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HFS WINTER SUMMIT

THE GREAT ENTERPRISE REGENERATION.

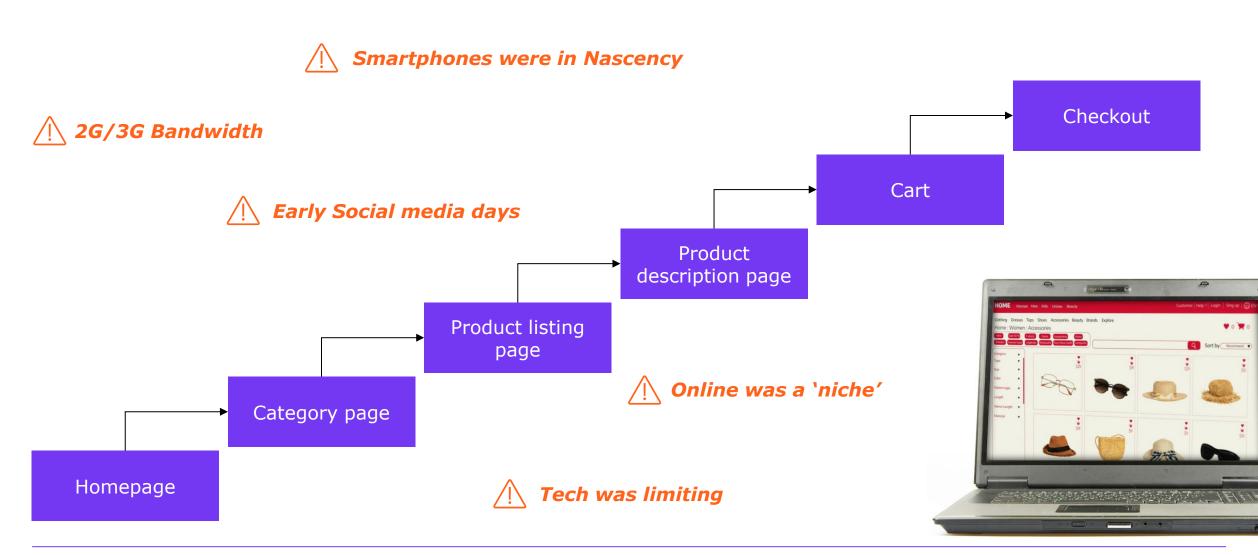
Reimagine E-commerce with AI

From transactional to interactive to intimate commerce

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The E-commerce Customer Journey in 2010 - Path to Purchase and Beyond





And Here's the E-commerce Journey in 2024

Integrated new user experience patterns into the existing (and ancient) e-commerce workflow Product listing page Product reviews Category page with sorting options · Sizing guides and suggestions Image search Homepage • 3-d images/video... Smart search

Product description page

- Features
- Functionality
- Working mechanics
- Material used
- · Weight/dimensions...

Checkout

- One-page checkout
- · Delivery options

Cart

Product Bundling

Save for later

alert...

Real-time pricing

Recommendations

 Payment options/Pay Later



- Personalization
- Sign-up coupon
- Collections and new arrivals
- Top trending deals...

- · High customization filters/sorting options
- Marketplace's pick...

So what? Where is the challenge?



We are trying to write on a tablet through a typewriter ©



Doesn't replicate real-world buying patterns



The burden of product and pricing research is on the consumer



The consumer search often begins with a goal, but then the consumer works backward to find products



In an ideal world, the consumer would want to express wishes, goals, and objectives and, in return, get product or service recommendations

With new technological advancements, the industry is ripe for disruption – from Transactional to Interactive to Intimate commerce

The future engagement metrics for digital shopping

INTUITIVE AND CONVENIENT

Fulfillment with minimum navigation and instant gratification customer service

Channel specific campaign	AI-enabled PIM
Wish cloning – deep learning	Shifting assets: data driving insights
Distributed loyalty and re- engagement	Post-sales event-based engagement

Moving beyond 'catch and keep' to consumers as brand influencers

Intimate



MICRO PERSONALIZED

DECISIONS across all channels, aligning knowledge and community to enhance unbiased decision journey

LIFE SENSING AND LIFE ENHANCING SOLUTION moving beyond traditional selling

Provide a convenient and intuitive model for decision-making

Interactive



AI-ENABLED COMMERCE STORE.Orchestration of knowledge, community, and curated content in

UNDERSTANDING CONSUMER -

both implicit and explicit wish, progressively across channels, serving solutions than products Win micro-moments, discovery based and implicit search

Transactional

Wish understanding and consultative selling

Progressive channels

Discovery focus commerce

Cross-channel inventory

decision-making

Relationship-centric retail



A sneak peek into the future - re-imagining a part of the shopping experience

Intuitive, Intimate consumer-retailer relationship with high-grade engagement

Key tenets of future commerce



Amateur going for skiing to NH, USA

AI-powered Progressive wish engine

Retail sentient cloud

> Knowledge community

Distributed loyalty system A list of essentials basis your shopping preferences and vetted by real shoppers with quick buying options

- Instant gratification with fast fulfillment
- Next best alternative
- Access to discussion forum
- continuous curation through requirement gathering

- 1. P₁
- 2. P₂
- 3. P₃
- 4. P₄
- 5. P₅
- 6. P₆
- 7. P₇

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Thank you.





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