

« Offer to your online visitors the same quality of experience as in-store.»

Conversational and Personalised E-Commerce Assistant combining AI and human



Cleed helps fashion retailers to personalise the user experience of their eshop thanks to a smart AI conversational assistant that engages and gives advice to the visitor, allowing to significantly improve the conversion rate.

YOUR WEBSITE LEAVES YOUR VISITORS WITHOUT IMMEDIATE RESPONSES...

Problems with lack of quick online support:

- Phone: heavy UX, limited working hours, waiting time
- FAQ: limited information, heavy UX because you have to search by yourself
- Email managed internally: heavy UX, long response time
- Chat managed internally: either not responsive or very time consuming & not very scalable & costly...

X 6x less conversion than in store

X It's like having a shop without sales assistant...

X Time-consuming for your customer service teams (both on the chat, email or phone side) which often implies low reactivity for the customer

Contact us

LAST NAME*

FIRST NAME*

E-MAIL*

PHONE*

DEPARTMENT TO CONTACT*



COMMENT*

ADD A FILE OR DRAG AND DROP YOUR FILES HERE

You may only upload one "jpg, jpeg" file

SEND

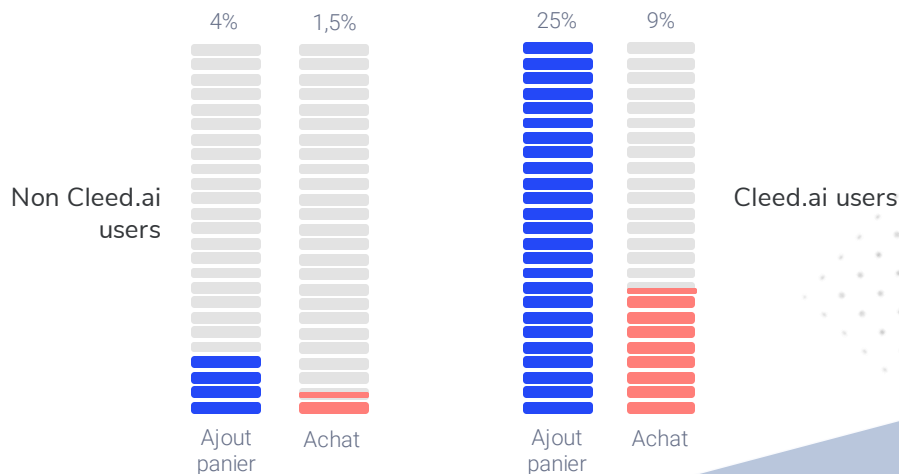
How can we help?

 Delivery What are my delivery options? How long does delivery take? How do I track my delivery? All other questions	R Credit Account Managing your credit account Financial Difficulties Persistent Debt All other questions	 Returns What is your returns policy? How do I return an item? What is your Christmas Returns policy? All other questions
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WE MAKE ONLINE SHOPPING EFFICIENT THANKS TO A LIVE PERSONAL ASSISTANT

Our solution: Assistant that digitalises the Sales Advisor to make online shopping efficient and rehumanises it

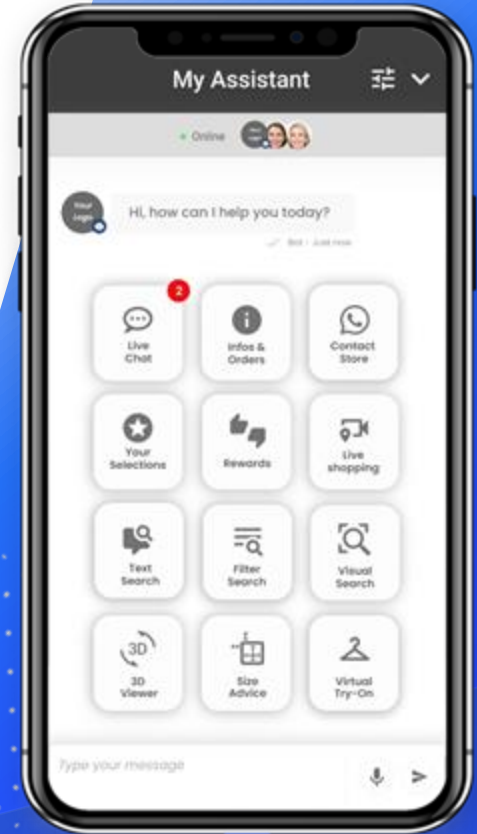
- ✓ Make your e-commerce conversation an online shop experience.
- ✓ Available 24/7 to maximize your sales and manage your after-sales service
- ✓ A conversion rate multiplied by 6 on users of the Cleed.ai tool



THE BEST OF AI AND HUMAN IN A UNIQUE AND **ALL-IN-ONE** ASSISTANT

Unique a la carte Multi-Apps approach: the most comprehensive offering on the market

- ✓ Conversational Apps (AI live chat, delegated human advisors, decision trees)
- ✓ Clienteling & Omnichannel Apps (video calls with a real advisor via mobile app)
- ✓ Recommendation Apps (product recommendations via AI, automated size advice...)
- ✓ Visual Apps (visual search, 3D viewer, virtual try-on)



THE ONLY MULTI-APPS AND TAILOR MADE ASSISTANT



LIVE CHAT

Fluidify the user journey with direct answers 24/7
Release your customer service staff and Implicate your in-store salespersons



Live
Chat



Infos
& Orders



Contact
store



SEARCH

Help your visitors to quickly find what they are looking for,
thanks to our advanced technologies



Filter
search



Text
search



Visual
search



SHOPPING ADVICE

Personalise your online shopping experience,
providing your customers with what best match their tastes
Include more interactivity and immersion to your website



Your
selection



Quiz
& Rewards



Live
Shopping



FASHION AND VISUAL

Bring the store home, try our products digitally



3D
Viewer



Size
advice



Virtual
try-on

A GUARANTEED RETURN ON INVESTMENT



Conversion
Rate on users



Inquiries to
Customer service



Satisfaction

Delighted customers:

- Renewed commitments
 - Replacement of unsatisfactory existing solutions
- Improvement of CRM customer knowledge

A UNIFIED CUSTOMER SERVICE APPROACH AND SALES

- ✓ For recurring topics: automation possible (linked to your back-end info)
- ✓ If you need additional information (before or after sale): Our human advisors can take over to guarantee an optimal quality of response
- ✓ If you want your customer service to keep control of the exchanges: your customer service can manage the tool (live or asynchronous by email)
- ✓ For specific advice on products: your sales staff can be involved (live via mobile app or asynchronous by email)



A **global approach** of **Customer service externalisation** :

- Human agents (Customer service experts) to complete the AI with :
 - Selective recruitment
 - Continuous training
 - Processes
 - Knowledge databases
 - Quality follow-up
 - Performances KPI

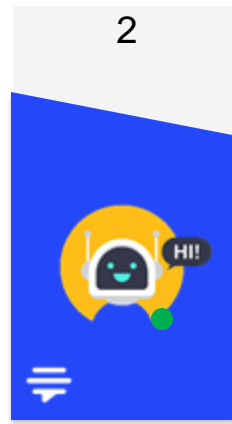
- Omnichannel : Not only chatbot but also :
 - Emails / CRM ticketing
 - WhatsApp
 - SMS
 - Social networks
 - In-store app
 - ...



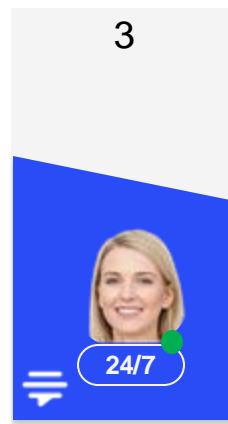
1. LIVE CHAT APP : 100% DELEGATED 24/7 SCALABLE REACTIVE CUSTOMER SERVICE



Decision trees to filter and manage the first level of frequently asked questions

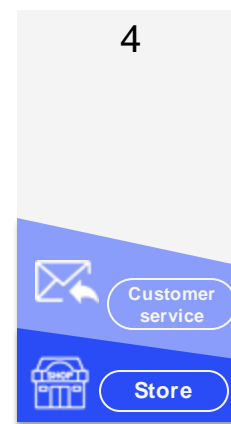


Conversational AI to quickly handle +400 different themes learned



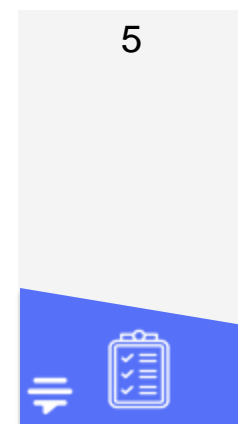
- Human Customer Service Experts who manage the discussions

- Can also be managed directly by your internal teams



- Redirection to the customer service for the first precise questions (logistics, ...).

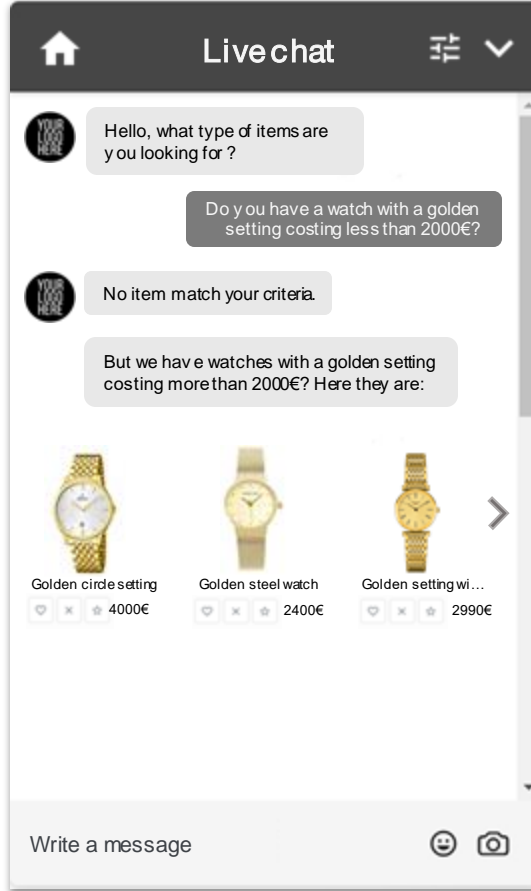
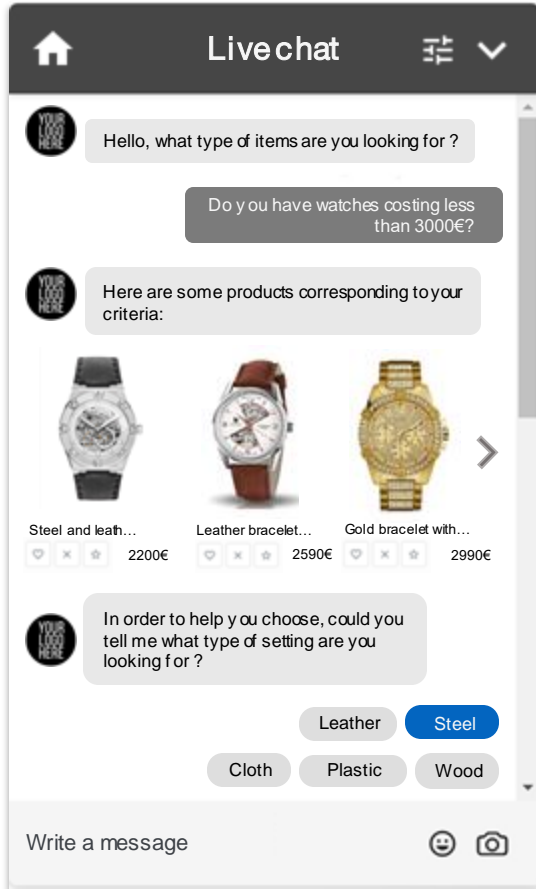
- Redirection to the sales staff in store for the first precise details about the products.



- Integration of answers in our knowledge base (self-learning)

- Follow-up and management of e-mails

1. LIVE CHAT APP : PRE-SALES ASSISTANCE



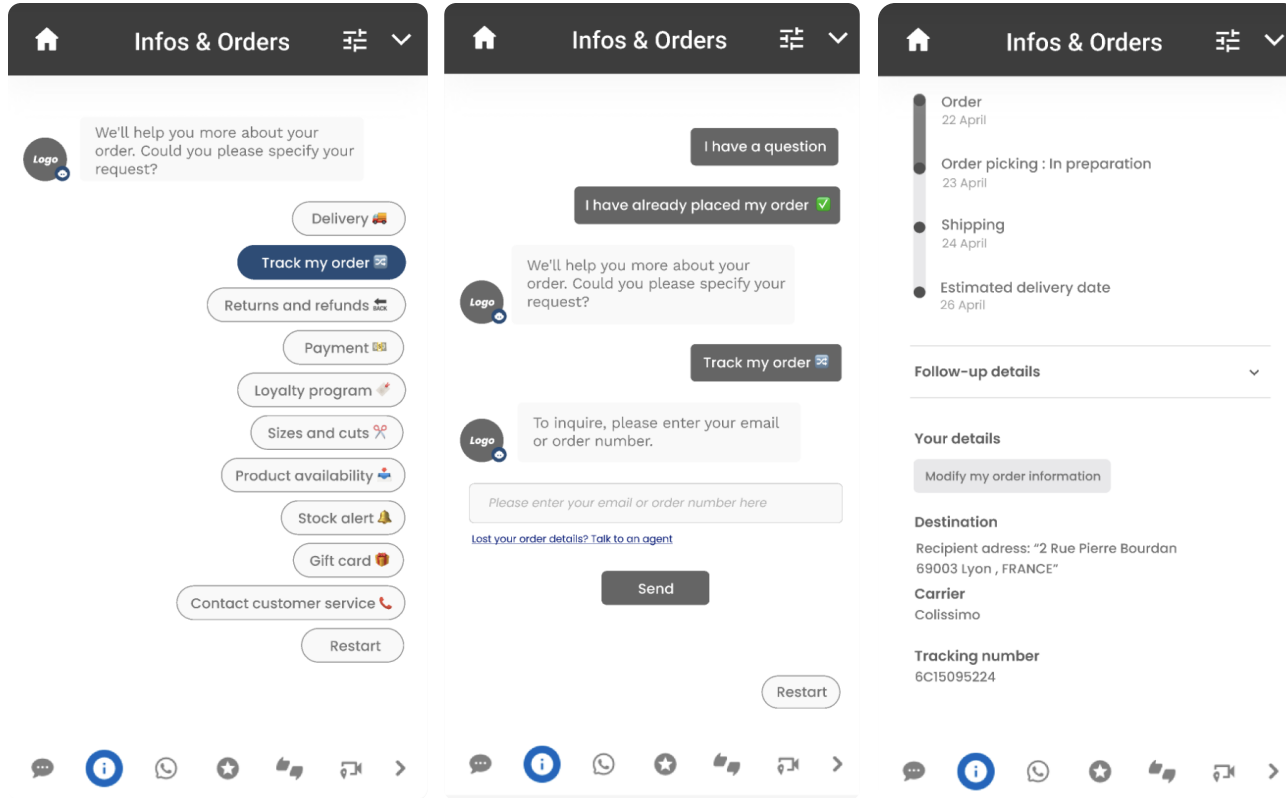
Pro-active questions to refine search and propositions if a product is not available

1. LIVE CHAT APP : SMART NOTIFICATIONS



- Notification adapted to the user's journey
- On demand actions tracked and on demand reactions

2. TAILORED DECISION TREES : TO SCALE YOUR CUSTOMER SERVICE



The image displays three sequential screenshots of a customer service chat interface, illustrating a decision tree for handling order-related queries. Each screenshot shows a chat window with a dark header containing a home icon, the text "Infos & Orders", and a menu icon.

Screenshot 1: The chat starts with a message from the customer: "We'll help you more about your order. Could you please specify your request?". Below this message is a vertical list of buttons: "Delivery 📦", "Track my order 📄", "Returns and refunds 📦", "Payment 💳", "Loyalty program 🎁", "Sizes and cuts ✂️", "Product availability 📦", "Stock alert 🔔", "Gift card 🎁", "Contact customer service 📞", and "Restart".

Screenshot 2: The customer selects "I have a question". The chat shows a response from the system: "We'll help you more about your order. Could you please specify your request?". Below this is a text input field with the placeholder "Please enter your email or order number here" and a "Send" button. A "Restart" button is also visible at the bottom.

Screenshot 3: The customer selects "I have already placed my order". The chat shows a response from the system: "To inquire, please enter your email or order number." Below this is a text input field with the placeholder "Please enter your email or order number here" and a "Send" button. A "Restart" button is also visible at the bottom.

The third screenshot shows a detailed view of an order with the following information:

- Order: 22 April
- Order picking : In preparation: 23 April
- Shipping: 24 April
- Estimated delivery date: 26 April

Below the order details, there are sections for "Follow-up details" (with a dropdown arrow), "Your details" (with a button "Modify my order information"), "Destination" (Recipient adress: "2 Rue Pierre Bourdan 69003 Lyon , FRANCE"), "Carrier" (Colissimo), and "Tracking number" (6C15095224).

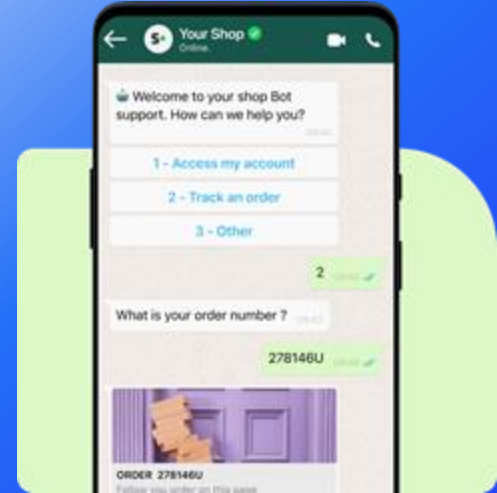
- No limit of options and sub-levels
- If no answer, redirection to e-mail or chat
- Rich content integration (products, links, image carousel, ...)

3. MULTI-CHANNEL APP : WHATSAPP, MESSENGER...

WhatsApp Business

- **How:** Possibility to switch a conversation from Live chat to WhatsApp or to start directly on WhatsApp from the site (QR Code, number, ...)
- **Usage:** Possible integration of decision trees like in live chat
- **Advantages:** Continuity of exchanges, even when the user leaves the site. Trusted channel that your customers are used to using, secure (end-to-end encryption), and with rich content (photos, videos, ...)

Other messengers: Facebook Messenger, WeChat, Instagram...

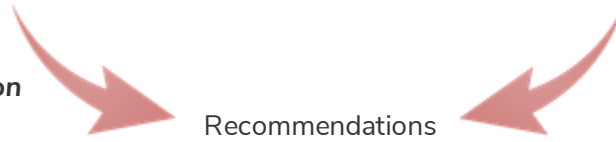


4. RECOMMENDATION APP: AN ULTRA CUSTOMISED EXPERIENCE

- Catalogue side: Product characteristics (product-centric)

- Customer side: User Preferences (user-centric)

Normalisation

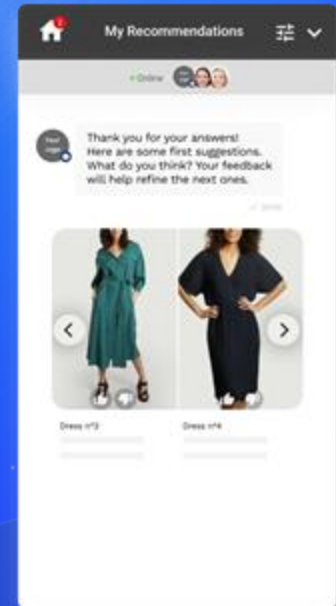


Recommendations

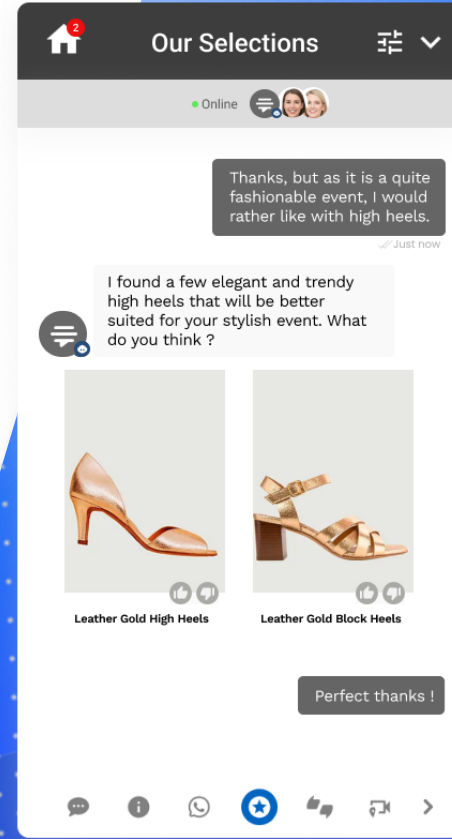
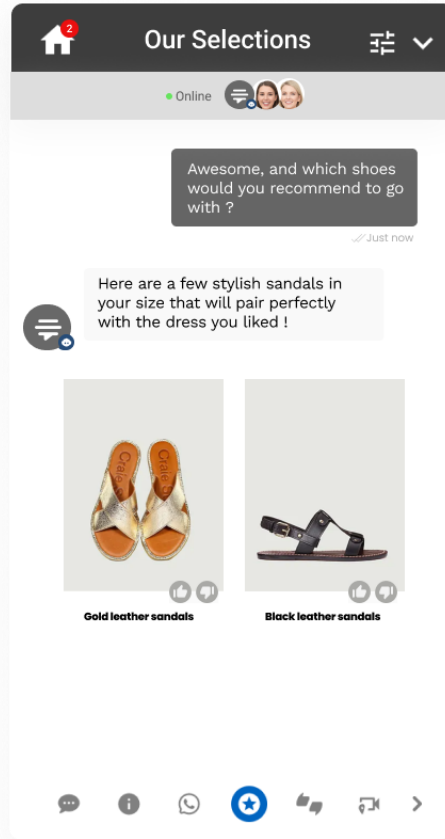
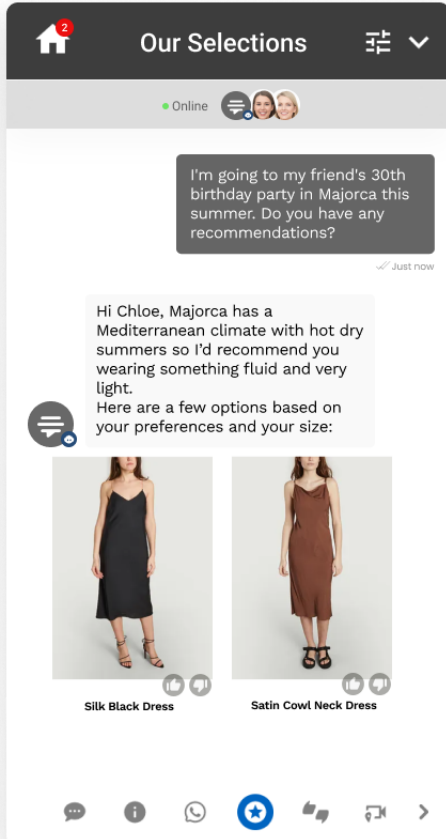
Feedbacks in the Assistant
+ Website journey tracking
+ History from CMS
API Connexion

- Personal shopping via Machine learning
- Usable Data: CRM, personalised newsletters, statistics

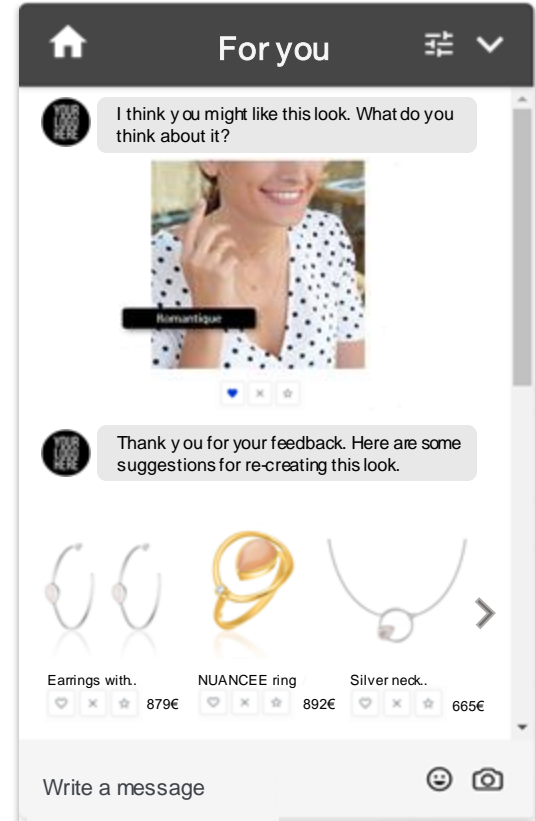
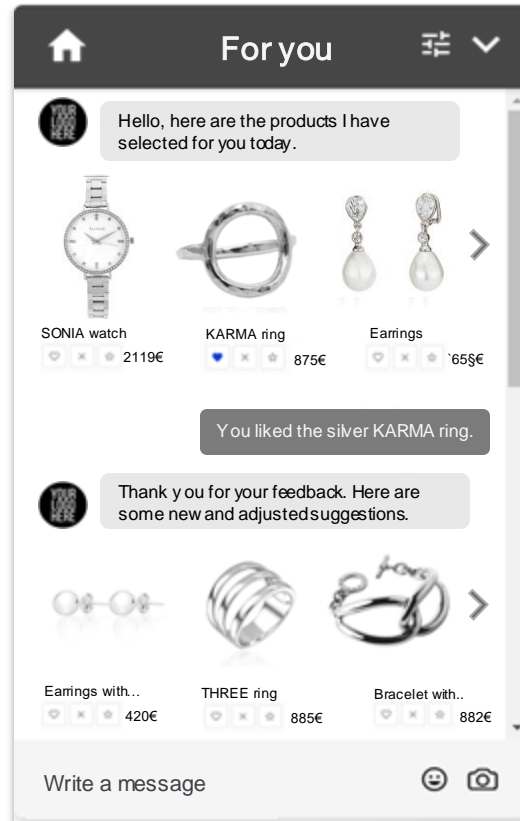
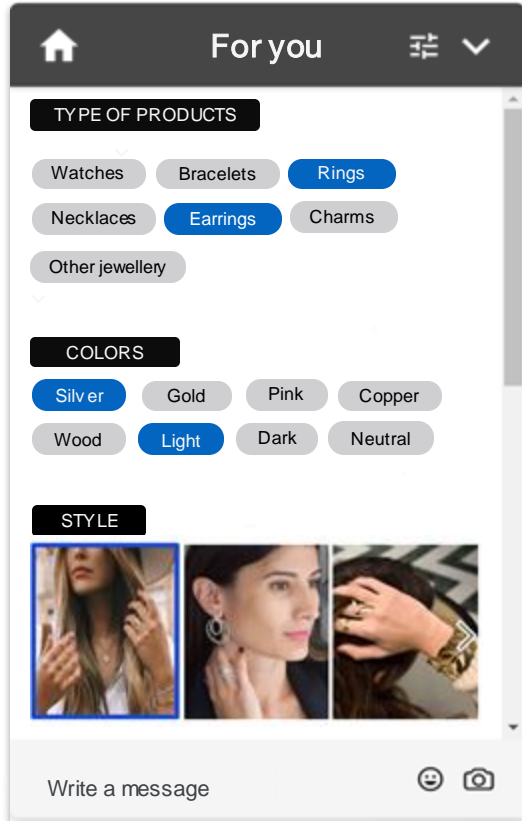
- Data-centric:
Ultra-personalisation
by customer and product data



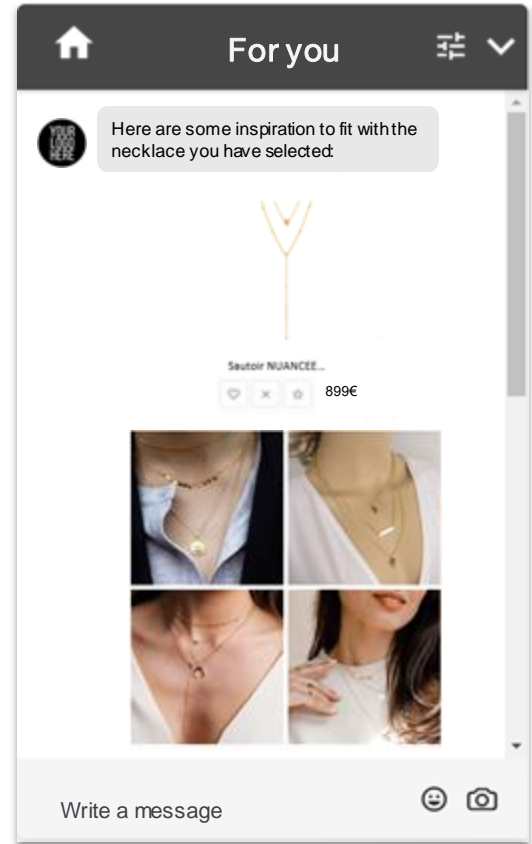
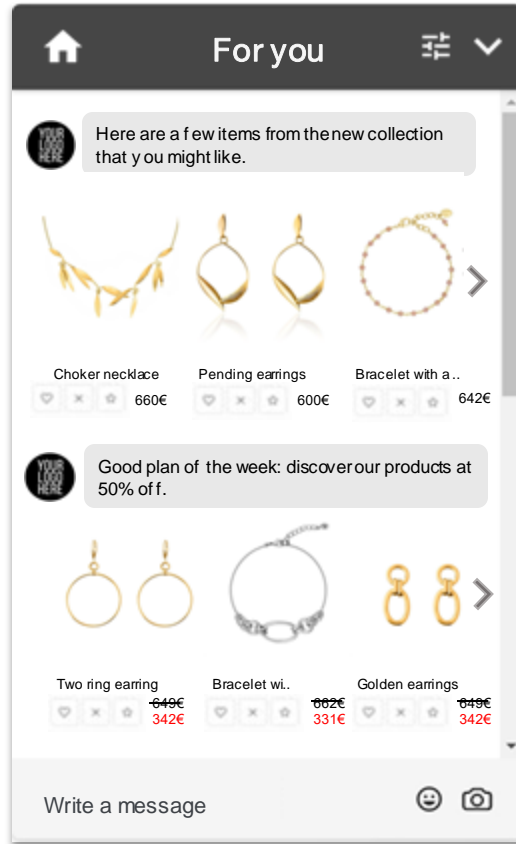
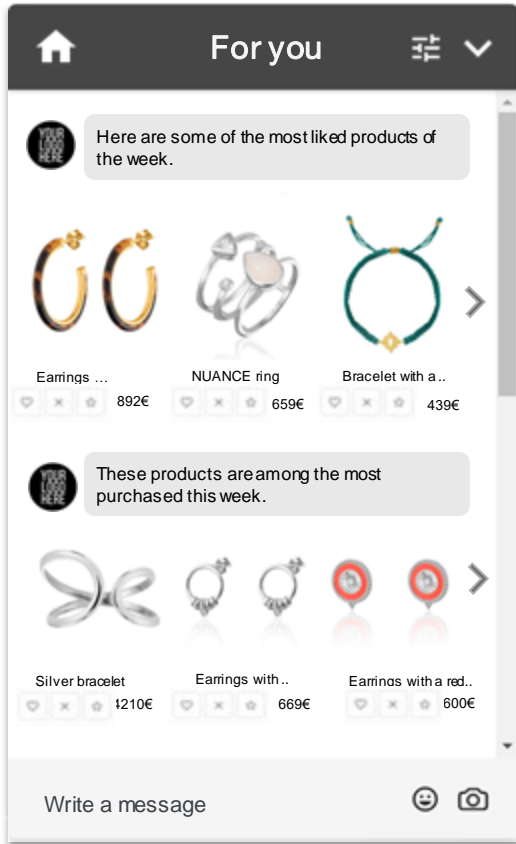
4. RECOMMENDATIONS APP: CONVERSATIONAL MODE USING GENAI



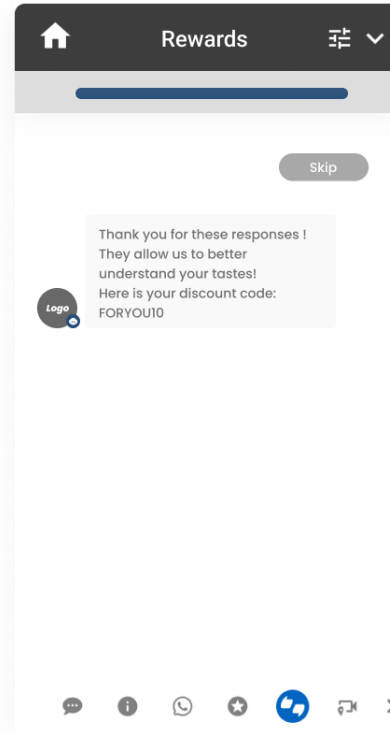
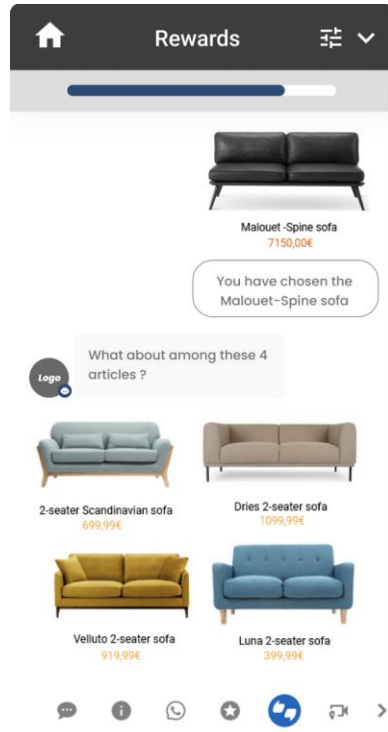
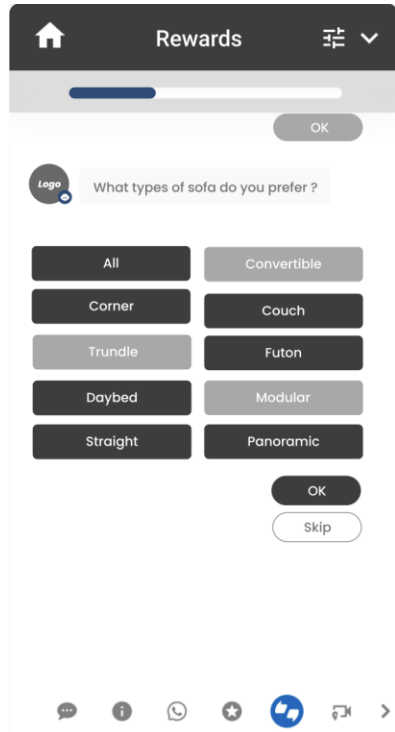
4. RECOMMENDATIONS APP: QUIZ & PERSONAL FEED MODE



4. RECOMMENDATIONS APP: QUIZ & PERSONAL FEED MODE

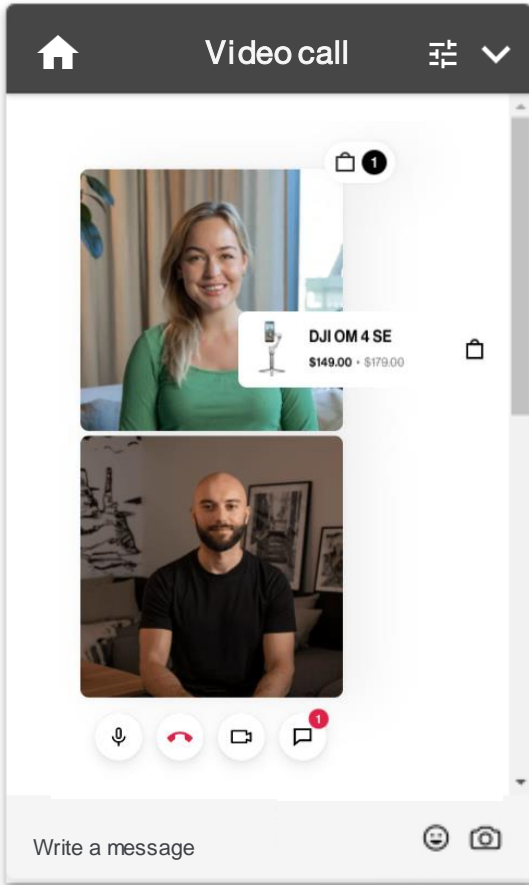


5. FEEDBACKS & REWARDS APP



- User gets a discount code after replying to the questionnaire
- Wide variety of formats Questions, quizzes, multiple selection...

6. VIDEO CALL APP: CHAT & VIDEO CALL WITH A SALES ADVISOR

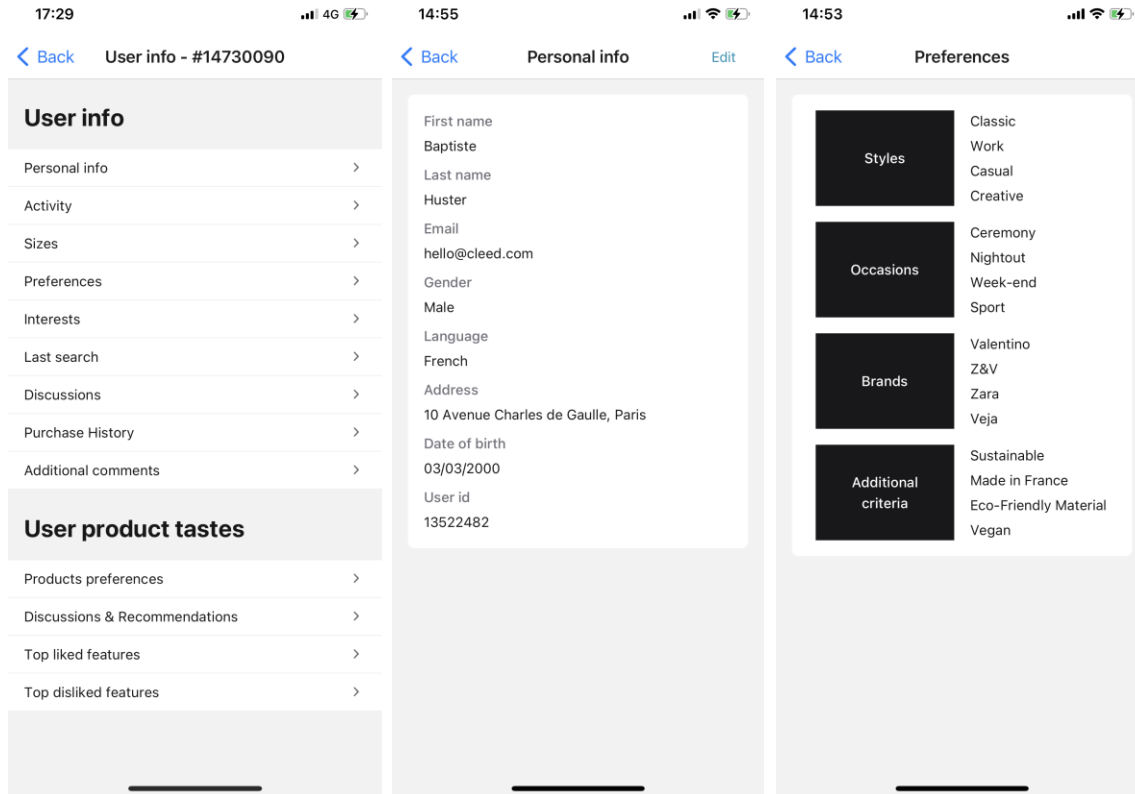


Video consultations for a more immersive experience and a real human relationship

Dynamic display of products and addition to the basket during a call

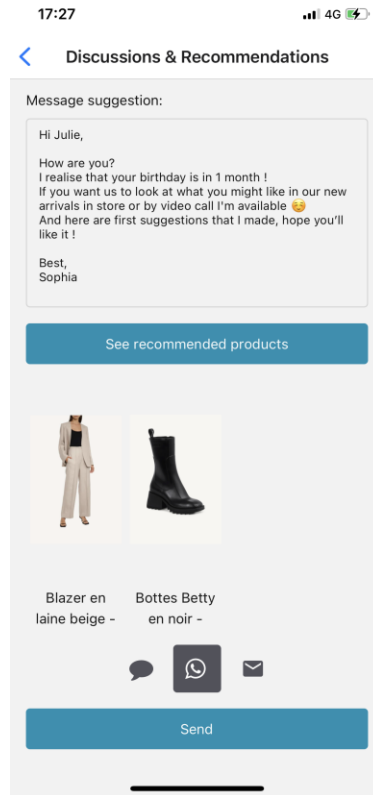
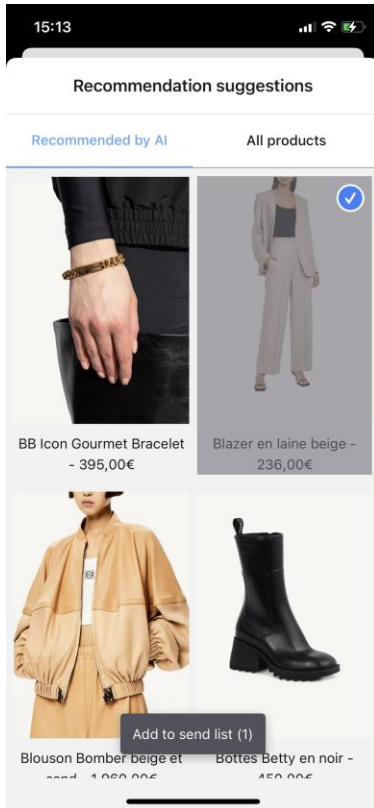
- **User side:** for specific questions about services, possibility to talk with an advisor who has a real expertise and to learn more about the services in video.
- **Sales Advisor side:** Mobile application allowing available sales advisors to manage specific conversations on services and to launch video calls while having a clienteling follow-up interface.

6. VIDEO CALL APP: MOBILE APP FOR SALES ADVISOR



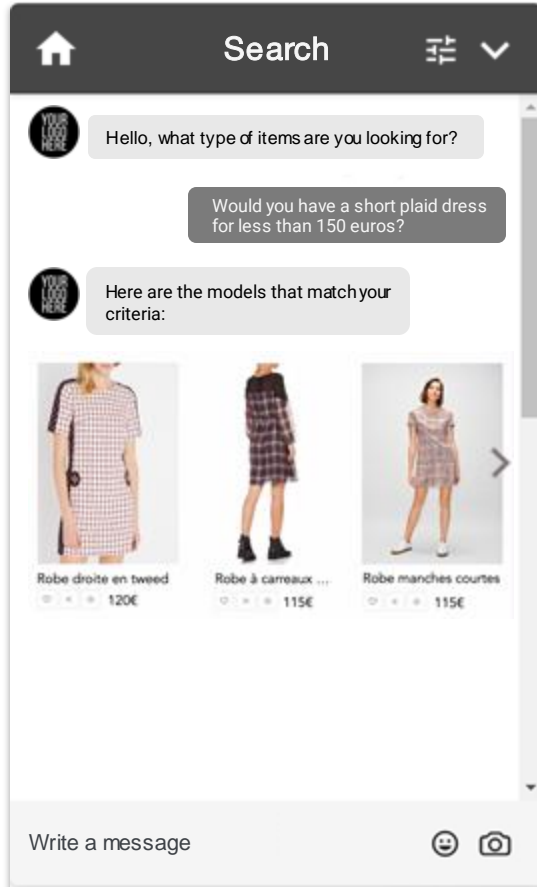
- User's file with all his information listed in one place
- Allows you to consult their detailed preferences (what they liked, disliked, consumed, habits...)

6. VIDEO CALL APP : MOBILE APP FOR SALES ADVISOR



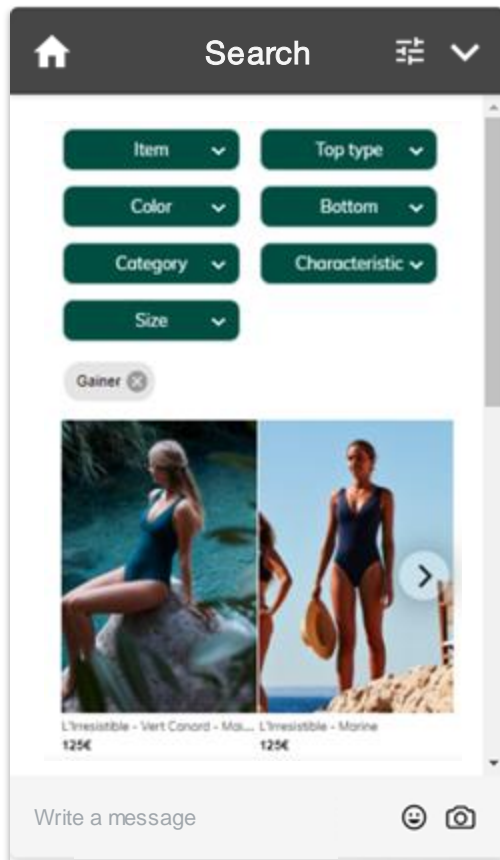
- Product recommendations by AI to help each seller to make their own recommendations
- Ability to send selected products through (pre-written) message via different channels (WhatsApp, email, chat...)

7. TEXT SEARCH APP



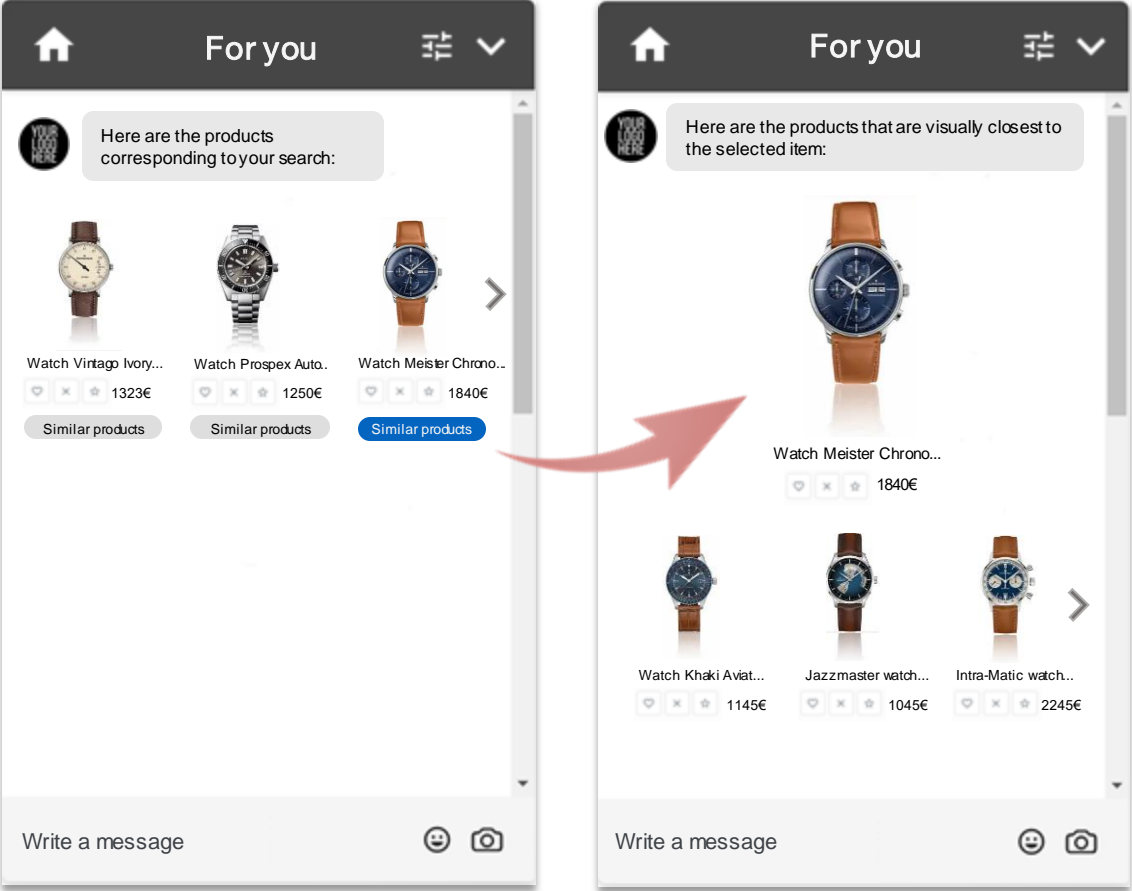
- Detection of precise elements
- Possibility to integrate Algolia (auto completion and more open results)

8. ADVANCED FILTERS SEARCH APP



- Some websites don't have optimised search in terms of filters or experience...
- So we propose a search system with **more criteria**

9. VISUAL SEARCH (BY SIMILARITY)



10. SIZE ADVICE APP (FASHION SECTOR)

Call to action from product sheet

BODYSUIT HOT BLACK

COLORS: BLACK



HEIGHT: 40T

[SIZE ADVICE](#)

[SIZE GUIDE](#)



ADD TO CART | 85.00 €

 FREE RETURN AND EXCHANGE IN FRANCE

DELIVERY IN 3 TO 5 WORKING DAYS

Cool & sensual is the iconic NOO body.

- Stretch mesh bodysuit in black
- Crotch stapling for added comfort
- Deep neckline at the front and rounded at the back for a sensual hot look.

To easily find the right size, our [size advice](#) is now available.

OUR SIZE ADVICE

Popup format, excluding chatbot

Not sure about your size 😊?
Don't worry, we're here to help!



bodysuit Hot Black
85.00 €

Let's go

Any doubt? [Contact us](#)

Inspiration

To look the hottest in your NOO item, we
recommend you a size

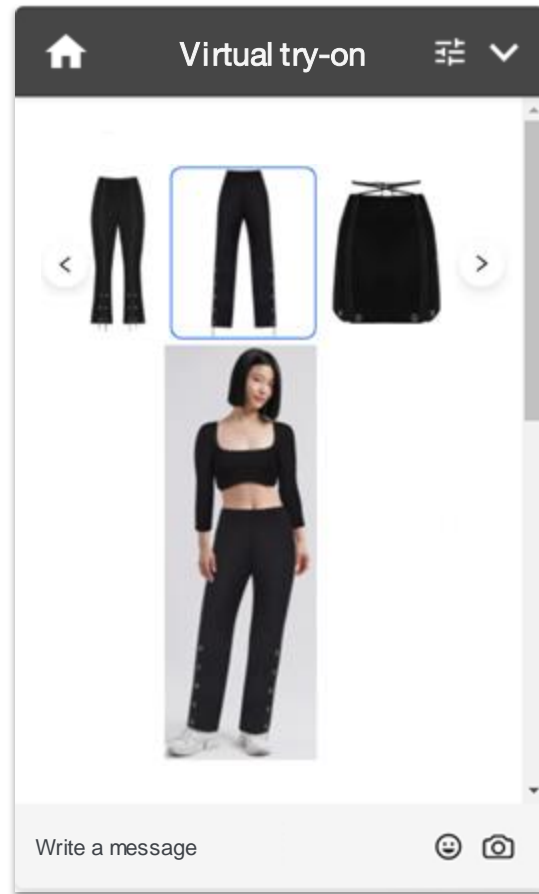
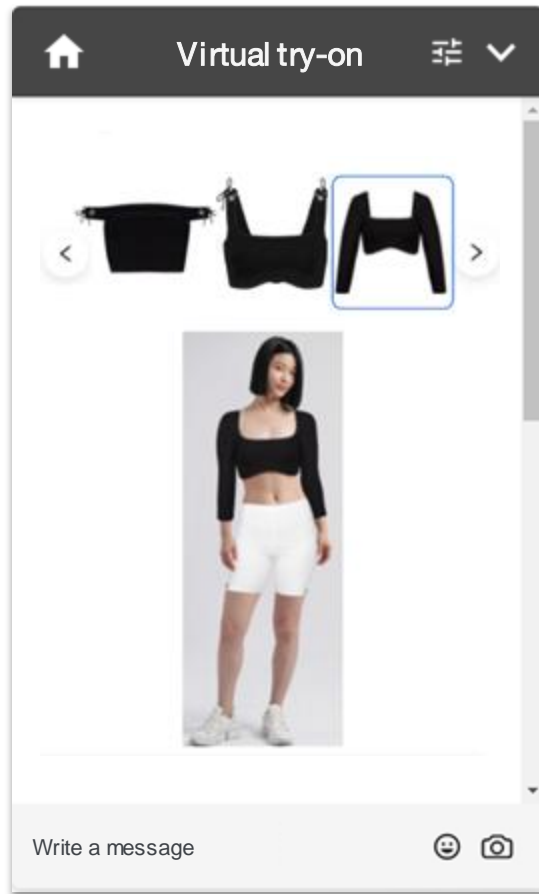
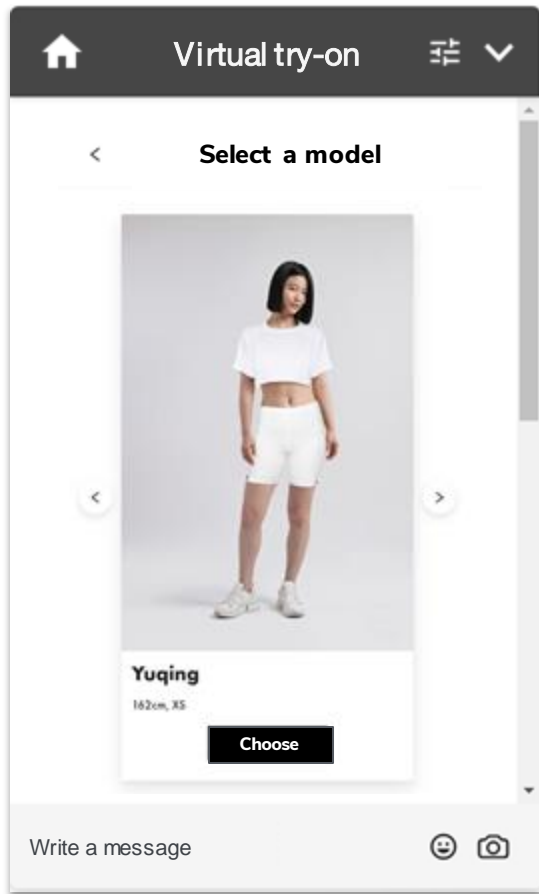
40T

If you have a long bust, you can order the TALL
version of the size recommended.

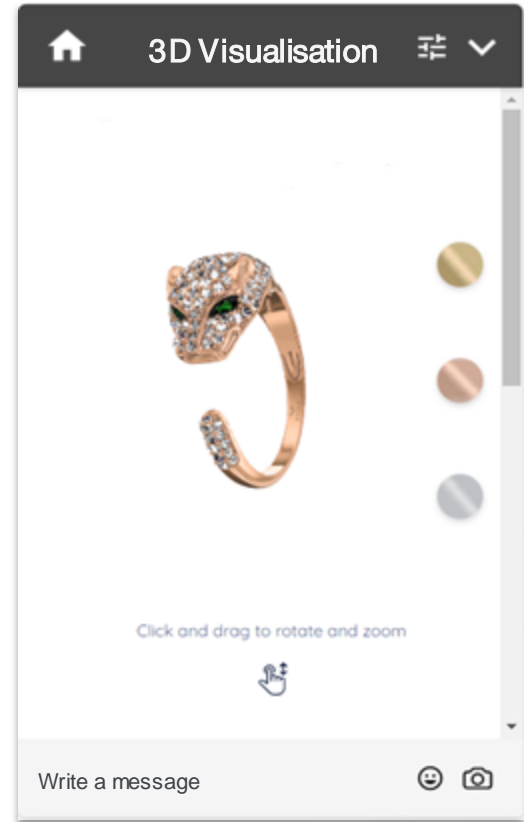
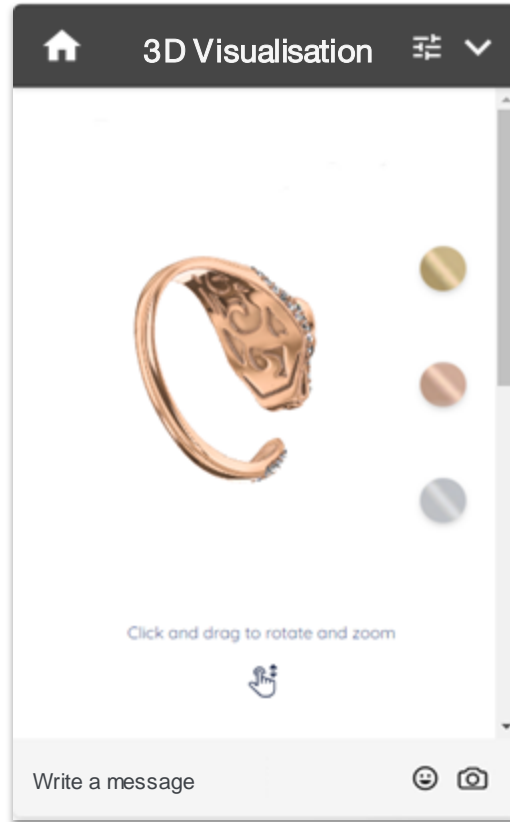
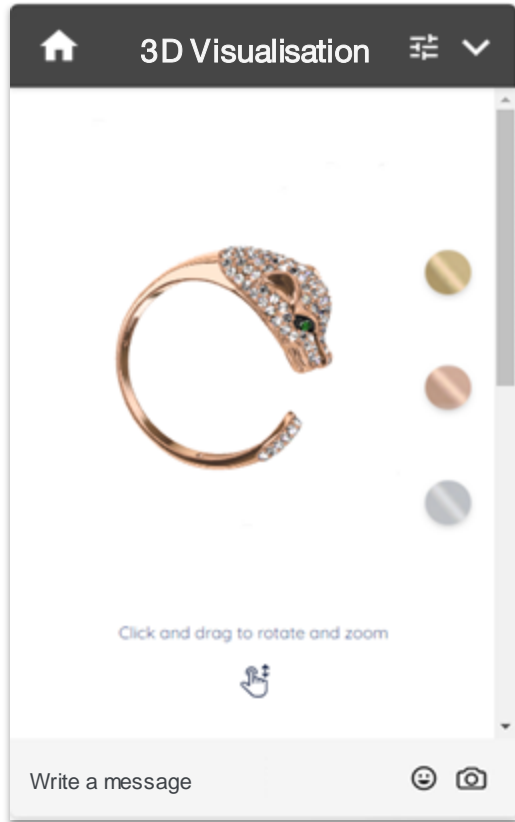
Add to cart

Any doubt? [Contact us](#)

11. VIRTUAL TRY ON APP (SECTOR MODE)



12. 3D VISUALISATION



CUSTOM THIRD-PARTY INTEGRATIONS AND OMNICHANNEL MANAGEMENT

Keep your existing solutions

▪ CMS



▪ CRM



▪ Delivery tracking tools



▪ Website tracking tools



▪ Call Center tool



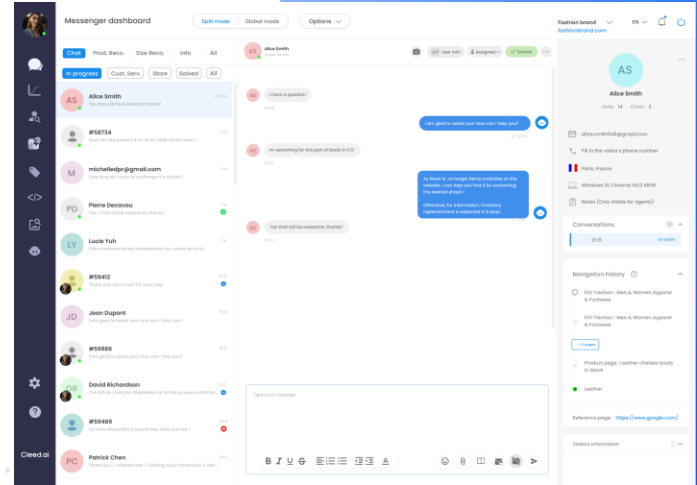
Interact with all messaging platforms on a single tool



DATA ANALYTICS ADMIN PLATFORM

Messaging: management and monitoring of conversations

- Follow up and manage interactions
- A complete tool
 - ✓ Status
 - ✓ Modes
 - ✓ Notes
 - ✓ Filters
 - ✓ Online
 - ✓ Text editing
 - ✓ User actions
 - ✓ Split by Apps
 - ✓ Export of data
 - ✓ Omnichannel
 - ✓ Transfer by email
 - ✓ Catalog products sending
 - ✓ Unlimited number of admins
 - ✓ Tracking by conversations
 - ✓ Integration into your existing CRM
 - ✓ Integration into your existing CRM
 - ✓ Autonomous Assistant Configuration
 - ✓ User infos (history, activity, preferences)



Data analytics: strategic recommendations tool for marketing

- ✓ Usage statistics : volumes, splits by themes
- ✓ Conversion statistics : products viewed, clicked, added to cart , wishlist, purchased (or any other action on your website)
- ✓ Users preferences
- ✓ Products Catalogue improvements



THE BENEFITS OF CLEED.AI

The best of AI and Human

- AI to automate processes
- Human to ensure optimal experience
- Ultra personalized user experience

Most comprehensive tool on the market

- Single multi-app approach
- Complete tool: until virtual fitting
- Extends beyond chatbot (site interactions)

Custom solution and plug & play

- Just one line of code
- Compatible with your existing CRM solutions
- Custom adjustments (UX and content)

Expertise in customer service

- Management of both chatbot and emails
- 450 themes and 50000 training sentences
- Continuous learning and sharing process

Proprietary technology and controlled costs

- APIs, Computer vision, Machine learning internally developed by R&D
- Control of induced costs
- No need to have developers on your side

Customer centric

- Enrichment of your CRM data
- Manage the client
- Customization on other channels (newsletters, etc.)



COMPANY & PARTNERS

- Based in Paris -12 employees
- Retail-tech sector: R&D on machine learning and computer vision
- Commercial launch of Cleed.ai in late 2020
- Cleed Solutions is a conversational ecommerce solutions publisher dedicated to e-retailers to enable them to offer the best personalized customer experience through technology, which brings together 3 entities:



Live shopping assistant 24/7
for Ecommerce sites via chatbot
[Cleed.ai](https://cleed.ai)



Online Personal Fashion Assistant
to shop among 6000 brands
[Cleed.com](https://cleed.com) (v2 soon)



Development of your tech
projects by dedicated teams
[Techlivery.com](https://techlivery.com)

- Our partners:



neullyLAB

STATION F



DeFINE



KEDGE
ENTREPRENEURSHIP

bpi**france**

FRANCE DIGITALE



Google Cloud

aws

CONTACT



Our website:

[Cleed.ai](https://cleed.ai)

Let's book a demo together to
evaluate your ROI and show you
the solution more in detail:

[Book a demo](#)



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