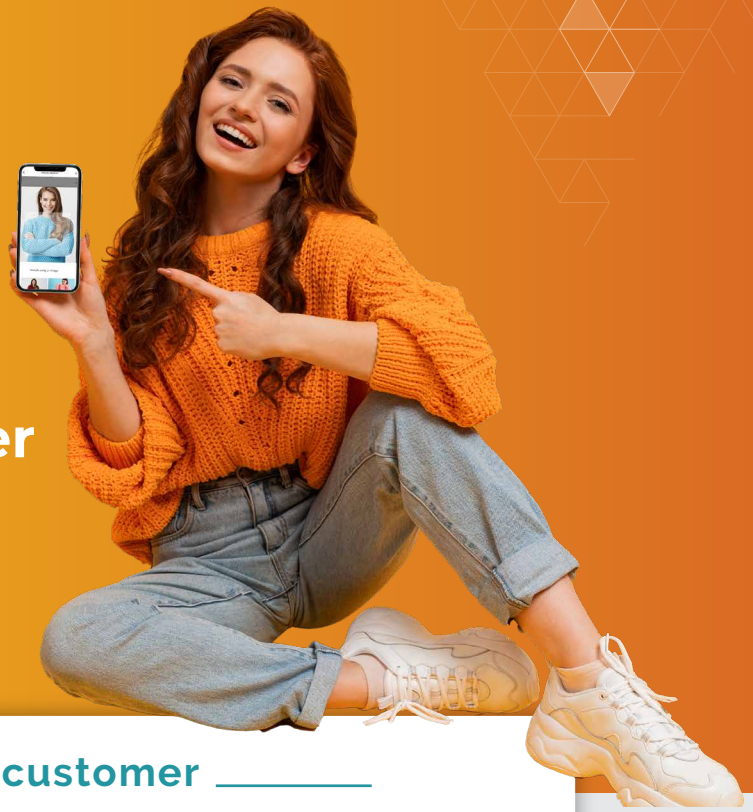


CASE STUDY:

ViSenze's AI-powered visual search is a gamechanger for Reliance Ajio



About the customer

Ajio, a leading fashion and lifestyle brand, is Indian conglomerate Reliance Retail's digital commerce initiative. It is the go-to fashion destination for styles that are handpicked, on-trend, and at competitive prices.



Ajio brings a fresh, current, and accessible perspective to personal style. Ajio does this by creating capsule collections that put together great looks, making exclusive international brands available in one place, reviving India's rich textile heritage through their Indie collection, and through their in-house brand Ajio Own.

Ajio combined with Reliance Jio and the physical retail business built by Reliance Retail, is creating a differentiated e-commerce model for India. This model seamlessly integrates online and offline while innovating across superior customer experience, delivery services, and payment ecosystem.

1 out of 5

Results

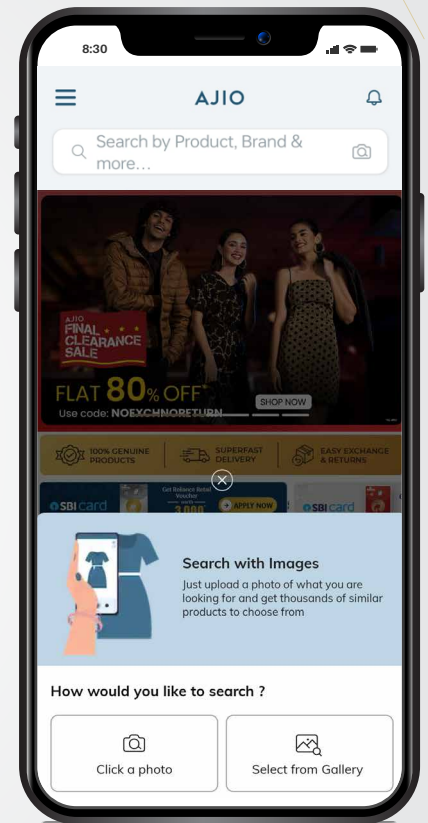
customers who come through a visual search for Reliance Ajio converts and this is significantly higher than text search

Problem Statement

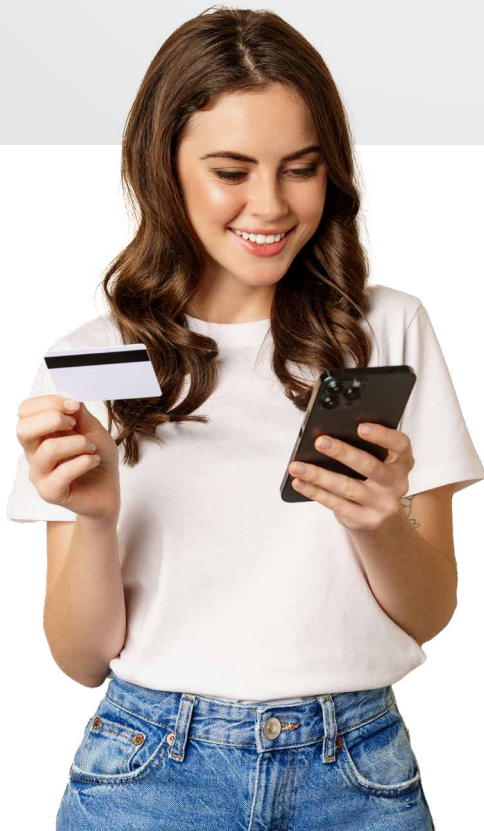
Keeping a pulse on Gen Z's and tech-savvy customers' want for a seamless search experience

Ajio's primary target audience is Gen Z and tech-savvy, fashion-forward customers.

- > These time-poor customers find the traditional keyword-based text searches cumbersome. They expect brands to find more natural ways to enable search for them.
- > The Gen-Zs are deeply inspired by celebrities/influencers and expect e-commerce companies to enable them to find similar looks without having to endlessly scroll page after page.
- > They want to shop the 'natural' way. "See. Search. Shop." is the way forward and the phone, via camera, gallery, and screenshots, is their fashion partner. If they see something interesting either on social media or offline, they want an experience where they can just click a picture or take a screenshot and visually search for it on their preferred e-commerce site.



Ajio was on the lookout for a visual search platform that could put its customers at the center of the experience by showcasing relevant images at lightning speed.



How ViSense helped Ajio

Ajio saw a clear opportunity to enable a seamless visual search experience for their shoppers. The behemoth also wanted to ensure that the speed and ease of product discovery were at the center of the visual search experience.

ViSenze enables Ajio to deliver the most relevant products to its customers through a seamless and engaging search experience. All that Ajio's customers have to do is click a photo or upload a saved image/screenshot from their gallery and wait (for milliseconds) for the magic to happen!

Within a few quarters, the visual search numbers have skyrocketed, and more importantly, one in every five customers who come in through visual search converts. This number is significantly higher than text-based search underlining the effectiveness of the visual search.

By ensuring that Ajio's customers find their favorite products faster, AI-powered Smart Visual Search also helped Ajio tap into more revenue.



At Ajio our focus is on ensuring customer success. Given our Gen Z and tech-savvy customer profile, we wanted to enable a seamless search experience to ensure quick and relevant results. We wanted to collaborate with someone who understood this requirement deeply and had the technical expertise to pull it off.

ViSenze ticked all the right boxes. ViSenze's AI-powered visual search has helped us convert significantly higher customers as compared to text search. The seamlessness of the experience has been a key ingredient in our push to be the go-to online shopping platform for digital natives. Looking forward to growing this partnership!

NIKHIL JAIN, HEAD OF PRODUCT, AJIO








About ViSenze

ViSenze is a leading AI-powered visual search and recommendations platform that enables the world's leading retailers to help their customers simply 'See. Style. Shop'. ViSenze's product discovery solutions are trusted by Myntra, Ajio, Meesho, Rakuten, Zalora, Mango, and Target, among others.

ViSenze processes over a billion queries a month globally from retailers, helping them increase conversions and amplify revenue growth

Know more about ViSenze here - **Smart Search and Recommendations| ViSenze.**

www.visenze.com

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