

A person with curly hair is seen from the back, wearing a white shirt, holding a smartphone. The phone screen displays a chat interface with a blue header, a search bar, and a list of items including a bottle of perfume. The background is a blurred outdoor setting with a railing.

“LEVIA

Conversational A.I

**Use case :
E-commerce & Retail**

<https://levia.ai>

What if customers could get answers through messaging channels they already use every day ?



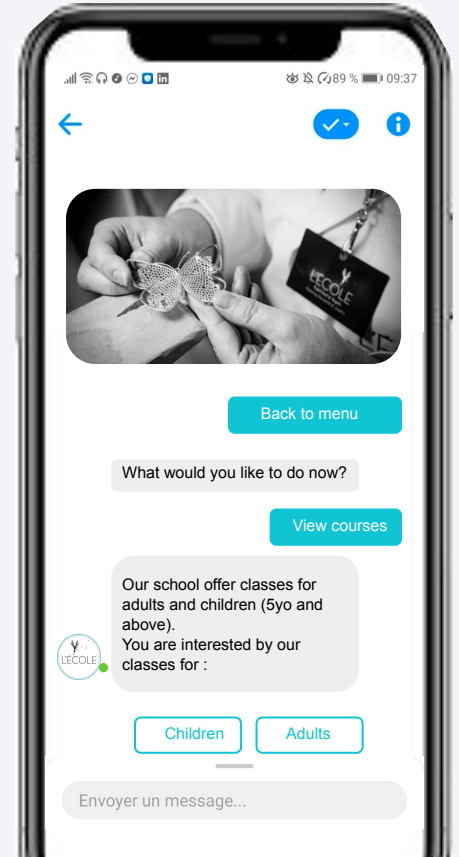
Con-ver-sa-tion-al com-merce is not the future. It's happening NOW!

“Conversational commerce is defined as the ability to **communicate with brands through conversations, from any device, and on the consumers' own schedules.**”

By the end of 2020, **85% of customer interactions** will be human to machine, with **chatbots** making up a large portion of those - Gartner research

According to Forrester Research, **53% of customers** are likely to **abandon** their online purchases **if they can't find quick answers to their questions.**

At least **78% of consumers** who text **wish** they could have a **text conversation** with a business



Conversational AI Technology by industry

RETAIL & E-COMMERCE

Levia turns FAQ & products feed into **conversational agents** answering requests in natural language without any training needed.



LEVIA uses AI to improve the customer journey

With 2 **instant automated messaging** technologies:

- 1. Levia's Smart Selling Assistant.**
A virtual vendor behind every client
- 2. Levia's AI Care assistant.**
A scalable AI technology to solve customers issues

Customers can purchase, or get answers at any point of the customer journey using Natural Language, may that be an initial inquiry before the purchase, help and support after purchase, renewal or reordering.



Conversational commerce throughout the customer journey.



Suggest, enhance, market products

- Feature best-sellers, new products...
- Lift barriers before purchase



Find, advise, reassure...

- Advices & Reassurance
- Have a salesman behind each customer
- Enable the transaction



Answer recurring questions

- Enhance client relationship with the client
- Unclog the customer care
- Boost the repeat purchase

Before the sale

During the sale

After the sale

Key feature



Brand content
Merchandising



Automatic FAQ
search

+85% confidence on
top 3 FAQ answers

20% Conversion rate

Key feature



Conversational
product search



Automated Q&A
on product

+30% average basket increase

X3 faster VS searching on
m-commerce interface

Key feature



Automatic QA ranking
(FAQ search)

+ Transfer to human
operator if needed

+90% confidence on
top 5 FAQ answers

4,5/5 satisfaction rate

Ex.



20%
conversion rate
bot/site

+30%
increase average
basket

LEVIA'S SMART SELLING ASSISTANT

Designed to search among millions of products within seconds :

Variations

Personal shopper / Beauty Advisor / Wine Advisor

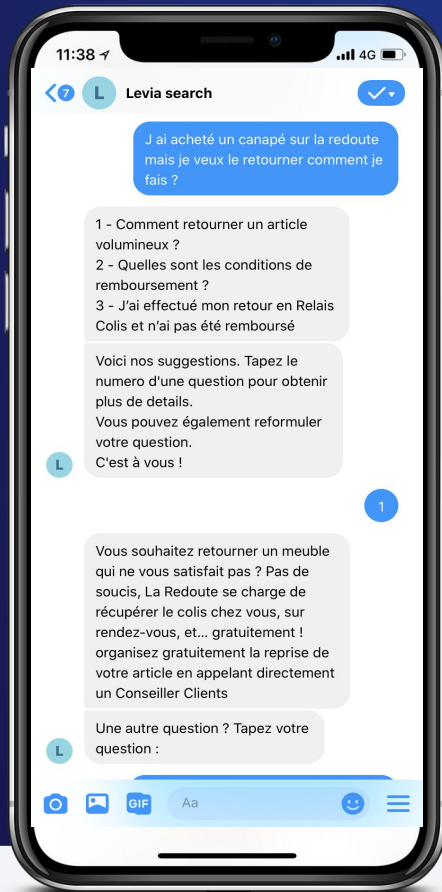
Includes

Interconnexion with Algolia, Lengow, ES, Google shopping...

Interconnexion with Iadvize, Dimelo, Zendesk...
QA on product pages



Ex.



75%
confidence on top 3

+90%
confidence on top 5

4,5/5
satisfaction rate

LEVIA'S AI CARE ASSISTANT

Automatic search in FAQ

Transfer to a human care assistant if needed

Variations

Model : NLU / intent

entities extraction based >> training needed

Deep learning model :

contextual and semantic search >> model already pre-trained - no need training on the go

Require access to a knowledge base

Included :

Connexion available with Iadvize, Dimelo, Zendesk...



Possibility to insert tutorials, images, scripted conversation / dynamic conversation like FAQ

Levia's AI Smart Selling Assistant

SCÉNARIO

Smart product Q/A on product page

The screenshot shows a chat interface on a product page. The chat window is titled "Conseiller Levia" and contains the following elements:

- Buttons: "Modifier mes choix", "Nouvelle recherche", "Retour au menu".
- Initial question: "Quelle est votre question concernant ce produit ?"
- User question: "quelle est la composition de ce mascara ?" (highlighted in blue).
- AI response: "fibershine, enrichie en poudre de nylon" (highlighted in yellow).
- Follow-up question: "Une autre question ? Je vous écoute :"
- User response: "C'est bon, merci !"
- Buttons: "Service client", "Retour au menu".
- User question: "Quels sont les avantages de ce produit ?" (highlighted in blue).
- AI response: "cils étirés et liftés, regard agrandi, effet cils de poupée".
- Search bar at the bottom: "Je recherche un pantalon rouge..."

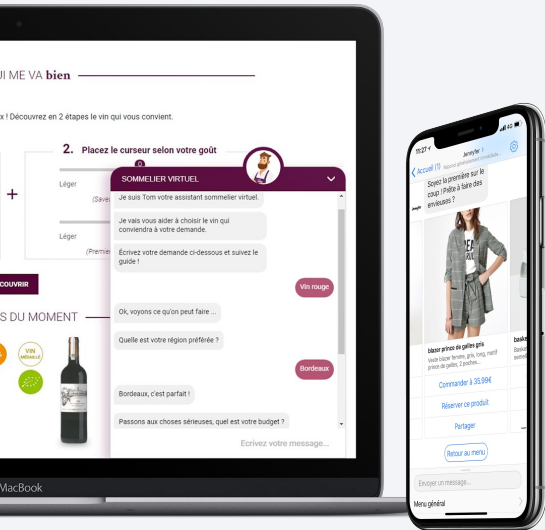
The product page background shows the "Hypnôse Doll Eyes - Mascara" by Lancôme, priced at 32.90 €. The product description includes: "Mascara effet cils de poupée - Regard agrandi - Cils Épaissis, Étirés, Liftés". The AI response highlights specific product details: "Grâce à la formule exclusive Fibershine, enrichie en poudre de nylon, vous atteignez chaque cil jusqu'au coin intérieur de l'œil, sans les surcharger. Le mascara « must-have » pour des cils parfaitement étirés et liftés. Laissez glisser la brosse de forme « i-conique » sur vos cils et regardez-les se métamorphoser un par un sous vos yeux, pour un regard agrandi et éblouissant."

Contextual & semantic search on production information or any product knowledge base

Generate an extract / substring of the product information to answer the question

Work on any industry and any volume data base

Works on any industry.



Fashion retail

Galerias
Lafayette

Jennyfer

PANDORA

UN DEUX TROIS 3

Beauty retail

CAUDALIÉ
PARIS

Food retail

Carrefour

E.Leclerc

ma
CAVE
PAR E.Leclerc

CARIMILA

Pure Players

Cdiscount

RUE DU
COMMERCE

Luxury retail

PIAGET

Levia's AI Components

1.

**Conversation
Manager**

2.

**Question
Answering
System**

3.

**Contextualized
semantic
search**

1.

Conversation Manager



General purpose conversation manager compatible with intents and entities extraction mechanism, specific tracking via GA, support quick replies, carousel & rich content

Some pre-templated Conversations available for various industries



Specific channel distribution with 15+ drivers :

- through Messaging Platforms or Web (customized widget which can be embedded in any mobile or desktop webapp)
- through third party integrator



Automated Mapping of each client knowledge base with our entities referential.

Automatic selection of the best next question.

2.

Question Answering System



- Question answering from semi-structured texts based on **Machine reading**.

Automated Q&A with Deep Learning Algorithms & transfer learning (state of the art in machine reading comprehension) 100% compliant with any industry as long as we have a knowledge base.
- Given a context and a question, our algorithm is able to **extract a substring of the context** that best answers the question (or none if no reasonable answer is available).
- Best in class French & English model. Also available in 100+ languages.

3.

Contextualized semantic search



Automated Q&A Ranking

Ability to ask questions not in the database & propose an answer thanks to the identification of the closest questions within the database.



Scalable contextual semantic search : the indexes are able to handle multi billions of records



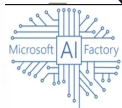
Results : 90% accuracy to the top 5 questions (ex. FAQ).

"LEVIA

We are building the future of commerce,
conversational commerce.

Let's start the conversation !

lara@levia.ai
romain@levia.ai



lafayette
plug
and
play

Le
HuB
bpifrance

LesEchos

VIVA
TECHNOLOGY

orange AI Marketplace

Microsoft
for Startups

PARIS&CO

LOOK FORWARD
by showroomprive.com

With the help of ambitious and kindly Investors



Noam Ohana
*Partner - Conegliano
Venture*



H el ene Huby
*Airbus Board Member
Partner Space X*



Pauline Roux
Partner Elaia Partners

&

Amazing resellers Partners

