

HFS WINTER SUMMIT

THE GREAT ENTERPRISE **REGENERATION**

A series of green leaves are arranged horizontally across the word 'REGENERATION' in the title, with some leaves overlapping the letters.

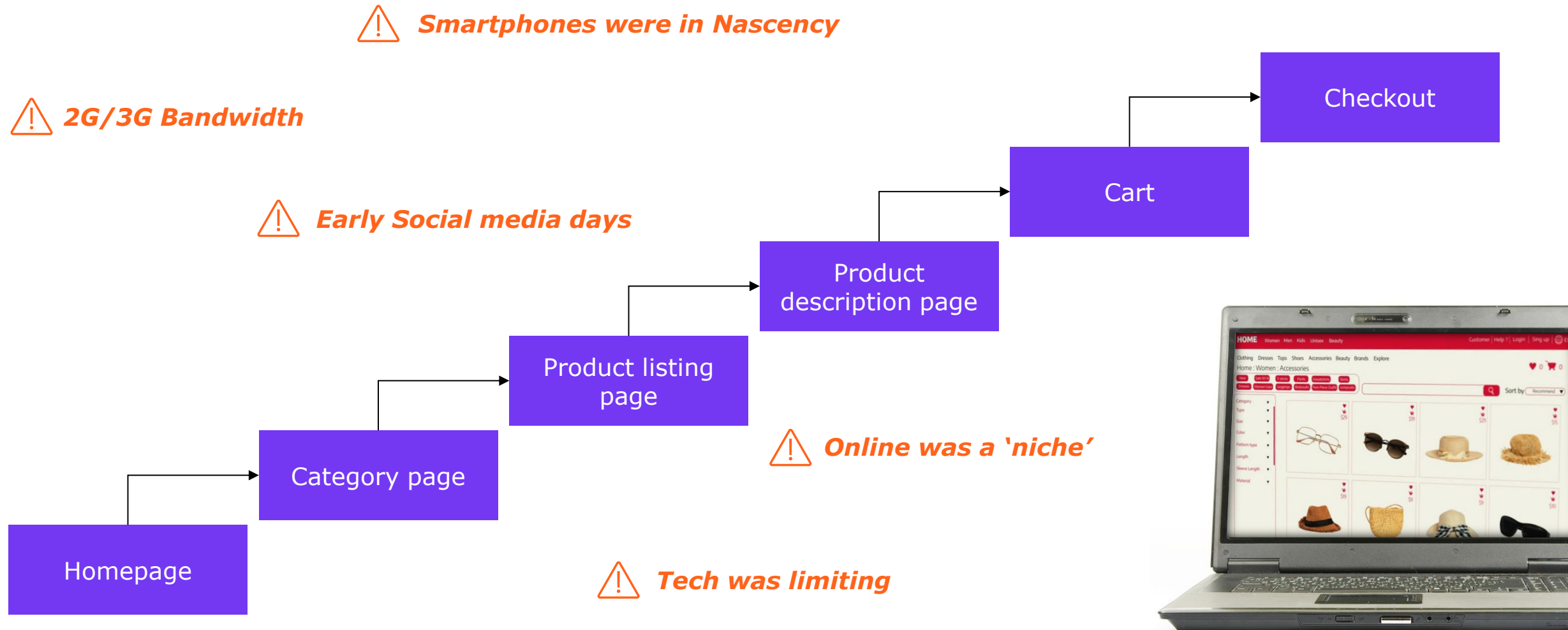
Reimagine E-commerce with AI

From transactional to interactive to intimate commerce

Ashish Chaturvedi

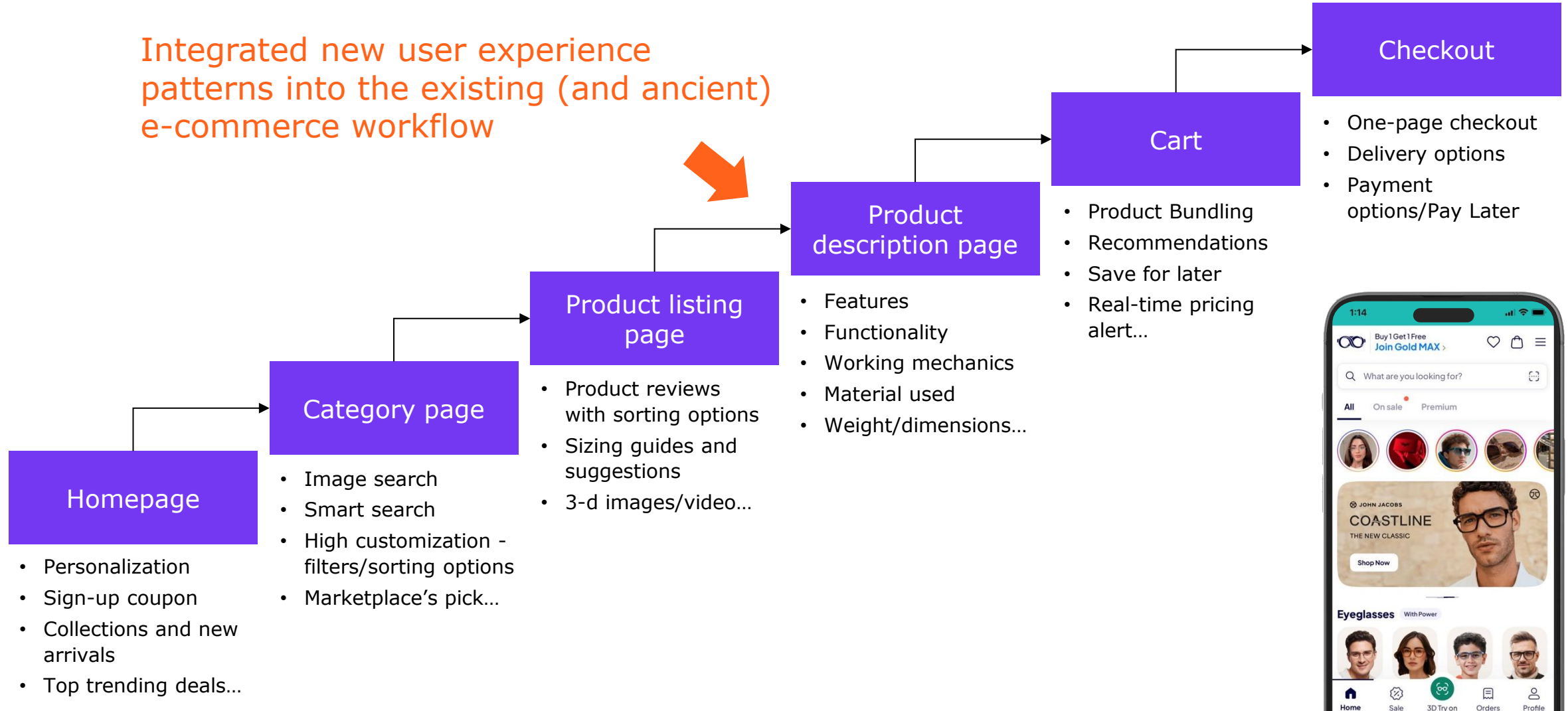
Practice Leader, HFS Research

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



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



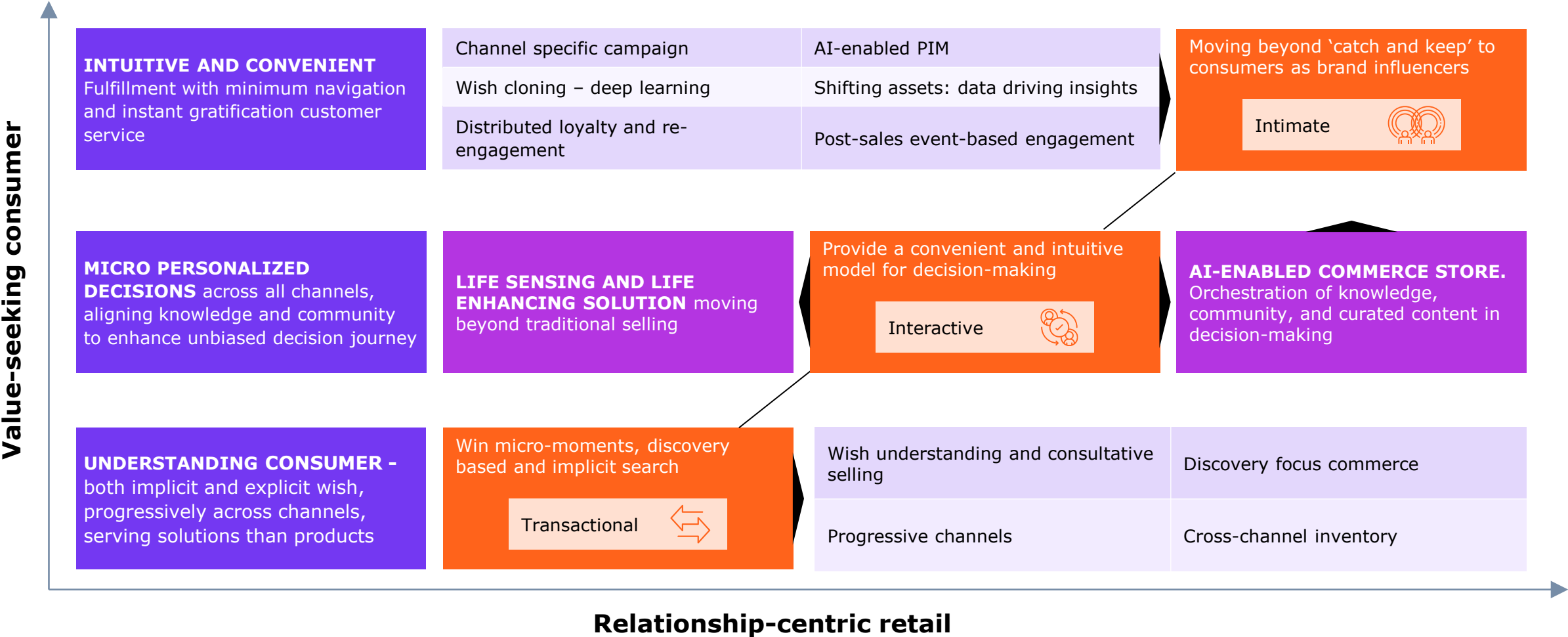
The consumer search often begins with a goal, but then the consumer works backward to find products



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

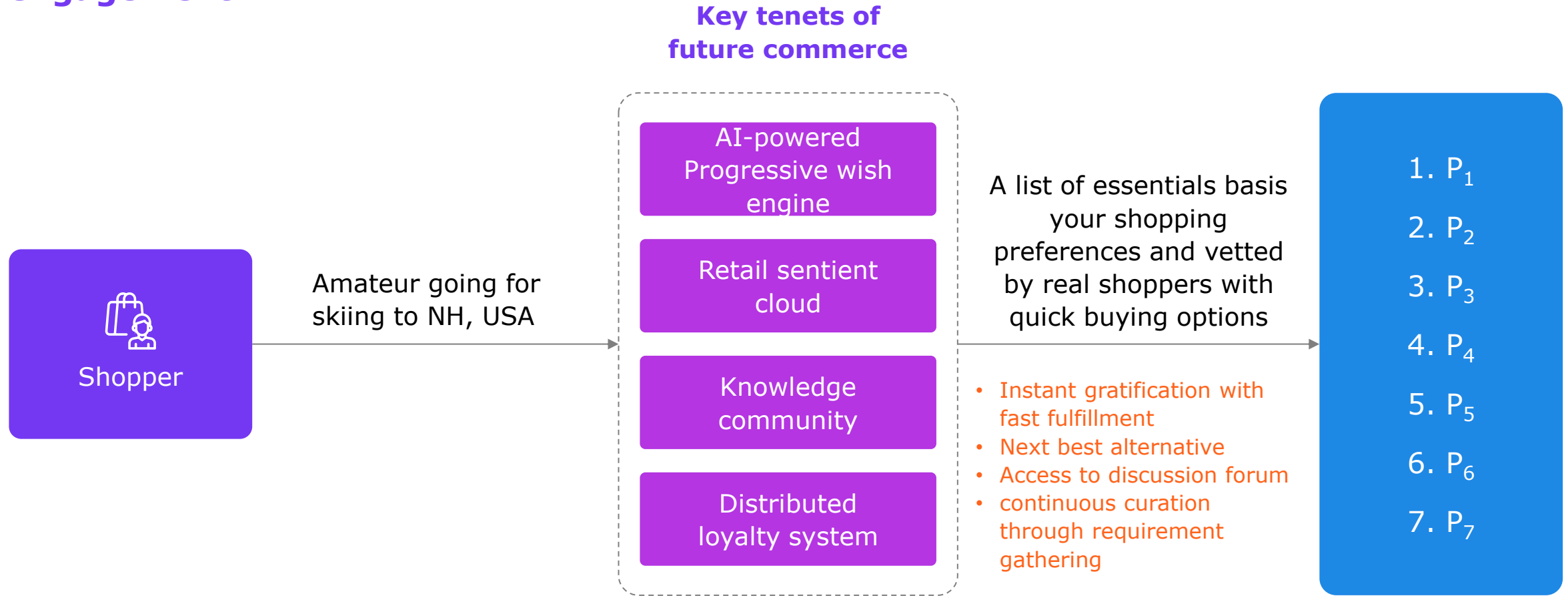
With new technological advancements, the industry is ripe for disruption – from Transactional to Interactive to Intimate commerce

The future engagement metrics for digital shopping



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

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



HFS

Thank you.

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