

Fashion AI for Everyone

Creating a Positive Customer
Experience in the Competitive U.S.
Retail Fashion Market

OMNIOUS.AI

Executive Summary

Rapidly growing shopping app, Ably, was unable to create a positive customer experience due to a reliance on manual product tagging and limited search filters. Shoppers had a difficult time locating specific products, resulting in significant barriers to purchasing. To curb these issues, Ably partnered with visual AI solution OMNIOUS.AI to implement a hyper-personalized recommendation and product management system.

After implementing OMNIOUS.AI, Ably was able to automate internal processes and create a highly-rated shopping experience.

As a result, Ably's MAU (monthly average users) improved by roughly 300% over the course of one year and has become one of the most valuable unicorns in Korea's fashion e-commerce app industry.

Shoppers Challenge

The logo for Ably, consisting of the letters 'A', 'B', 'L', and 'Y' in a bold, black, sans-serif font, spaced out horizontally.

A rapidly growing mobile shopping application, Ably was struggling to create an optimal online shopping experience for its customers.

With a dramatically increasing number of listed products on their shopping platform, this e-commerce retailer was

demonstrating the potential to be considered a unicorn in the industry. However, at the same time, Ably's leadership team grew concerned about the flood of product data in addition to optimizing complicated customer journeys.

A lack of category filters on Ably's app left consumers unable to find the exact items they were looking for. Typical filters, such as color, were extremely narrow to give suitable search options, preventing shoppers from being able to find the most desirable products. Not only could customers not find the exact products, but sellers also experienced problems with sales beyond several SKUs, because a very small portion of their best-selling products was being displayed on the platform.

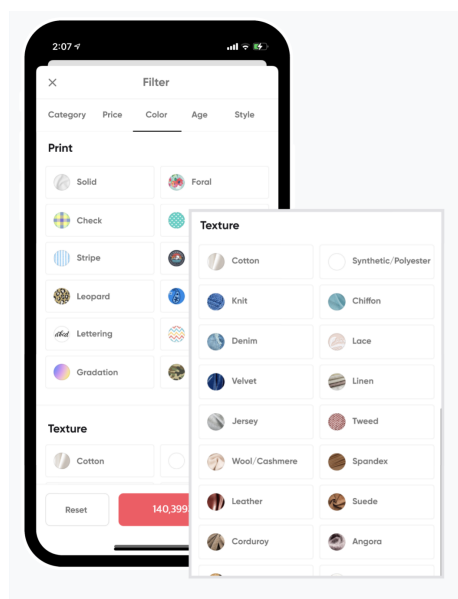
Ably also had issues with tedious internal processes. Employees were manually tagging product attributes during the listing process, leading to mislabeled items.

Ably had been gathering product metadata from each seller to supplement their catalog with more tags, but the process of updating this information was markedly time-consuming with numerous incidents of data being completely omitted or incorrectly inputted. The lack of accurate attribute tags caused customers to receive random, unrelated items while viewing Ably's "similar items" product recommendation system. As a result, customers were unsatisfied and unhappy during their purchasing journey.

Ably's leaders soon found themselves asking "What could be done, in order to lead this market with the hyper-personalized recommendation based on AI algorithms?" Their team determined that AI-based hyper-personalized recommendation algorithms would be necessary to reach their business goals. The algorithms would allow Ably to properly analyze and derive results from customer behavior data and product metadata. However, to get the right results Ably needed to identify the right solution.

Solution

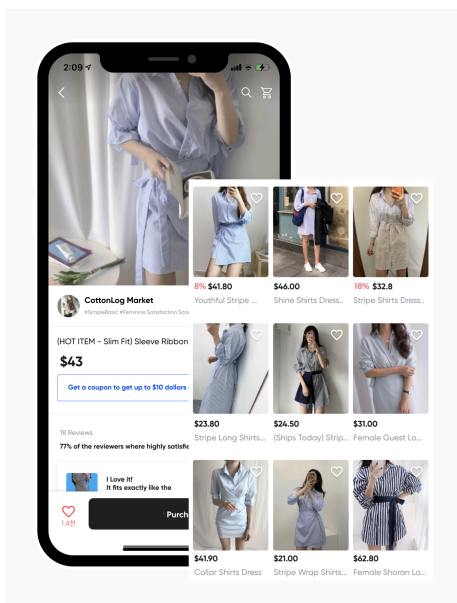
Enter the OMNIOUS TAGGER and the OMNIOUS LENS solutions.



In order to improve the user experience on the app, Ably partnered with OMNIOUS.AI. To add an optimal number of accurate category filters, OMNIOUS.AI utilized the OMNIOUS TAGGER solution combined with API integration. The visual AI solution automatically detected and tagged 800k product images for specific attributes. Ably was, therefore, able to lessen the tagging burden for sellers and its employees, effectively reducing human error while completing product listings.

Ably turned these automatically generated accurate attributes into specific product categories. Users were then allowed to filter searches down to the exact item they were looking for. These diversified categories included:

"Look," "Detail," "Material," and "Print."



As Ably saw success with the OMNIOUS TAGGER's real-time product metadata gathering process, OMNIOUS.AI recommended implementing an additional solution to maximize personalization on the app.

A complementary product recommendation solution, the OMNIOUS LENS, was added to the OMNIOUS TAGGER to create a smooth purchasing journey from start to finish. The OMNIOUS LENS worked to ensure that no shoppers were lost as a result of sold-out or unavailable products. The visual AI engine automatically identified the products in images (including clothing, shoes, bags, jewelry, and fashion accessories), recommending similar items to

shoppers in turn. These products were almost exact matches for the intended items for purchase, leading to more conversions.

Result

Ably's long-term competitive differentiation goal of bringing AI-based hyper-personalization to customers was solved by partnering with OMNIOUS.AI. OMNIOUS.AI improved the overall user experience of Ably's app. Consumers expressed their satisfaction with the new, more intuitive shopping experience by leaving a high number of positive reviews about "finding similar items" on the Google Play Store.

20/07/21



I changed to this app and I see that the products are way more diverse and similar item recommendations feature makes shopping so much more convenient!

20/07/18



This app recommends similar items on the searched results page which makes it really easy to find items I want!.

Accurate, automated tagging left Ably's employees and sellers with fewer manual tasks, reduced frustration and time needed to fix listing errors, and established more efficient workflows.

About ABLY

Abyl is a top-tier MZ (Millennial and Generation Z) female fashion and beauty shopping application launched in 2018. At the beginning of 2020, Abyl surpassed ZigZag, the number one shopping app in terms of the MAU, demonstrating their rapid growth. By implementing core strategies and partnering with OMNIOUS.AI, Abyl has generated annual sales of more than \$500M within three years of starting their business.

About OMNIOUS.AI

OMNIOUS.AI is a visual AI solution for established enterprises and growing e-commerce businesses alike. Founded in Korea in 2015, OMNIOUS.AI aims to achieve complete automation for retail businesses by developing never-before-seen AI solutions. OMNIOUS.AI's contributions to online fashion businesses, e-commerce companies, and retailers were awarded in 2020 when they were selected as the grand prize winner in the startup sector at the 30th Korea Textile and Fashion Awards. The growing company strives to hyper-automate retail through AI. For more information on OMNIOUS.AI's solutions please visit [OMNIOUS.AI](https://www.omnious.ai).

About the OMNIOUS TAGGER

The OMNIOUS TAGGER automatically provides approximately 1,000 detailed product attributes with a maximum of 13 different attribution classifications like colors, styles, prints and etc. in clothing, shoes, bags, jewelry to fashion accessories by identifying specific products information in images. OMNIOUS TAGGER's deep AI image detecting technology tags fashion attributes allowing retailers to improve the product discovery process. Unlike other auto-tagging solutions, the OMNIOUS TAGGER detects images and tags within 0.5 seconds with a 95% accuracy rate. Combined with customer data, the OMNIOUS TAGGER utilizes augmented product attributes to make hyper-personalized product recommendations.

About the OMNIOUS LENS

The OMNIOUS LENS is an intuitive visual discovery solution that increases customers' purchase rates by automatically scanning items of interest and recommending similar products to shoppers. Featuring smart camera search, the OMNIOUS LENS allows customers to upload photos and discover similar products on retailers' websites.

Contact Information

To learn more about how your store can benefit from OMNIOUS.AI solutions, please email business@OMNIOUS.AI to contact an OMNIOUS.AI representative directly.