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## OUR VISION

**Organize** and **Enrich** product knowledge in a way that makes shopping **easy and convenient**. Inspiring **every consumer** to **buy**.

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## An intelligent conversions platform for consumer brands delivering 3 outcomes

1

**Accelerated conversions**  
(by simplifying the shopper  
journey)

2

**Enrich Product Knowledgebase**  
(by discovering new consumer  
questions on your products)

3

**Precision marketing insights**  
(from raw shopper signals  
hidden in 1:1 conversations)

## Consumers have questions on products when they shop online.

"I am pregnant Can you suggest a comfortable bra?"

"I am petite. Will this slip off?"

"Is this top machine washable?"

"Which size should I buy? My waist is 85."

"Do you have more pictures? Esp of the back?"

"Is this viscose or cotton?"



**But Answers are not readily available to them!  
Without the answers they won't BUY! So...**



**Calls but Agent  
can't help either**

(10%)



**Drops off**

(10%)



**Postpones  
buy**

(40%)



**Buys now,  
Returns later**

(25%)



**Visits Store**

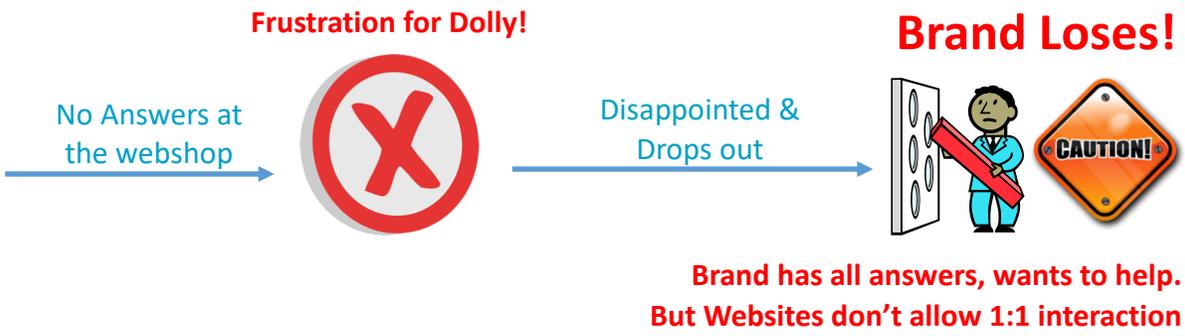
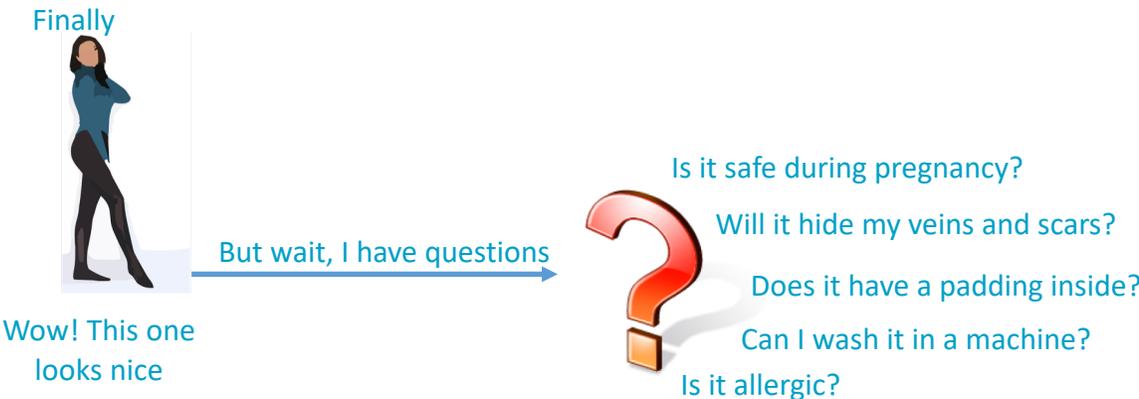
(15%)

**Missed Opportunity for the BRAND!**



# Based on a true story, a few years back

## Meet Dolly: Trying to buy a pair of tights (leggings) in cold and windy "The Netherlands". And she was pregnant...



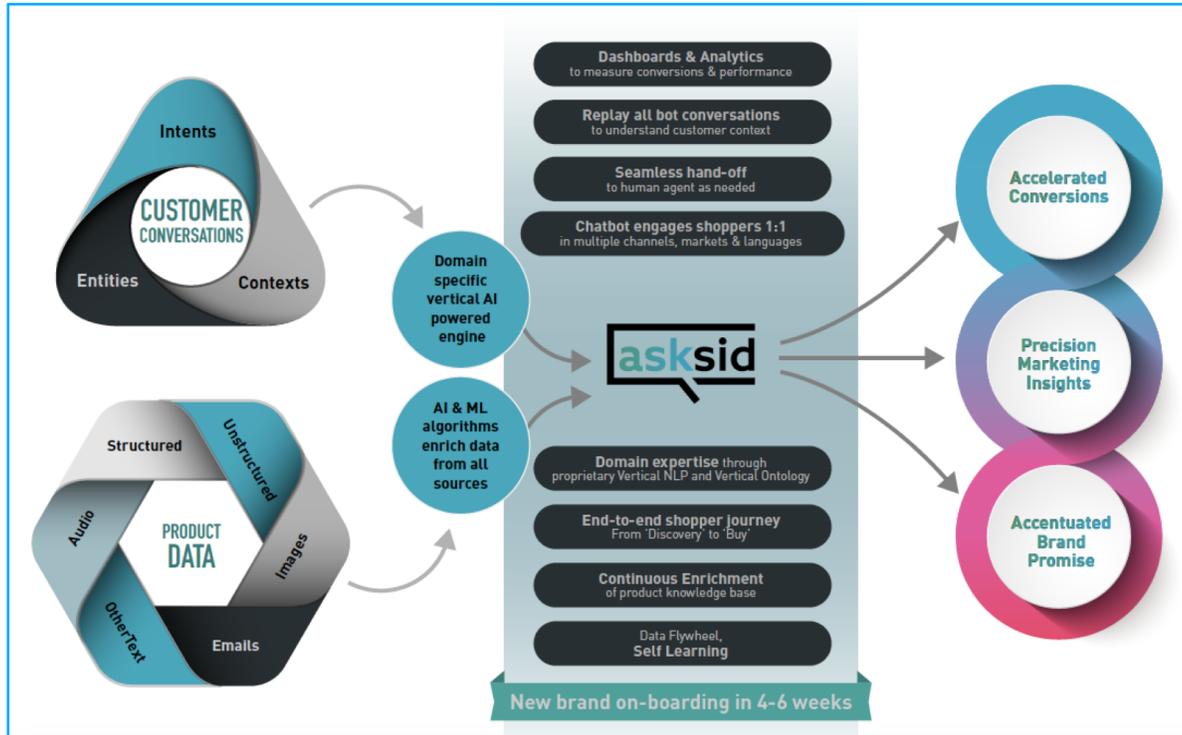
In the real story, eventually she buys at the store! Happy Ending 😊



**It's not just "Tights". The problem is applicable for almost every consumer brand characterized by**

- 1. A knowledge gap between consumer and product**
- 2. Involved buying and emotional investment from the consumer**

# AskSid platform for Brands



Integrated with back-end  
ecommerce engine and  
other systems

Cloud hosted AI SaaS  
offering, Secure and  
Scalable

Replay every conversation  
and learn insights on the  
shopper journey

## Vertical intelligent chatbot

- Multiple channels (web, Skype, FB)
- Multiple markets
- Multiple languages

**AI/ML workbench** that ingests  
product data and continuously  
enriches catalog information

**Seamless hands-off** to Customer  
Service Advisor for live chat when  
necessary

**Deep, context-rich, Cross  
functional insights** from  
conversations.

**Rollout in in 4-6 weeks**

“We found working with the AskSid team a really positive experience. Ask Sid quickly got up to speed with what we were trying to achieve, creating an excellent user journey and improving the conversion of our website. They were highly responsive to any requests and quickly felt like an extension of our own team”.

Head of Customer service UK, Fortune 500 Brand



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