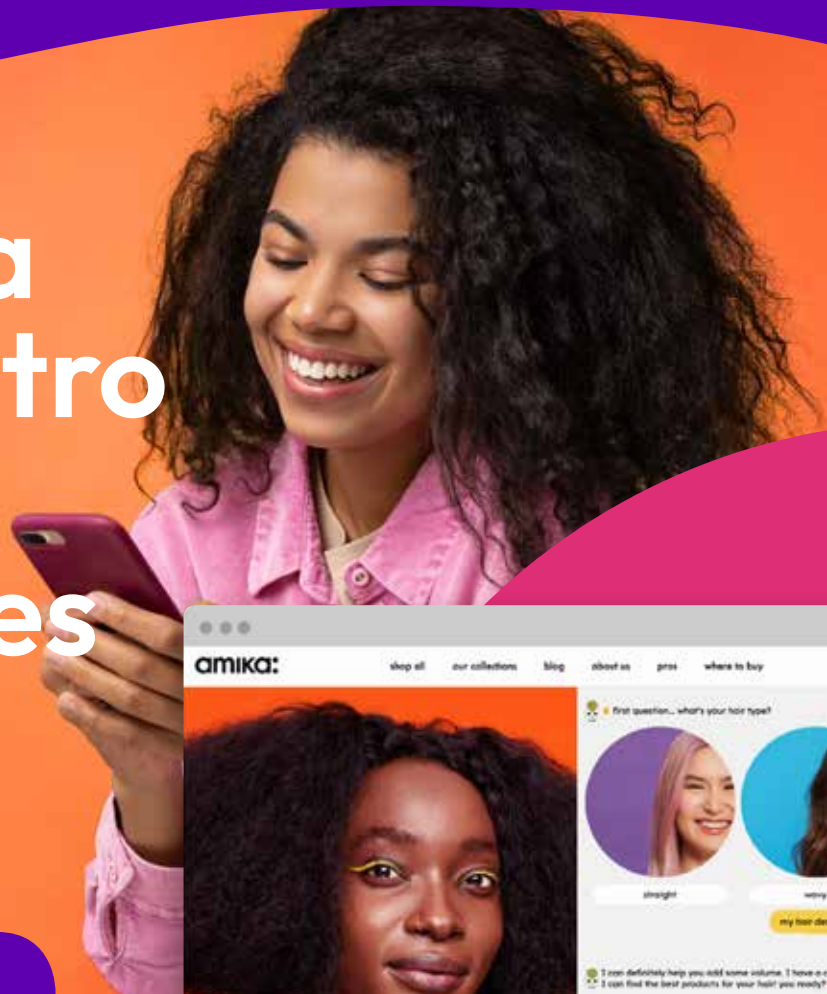


How amika Uses Maestro to Drive Online Sales and Trust



Maestro - Case Study

What Started the Conversation?

When amika began looking for Conversational AI technology, they had a simple objective in mind. They needed to offer a more intimate experience and stand out in a very competitive market. They were already using live chat, and these conversations served as early signals of bigger marketing and sales potentials.

Customers were engaging, asking for tips and recommendations from amika but the brand didn't have the ability to reply instantly and offer a real hair care consultation to each visitor.

amika partnered with Salesfloor Maestro AI to make these conversations a real source of revenue, and to provide customers with the immediate, always-on experience that they envisioned.

amika's Main Goals



Generate more online sales via conversations



Create an intimate connection between the brand and users



Address customer needs 24/7 with immediate sales experience

Meet **ace.** amika's Biggest AI Brand Advocate



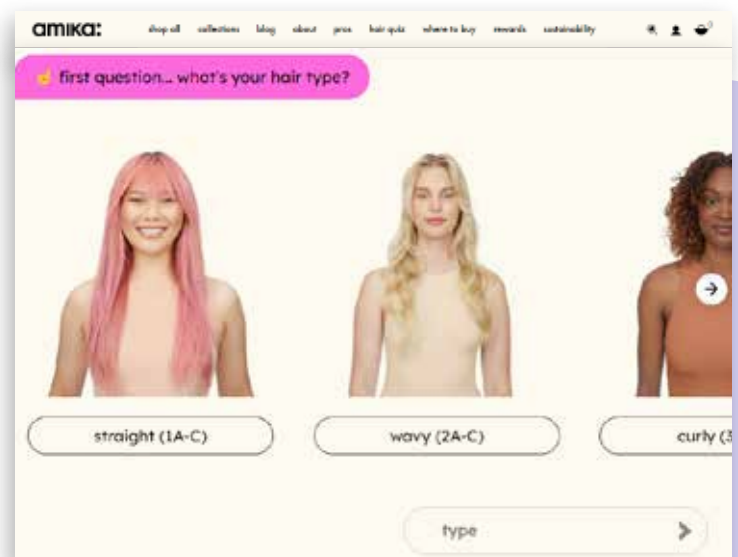
Working closely with amika's Brand President and eCommerce team, Maestro created ace, the ultimate AI Hair Advisor. The team focused on ace's personality first. They wanted it to be the perfect reflection of amika's brand voice: charming, fun, attentive and incredibly knowledgeable about hair care.

ace needed to embody what customers already loved about amika. But it also needed to drive conversations that were missing from the online experience. Providing personalized conversations would mean customers could get advice and recommendations, just like they would have with a haircare specialist in a store or a salon.

Salesfloor Maestro trained ace to know everything about haircare and amika's products. In less than a month, it was ready to go live on their website, via conversational banners and pop-up chat.

When talking to ace, customers feel like they're talking to an expert. It doesn't ask complex questions. It doesn't follow a single script. It gets to know customers, asks the right questions and makes recommendations that match their specific needs. But the experience doesn't just stop with one conversation. What makes ace so powerful is the way it personalizes amika's website based on what consumers express about themselves. In real-time amika's website is personalized, highlighting products that suit each visitor's needs. Visit after visit, customers feel like the entire website is personalized to them, in a super clear and impactful way.

Most online retailers rely on click-tracking and 3rd party cookies to make recommendations that customers don't even trust. With Maestro and ace, amika found a more transparent and efficient way to create a personalized eCommerce experience.



ace in a Nutshell

1

ace greets and grabs the attention of visitors with a striking banner and starts a friendly conversation.

2

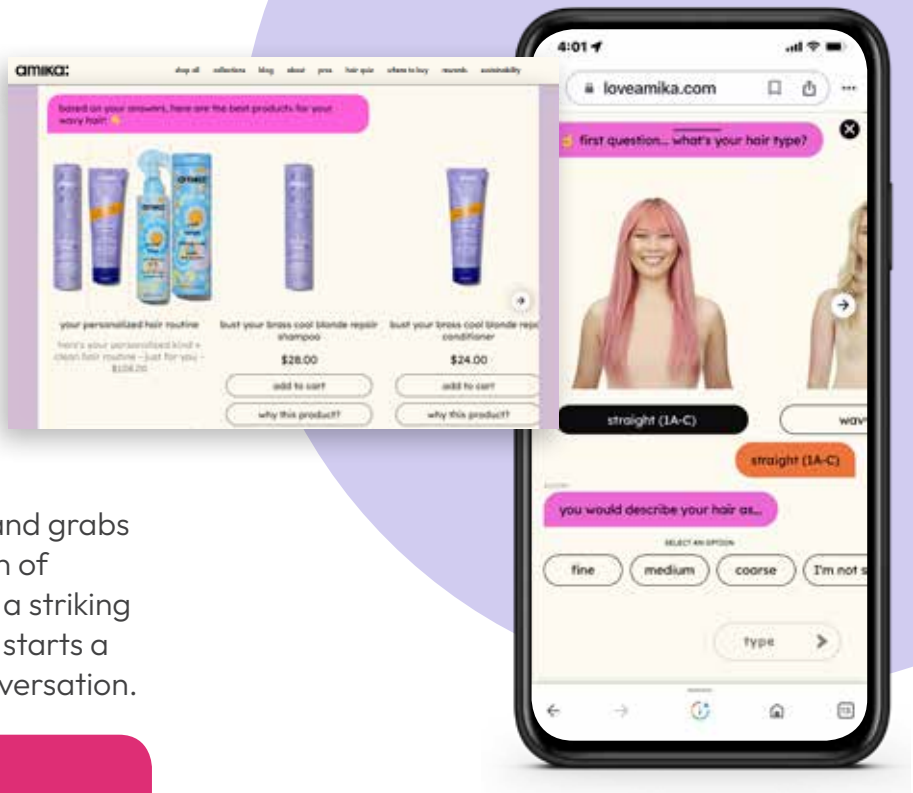
It asks the right questions to each customer, and gets to the heart of their problems, just like a salesperson would.

3

Based on each conversation, ace customizes amika's website by highlighting products that suit people's exact needs and desires.

Results

After a couple of months, ace was already delivering results and continues to drive success over three years later. ace has become a central piece in amika's eCommerce playbook. Results exceeded expectations, from revenue to customer feedback. Day after day, ace is proving that conversations are not only a way to get people to buy more, but also to build trust along the way.



3x More Conversion

ace makes people feel understood, and the impact on sales is undeniable: once they chat with it, amika's customers are 3X more likely to buy.

90% Customer Satisfaction

90% of customers say they are super happy with the experience. People love talking with ace, even if they know it's AI.

4x Average Revenue Per User

ace makes it easy for people to understand what products to buy and it gives them confidence in their product selection. On average, customers who chat with ace generate 4X revenue for amika.

Wait. Customers **Like** to Chat With an AI?



They don't like it, they **LOVE** it. It's the literal personification of the brand they like so much. amika gets emails and DMs from customers telling them that they love the brand even more now that they were able to chat with ace. Check out what people are saying about the experience:

Hear it from **amika**

"Maestro is a significant upgrade from quizzes and chats we've seen across our competitors' websites. Their solution is really in-depth and personalized, and they're driving great results for us."

Robbi Webb

Vice President of Ecommerce



About **Salesfloor**

Salesfloor is a customer engagement platform for enterprise retailers. Salesfloor is the only platform designed for jewelry that unifies virtual shopping, clienteling, and AI assisted selling so as to drive sales and Total Experience, with proven ROI. Salesfloor's mission is to revolutionize the retail sales and service experience by combining the human connection with the power of AI.

Salesfloor's signature offering is in granting retailers the tools and the training to connect with customers for better service and increased conversion and retention rates. At Salesfloor, we believe that value is an exchange: give value, grow value. Our unique digital tools are central to cultivating loyal and satisfied customer segments, ones that will remain resilient to the strong and ever-shifting currents of e-commerce.

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