISTANT	Standard Solution	What this means
Need-oriented advice	✓	?	Providing expert advice based on articulated needs and expectations of the user
Intermediate results	✓	?	Displaying updated results upon user interaction
Interactive advisor flow	✓	?	Displayed questions in advisor adapt based on previous selections of users
Explaining why results are a good fit	✓	✗	Symbols indicate whether a product feature meets the needs of a user
Recommending alternatives	✓	✗	Recommends alternative products whenever there is no product that matches a 100%
Flexible & highly customized UI	✓	?	Responsive design and UI that can be adapted and configured flexibly to fit a shop's look and feel. Also supports integration of rich media content (images, videos, info texts)
Real time pricing and availability info	✓	?	Displaying real time pricing information and excluding out of stock products from recommendations
Integration of User ratings	✓	✗	Integrating user reviews on question and answer level to influence the result ranking
Dynamic product bundling	✓	✗	Recommending a bundle of compatible products from different product categories that fit the users needs
Semantic search*	✓	✗	Integration with semantic search engine that understands user intent and directs user to a pre-populated advisor
Integration with 3rd party recommendation engine	✓	✗	Re-ranking of results based on input from 3rd party recommendation engines

*) currently under development

B. Setup, Monitoring and Optimization

Feature	SMARTASSISTANT	Standard Solution	What this means
Easy maintenance and optimization for business users	✓	✗	Empowers business users to take over ownership of advisors and integrate changes easily (including design, content, flow). Advisors can be built and optimized by business users without any programming skills
WYSIWYG Advisor authoring	✓	✗	What-you-see-is-what-you-get Backend with easy drag and drop functionalities
Advisor and data monitoring*	✓	✗	Monitoring and notification on significant changes in user behavior and product data quality
Extensive Advisor analytics*	✓	✗	Detailed analytics reports and consumer trend analysis
Integrated AB-testing	✓	✗	Testing the performance of different advisor variants to identify best-performing advisors
Dynamic, business rule-based recommendations	✓	?	Recommendations are generated based on the analysis of complex business rules and individual product attributes. No manual tagging, which allows for maximum flexibility and minimal maintenance effort.
Triggered or automated scheduled product updates	✓	✗	Product updates and the integration of new products can be scheduled and triggered by the update of data feeds on (external) FTP or webservers
Unlimited amount of SKUs	✓	✗	Supports an unlimited amount of SKUs.
Optimizing top product listings	✓	✗	Allows tweaking top recommendations by integrating individual parameters such as Featured brand of the month, best sellers, margins, ...
Lightweight integration	✓	?	Easy integration via Javascript/ iFrame in (responsive) webshops, store kiosks, large screen displays, associate work stations, mobiles, tablets...

*) currently under development

C. Integration

Feature	SMARTASSISTANT	Standard Solution	What this means
Fast go-to-market	✓	✗	Go Live of advisors within 6-8 weeks (depending on the scope of individual requirements).
Integration with existing "call to action" implementations	✓	✗	Integration with existing call to actions such as Add to cart, Add to registry, Associate login, Save for later, Print, Share on Facebook, Tweet...
Enterprise class SLAs	✓	?	99.8% guaranteed uptime , Enterprise support by Customer Success Management, sophisticated caching of Advisors for fast load times (300 ms)
Scalable & for multiple domains / languages	✓	✗	Existing advisors can be easily scaled to multiple categories, several languages, further domains and stores with differing assortments & pricing.

D. Environment

Feature	SMARTASSISTANT	Standard Solution	What this means
Extensive footprint	✓	✗	SMARTASSISTANT technology is used successfully since years by leading retailers, brands and service providers with hundreds of advisors live
Strong focus on R&D	✓	✗	Strong focus on R&D and collaboration with recognized research institutions. Current topics: Advisor self-organization and optimization, Ontology based product data management
Template advisors built by SMARTASSISTANT community	✓	✗	Community of small specialized retailers create template advisors. See zuvoo.com

SMARTASSISTANT

DIGITAL ADVICE SUITE

Visit www.smartassistant.com
Contact us: info@smartassistant.com

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