

Mozanta Visual Search

AI/ML powered visual search for retail commerce

Give power to your customers to search online what they see offline



Providing seamless shopping experiences and improving retail revenues through meaningful product recommendations is imperative for any retailer!

Mozanta's Visual search managed service

AI/ML powered visual search engine built on a robust and portable micro services architecture layer. Enables the retail commerce provider to configure multiple brands easily. The end customer can click an image and the system suggests similar or complementary products based on the image search.



Why Visual Search

- Improve customer choices - provide end customers with the ability to search online, what they find offline
- Reduce configuration efforts on product suggestions through AI/ML powered image search
- Improve revenues - configure multiple brands to enable up-selling and cross selling

Easy search option for end customers

- Gives the power and flexibility for a shopper to search online what they find offline
- Provides more choices across brands for customers
- Optimised and relevant shopping recommendations

Flexible, easy and quick shopping experience with meaningful recommendations

Highly modular and configurable search

- Comprehensive search capturing history, user-to-user and product-to-product mapping
- Flexibility for the retailer to prioritise the search logic and add manual parameters

Boost up revenues by 20% through up-selling and cross-selling

Enjoy the best of technology and domain knowledge

- Machine learning enabled trainable algorithms for continuously refining search outputs
- Microservices architecture layers for easy and modular implementation of solution

In-depth domain expertise to provide high value solutions

Mozanta Technologies

A digital specialist for the retail commerce domain, Mozanta technologies blends the deep domain expertise with the latest technologies to provide world-class solutions that powers the business houses to a digital future