

# Driving Innovation with Conversational AI

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**Abstract - Daniel Virtual Store assistant helps customers to choose the best tires for their car based on:**

**Customer Profile:** Customized product recommendations based on past purchase and services availed. Personalized discounts and promotions based on shopping history and preferences.

**Discounts and Loyalty:** Weekly/Monthly Specials" section highlighting discounts (accessories) – localize using zip code. Loyalty points to unlock special discounts and rewards

**Digital Products Catalog:** Display high-quality images, product names, and prices. Product details, including short descriptions, key information and sustainability sourcing information.

**Smart Recommendations:** Suggest related or complementary products based on the current cart contents. Display these recommendations on the cart page with a "Add Suggested Items “.

**Consider the customer's preferences and purchase history for personalized basket affinity recommendations.**

**Keywords:** Driving Innovation, Conversational AI, Customer's preferences.

## INTRODUCTION

Accelerator Framework to Speed Up Custom Software Development or Transformations.

Provides Next-Gen ready to use Cloud Native Technology via:

- Catalogue of Microservices for sector specific blueprints e.g. CPRD, Telecom, Utilities, and Automotive.
- Library of software components, to kick start development of digital applications.

Reduces development costs with these pre-built cloud-agnostic services.

Established Patterns for end-to-end connectivity between legacy systems of record and Experience APIs.

Exploit the power of breakthrough technologies like IoT, Chatbots, Face Recognition, Blockchain.

Reference architecture for containers and microservices with DevOps for auto-healing and auto-scaling/

## SOLUTION CONTENT:



WEB AND MOBILE

KIOSKS IN

## TECHNOLOGY STACK:

**Soul Machines**  
Digital Avatar

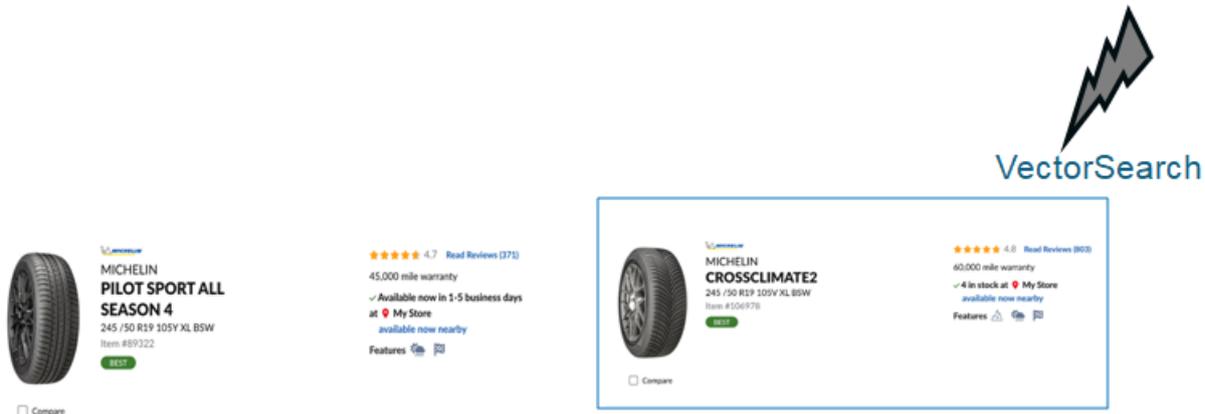
**Amazon**  
**Bedrock** Claude V2

**MongoDB** Operational  
DB & Vector

VSA: Hello! Welcome to Capgemini Tire Store, I'm Daniel your virtual store assistant I can help you browse our products, answer product questions, and help place orders.

Customer: I need to replace tires on my 2018 BMW X3, and I prefer Michelin brand's all-season tires. The wheel size I guess is 19 inches.

VSA: Sure, here are the 2 top recommendations that will fit your needs. Please select the model you prefer or ask additional questions I can help with.

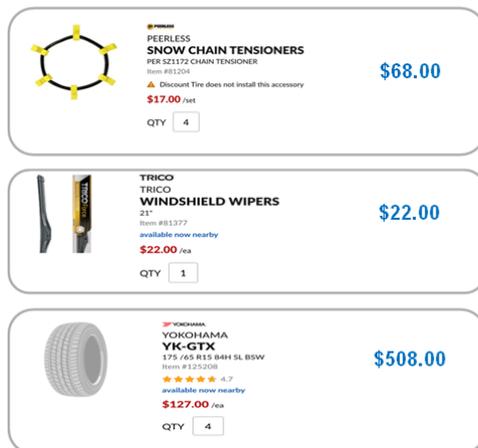


The screenshot shows two product cards for Michelin tires. The first card is for 'MICHELIN PILOT SPORT ALL SEASON 4' (245 /50 R19 105Y XL BSW, Item #89322) with a 4.7 star rating and 45,000-mile warranty. The second card is for 'MICHELIN CROSSCLIMATE2' (245 /50 R19 105Y XL BSW, Item #106978) with a 4.8 star rating and 60,000-mile warranty. A lightning bolt icon and the text 'VectorSearch' are positioned above the cards.

Customer: How good is the tire I selected with weather changes? Since I live in a wet and snow prone area.

VSA: Built with Michelin's Thermal Adaptive Tread Compound, the CrossClimate 2 adapts to changing road conditions for excellent grip in wet, dry and snowy weather. Michelin also loaded the CrossClimate 2 with 3-D SipeLock technology, your new Michelin tires are stacked with hundreds of extra biting edges for traction in wet and wintry weather.

**"Let's Get You Going"**



The screenshot shows a shopping cart with three items: 'PEERLESS SNOW CHAIN TENSIONERS' for \$68.00, 'TRICO WINDSHIELD WIPERS' for \$22.00, and 'YOKOHAMA YK-GTX' tires for \$508.00. Each item has a quantity selector and a 'Compare' button.

**John!**

- You have 15000 rewards points (1000 points = \$10)
- \$10 Birthday rewards is a month away
- Avail our installation special curated for you - only \$60, usually priced at \$80

Your order is placed to  
 XXXCYK Market PI Blvd  
 Atlanta, GA 77777



Generative  
 AIFAQ  
 Response

Customer: Fantastic! I'm ready to checkout.

Sub total	\$598.00
Tax	\$42.50
Monthly Promotion Discount	-\$10.00
Member Rewards Redeemed	-\$5.00

**TOTAL \$625.50**



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