

« 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

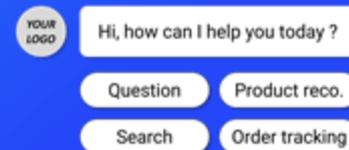
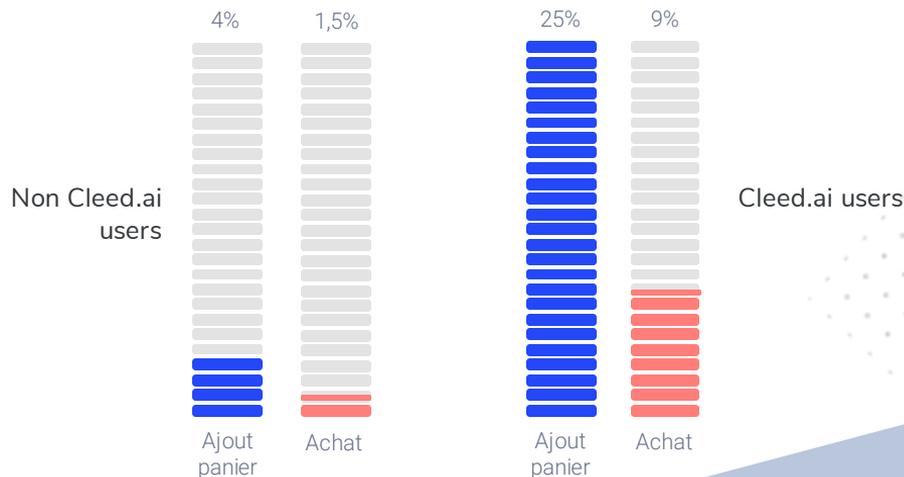
How can we help?

 <b>Delivery</b> What are my delivery options? How long does delivery take? How do I track my delivery? All other questions	<b>R</b> <b>Credit Account</b> Managing your credit account Financial Difficulties Persistent Debt All other questions	 <b>Returns</b> 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

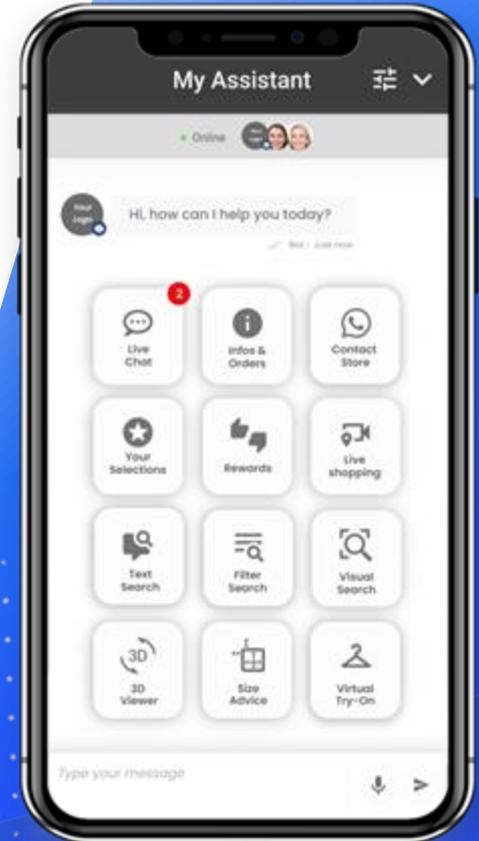
- ✓ Make your e-commerce conversation an online shop experience.
- ✓ Available 24/7 to maximize your sales and manage your after-sales service
- ✓ A conversion rate multiplied by 6 on users of the Cleed.ai tool



# 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

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- ✓ 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)

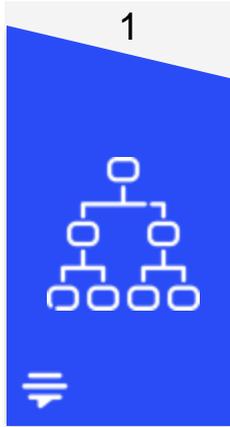


A **global approach** of **Customer service externalisation** :

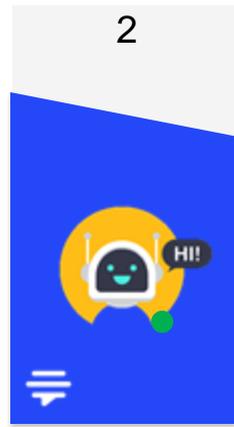
- Human agents (Customer service experts) to complete the AI with :
  - Selective recruitment
  - Continuous training
  - Processes
  - Knowledge databases
  - Quality follow-up
  - Performances KPI
  
- Omnichannel : Not only chatbot but also :
  - Emails / CRM ticketing
  - WhatsApp
  - SMS
  - Social networks
  - In-store app
  - ...



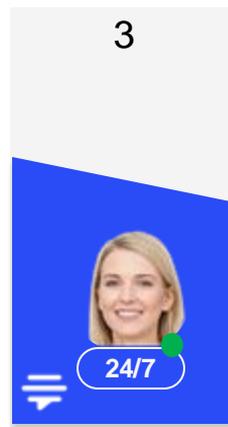
# 1. LIVE CHAT APP : 100% DELEGATED 24/7 SCALABLE REACTIVE CUSTOMER SERVICE



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

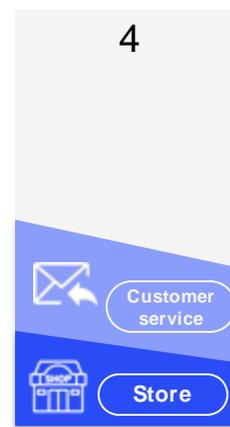


Conversational AI to quickly handle +400 different themes learned



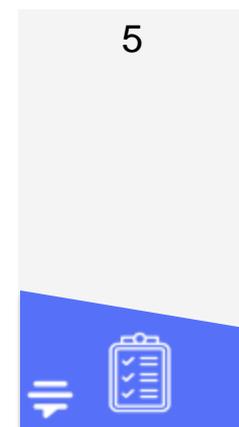
- Human Customer Service Experts who manage the discussions

- Can also be managed directly by your internal teams



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

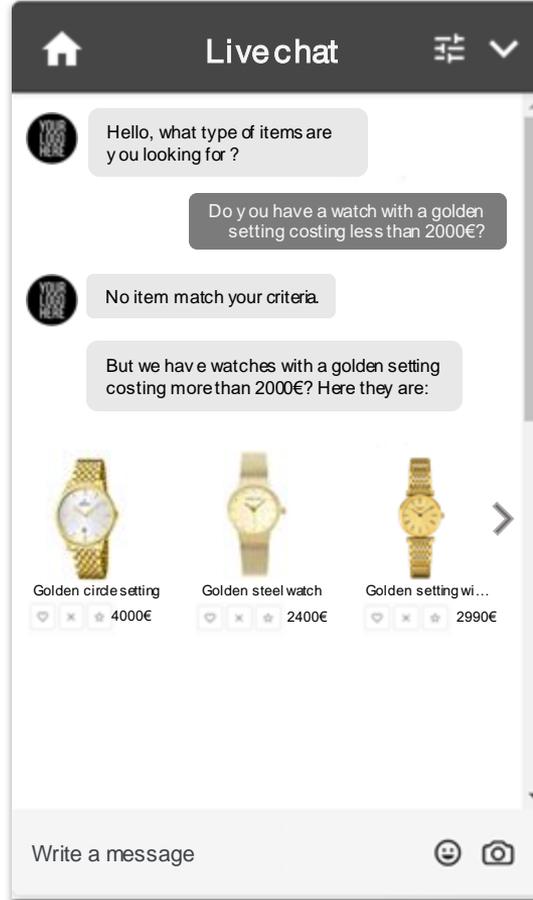
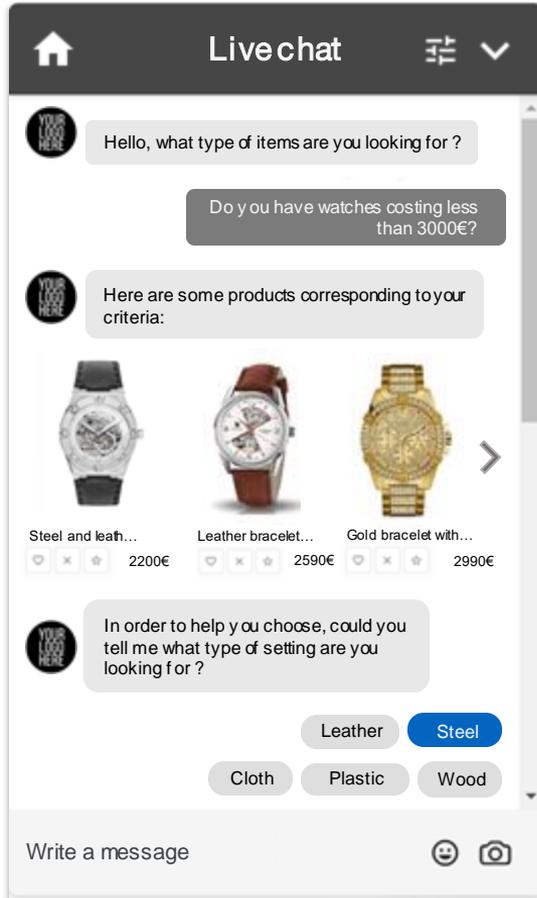
- Redirection to the sales staff in store for the first precise details about the products.



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

- Follow-up and management of e-mails

# 1. LIVE CHAT APP : PRE-SALES ASSISTANCE



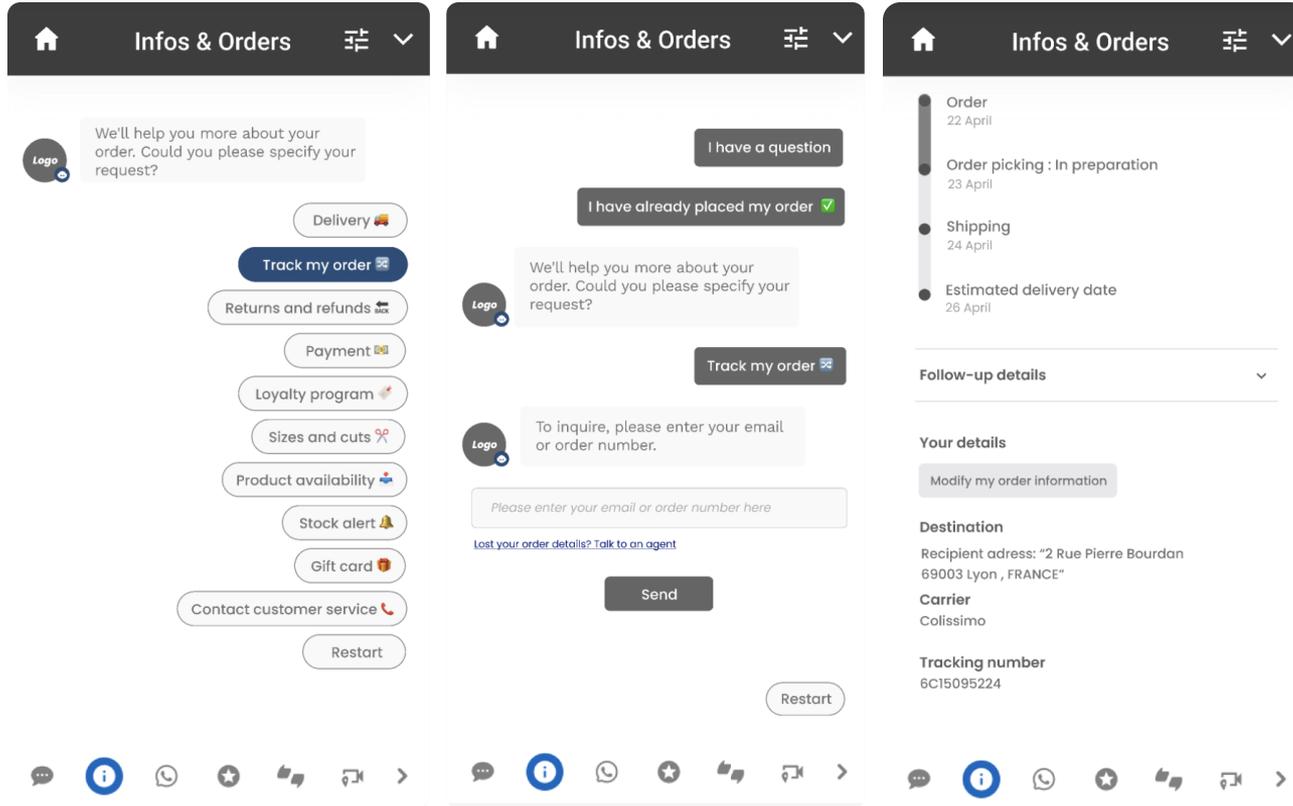
Pro-active questions to refine search and propositions if a product is not available

# 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?". A response from the chatbot provides a list of options: "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 chatbot responds with "I have already placed my order ✅". The customer then selects "Track my order 📦". The chatbot asks: "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 link "Lost your order details? Talk to an agent" is also visible. At the bottom, there is a "Restart" button.

**Screenshot 3:** The chatbot displays the order details: "Order 22 April", "Order picking : In preparation 23 April", "Shipping 24 April", and "Estimated delivery date 26 April". Below this is a "Follow-up details" section with a dropdown arrow. The "Your details" section includes a "Modify my order information" button. The "Destination" section shows the recipient address: "2 Rue Pierre Bourdan 69003 Lyon, FRANCE". The "Carrier" section shows "Colissimo". The "Tracking number" section shows "6C15095224".

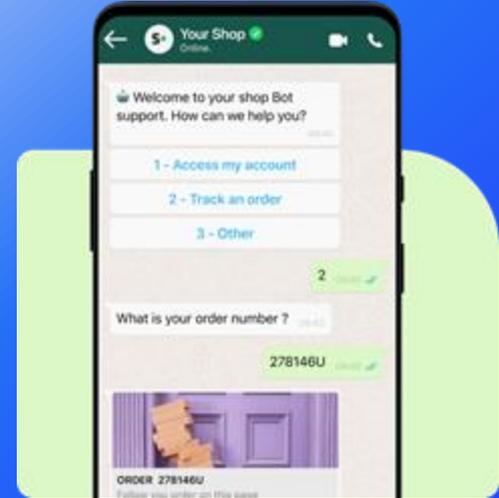
- No limit of options and sub-levels
- If no answer, redirection to e-mail or chat
- Rich content integration (products, links, image carousel, ...)

# 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, ...)

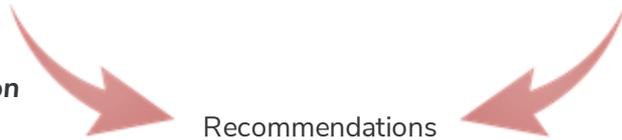
## Other messengers: Facebook Messenger, WeChat, Instagram...



# 4. RECOMMENDATION APP: AN ULTRA CUSTOMISED EXPERIENCE

- Catalogue side: Product characteristics (product-centric)
- Customer side: User Preferences (user-centric)

Normalisation

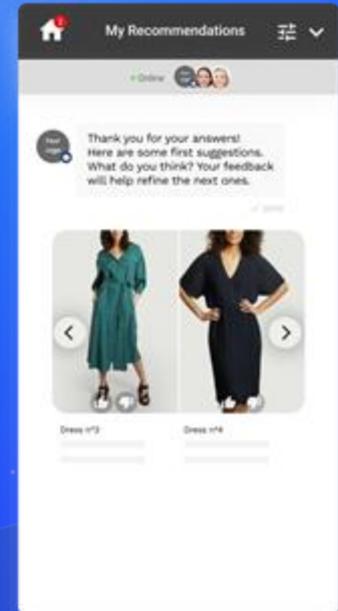


Recommendations

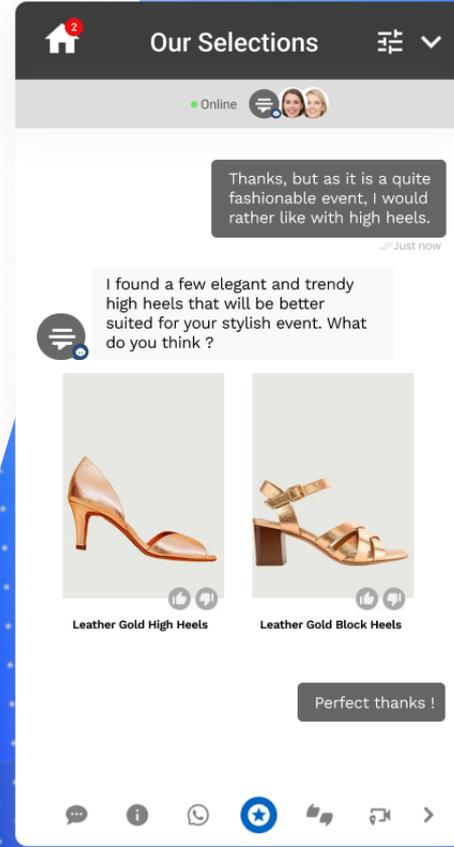
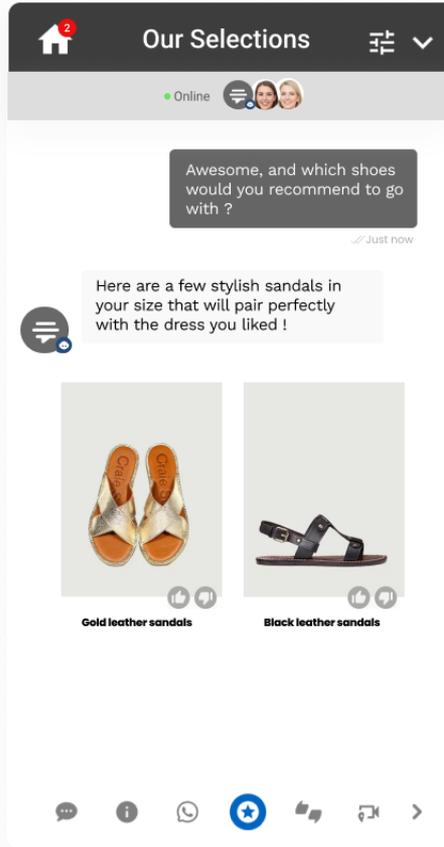
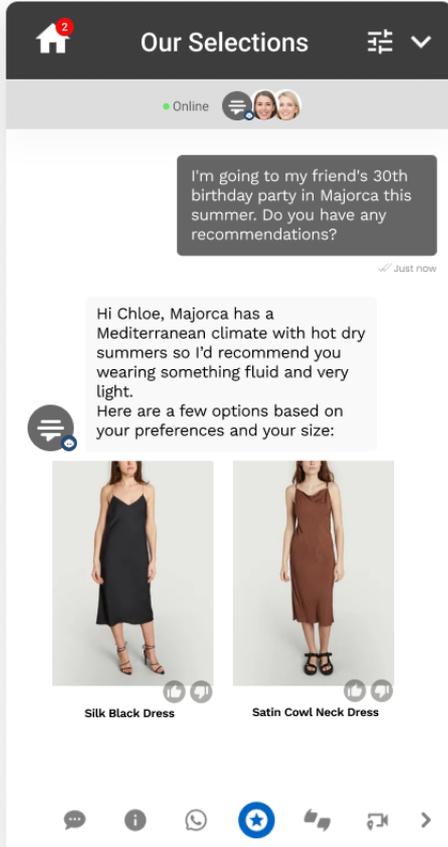
Feedbacks in the Assistant  
+ Website journey tracking  
+ History from CMS  
API Connexion

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

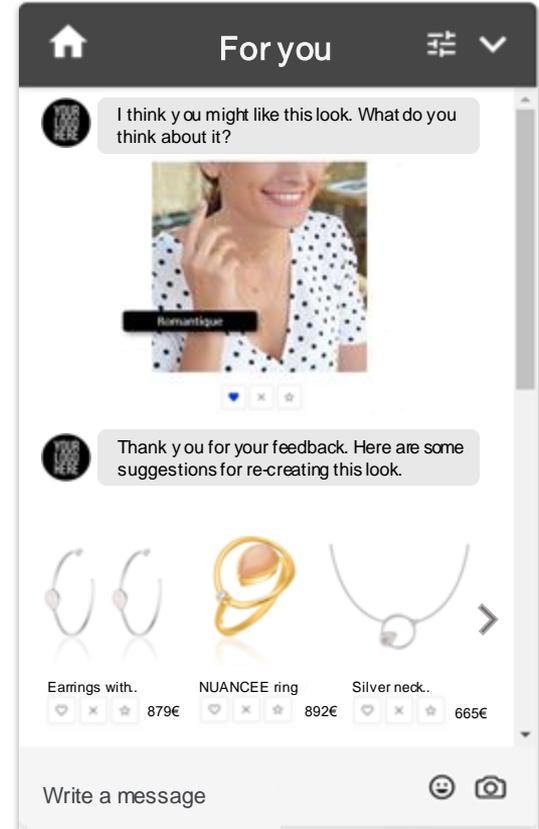
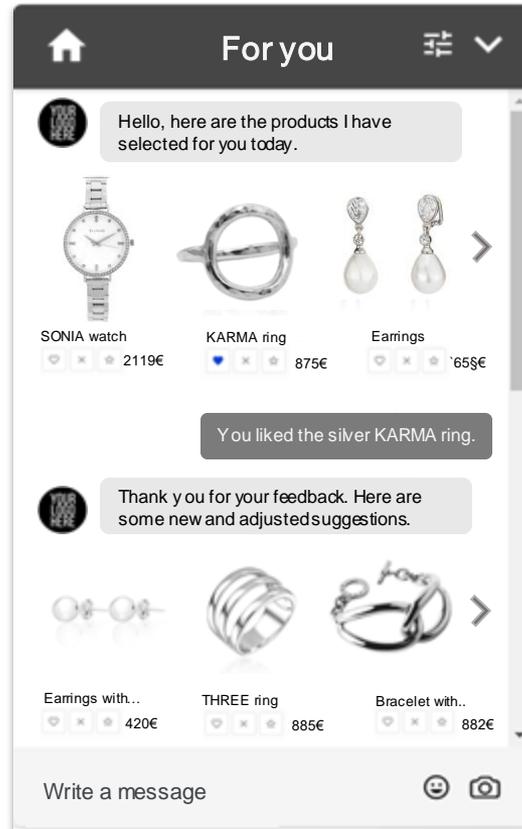
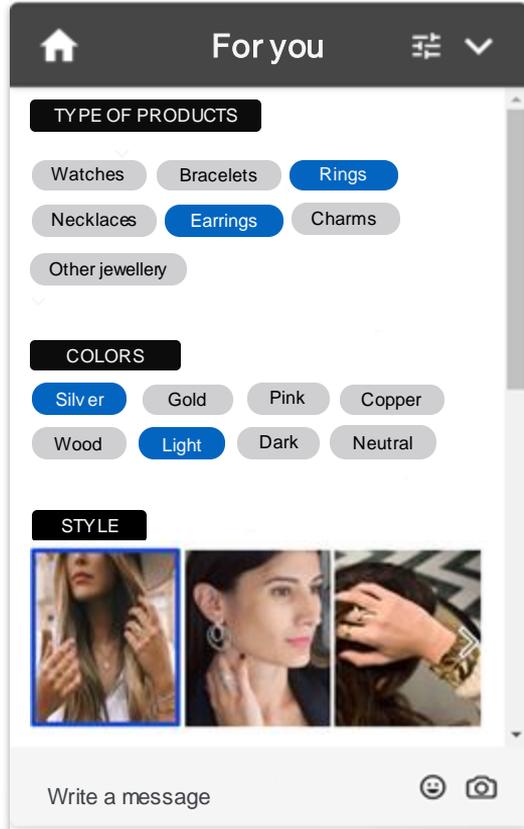
- Data-centric:  
Ultra-personalisation  
by customer and product data



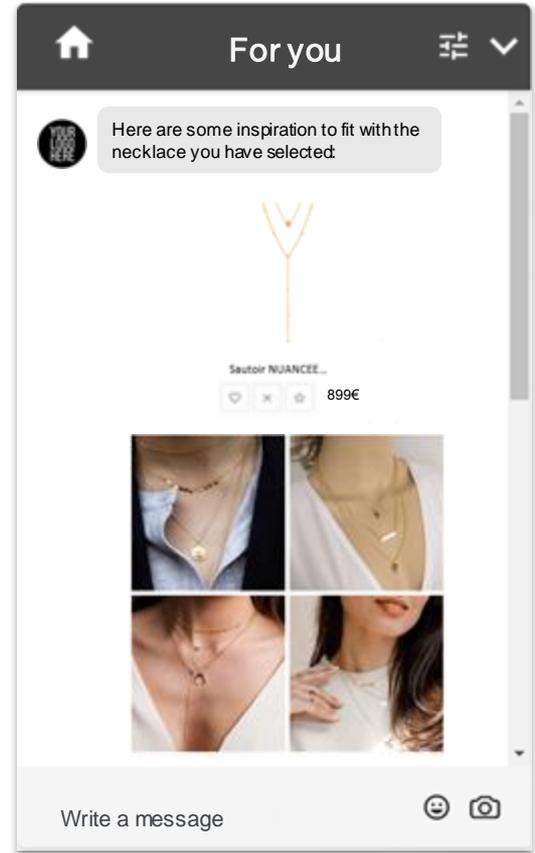
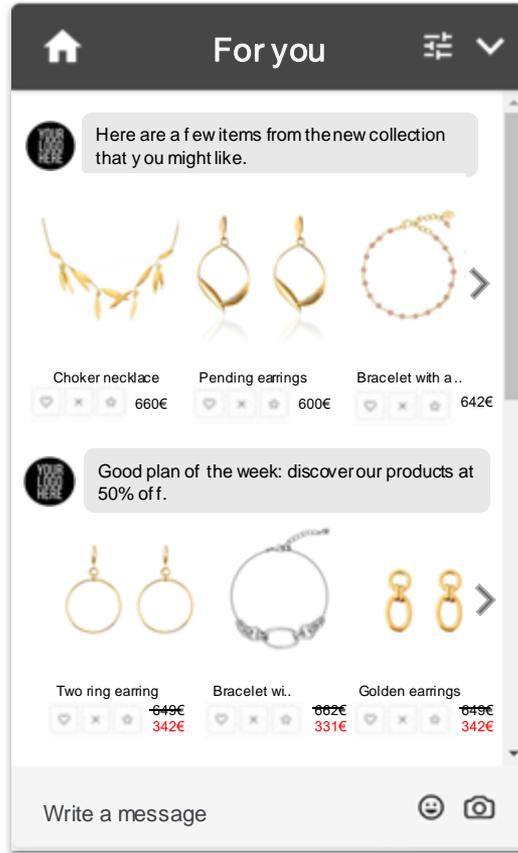
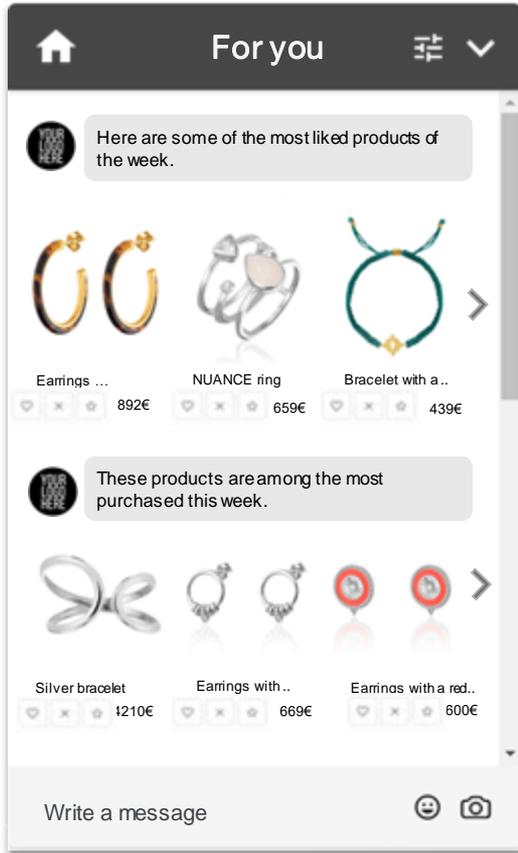
# 4. RECOMMENDATIONS APP: CONVERSATIONAL MODE USING GENAI



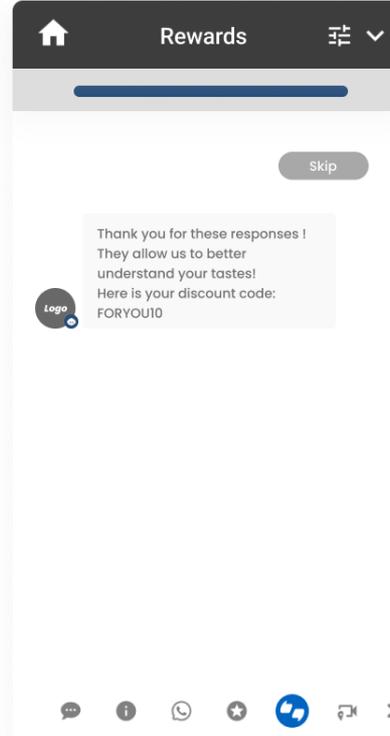
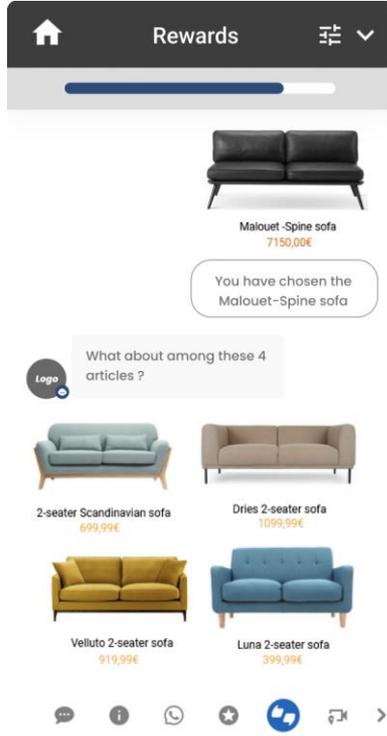
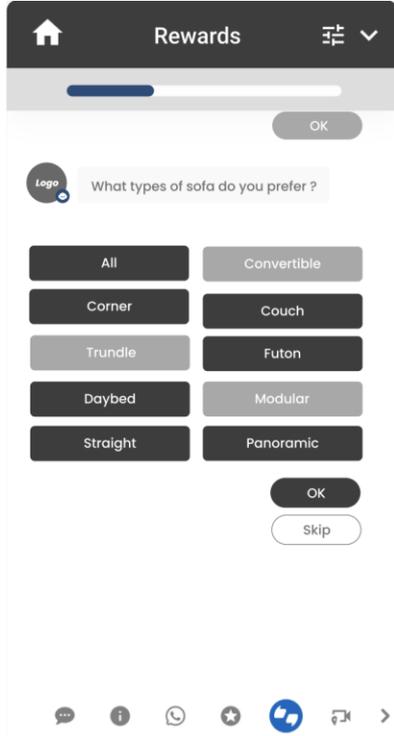
# 4. RECOMMENDATIONS APP: QUIZ & PERSONAL FEED MODE



# 4. RECOMMENDATIONS APP: QUIZ & PERSONAL FEED MODE

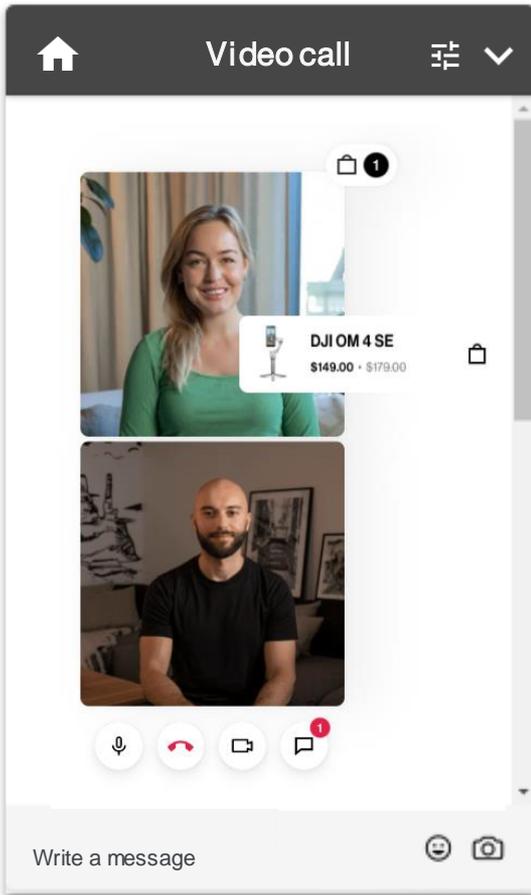


# 5. FEEDBACKS & REWARDS APP



- User get 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

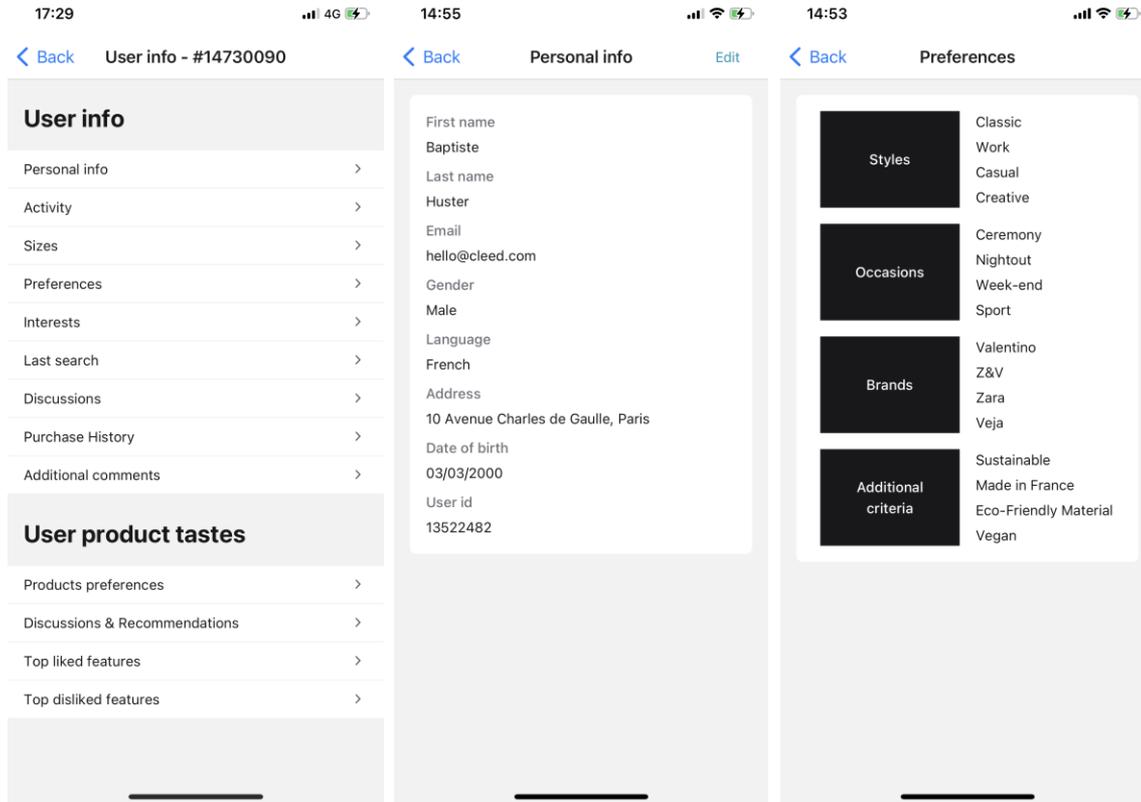


Video consultations for a more immersive experience and a real human relationship

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

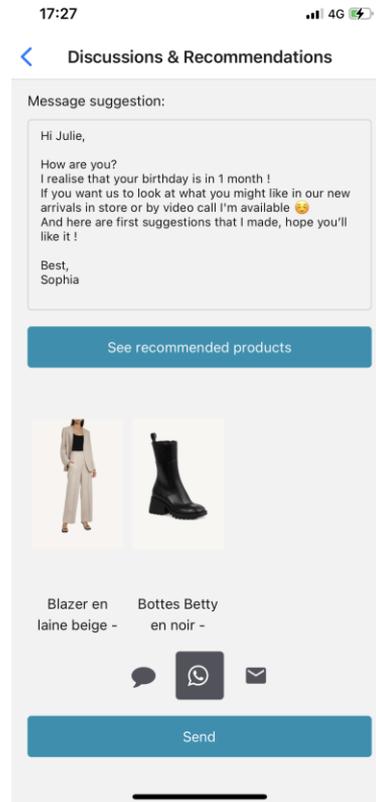
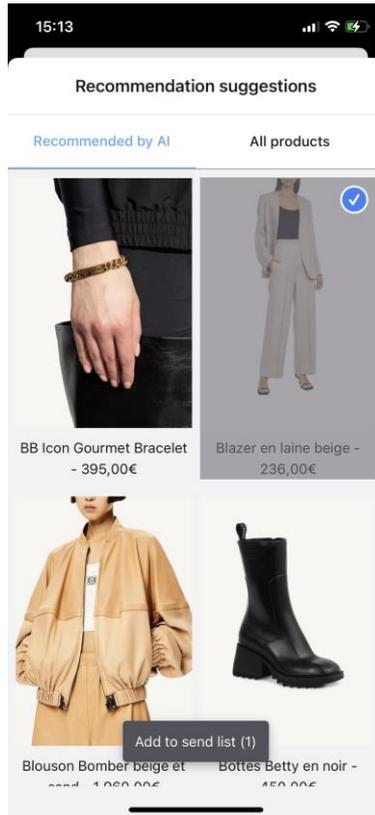
- **User side:** for specific questions about services, possibility to talk with an advisor who has a real expertise and to learn more about the services in video.
- **Sales Advisor side:** Mobile application allowing available sales advisors to manage specific conversations on services and to launch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

# 6. VIDEO CALL APP: MOBILE APP FOR SALES ADVISOR



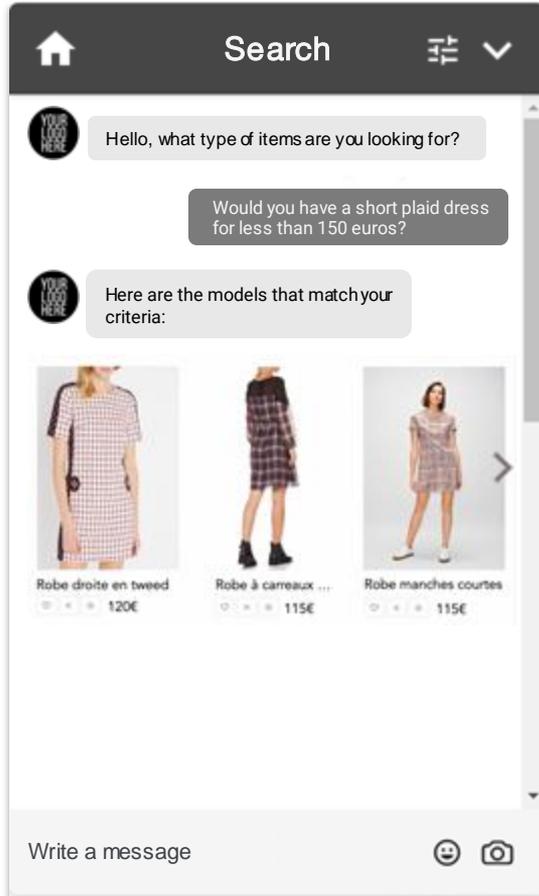
- User's file with all his information listed in one place
- Allows you to consult their detailed preferences (what they liked, disliked, consumed, habits...)

# 6. VIDEO CALL APP : MOBILE APP FOR SALES ADVISOR



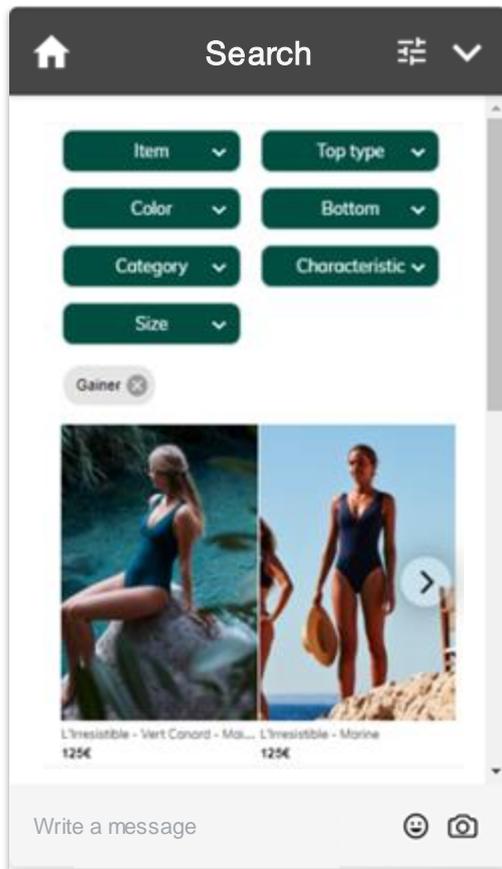
- Product recommendations by AI to help each seller to make their own recommendations
- Ability to send selected products through (pre-written) message via different channels (WhatsApp, email, chat...)

# 7. TEXT SEARCH APP



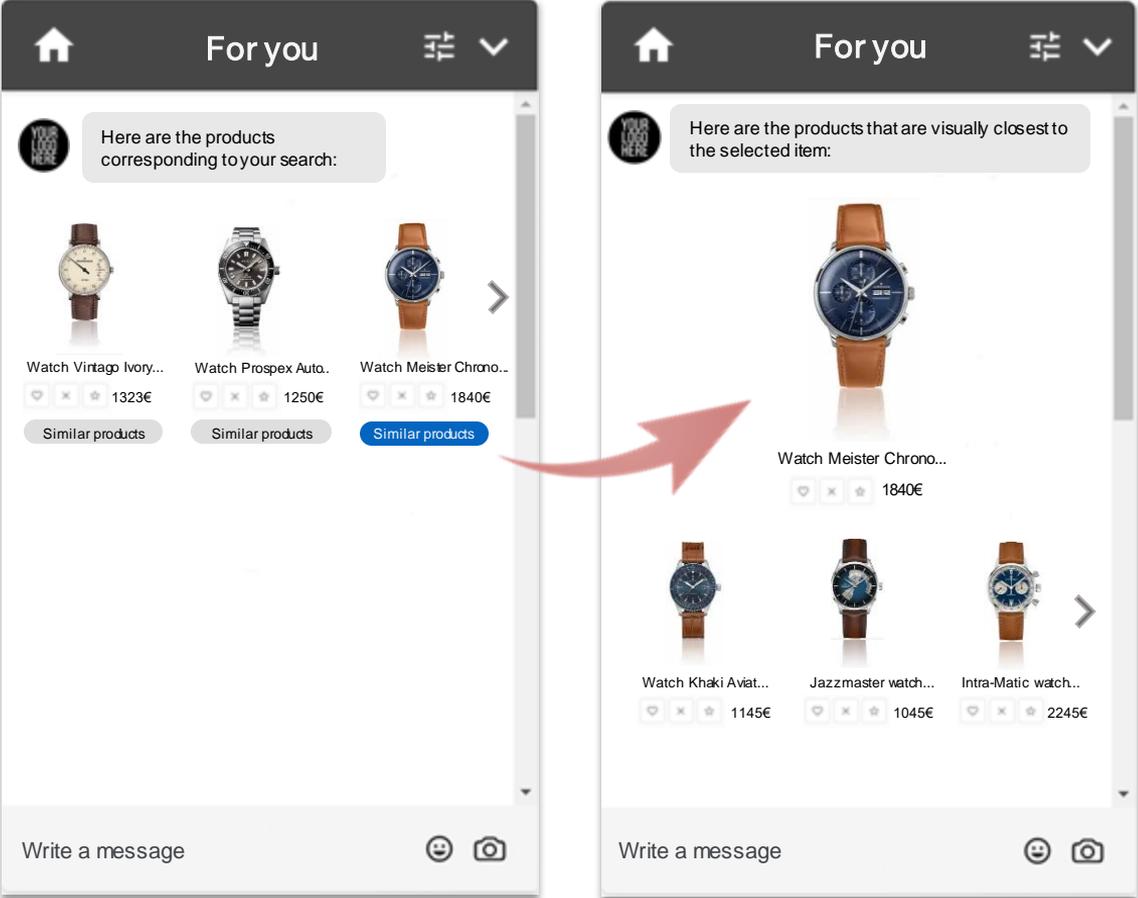
- Detection of precise elements
- Possibility to integrate Algolia (auto completion and more open results)

## 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

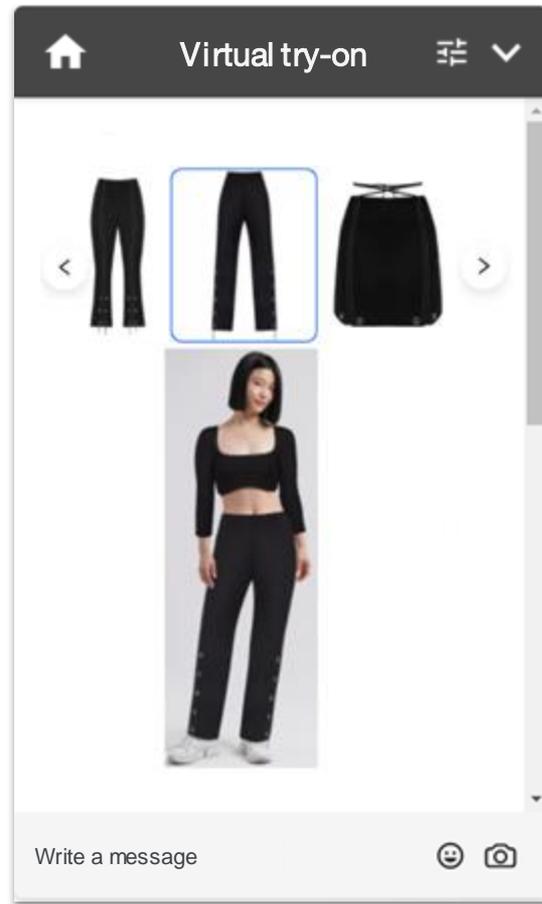
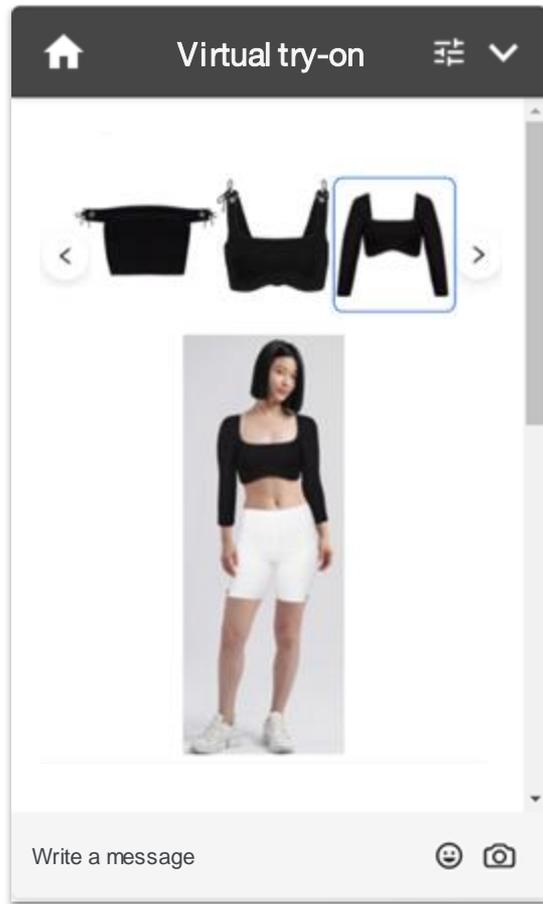
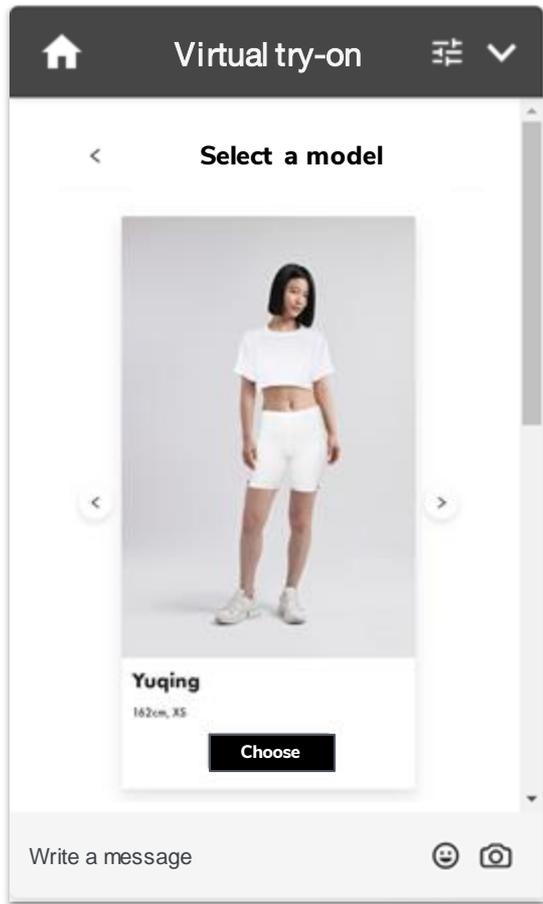
# 40T

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

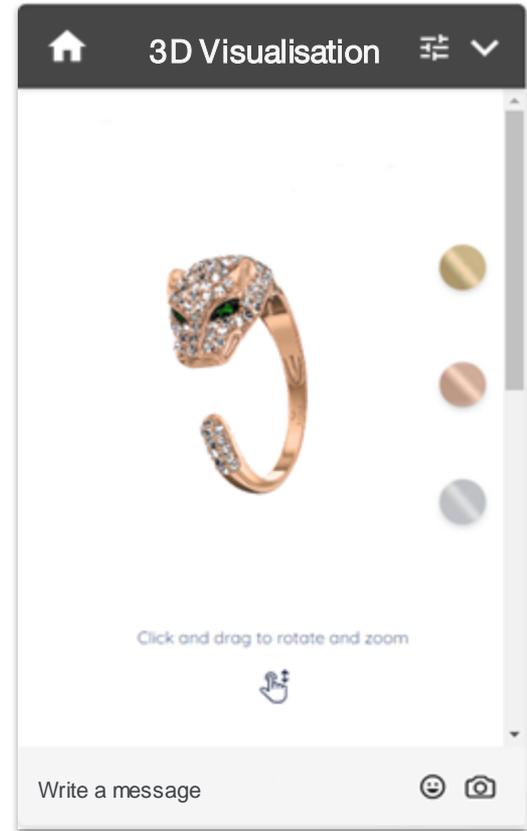
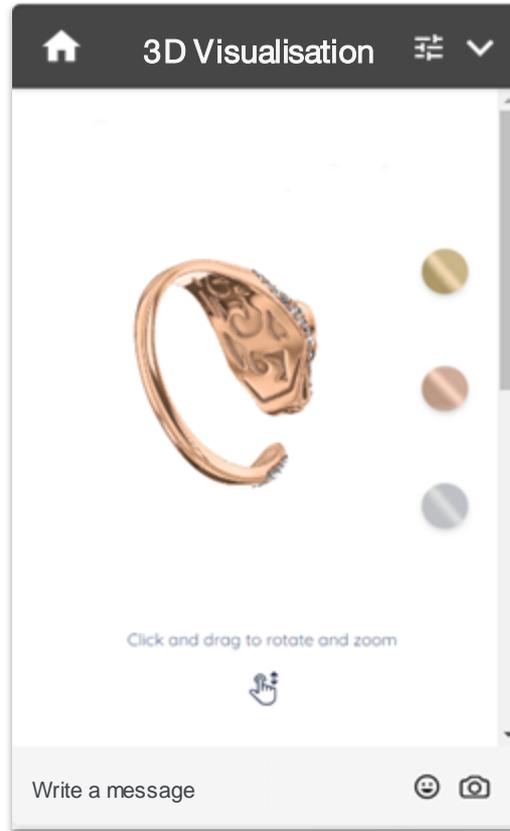
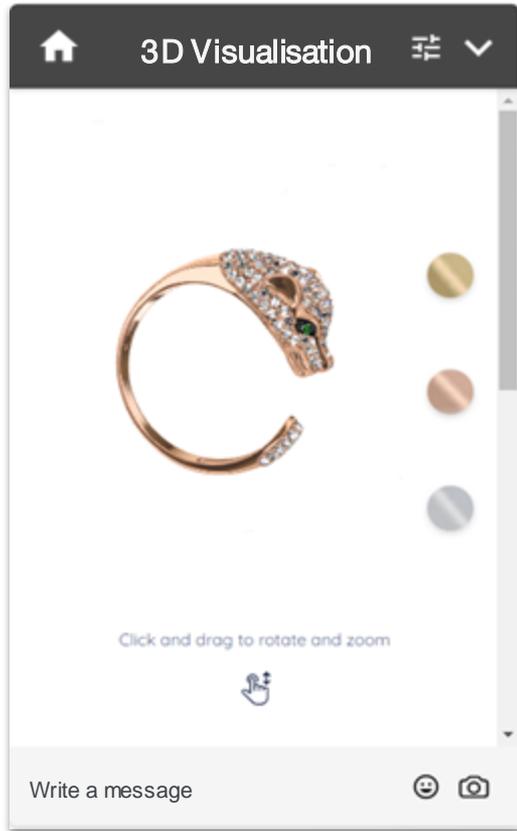
Add to cart

Any doubt? [Contact us](#)

# 11. VIRTUAL TRY ON APP (SECTOR MODE)



## 12. 3D VISUALISATION



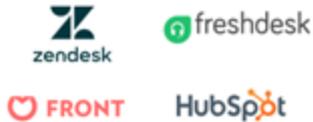
# CUSTOM THIRD-PARTY INTEGRATIONS AND OMNICHANNEL MANAGEMENT

Keep your existing solutions

▪ CMS



▪ CRM



▪ Delivery tracking tools



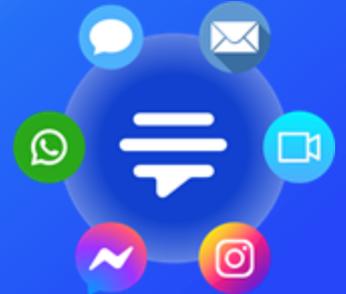
▪ Website tracking tools



▪ Call Center tool



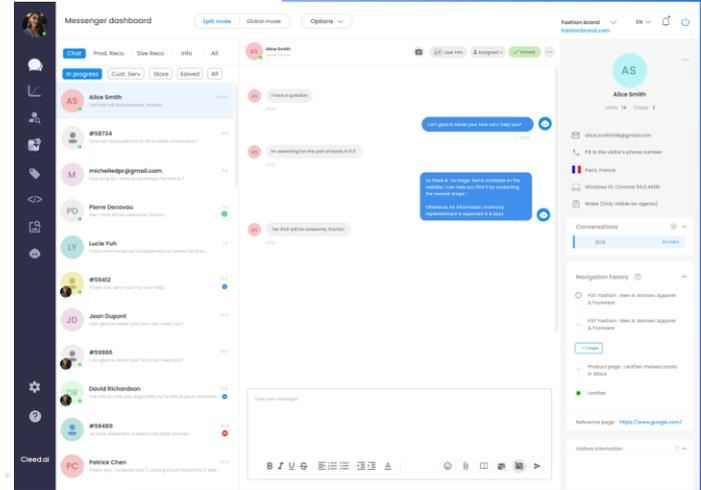
Interact with all messaging platforms on a single tool



# 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

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## The best of AI and Human

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



## Expertise in customer service

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



## Most comprehensive tool on the market

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



## 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



## Custom solution and plug & play

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



## 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



# CONTACT

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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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