



# Alhena

## AI Shopping Assistant

TRUSTED BY 250+ BUSINESSES



G2 ratings



4.9 stars





# Demonstrated Value

Proven ROI from Alhena deployments across leading brands

80%+

**Inquiry Automation**

Automated customer support queries

Human-level

**CSAT Score**

On par with human agents

3x

**Conversion Uplift**

Improvement in conversion rates

30%

**Higher AOV**

Average order value increase

TRUSTED BY LEADING BRANDS



TATCHA™

BUTCHER  
—CROWD—

CROCUS

NALA



Manawa

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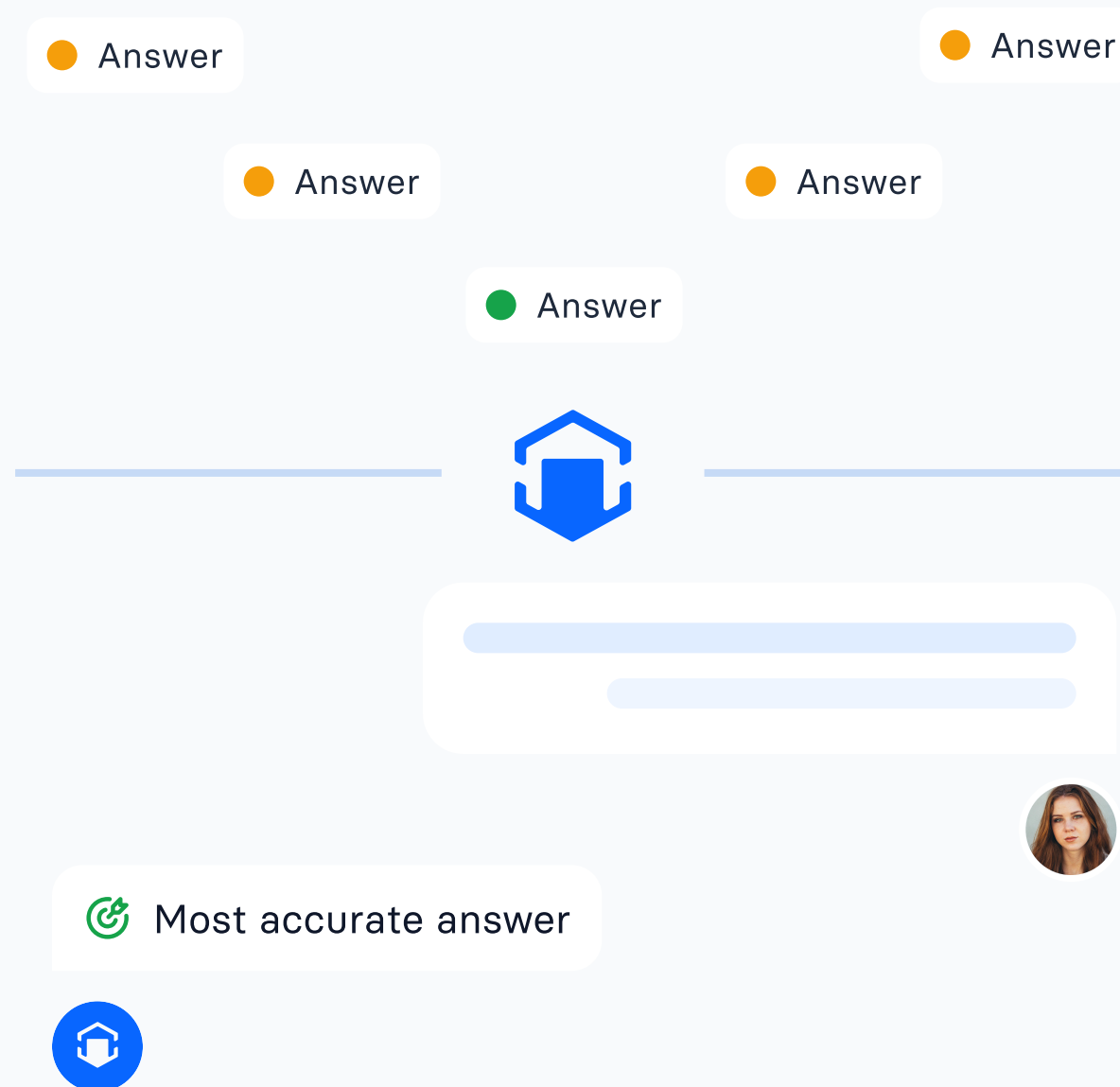
Delivering measurable results across diverse retail verticals

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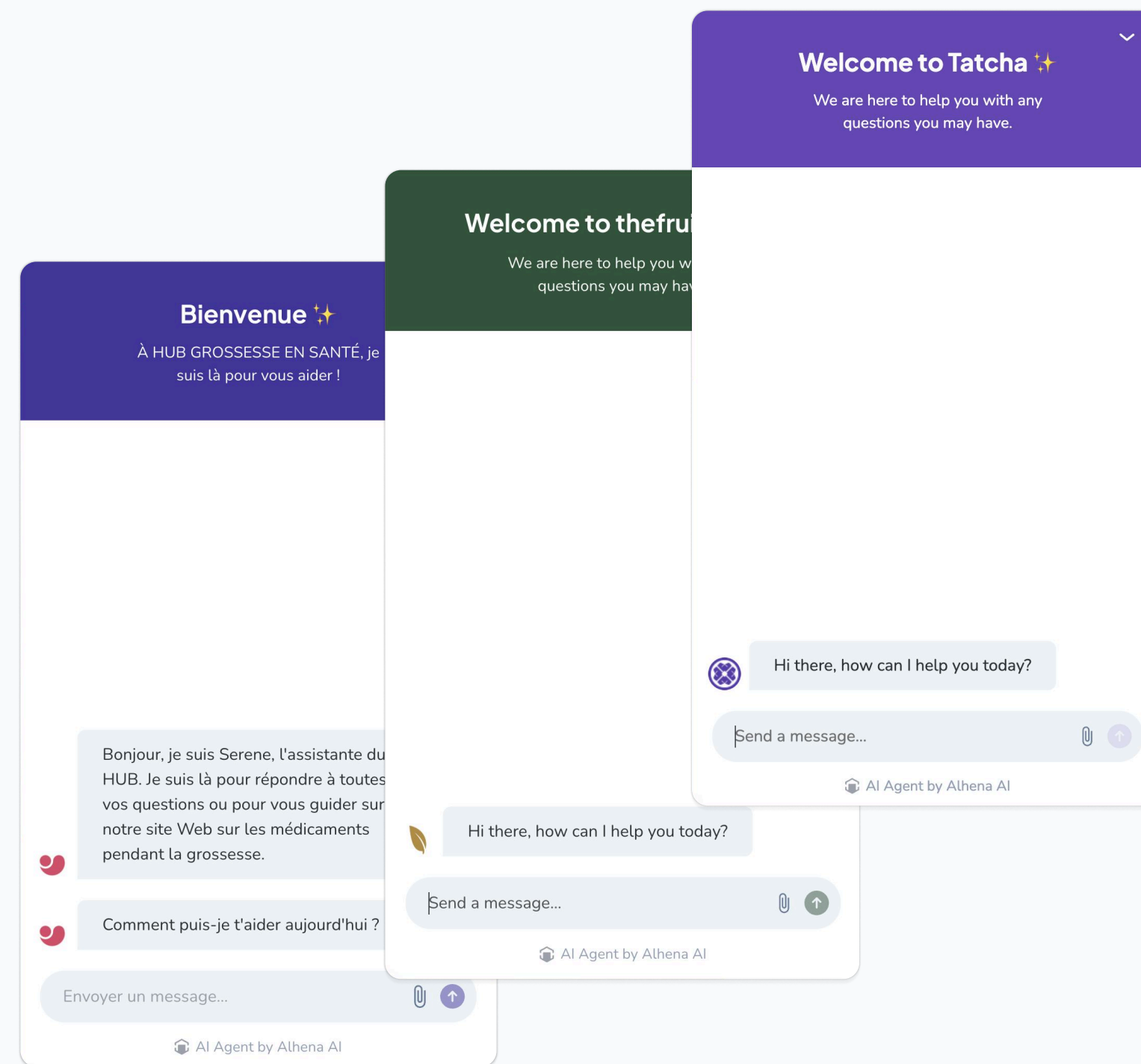


# Alhena Platform

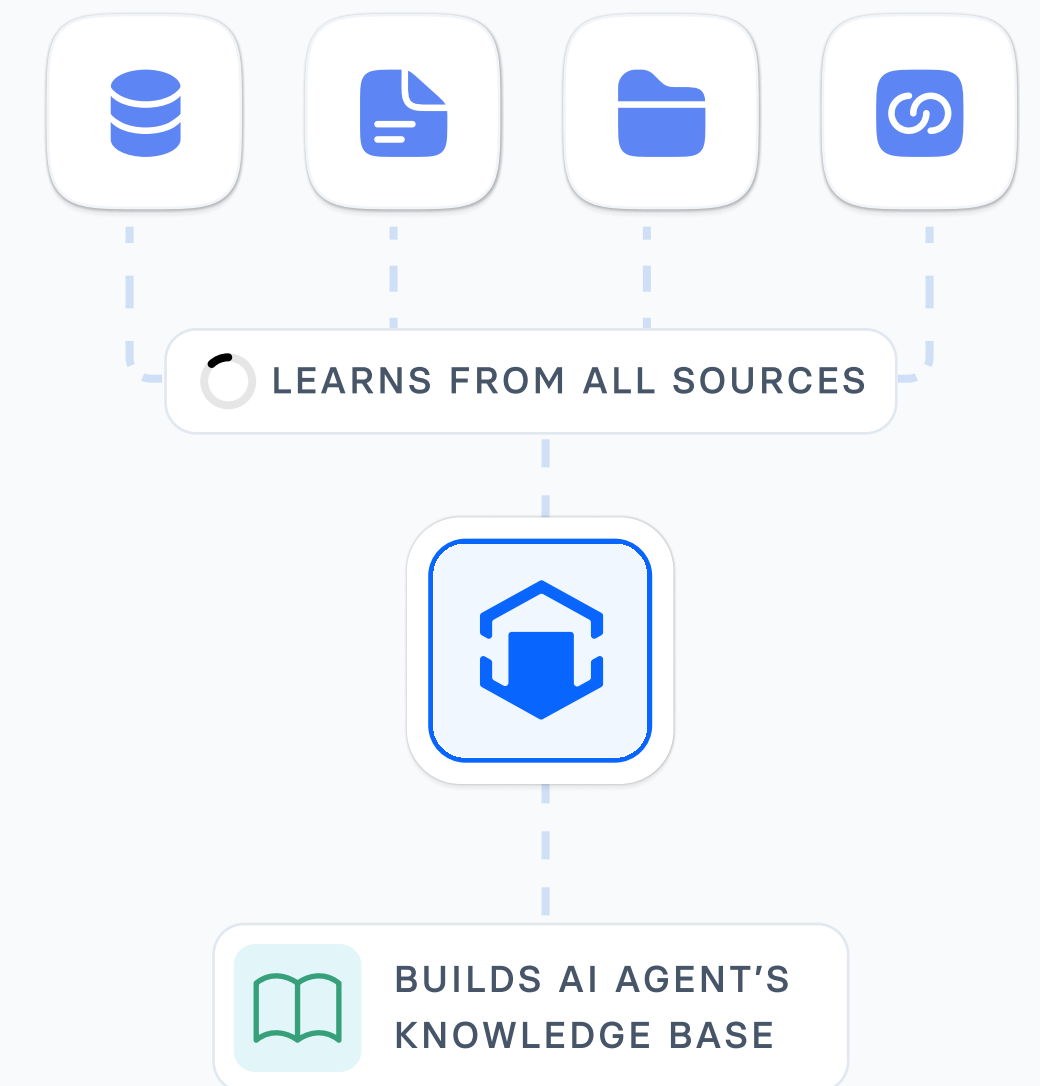
Unifies diverse knowledge sources for on-brand responses



Hallucination free



Speaks your brand

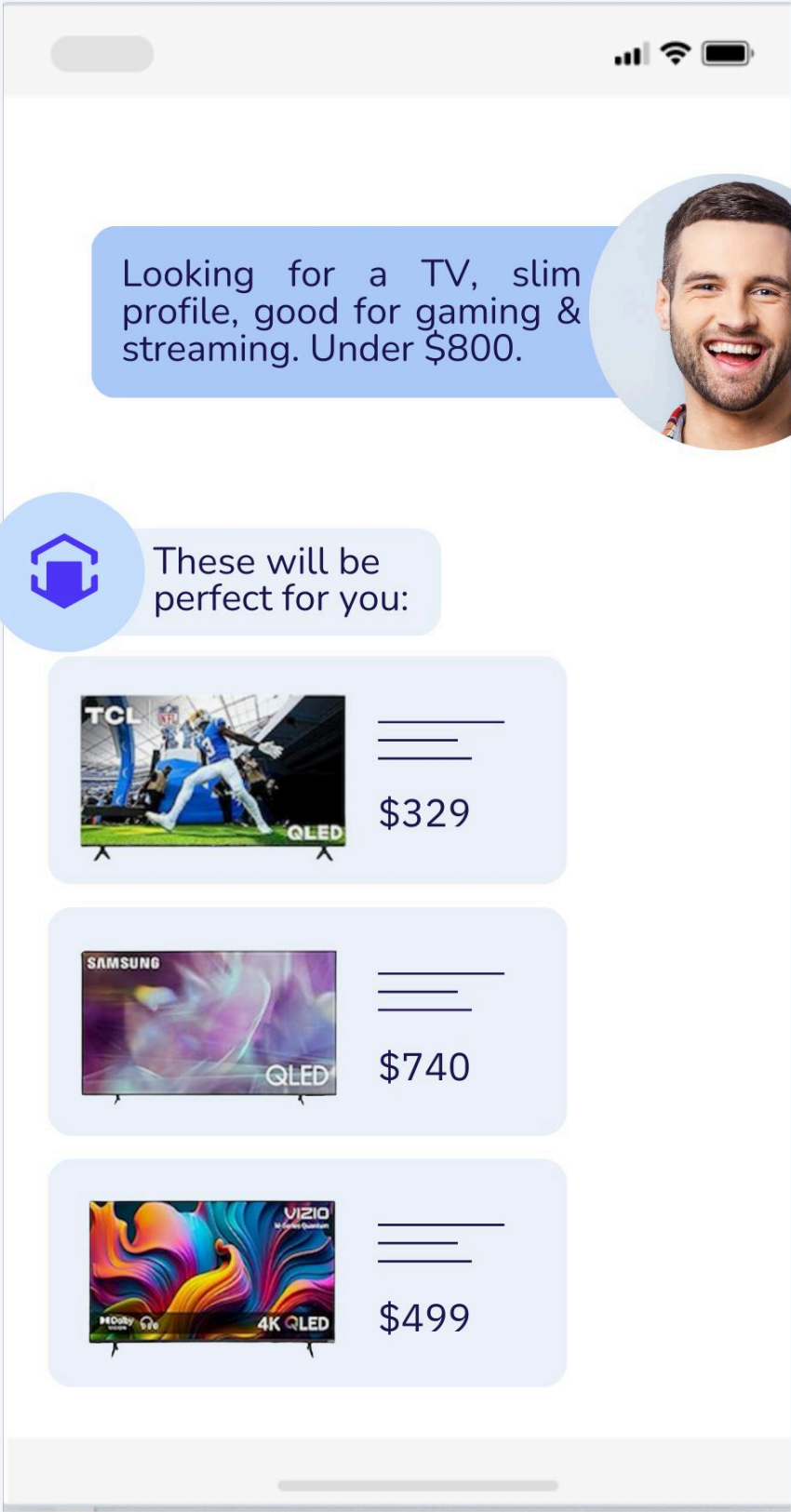


Unified knowledge base

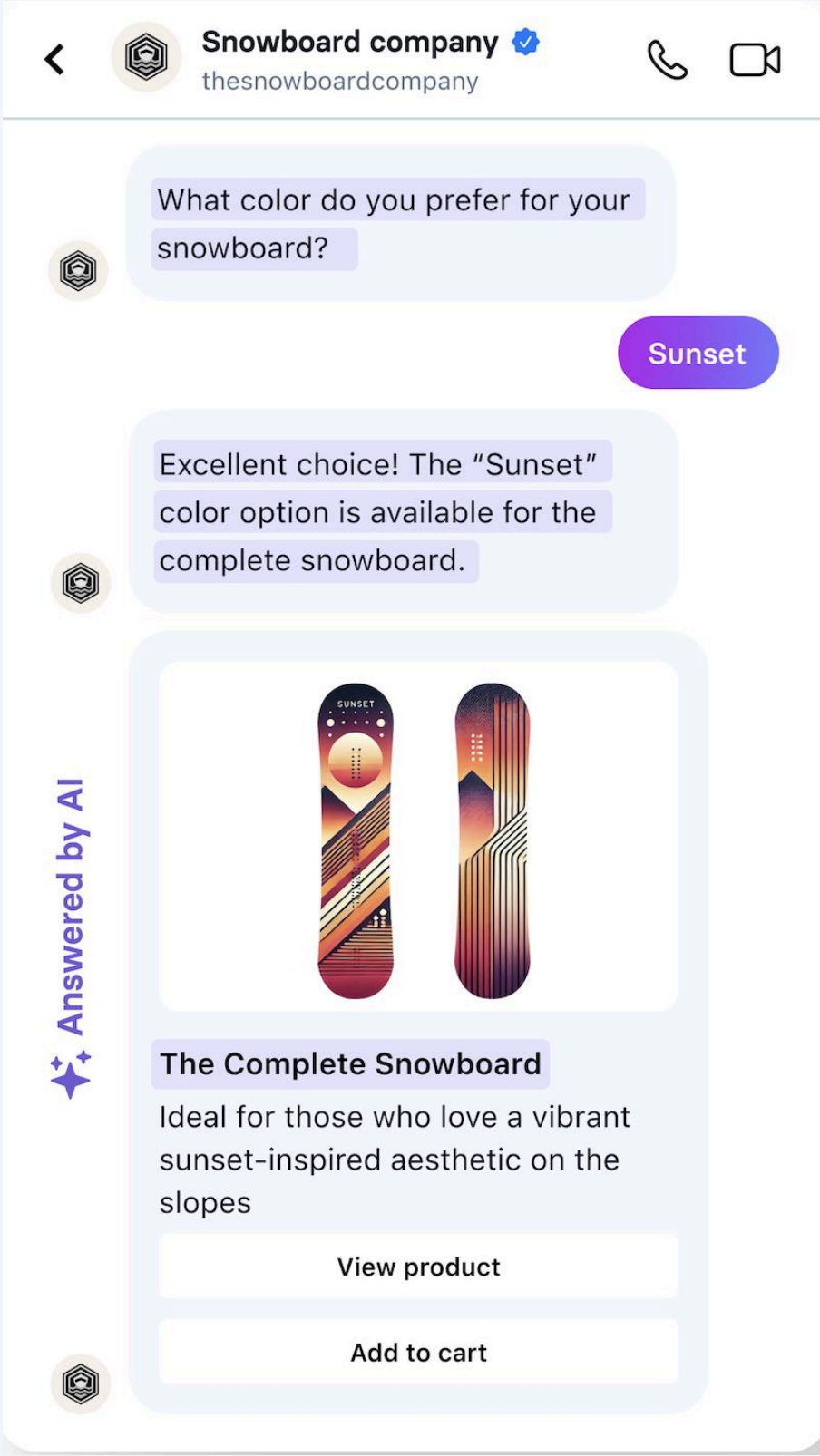


# Your All-in-One Solution for E-commerce Success

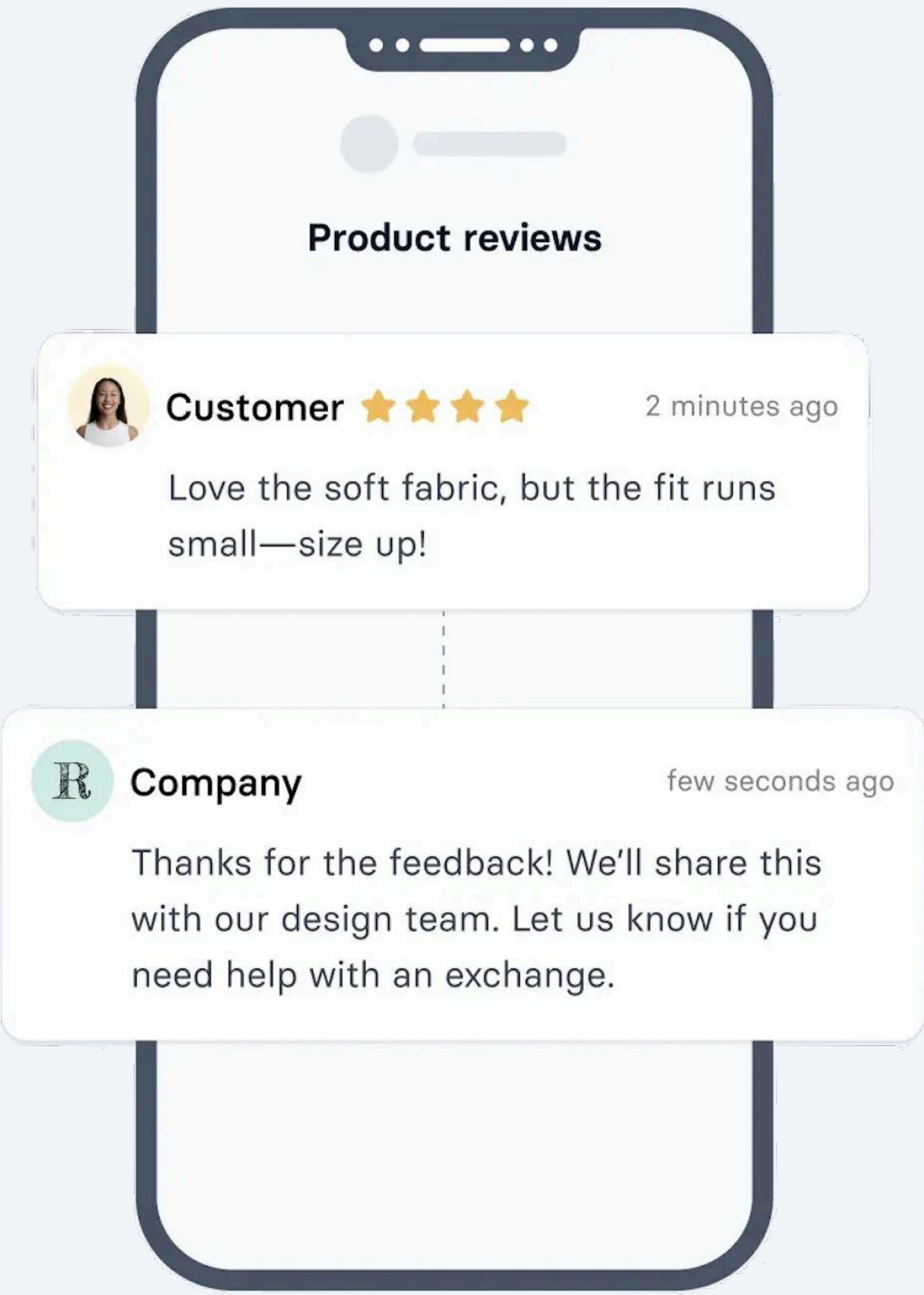
## Shopping Assistant



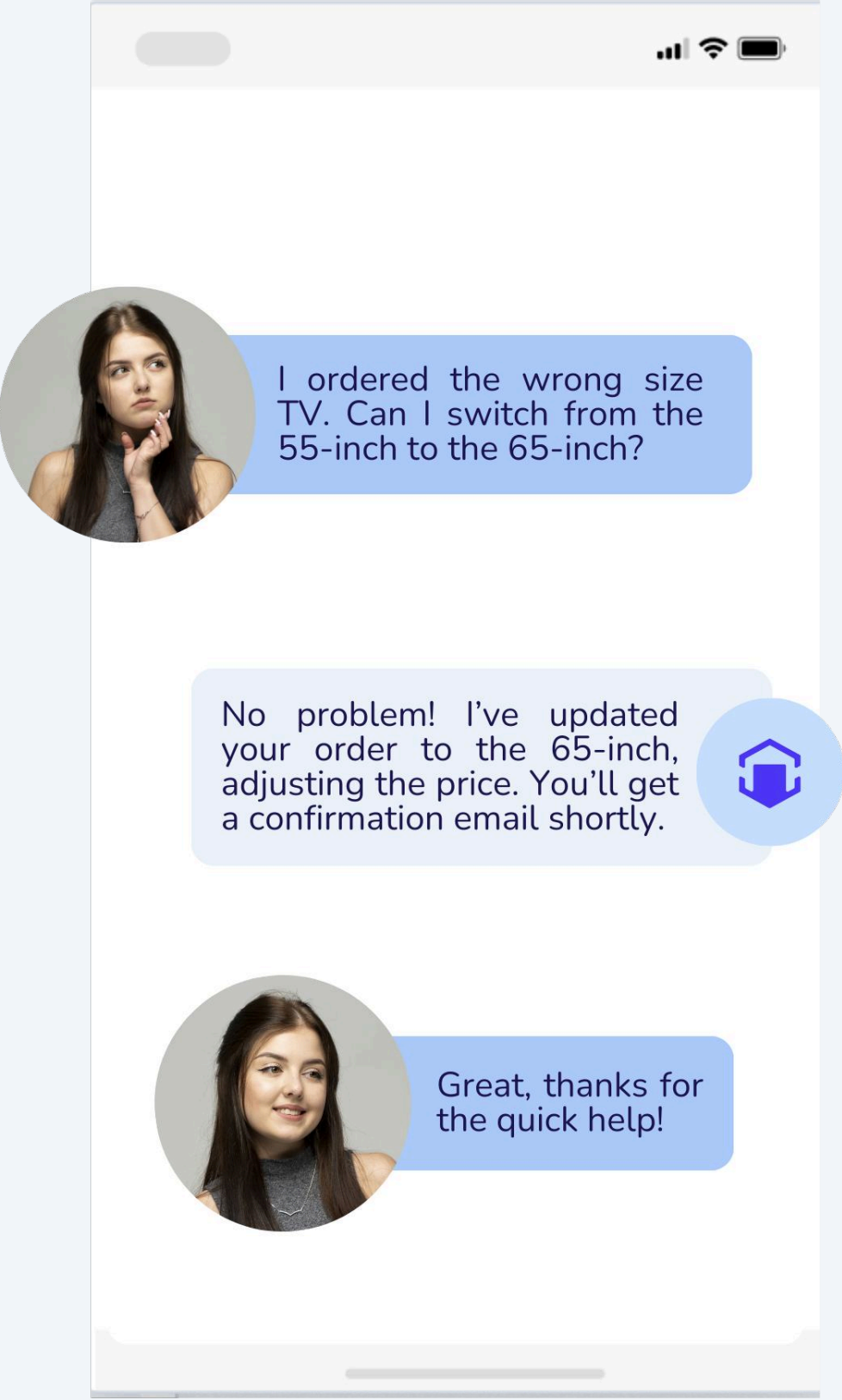
## Social Commerce



## Review Management



## Support Concierge






# Shopping Assistant at a Glance

Engagement features that drive exceptional conversion results

 300% CONVERSION LIFT

 30% AOV LIFT



## Conversational Search

- Personalized product discovery
- Guided shopping experience
- Customer preference learning



## Smart Recommendations

- AI-powered product matching
- Cross-sell and upsell opportunities
- Real-time inventory awareness



## Engagement Features

- Smart Nudges
- AI-powered Product FAQ
- Social AI

### PROVEN IMPACT ON CUSTOMER EXPERIENCE

300%+

Conversion lift

30%

AOV Increase

85%+

User Engagement


90%+

Satisfaction Rate




# Conversational search


Replaces classic filter based search with semantic search that understands complete sentences

**Lightning fast results**

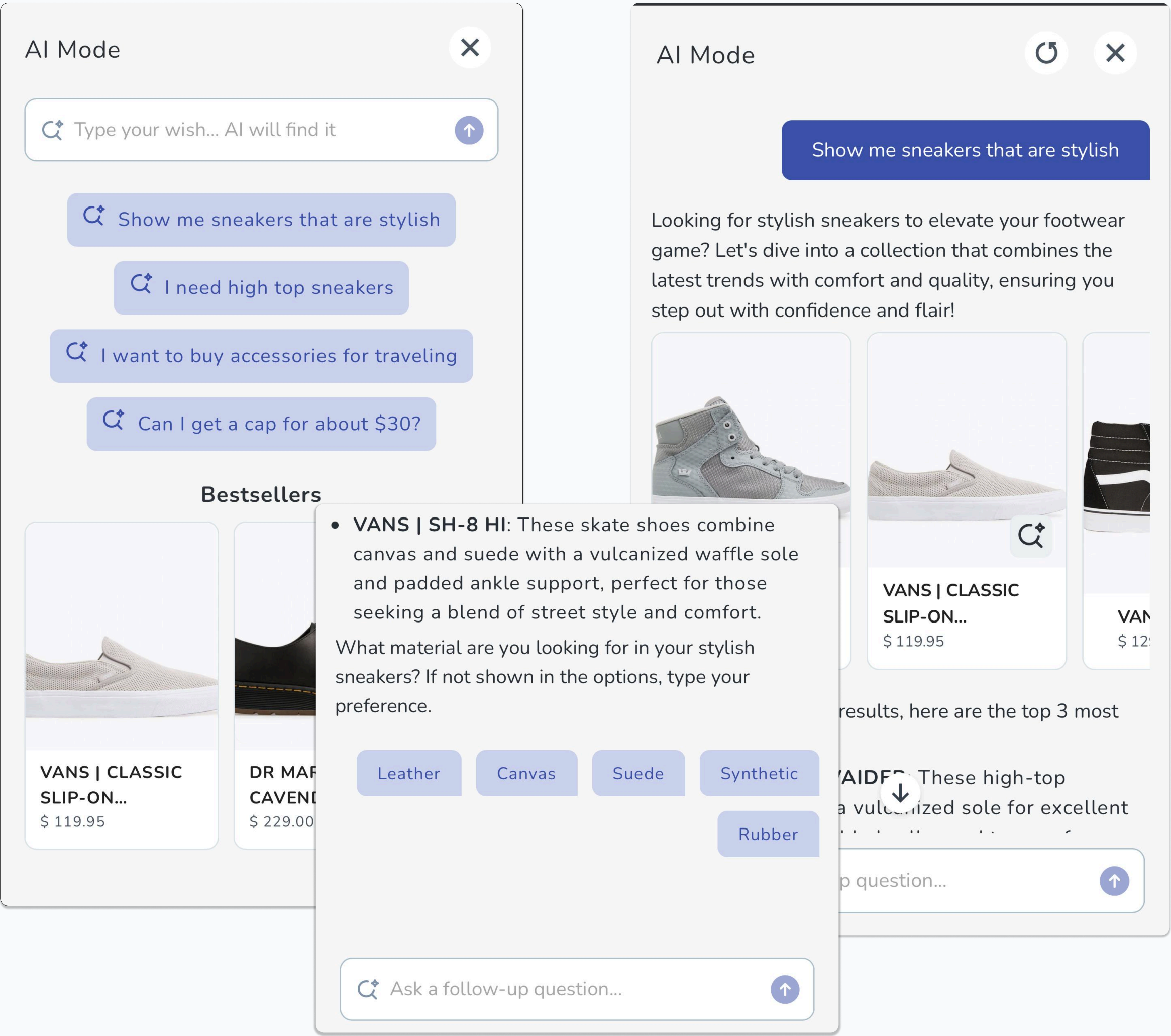
Get search results in less than a second, 6X faster than other chatbots

**Adaptive Filters**

Alhena guides users naturally with adaptive filters to guide users

**Similarity Search**

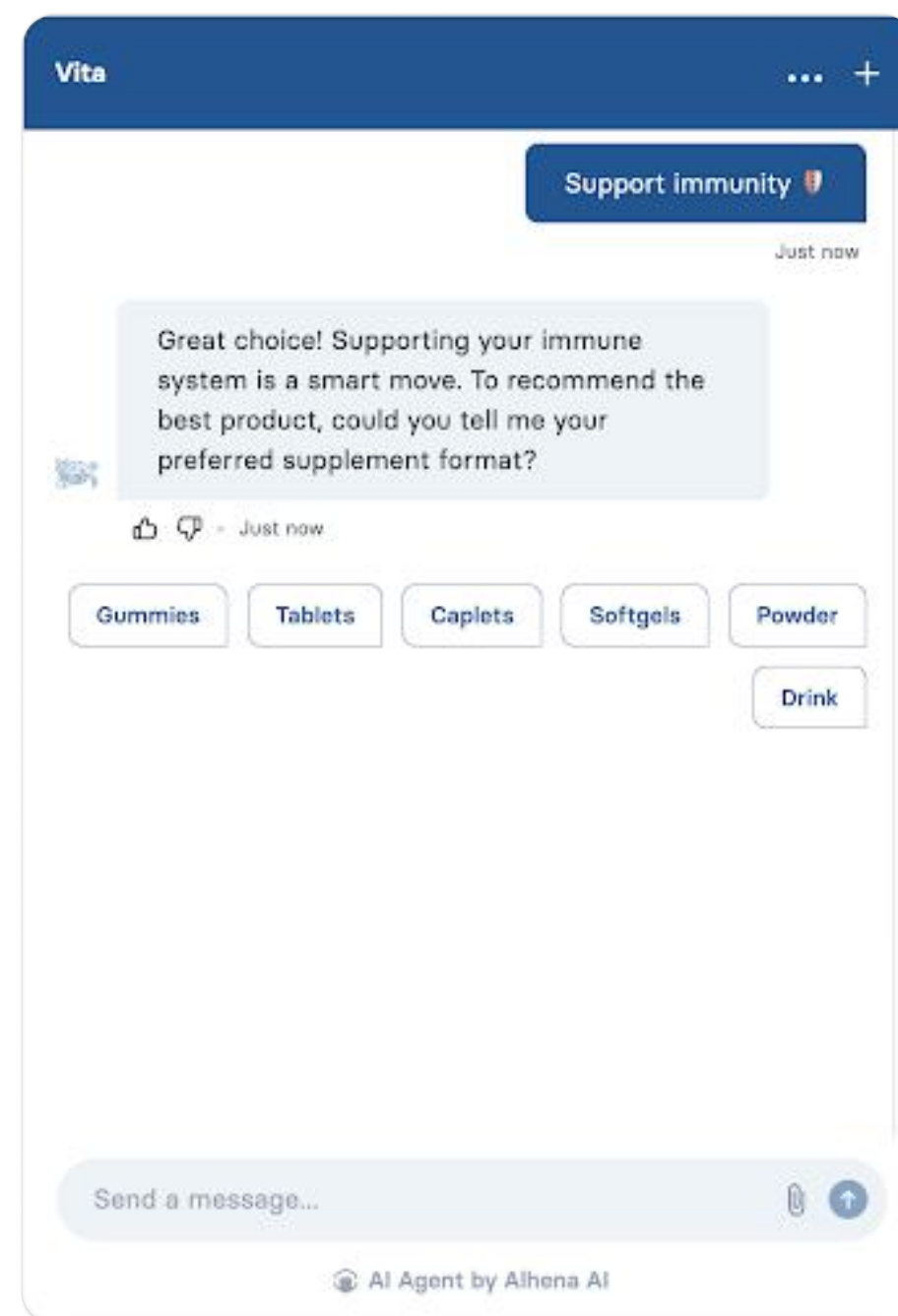
Users search for similar looking items with the click of a button - its magical





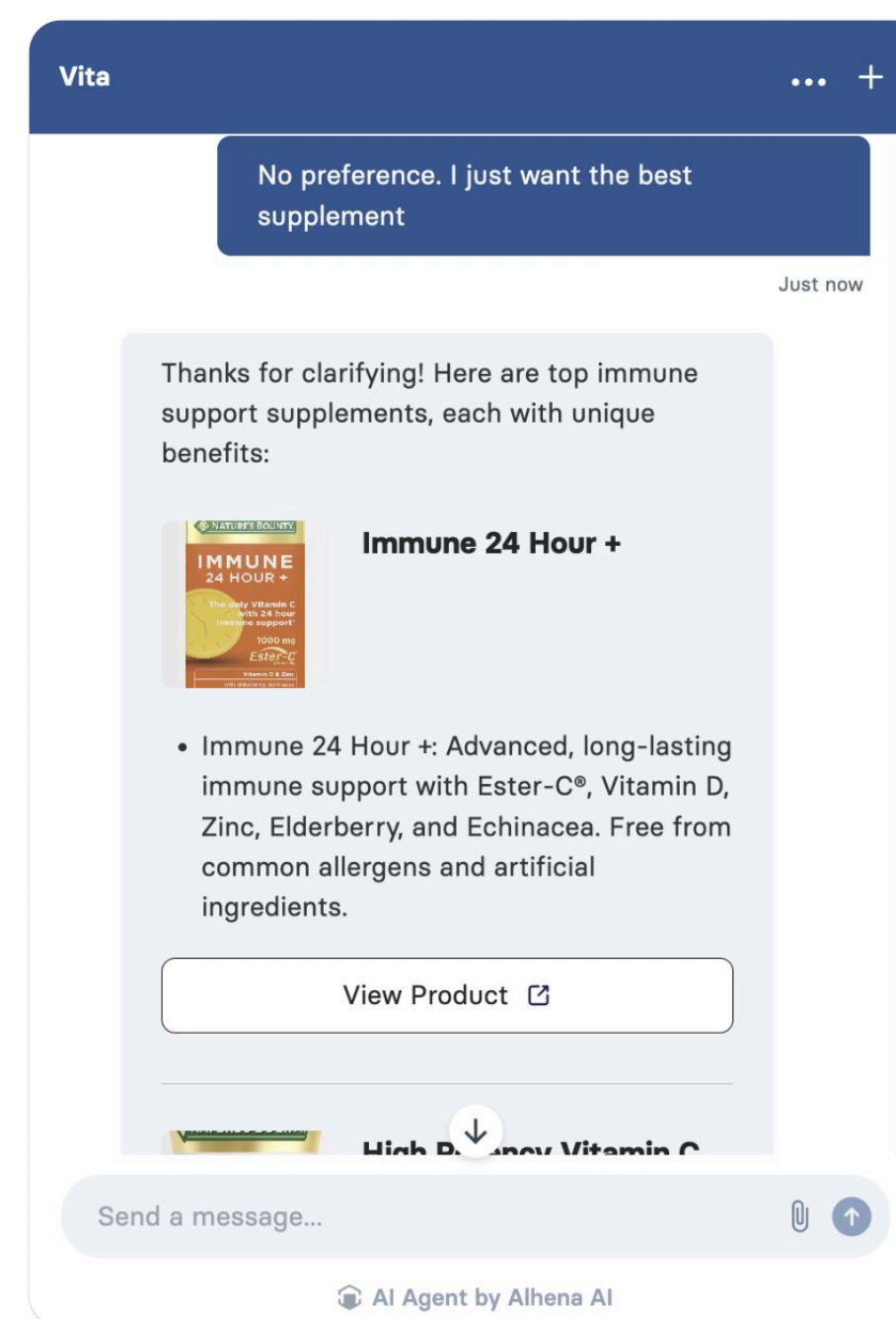
# Guided Product Discovery

Real conversations showing intelligent product comparisons and personalized guidance



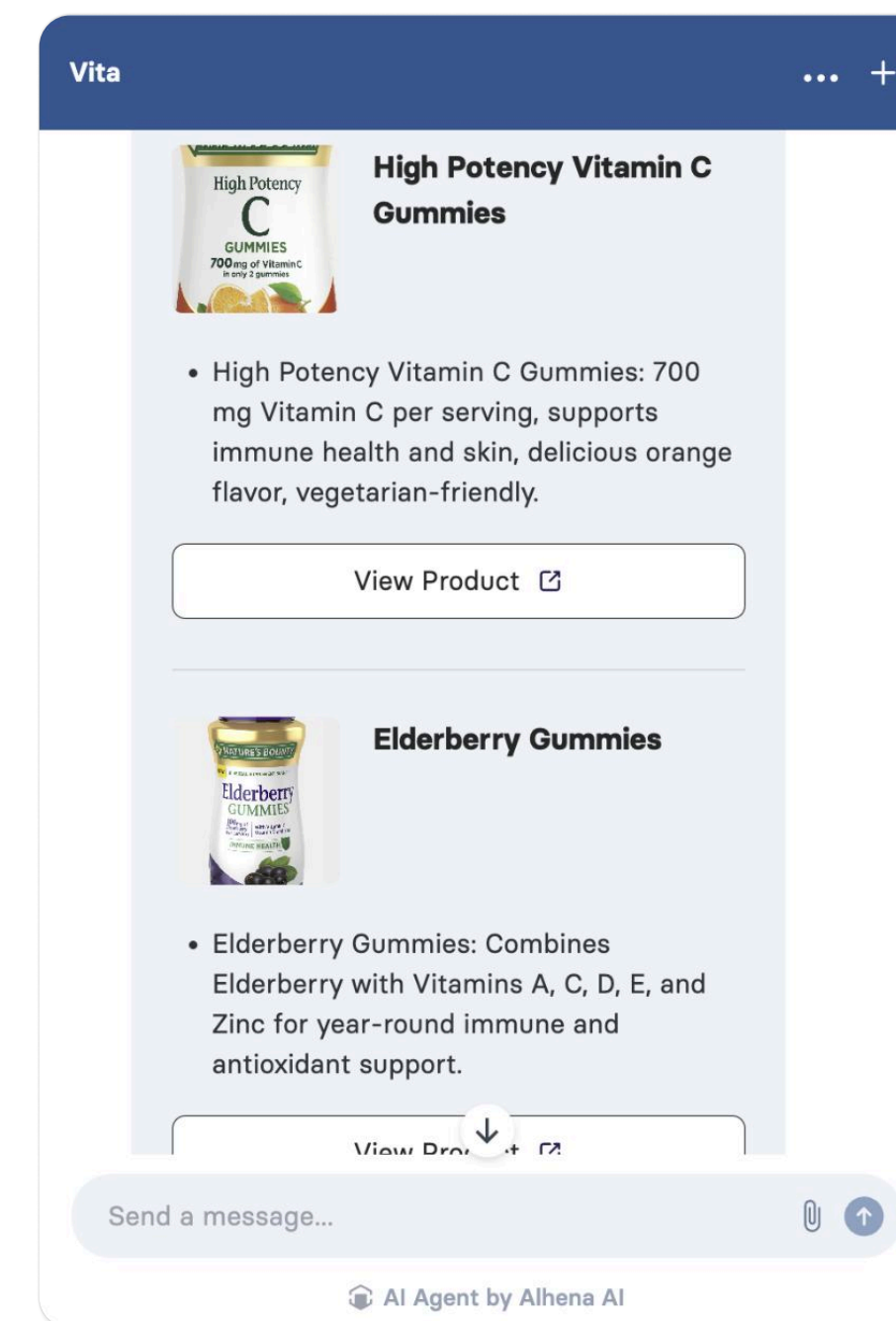
## Detailed Comparisons

Side-by-side analysis of product benefits and ingredients



## Visual Product Display

Rich product images with comprehensive descriptions



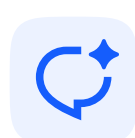
## Best Match Selection

AI identifies optimal products for individual needs



# Smart Nudges

The assistant senses when shoppers hesitate, offering helpful prompts or enticing deals to guide them to a decision



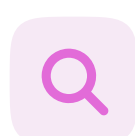
## Helpful Prompts

Contextual suggestions and guidance to help customers make informed decisions



## Enticing Deals

Strategic offers and incentives presented at optimal moments to drive conversion

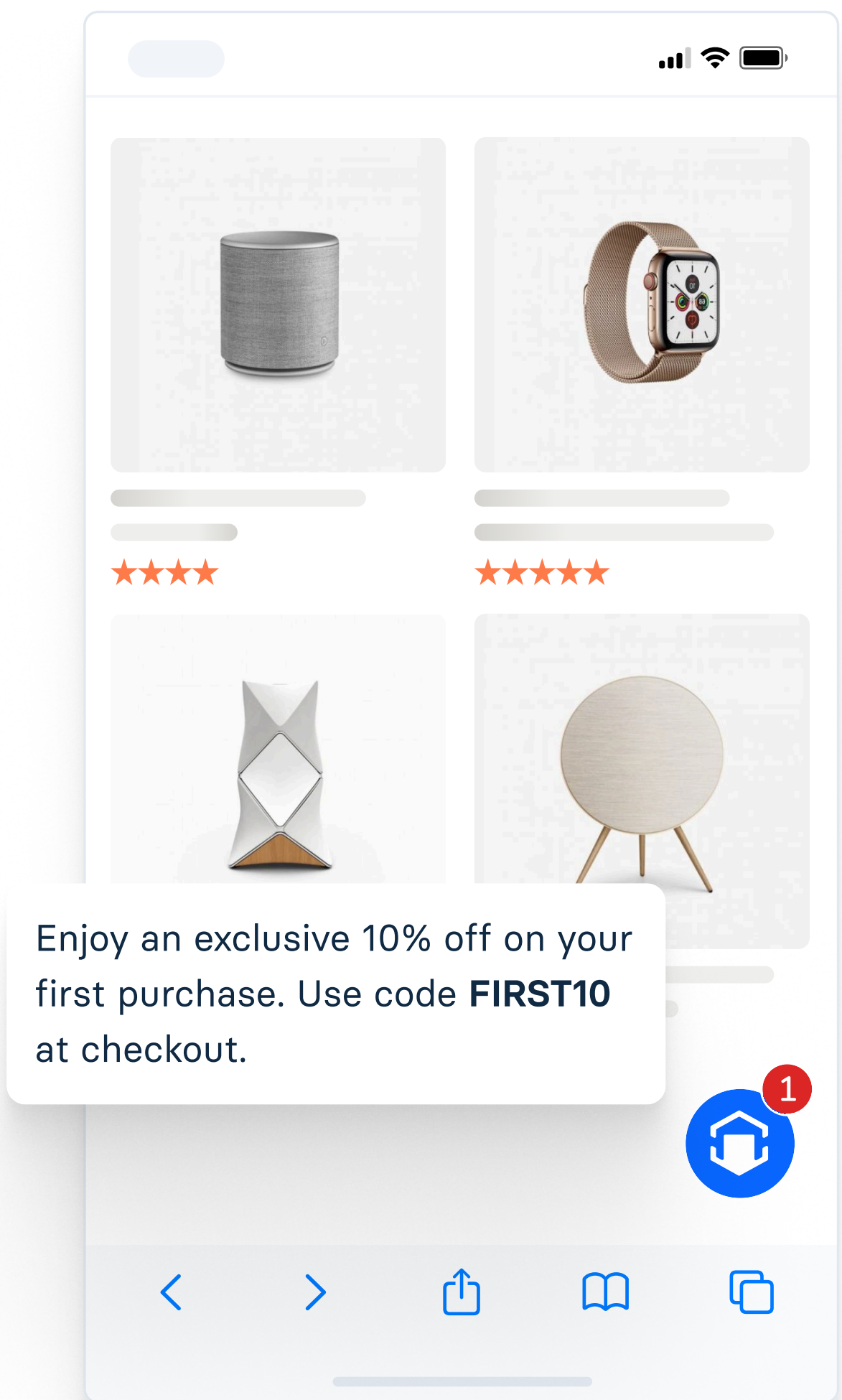


## Hesitation Detection

AI recognizes behavioral patterns indicating customer uncertainty or indecision

**IMPACT**

Reduces cart abandonment and increases conversion rates through timely intervention



Intelligent Intervention at the right moment



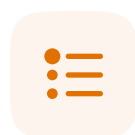
# AI-Powered FAQ

Automatically generated FAQs tailored to each product, anticipating customer questions and driving support efficiency



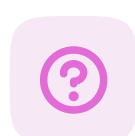
## Auto-Generation

AI analyzes product data and customer interactions to create relevant FAQs automatically



## Product-Tailored

Each product gets customized FAQs based on its unique features and customer concerns

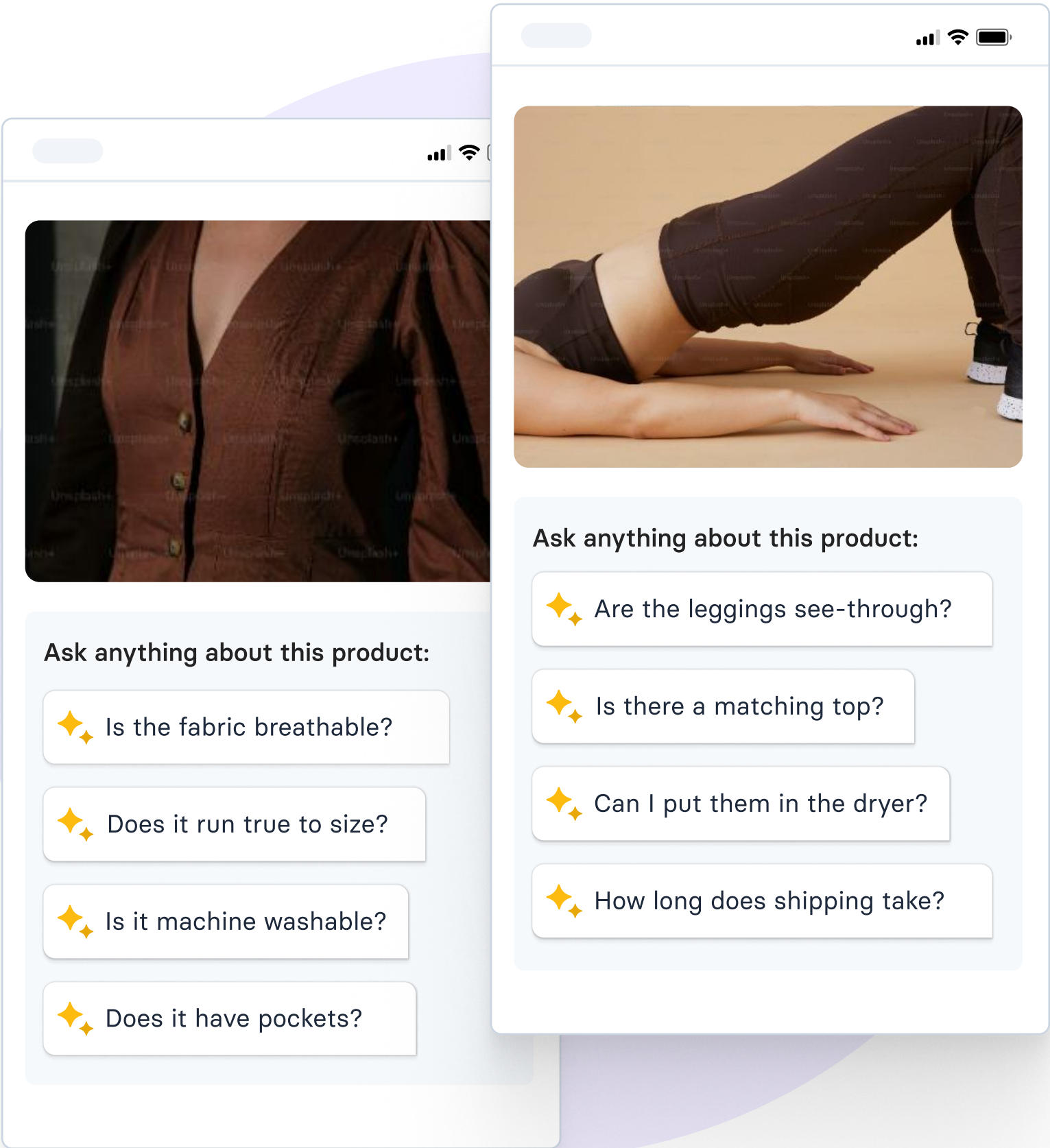


## Anticipates Questions

Proactively addresses common customer queries before they need to ask

**RESULT**

Reduced support tickets and improved customer self-service experience









Automatically generated & product-specific



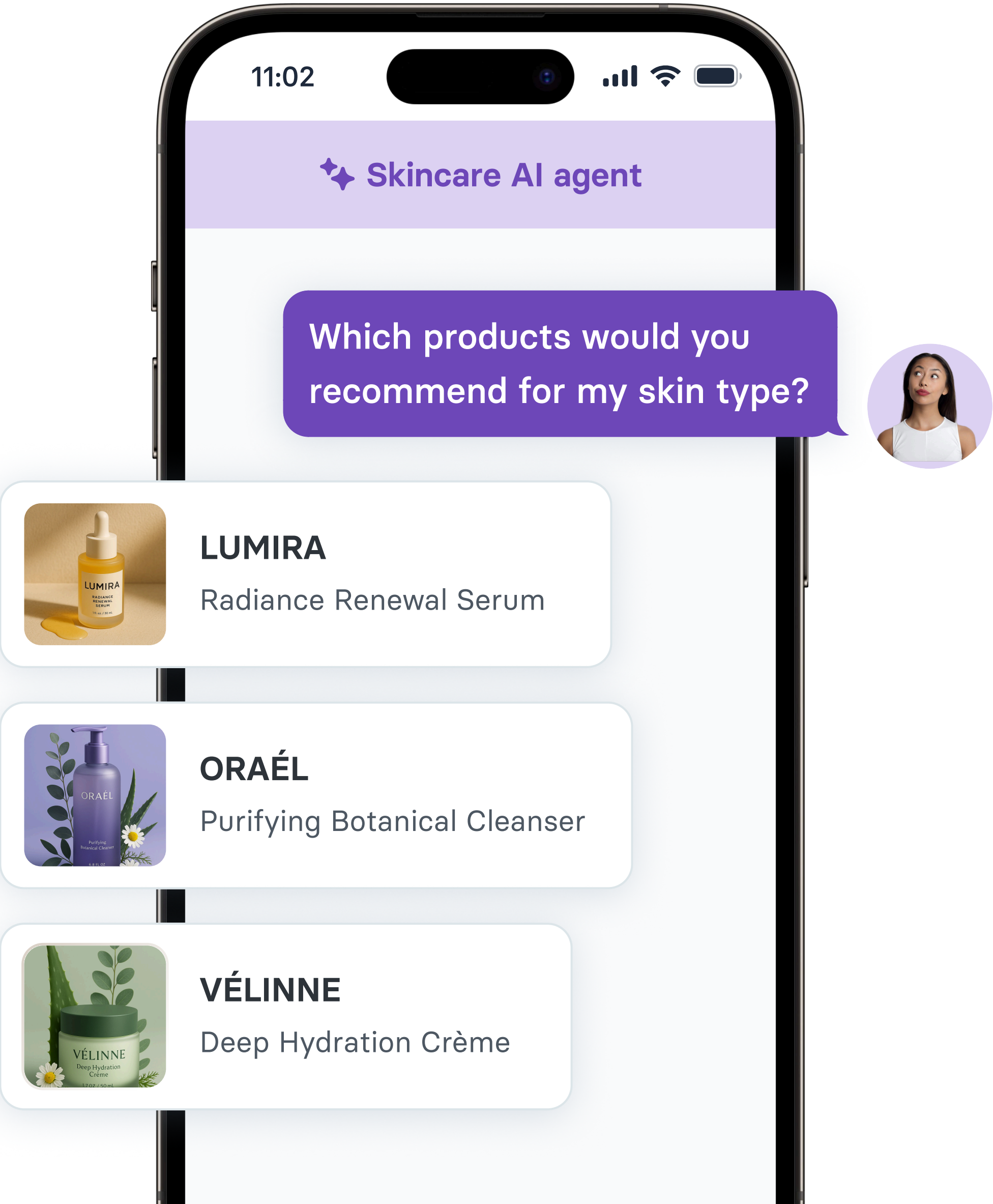
# Boosted products

You are in control of the recommendations. Want to boost the latest collection? no problem

All products		Status
	ÉLUREN   Brightening Eye Concentrate	Normal
	LUMIRA   Radiance Renewal Serum	⚡ Boosted
	SOLVÉA   Replenishing Elixir	Normal
	CLÉNOVA   Daily Mineral Essence Mist	Normal
	ORAÉL   Purifying Botanical Cleanser	⚡ Boosted
	VÉLINNE   Deep Hydration Crème	⚡ Boosted



**IMPACT** Higher conversion of products you want to sell





 SAFETY FIRST

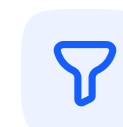
# Safety & Policy Enforcement

Alhena AI automatically detects and handles inappropriate queries while maintaining helpful, professional responses



REAL EXAMPLE

*AI politely declines harmful requests and redirects to appropriate assistance*



## Default Topic Filtering

By default the AI suppresses any non-relevant topics



## Customizable Policy Layer

Policy layer can be customized for brand-specific, regulatory standards



## Zero Hallucination

Grounded in product database and Knowledge base provided by NHS



🌐 90+ LANGUAGES SUPPORTED

# Multi-Language Support

Seamless customer interactions across 90+ languages with natural, contextually appropriate responses

## Spanish Interaction

🇪🇸 ESPAÑOL



*Natural Spanish conversation with cultural context awareness*

## Auto-Detection

Automatically identifies customer language and responds appropriately without manual switching

## Cultural Context

Understands cultural nuances, local preferences, and region-specific product knowledge

## Consistent Quality

Maintains same level of expertise and helpfulness across all supported languages

## Product recommendation

🇪🇸 ESPAÑOL



*Detailed product information and recommendations in native language*



# Voice AI

A voice AI that interplays with text to create the most delightful experience

## Text 🤝 Voice

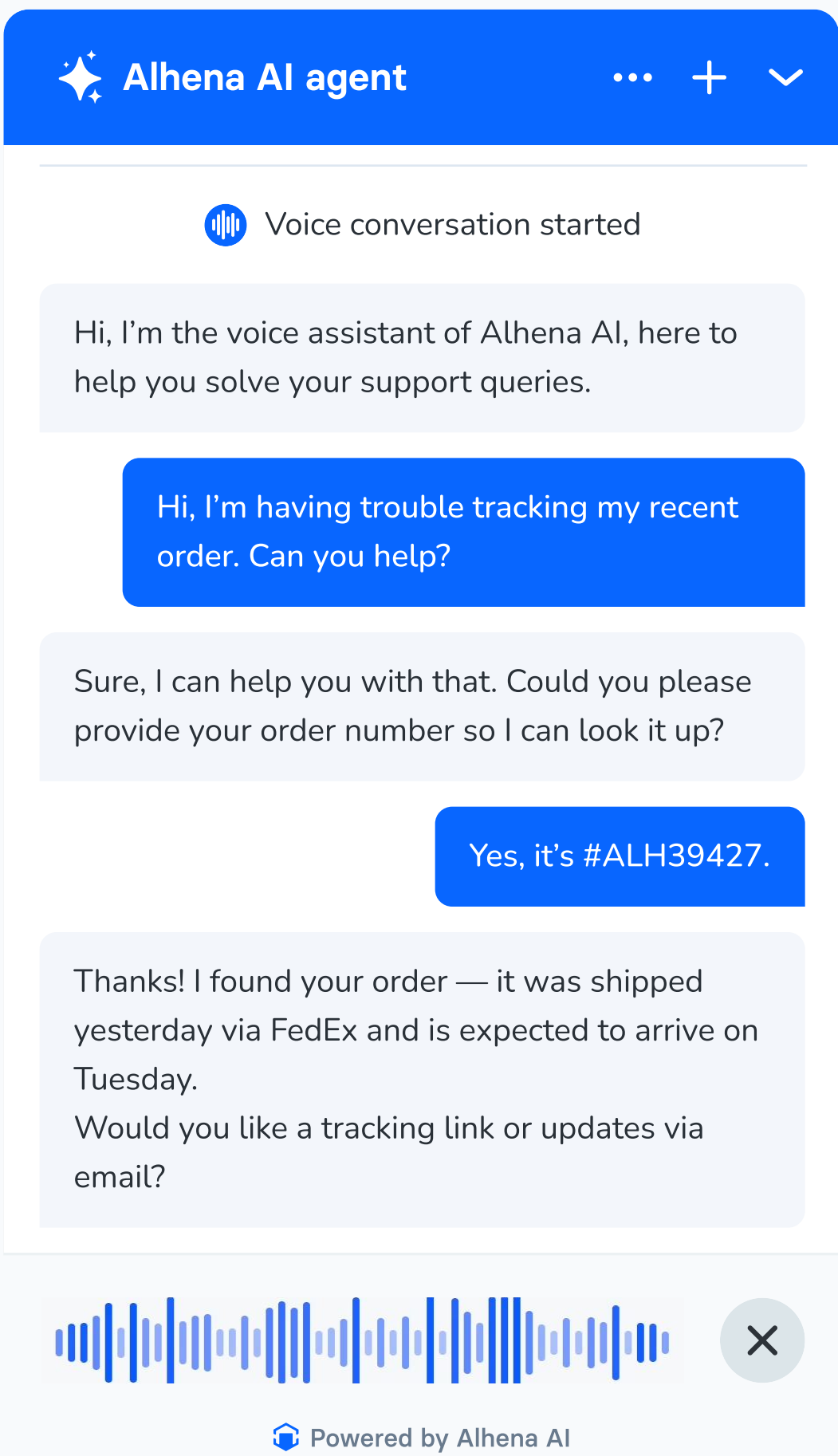
For us at Alhena, its not an either-or choice - a delightful experience must have both

## Agentic Capabilities

The AI agent can handle complex tasks  
Such as checkout, and help users  
navigate to a page

## Guaranteed Accuracy

With Alhena AI's Zero-hallucination agent, you can be sure that your customers are getting the best possible answers.





# Our Partnership Approach

Collaborative methodology focused on your success



## Collaborative & Consultative

Working closely with your team to understand unique requirements and deliver tailored solutions that align with your business objectives



## Market Leading Innovation

Driven by the core Alhena platform which leads the industry with new products in AI-powered CX engagement with Nudges, Conversational Search, Product boost



## Customized Solutions

Tailored implementations that adapt our proven platform to meet your specific brand requirements and customer experience goals



Thank You

