

HEXAWARE

Retail

Turn The Messy Middle Into Your Highest-converting Channel with our AI Personal Shopping Assistant

Powered by Hexaware's Tensai® AgentVerse for Retail— Personal Shopping

Flyer



Shoppers aren't short on options—they're short on clarity. That is where baskets die, revenue is lost, and loyalty erodes.

Traditional search, filter, and rule-based recommendation engines leave customers overwhelmed and undecided.

The result:

- High cart abandonment
- Low conversion rates
- Missed upsell or cross-sell opportunities

Our AI personal shopping assistant guides customers through complex decisions online and in-store, lifting conversion and average order value while keeping margins and inventory rules intact. With retail personalization and conversational commerce built in, the solution ensures smoother journeys and stronger loyalty — without losing control of your data or brand.

Core Capabilities

- **Understands intent with context:** Interprets shopper goals by combining past behavior, session signals, and external factors.
- **Builds and explains baskets:** Curates product sets that balance shopper needs with inventory and margin guardrails, with clear reasoning behind every recommendation.
- **Works seamlessly across channels:** Delivers the same guided experience on web, app, kiosks, and in-store touchpoints.
- **Learns and improves continuously:** Refines recommendations with every interaction, ensuring smarter guidance over time.
- **Builds trust with clarity and control:** Shoppers see why items are recommended, while retailers keep ownership of data and outcomes.

Your gains at a glance:

- **More revenue, fast:** Typical lifts of +15% conversion and +25% AOV where guidance matters most*
- **Bigger, smarter baskets:** Goal-based bundles that fit the mission, not just the keyword.
- **Omnichannel done right:** Book try-ons, click & collect, in-store guidance—no dead ends.
- **Own the experience:** First-party data stays yours; we plug into your stack with seamless retail data integration.
- **Outcome-based pricing options:** Align fees to verified uplift.

*Illustrative ranges; your mileage varies by category, data readiness, and store ops.

From indecision to checkout (how it works)

1. **Understand the mission:** Trip, event, room refresh, upgrade, or routine.
2. **Add context:** Size/fit, climate, schedule, preferences, budget.
3. **Reason & assemble:** Curate bundles that meet intent, inventory, and margin guardrails.
4. **Guide to purchase:** Buy online, reserve, click-and-collect; book try-ons; aisle-level wayfinding in store.
5. **Learn & optimize:** Capture signals to refine questions, bundles, and next-best actions.

Tensai® AgentVerse for Retail – Personal Shopping: Built for High-conversion Journeys

How it's built

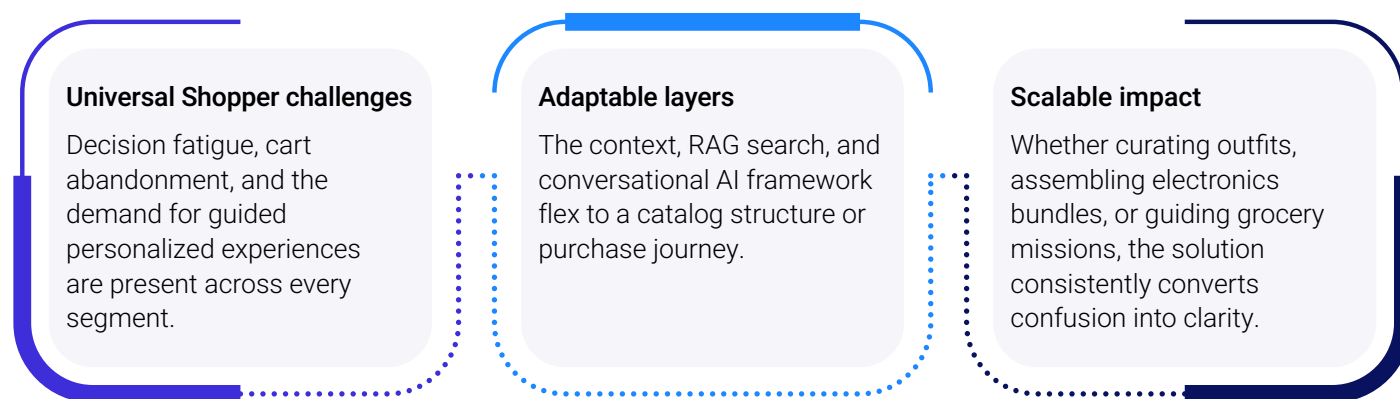
Beneath the shopper journey sits a structured framework that sits on top of existing recommendation systems — no rip-and-replace. Our approach simply makes the journey smarter, more contextual, and conversational.

- **Experience layer:** Engages shoppers in dialogue, applies reasoning (budget, fit, compatibility), and delivers explainable recommendations
- **Context Layer:** Blends customer 360, session behavior, content, reviews, and external signals.
- **RAG Search Layer:** Using this context, the solution runs a semantic search across the product catalog to ensure recommendations are based on meaning and intent.
- **Orchestration:** Event-driven agents with retries, guardrails, and full audit trails.

Where it shines

Fashion & luxury, outdoor/travel gear, beauty & personal care, electronics & smart home, sports & fitness, baby & parenting, and complex project-based buys (home/car/DIY).

While certain retail segments show the clearest early need, our personal shopping solution is not limited by category.



Across all industries and beyond, the outcome is the same: Fewer dead ends, bigger baskets, and stronger loyalty.

See it in action

The future of retail isn't more choices: it's clarity. Let us show you how our personal shopping solution creates clarity, confidence, and conversion for your customers.

Book an executive demo to review a tailored pilot plan, KPIs, and data needs.

Contact: marketing@hexaware.com

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With offices across the world, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.