

Creating Business Value through Smart Assistants & Co-Pilots

Wie steigern Software, Daten und KI die Wettbewerbsfähigkeit globaler Unternehmen?

Intershop Communications AG &



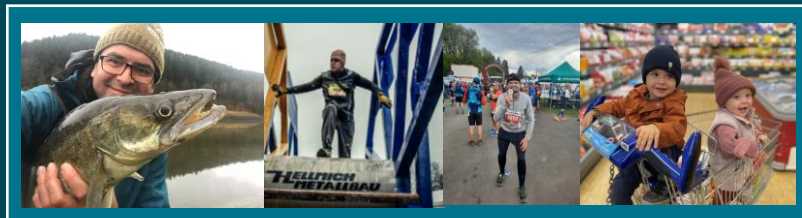
WORKSHOP

Your Speaker

Tobias Giese – 44 years
Executive VP Customer Lifecycle

intershop®

My Passion:



My Profession:



My Projects:

QUELLE.

EU Bookshop

T...

next

Brightstar

TRADINGPOST

kpn

T

B.M.W.

here

SportScheck

MISTER SPEX

hp

Workshop Agenda

0.

AI STRATEGY
&
FOUNDATION

1.

TARGET
STAKEHOLDER
&
BUSINESS
GOALS

2.

AI USE-CASES
IDENTIFICATION
&
PRIORITIZATION

3.

AI
ARCHITECTURE



YOU

General AI
Approaches

Your Target
Persona & Goals

Your Top 3
Use-Cases

Best Practise
Architecture

Workshop Agenda

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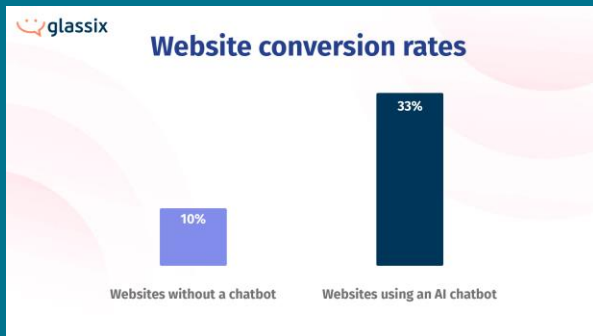
AI USE-CASES
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General Chatbot Statistics

Increased Conversion Rate



<https://www.glassix.com/article/study-shows-ai-chatbots-enhance-conversions-and-resolve-issues-faster>

Increased Revenue

7-25%

is the revenue boost chatbots bring to online stores (Chatbots Magazine)

<https://www.dashly.io/blog/chatbot-statistics/>

Better Customer Service Capabilities without growing the Team



69%

of users would use chatbots to get instant response to their query, including self-service issues

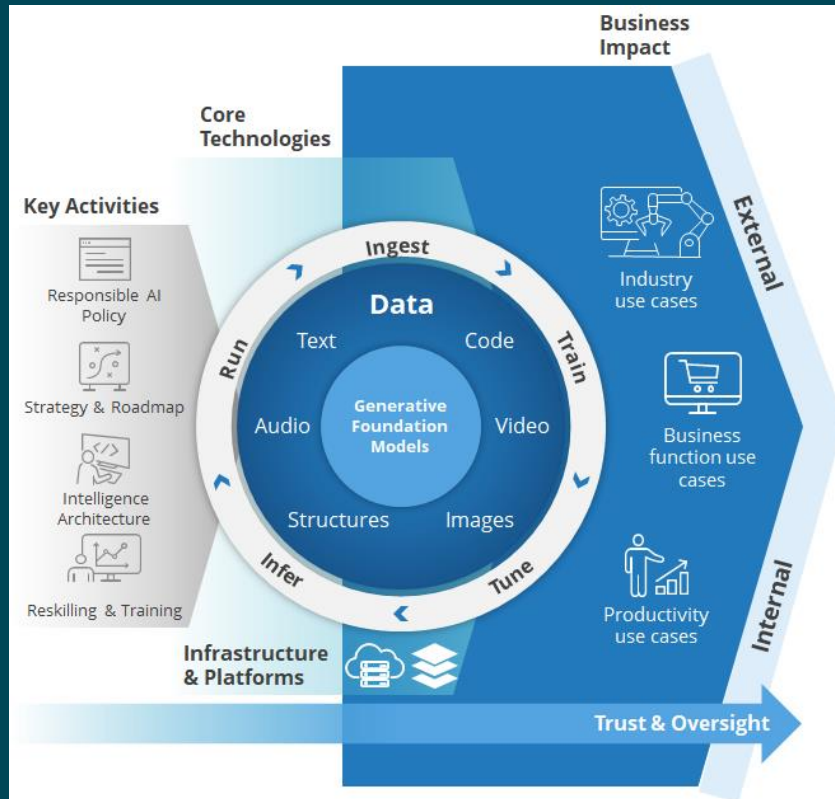


40%

of customers don't care if a human agent or a chatbot deals with their query as long as the issue is solved

<https://www.dashly.io/blog/chatbot-statistics/>

Developing a Generative AI Strategy – the Path to Impact

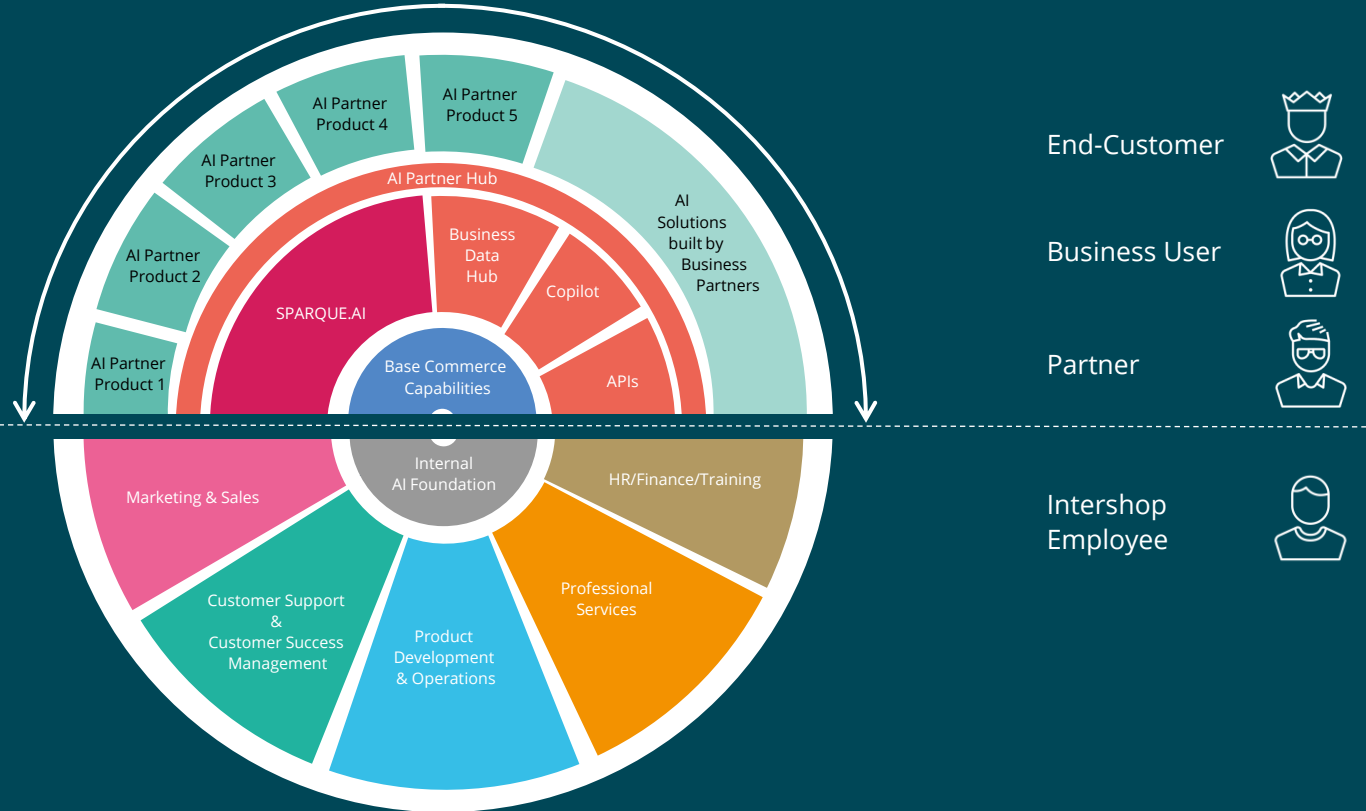


AI Strategy

EXTERNAL

Creating AI products and enhancing existing offerings with AI capabilities

AI-powered E-Commerce Processes



INTERNAL

Empowering our teams with AI capabilities for enhanced efficiency and optimization

AI Strategy – Internal - not in scope today

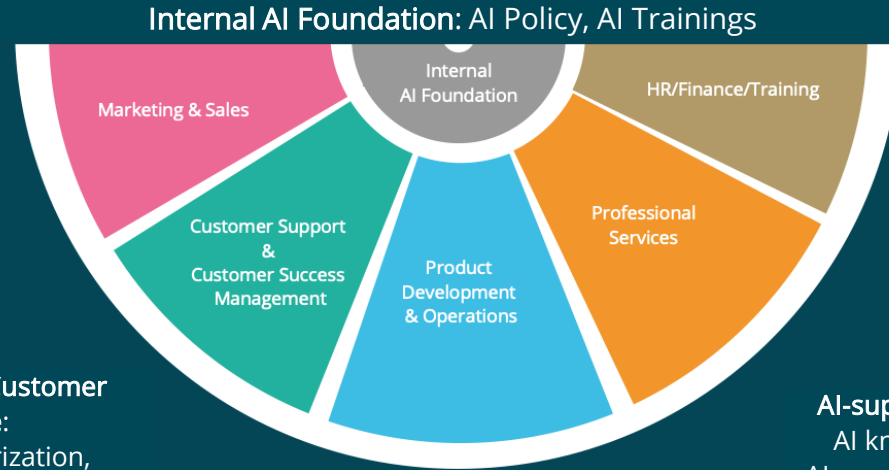
AI-supported Marketing:
AI content generation, AI chat for corporate website, AI market analysis

AI-supported Sales:
AI prospect analysis and sales preparation (virtual showrooms)

AI-supported Customer Service:
Case summarization, Resolution note creation, Recommendations for agents, Virtual agent, Process mining, Knowledge harvesting

AI-supported Development:
Code Copilot, AI-generated test cases, AI-supported documentation

AI-supported Operations:
Log anomaly detection, Auto remediation



AI-supported HR:
Employee engagement and retention, Personalized onboarding

AI-supported Finance:
Repetitive task automation

AI-supported Consultancy:
AI knowledge discovery, AI supported estimation and planning

AI-supported Development:
Code Copilot

Define your AI Core / Operational Model

SPARQUE.AI
 Product Discovery, Recommendation,
 Personalization
 Engine, based on **Knowledge Graph**

Intershop Copilot

AI assistant for business users and customers.
 Intelligent insights and execution of actions
 through a natural language interface

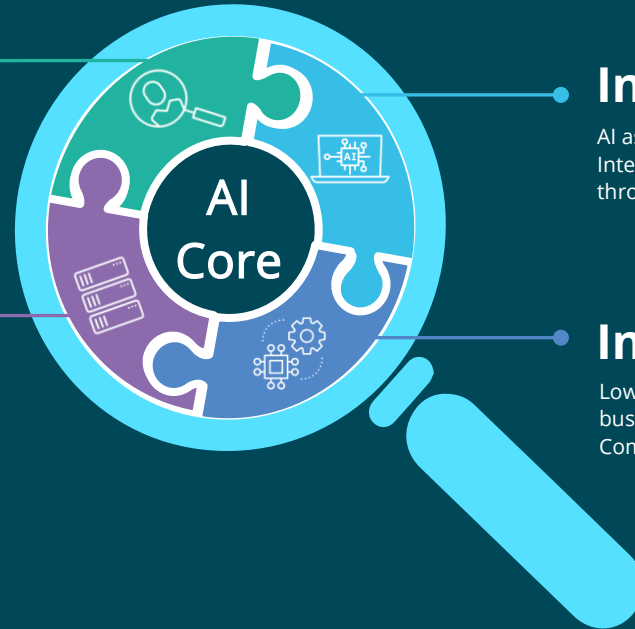
Integration Hub

Low code integration platform that easily connects your
 business applications and data sources to Intershop
 Commerce Platform

Business Data Hub

Data Warehouse with Intershop Data:

Master Data
 Transaction Data
 Behavioral Data



Digital Commerce Maturity Levels

Using Copilots to reach the next level



Interactive Question

What is the Digital
Maturity level of
your company?



Please make
your mobile
phones ready

Interactive Question



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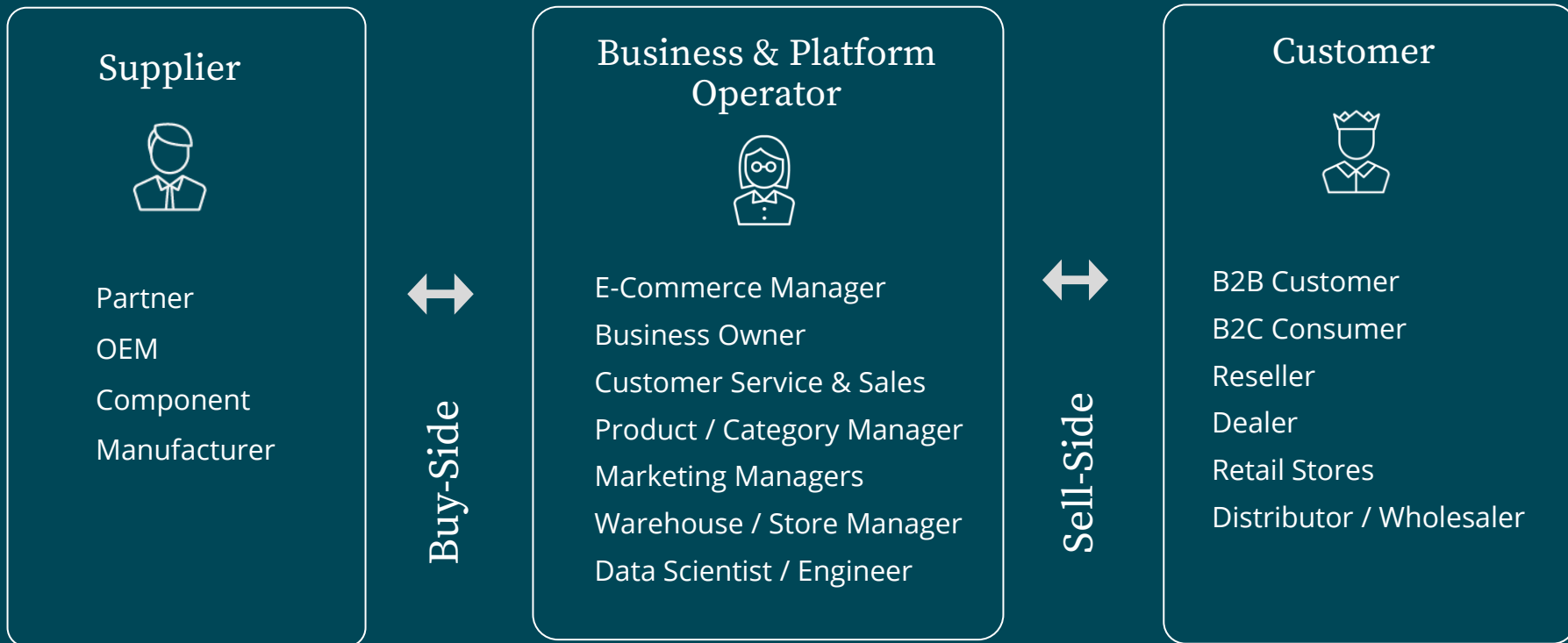
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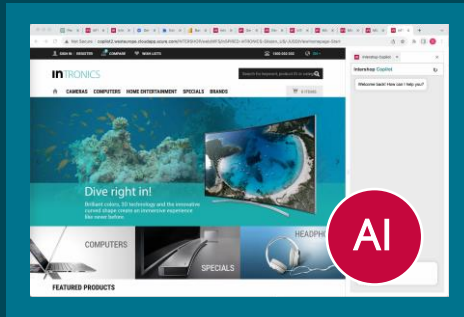
AI
ARCHITECTURE

Empower your Stakeholders

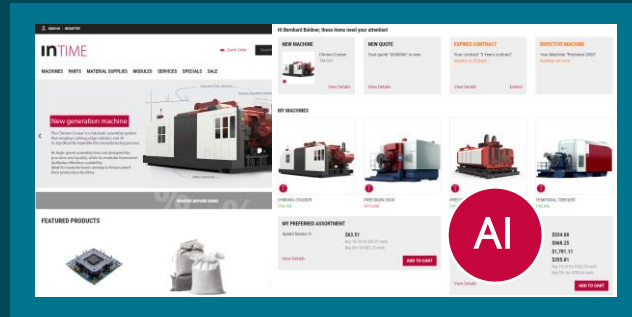


AI Assistants in front-end and admin interfaces

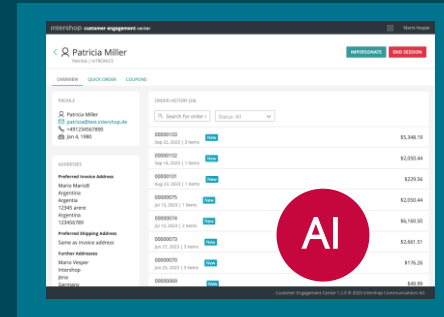
Frontends



Intershop CoPilot

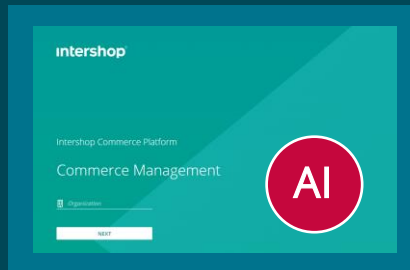


Smart Customer Portal

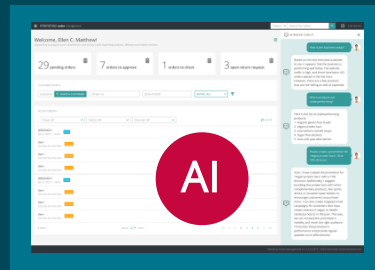


Customer & Field Service

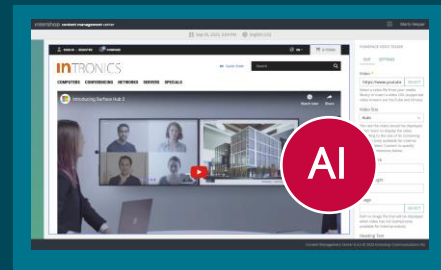
Admin Interfaces



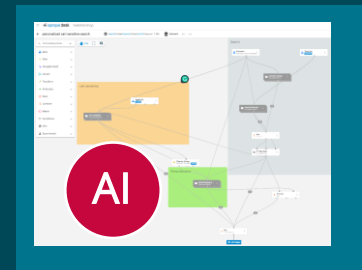
Commerce Management



Order Management

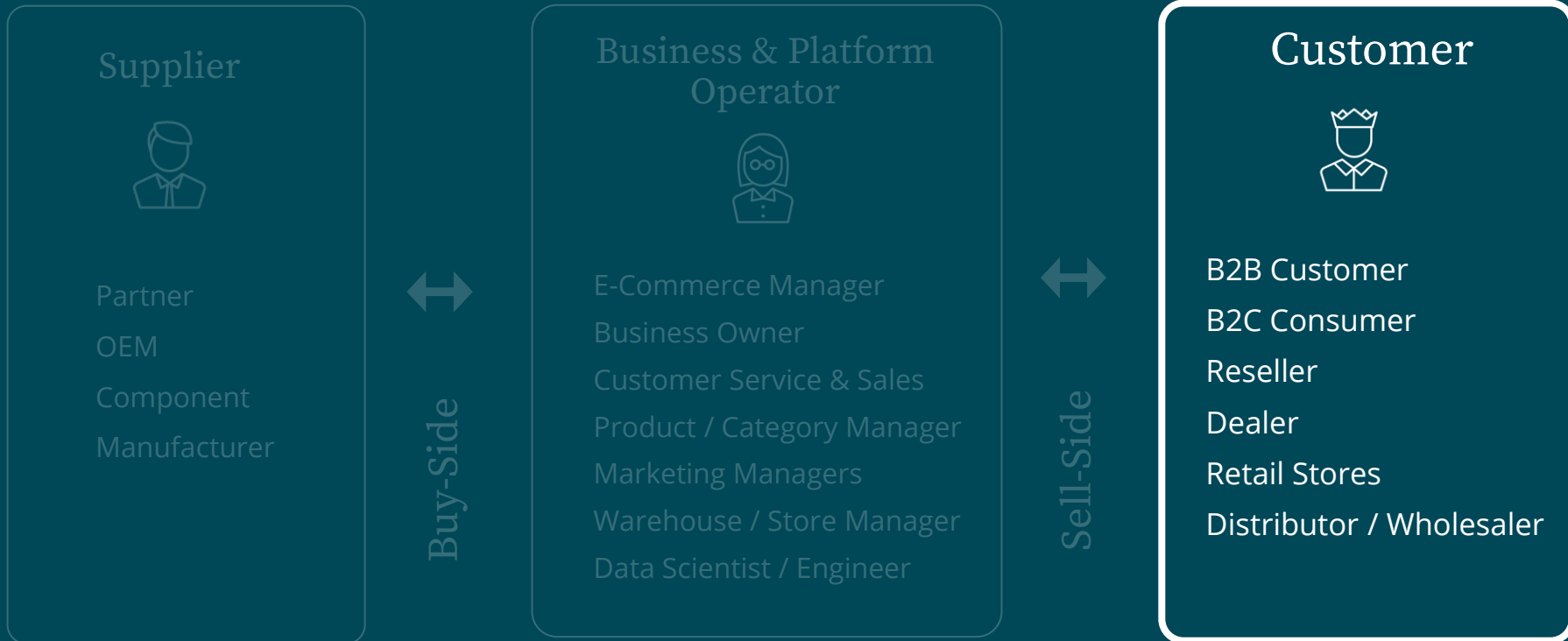


Content Management




Search, Personalization & Recommendation

Focus today on the Sell-Side



Interactive Question

What is your target customer persona?



Please make your mobile phones ready

Your Business Goals

INCREASE
REVENUE

WINNING
NEW
CUSTOMERS

INCREASE
CUSTOMER
SATISFACTION

IMPROVE
PRODUCT
DISCOVERY

INCREASE
CONVERSATION
RATE

EFFICIENT &
CONVENIENT
BUYING
PROCESS

Interactive Question

What are your
business goals
when introducing
an AI assistant?



Please make
your mobile
phones ready

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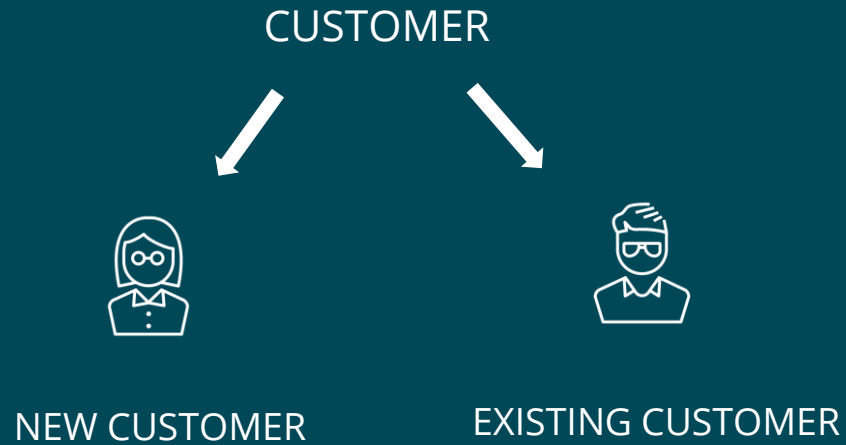
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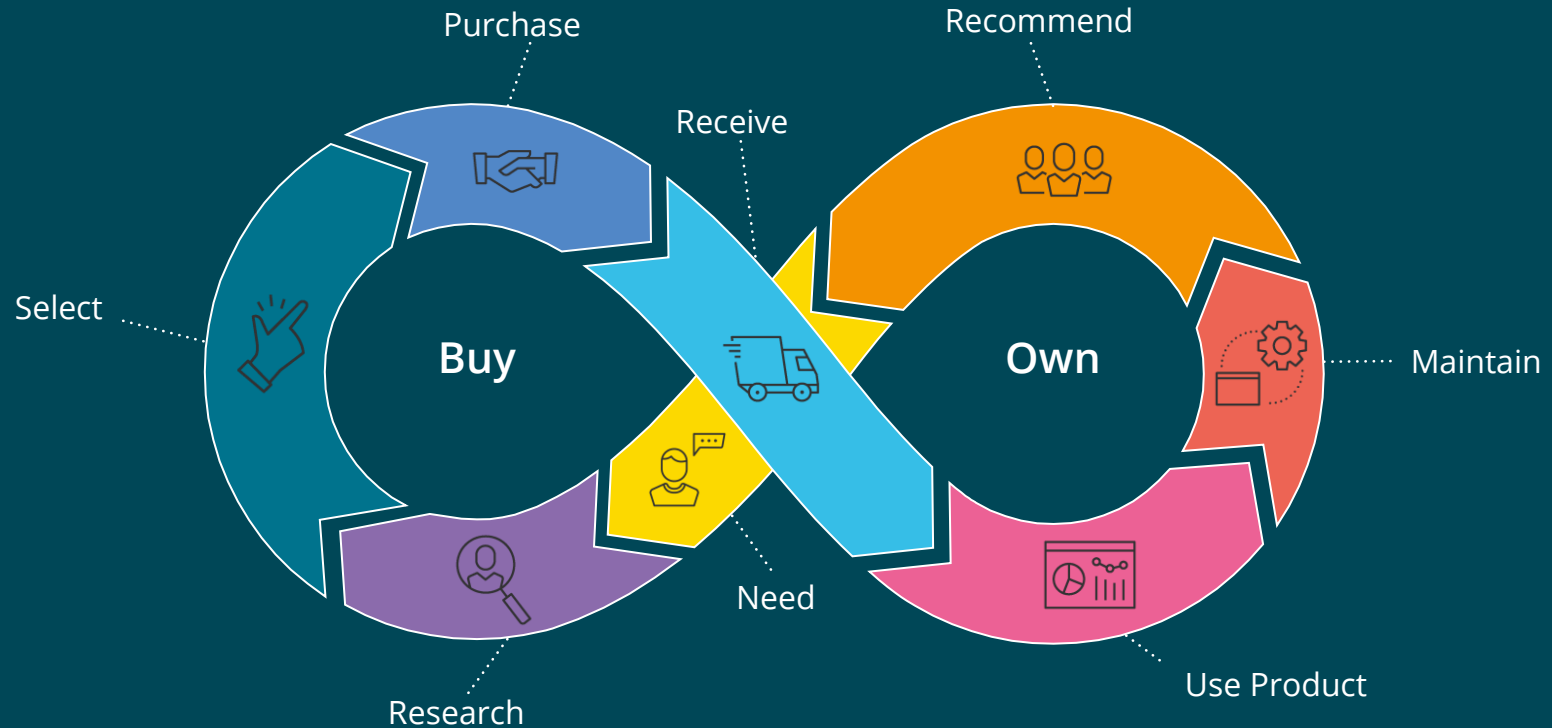
3.

AI
ARCHITECTURE

1. Customer Type



2. Customer Journey Phase



Identify your use-cases along the customer journey

1. Customer Type

CUSTOMER



NEW CUSTOMER

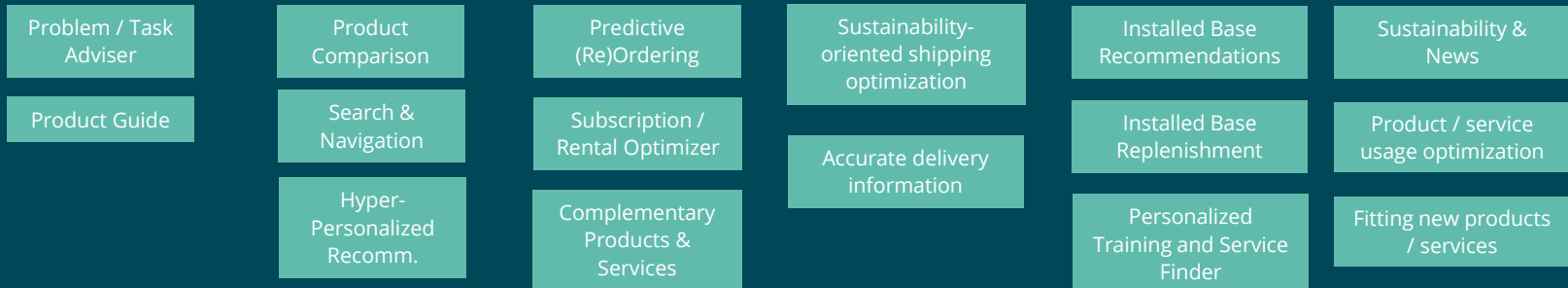


EXISTING CUSTOMER

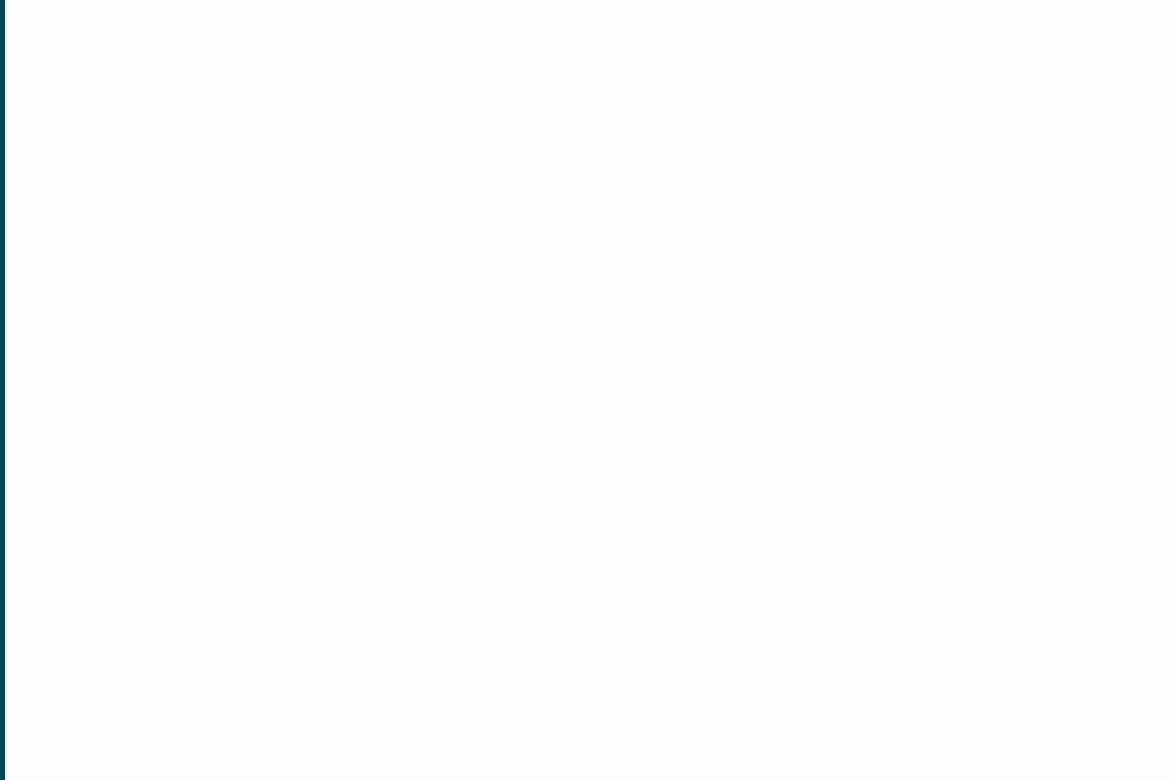
2. Customer Journey Phase (B2B Customer New vs. Existing)



3. AI-empowered Capabilities & Services (Own vs Partner products)




Customer-Facing AI Purchase and Service Assistant



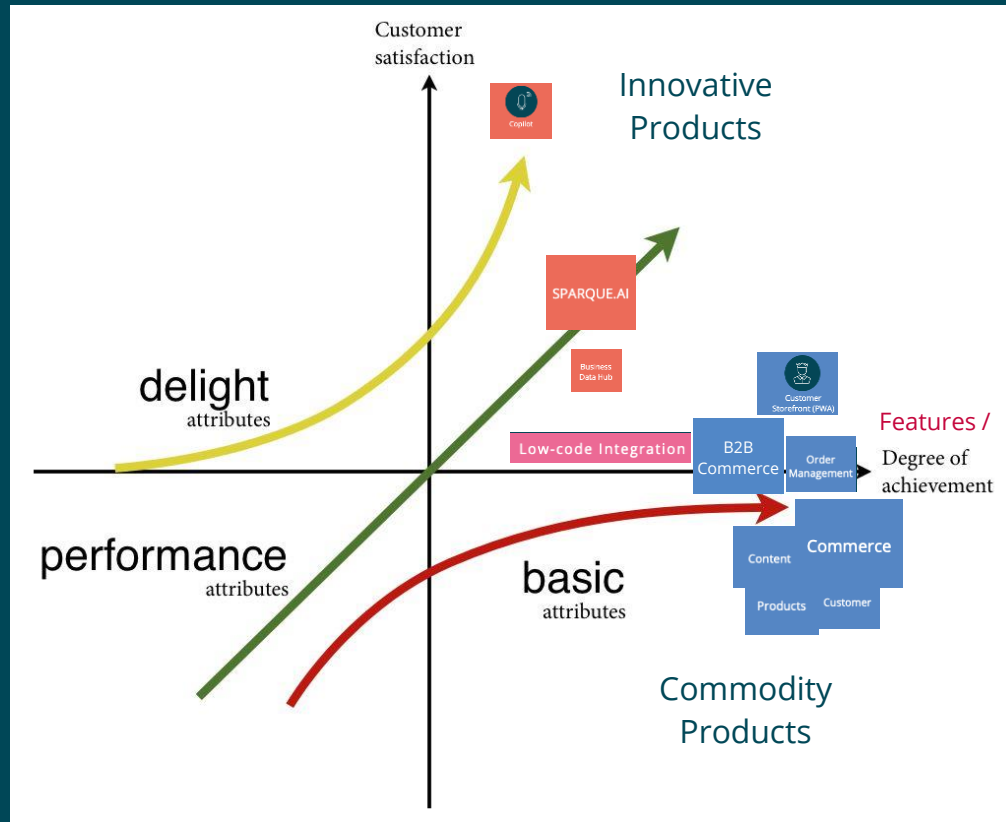
Interactive Question

What are your top 3 use-cases of the new AI assistant?



Please make your mobile phones ready

Kano Diagram



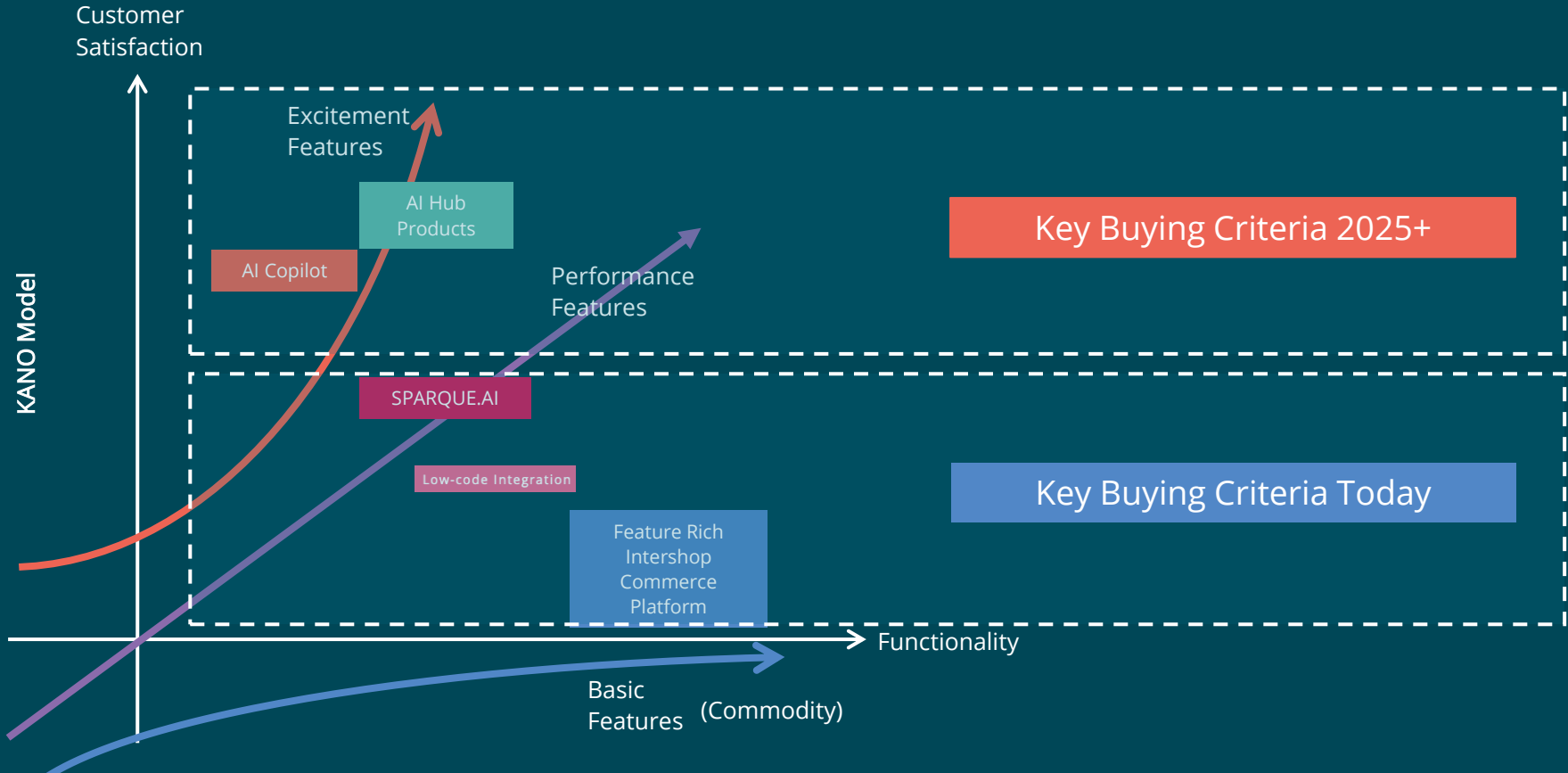
Innovative Products:

- Differentiation: Stands out in the market, making it easier to attract and retain customers.
- Higher Perceived Value
- Reduced Price Sensitivity
- Brand Loyalty
- Attracting New Customers
- Increased Market Share
- Enhanced Brand Image

Commodity Products:

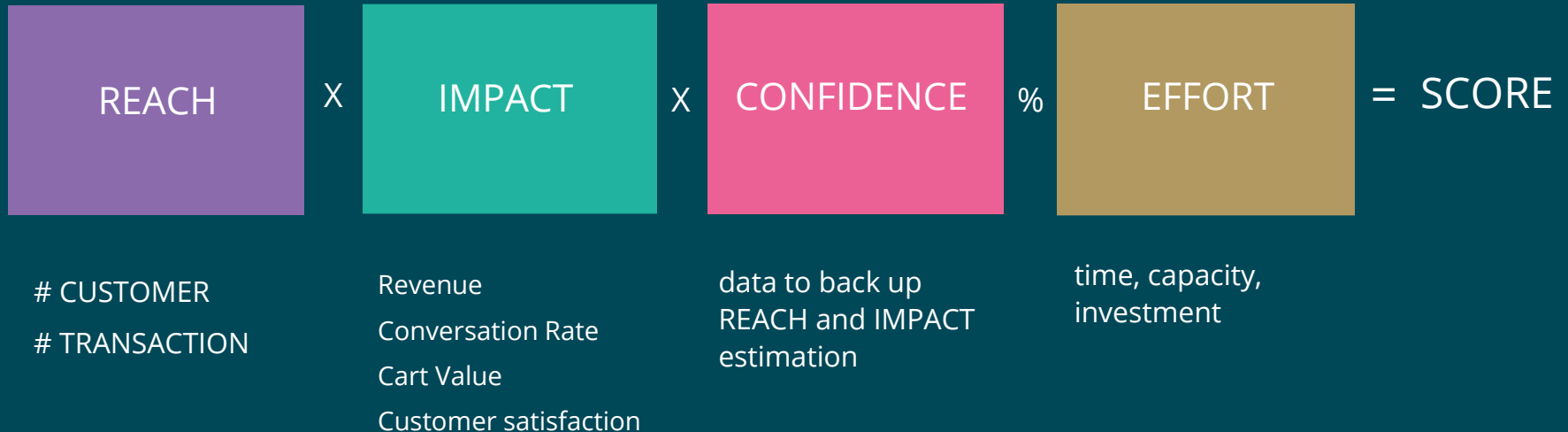
- Difficulty in Differentiation
- Price Competition
- Low Perceived Value

AI Capabilities Become Key Buying Decision Criteria



RICE Method for Prioritization

For every Idea / Problem / Feature / Service



RICE Method for Prioritization



Idea	Reach	Impact	Confidence	Effort	Score	Priority
Conversational Product Discovery	10.000	2	80%	2	8.000	1.
Services & Training	5.000	3	60%	3	3.000	3.
After Sales Replenishment	5.000	4	100%	4	5.000	2.

Conversational Product Discovery

Conversational commerce allows you to ask questions in natural language and refine the answers by asking follow-up questions. Thus, the conversation becomes a dialog between you and a large language model (LLM).

"I need office equipment for my new employee, Susi, who will mainly work with Word and Excel from home and the office. Any recommendations?"

The screenshot displays a product page for a Microsoft Surface Laptop. The page includes a navigation bar with 'AL GORO | LOGOUT | COMPARE', a search bar, and a 'try out the new AI-Assistant!' button. The product details section shows the 'MICROSOFT SURFACE LAPTOP' with a product ID of 201807204. It features promotional banners for 'free shipping!' and 'Free ergonomic wrist rest'. The price is listed as \$1,299.00 - \$2,399.00. A description at the bottom states: 'Work and play your way: Do the things you want on Surface Laptop with protection you can count on and performance that lasts, with Windows 10 in S mode. Get work done with Office all day, listen to iTunes or Spotify, and unwind with your favorite shows on Netflix and Hulu. The perfect balance of portability and performance: You don't have to choose between power and traveling light. Starting at just 2.76 pounds, Surface Laptop gives you an ideal balance of both, plus all-day battery life – up to 14.5 hours. A stunning screen that responds to your touch: Experience faster, more natural'.

The 'inSPIRED Assistant' overlay on the right side of the page shows a conversation flow. It starts with a 'show it to me' button, followed by a message: 'Here you go! Enjoy exploring the Microsoft Surface Laptop. If you need any accessories like a case or a mouse, just let me know!'. A 'what are the variations' button leads to a list of color options: 'Platinum: 256GB Link, 512GB Link, 1TB Link', 'Burgundy: 256GB Link, 512GB Link', 'Graphite Gold: 256GB Link, 512GB Link', and 'Cobalt Blue: 256GB Link, 512GB Link'. A follow-up question 'Which one catches your eye?' is shown with a thumbs-up icon. At the bottom of the assistant, there is a button to 'compare the platinum versions' and a 'Privacy Policy' link.

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YOU

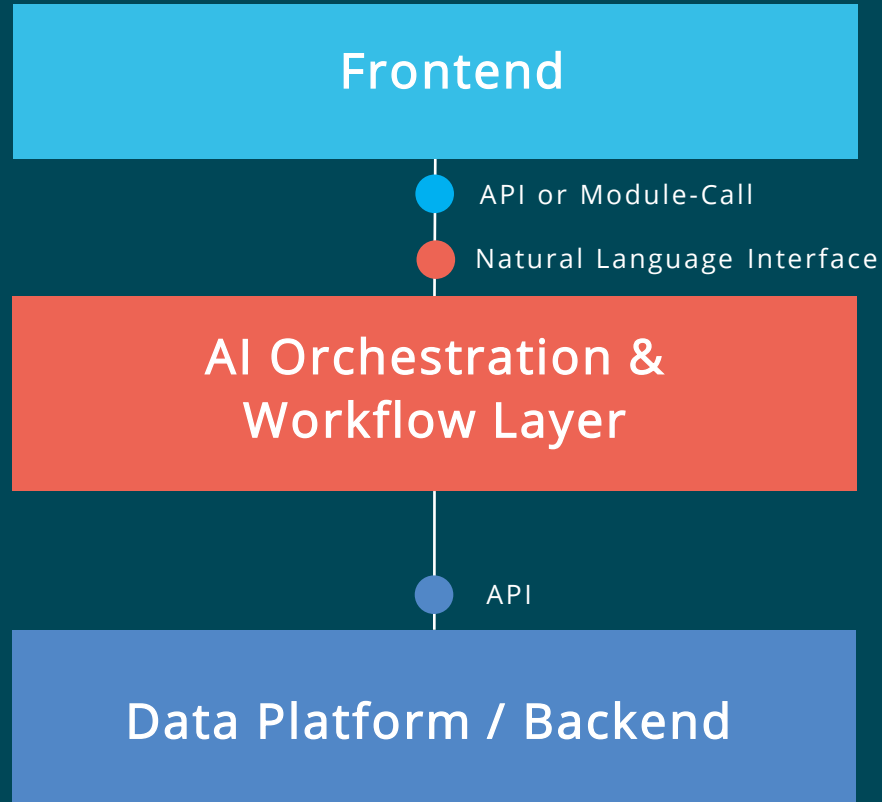
General AI
Approaches

Target Persona
& Goals

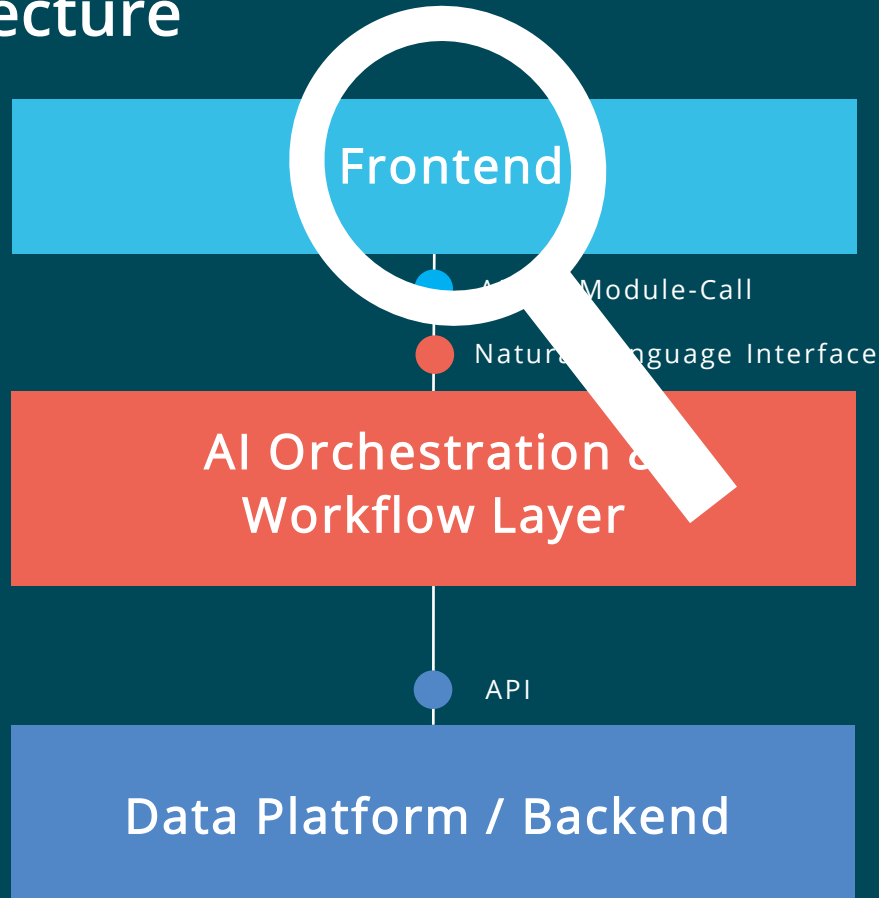
Target Persona
& Goals

Example
Architecture to
implement

Copilot Architecture

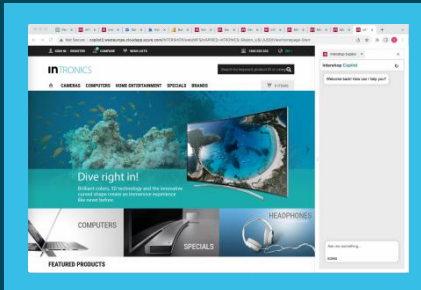


Copilot Architecture



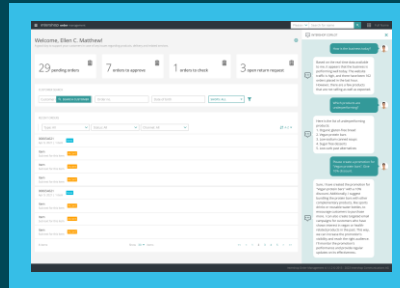
Types of AI Assistants

AI Assistant for
Customers



Commerce
Frontend

AI Assistant for
Business Users



Commerce
Backend

Personal AI Assistant
to Humans



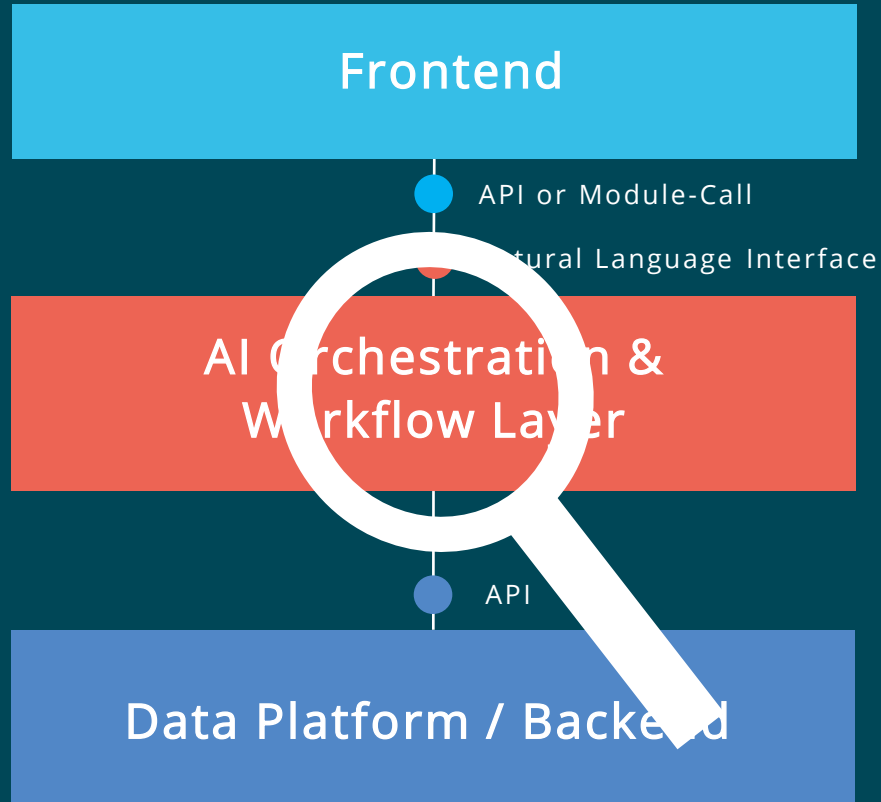
Personal Device

Machine to Machine
Industry AI to
Commerce AI

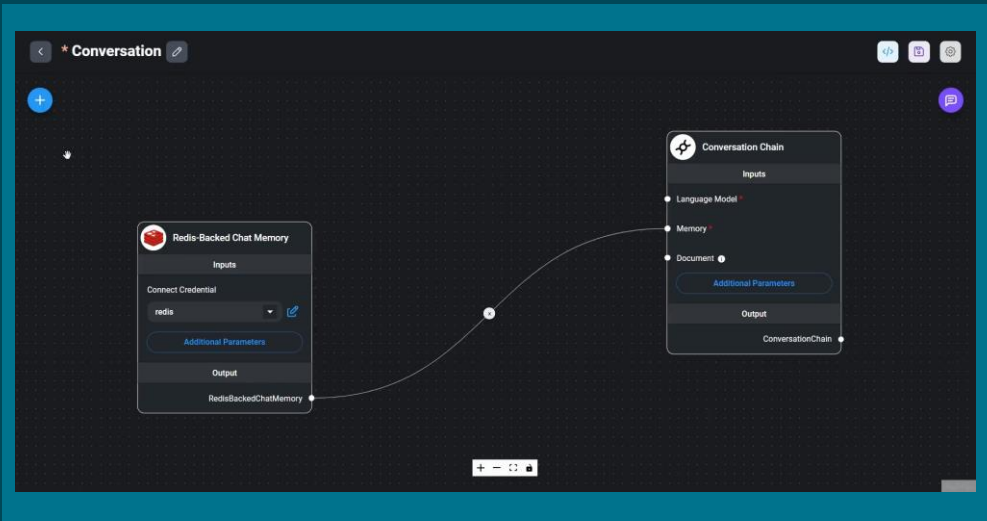


Machine /
Computer /
Application

Copilot Architecture



AI Orchestration Layer



Seamless Integration

Easily integrates with existing systems to enhance collaboration across functions, including procurement and customer service.

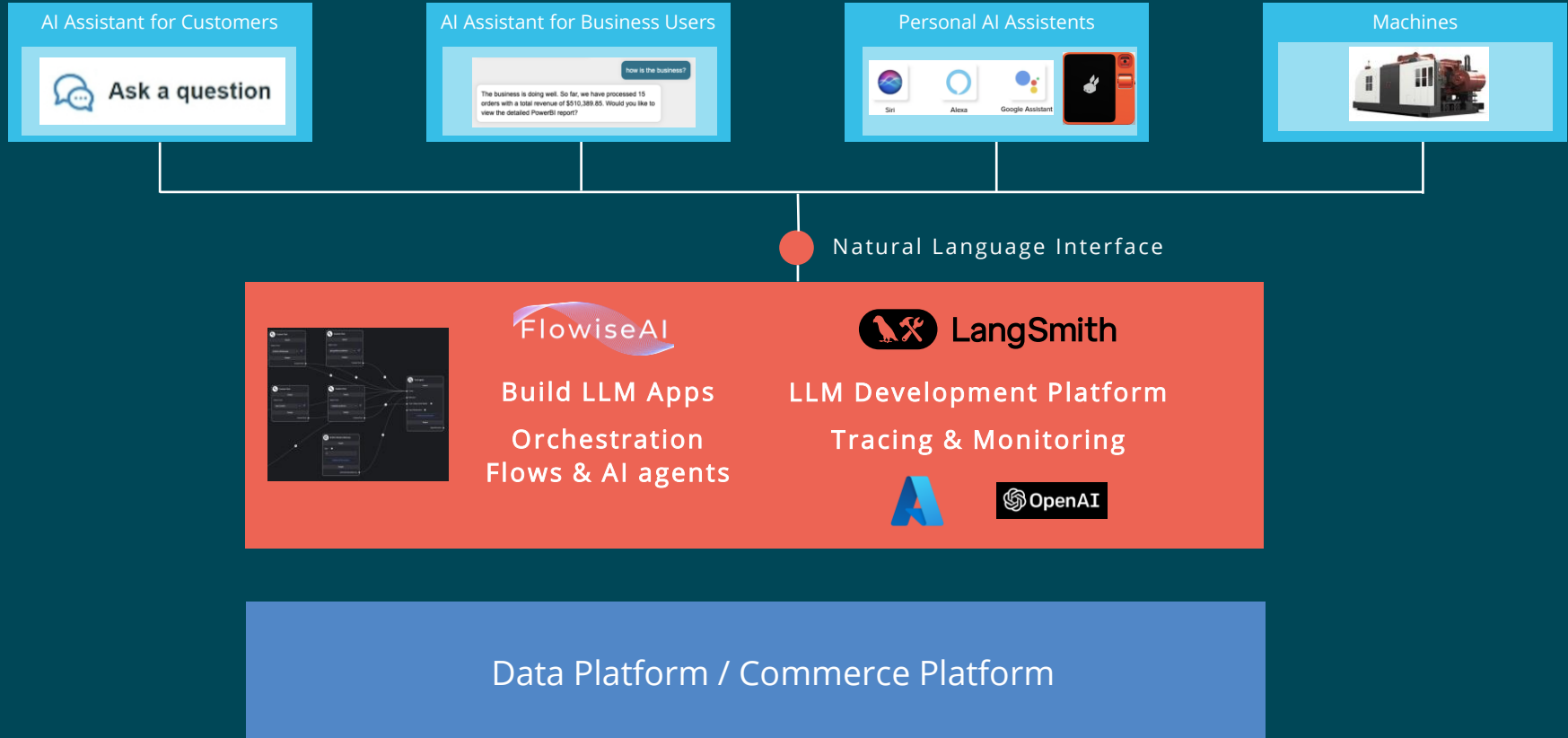
Scalable Architecture

Designed to grow with your business, adapting to increasing demands and new challenges.

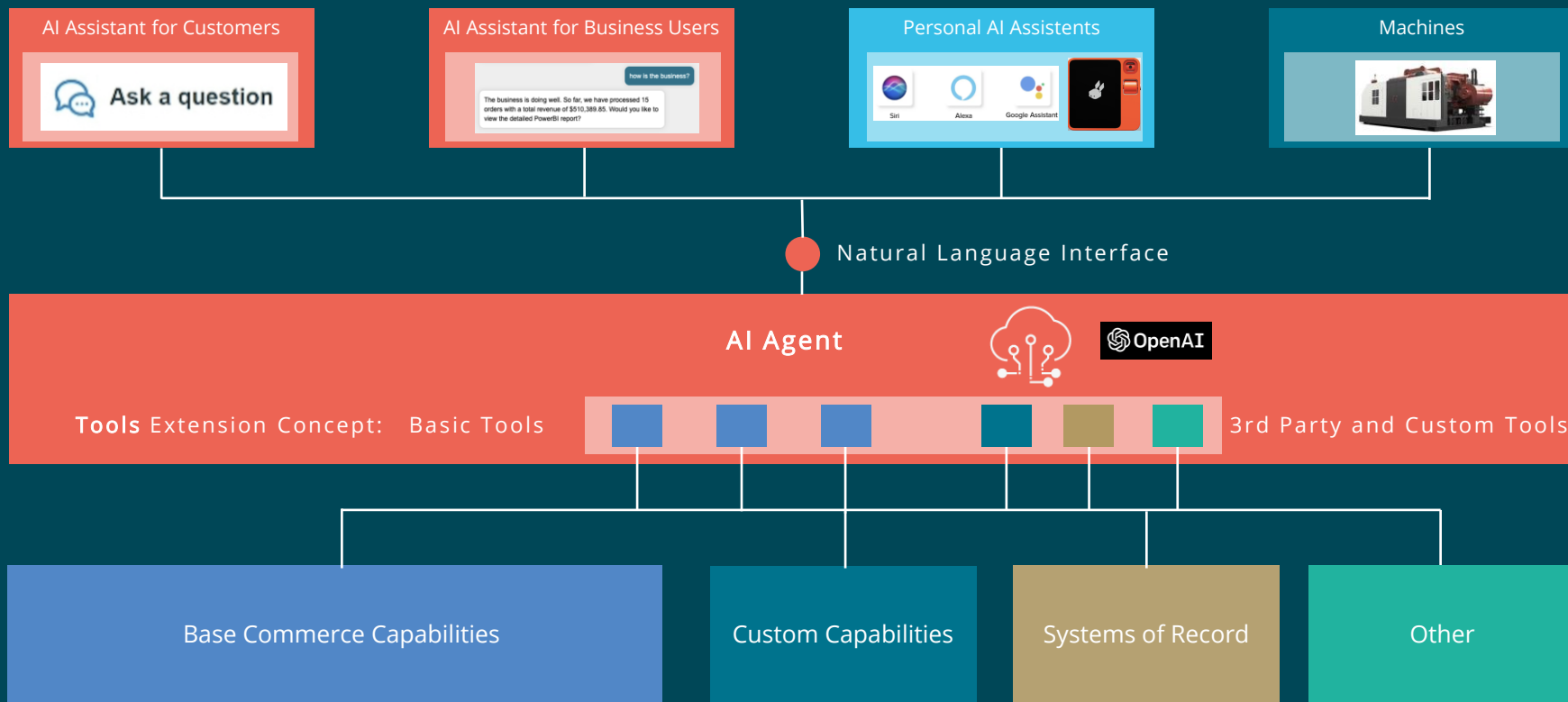
Extensibility

Offers flexibility to evolve with your business needs over time and customize to the rapidly changing customer and market requirements

Copilot Architecture

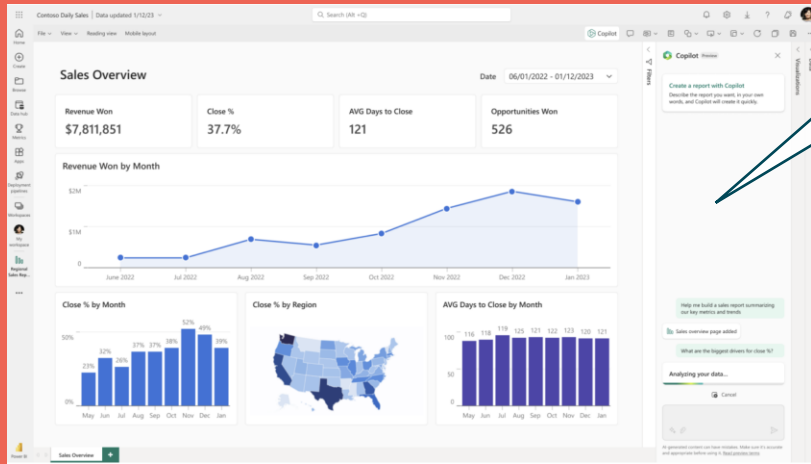


AI Agent Architecture



Intelligent Dashboard (incl. Data Platform and Copilot)

Intelligent Dashboard (Insights & Actions)



Copilot gives Recommendations and can even implement them

Conversion Optimization / Insights

Content Optimization

Other AI Use Cases...

Promotion Optimization

End-Customer Copilot

Predictive Reordering

AI Search

Marketing Automation

Dynamic Pricing

Data Platform / Decision Intelligence Platform for Composite AI

Key Takeaways



**DEFINE YOUR AI
STRATEGY / AI-CORE
/ TEAM**



**IDENTIFY YOUR
TARGET PERSONAS
AND BUSINESS GOALS**



**USE PRIORITIZATION
METHODS AS RICE TO
EVALUTE USE-CASES**



**DEFINE YOUR AI
ARCHITECTURE –
AGENTS, TOOLS,
MIDDLEWARE**



**UTILIZE PARTNERS
AND BALANCE
BETWEEN BUY VS.
MAKE**



**ROLLOUT AI
PRODUCTS FAST, GET
FEEDBACK, LEARN
AND IMPROVE**