

GenerativeAgent® for retail

Give your brand the capacity to deliver the fast, loyalty-building experiences shoppers expect at scale—on voice or chat—without increasing headcount.



What GenerativeAgent can do for retail

Unlike rule-based bots, GenerativeAgent handles complex, real-world issues in a natural, conversational way, can complete tasks, and consults a human expert when needed:



Order support

- Order status and tracking
- Cancellation and modification
- Returns, exchanges, and refunds
- Automate order replacements



Delivery and inventory

- Shipping delays or missing items
- Product availability inquiries
- Store location and hours



Product and loyalty

- Product discovery and style tips
- Product usage or policy questions
- Loyalty program questions, enrollment, and redemption



Account support

- Update account information
- Manage billing, subscriptions, and preferences



Sales assistance and upsell

- Suggest alternatives after a return
- Recommend products based on the occasion
- Surface promotions with expert input

Example

A customer wants to exchange a suit for a different size. After processing the exchange, GenerativeAgent recommends a tie that perfectly complements it, consults a human expert for qualifying promos, and completes the new order—all in one seamless conversation.

FORRESTER®

“ASAPP is this market’s undisputed leader in AI-led innovation.”

The Forrester Wave™: Digital Customer Interaction Solutions, Q2 2024

Why it works for retail

- Scales to meet demand: Always-on, instantly scalable support—even during holiday surges.
- Drives revenue, not just resolution: Turns post-sale interactions into sales opportunities with smart upselling and cross-selling.
- Delivers brand-consistent experiences: Grounded in your policies and product info, no matter the region or channel.
- Reduces cost per interaction while preserving quality: GenerativeAgent resolves issues autonomously, reducing cost per chat by up to 77% while achieving 91% First Contact Resolution.
- Offers fast time to value with rapid deployment and easy integrations to your current tech stack via existing APIs.

49%↑

Self-service automation

91%

First contact resolution

77%↓

Cost reduction per chat

Trusted by

Retailers use GenerativeAgent to increase loyalty-building self-service experiences, reduce escalations, and ensure consistent CX across every touchpoint.



Take the next step

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Take a product tour:

<https://www.asapp.com/product-tours>

Talk to GenerativeAgent:

<https://www.asapp.com/talk-to-genagent>

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers.

