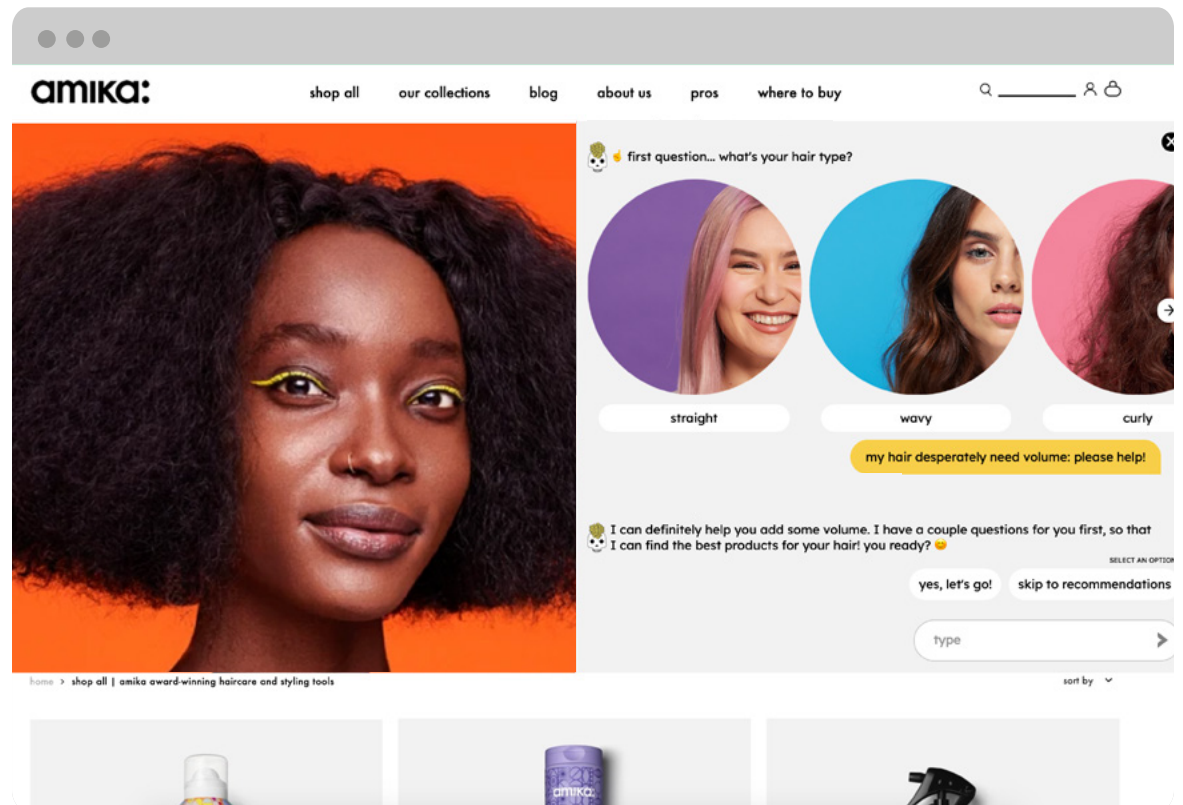


# HOW AMIKA USES AUTOMAT TO DRIVE ONLINE SALES AND TRUST

## Case Study



# WHAT STARTED THE CONVERSATION

## 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

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.

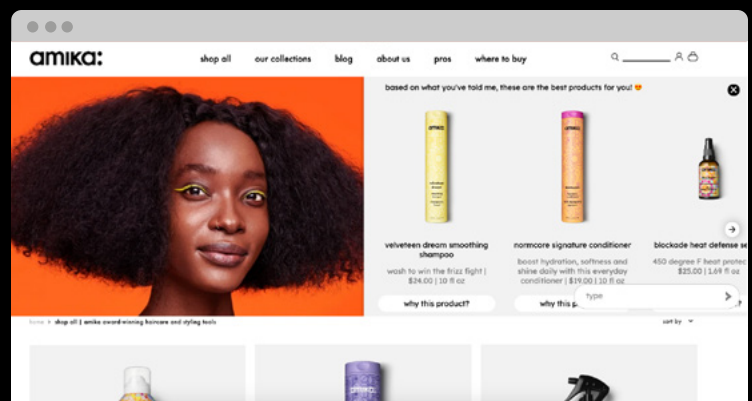
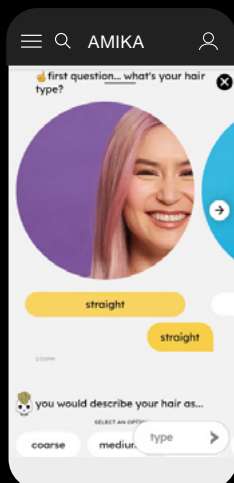
Customers were engaging, asking for tips and recommendations from amika but the brand didn't have the ability to reply instantly and offer a real hair care consultation to each visitor.

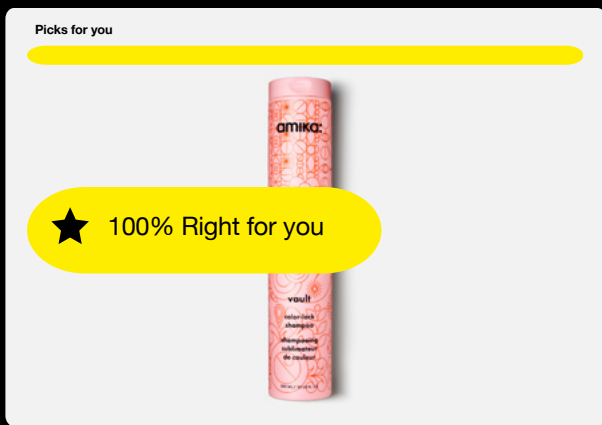
amika partnered with Automat to make these conversations a real source of revenue, and to provide customers with the immediate, always-on experience that they envisioned.

# MEET ACE, AMIKA'S BIGGEST AI BRAND ADVOCATE

Working closely with amika's Brand President and eCommerce team, Automat 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.





Automat 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, automatically 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 Automat 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 customers, 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

In only a couple of months, 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

*"Automat 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 - Senior Director, Ecommerce

"Very informative and thorough. Definitely feels like these suggested products are exactly what I'm looking for."



"Completely eliminated the stress of finding the right products. Sharing with ALL my friends."

"Was a great help. And love the set up of the quiz. Didn't have to wait for a new page to load after each question."



"Very helpfull and good with the recommandations!!!"

## ABOUT AUTOMAT

Automat is a Conversation Company. We believe in the power of words to change human experience. Until now, e-commerce websites have been overwhelming, lonely and hard to navigate. Missing out completely on the oldest and most powerful sales tool of all: conversations.

Automat helps retailers short-cut their sales funnel. Building trust at the moment shoppers are actually ready to buy using the power of Conversational Commerce. Our team has more than 20 years of experience in Conversational AI, and we've proven that our solution drives 2X more conversion and 90% customer satisfaction with companies like LVMH, L'Oreal, Unilever, amika and more.

Conversations sell.  
Words matter.

Learn more about us at  
[automat.ai](https://automat.ai).