



Sorry!!!
I didn't get you!



Have you been there?

Is technology really helping to choose the right thing?

“Do you remember the glossy #catalogs, received in the mailbox? It was not such a high tech experience, still very popular with high-value retailers.”

Along with a #CIO from a #retail start-up, I was enjoying the journey down memory lane.

“And the 1-800— numbers. I wondered why would someone call when it is easy to pick up from the store!”

“There are people with special needs. And at times help is needed for choosing.”

“Do you remember, your first order online?”

“It has been years, maybe 10 or 12? Hard to say. It was a pleasant experience then. Now, It’s a hell, as there is a lot to choose from.”



“I hate #Chatbots, they keep popping up when you don’t need them, and they just don’t understand what I really need. I wish there could be a better way to make it easy.”

“There is! Have you not heard of Smart Sales Assistants? A smart sales assistant mimics a real salesperson, understands your real needs, provides multiple options, and helps you to buy the right product.”

“Would you like to try once?”

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