RETAIL AI USE CASE | PLAYBOOK

The Retail AI Playbook

How a growing online retailer uses generative AI to personalize shopping and transform customer service.

Retail | E-commerce | Sales | Service

TECHNOLOGY STACK

Salesforce Experience Cloud (Experience Site) · Service Cloud · Knowledge · LLM / Copilot (Generative AI)

EXECUTIVE SUMMARY

One connected, AI-assisted customer experience

Retail customers expect a store that understands what they want and support that resolves problems fast. Working with ABSYZ, a growing online retailer built its e-commerce website on a Salesforce Experience Site and brought generative AI into both sales and service. Shoppers now discover relevant products faster, agents resolve cases with less effort, and overall customer satisfaction improves.

For shoppers
Personalized product recommendations on the Experience Site

For service agents
Reply recommendations drawn from the knowledge base

For every case
Automatic, AI-generated case summaries

THE CHALLENGE

Generic shopping, manual service

On the sales side

- **One catalog for everyone**
  Every shopper saw the same products, so relevant items were buried and conversion suffered.
- **Untapped basket value**
  Without personalized suggestions, cross-sell and upsell revenue was left on the table.

On the service side

- **Manual knowledge search**
  Agents looked up answers article by article, adding minutes to every response.
- **Inconsistent answers**
  Reply quality depended on which agent picked up the case.
- **Context overload**
  Agents read long case histories before replying, slowing resolution and hand-offs.

INSIDE THE SOLUTION

Generative AI at the two moments that matter

The shopper journey: personalized from the first click

1. **Browse**
   The shopper lands on the storefront, built on a Salesforce Experience Site.
2. **Discover**
   AI surfaces product recommendations tailored to the shopper.
3. **Expand the basket**
   Relevant complementary products appear at the right moments.
4. **Get help in one place**
   Questions become cases raised from the same site.

The agent journey: an AI assistant on every case

1. **Understand instantly**
   An LLM-powered Copilot summarizes the case automatically.
2. **Answer with confidence**
   AI recommends a reply grounded in knowledge articles.
3. **Review and send**
   The agent checks, personalizes if needed, and responds.
4. **Hand off cleanly**
   The summary gives the next agent full context in seconds.

One platform
Storefront, customer data and service run on Salesforce.

Grounded AI
Replies draw on approved knowledge content.

Human in the loop
Agents approve every reply before it is sent.

THE RESULTS

Measurable gains across sales and service

Up to 15%
higher average order value
from personalized product recommendations

Up to 30%
faster case resolution
with knowledge-based reply recommendations

Up to 50%
less time on case review
with automatic case summaries

One
approved knowledge source
behind every reply, for consistent answers

Figures are indicative ranges for this type of solution. Actual results vary by business, data quality and adoption.

SELF-ASSESSMENT

Is your business ready for retail AI?

Tick every statement that is true for your business today. Your answers can be saved with this PDF.

- [ ] Shoppers see the same products no matter who they are or what they have bought before.
- [ ] Cross-sell and upsell opportunities are left to chance on our storefront.
- [ ] Agents search the knowledge base manually for most cases.
- [ ] Reply quality varies depending on which agent handles the case.
- [ ] Agents spend significant time reading case histories before responding.

Ticked two or more?

Generative AI on Salesforce can likely deliver quick, measurable wins for your business.

Your top priority (optional)

LESSONS FOR RETAIL LEADERS

Four things to get right

01 Start where sales and service meet
Biggest gains come when both share one customer view.

02 Ground AI in content you trust
Clean, approved knowledge articles make replies accurate.

03 Keep people in control
Agent-approved replies build trust with teams and customers.

04 Measure from day one
Baseline order value, resolution time and CSAT before launch.

Ready to personalize every customer experience?

Talk to an ABSYZ expert about bringing AI-powered recommendations, smarter service and automatic case summaries to your retail business.

Book a consultation

www.absyz.com

About ABSYZ: a Salesforce consulting partner helping businesses design, build and scale customer experiences across Sales, Service, Experience Cloud and AI.