Intelligent Voice Control for eCommerce

Mobile Voice Conference 2015

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The problem

- Product search & purchase
- Information-finding
- Ticket booking = form- / box- filling

slow

cumbersome
error-prone
intuitive
tedious
The problem in numbers

Statistics from 29 different studies on e-Commerce shopping cart abandonment

Average: 68.07% online commerce abandonment!

Source: Baymard Institute, last updated Dec 2014
The problem in dollars

Source: eMarketer
Navigating eCommerce apps – like navigating a maze!
Site search quality is poor

- Accuracy ✗
- Relevance ✗

If your customers can’t find your products, they can’t buy them!
From a prestigious UK department store...
What we do

• Develop NLU models for domains of eCommerce
  • eCommerce semantic search engine
  • Intelligent voice control (mobile platforms)
  • APIs for the above

• Built on leading-edge ML/NLP algorithms

• Easy to integrate into consumer-facing applications

• Hosted in the Cloud

• Performance SLA: sub 1.5 secs response time
Our prototype: Example 1

“do you have any men’s Nike Air Jordan Future in yellow size 10”
Our prototype: Example 2

“show me all kids jackets in blue under £50”

“what about green”
Train travel prototype

“what are the train times tomorrow afternoon after 2 PM from London Euston to Liverpool”

“what platform does the 15:07 leave from”
One final thought...

Next time you’re browsing your favourite shopping app, imagine if you could speak to it just as you would a shopping assistant.

Imagine you could find or purchase a product with just a single phrase

Well you can

Thank you
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