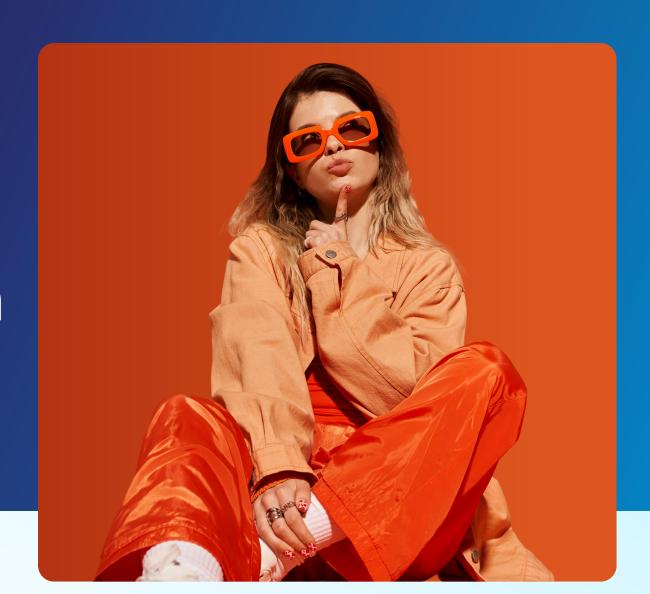


Reliance Ajio Reimagining Fashion **Discovery For Digital Natives With Visual Search**



AJIO

REZOLVE AI PRODUCT:

Brain Commerce -Search & Product **Discovery Platform**

INDUSTRY:

B2C Retailer

VERTICAL:

Fashion & Lifestyle

COMPANY OVERVIEW:

AJIO, a flagship fashion and lifestyle brand of Indian conglomerate Reliance Retail, is a premier digital commerce initiative. It serves as a go-to destination for handpicked, ontrend styles at competitive prices. Seamlessly integrating online and offline experiences with Reliance Jio and Reliance Retail's physical stores, AJIO is pioneering a unique ecommerce model focused on superior customer experience, efficient delivery, and a robust payment ecosystem.

The Challenge

AJIO's primary audience, comprising Gen Z and tech-savvy, fashion-forward customers, demands a seamless and intuitive search experience. Traditional keyword-based text searches proved cumbersome and inefficient for these timeconscious shoppers. Inspired by celebrities and influencers, this demographic seeks similar looks without the hassle of endless scrolling. They prefer a "See. Search. Shop." approach, where their phone (camera, gallery, screenshots) acts as their fashion partner.

The Solution

To meet the evolving demands of its tech-savvy customer base and enhance the product discovery journey, AJIO integrated Rezolve's Brain Commerce. This strategic implementation allowed AJIO to deliver a seamless and engaging search experience, empowering customers to find desired products with unprecedented ease and speed. The solution works by:

- Effortless Visual Search: Customers can now simply click a photo or upload a saved image/screenshot from their gallery. Rezolve's Visual Al processes these images in milliseconds, instantly returning highly relevant product matches.
- Intuitive Product Discovery: By enabling a "See. Search. Shop." workflow, Rezolve Brain Commerce transformed how AJIO's customers interact. This natural search method aligns perfectly with the preferences of Gen Z, allowing them to quickly find items inspired by real-world sightings or social media trends.
- Strategic Partnership: AJIO sought a partner with a deep understanding of its requirements and technical expertise. Rezolve's proven capabilities in search and recommendations made it the ideal collaborator to achieve AJIO's vision for customer-centric product discovery.

The Results

AJIO partnered with Rezolve AI to implement a transformative visual search technology that would transform how customers discover products on their mobile app

- **Boosting Conversions**: 1 out of every 5 customers who utilize visual search on AJIO converts into a purchase. This conversion rate is significantly higher than that of text-based searches, highlighting the effectiveness of visual-first discovery.
- Increased Revenue: By enabling customers to find their favorite products faster and more efficiently, Rezolve's Brain Commerce has directly contributed to AJIO tapping into more revenue streams.
- Enhanced Shopper Satisfaction: The seamlessness and intuitiveness of the visual search experience has been a key ingredient in AJIO's push to become the go-to online shopping platform for digital natives, driving greater customer satisfaction and loyalty.

Given our Gen Z and tech-savvy customer profile, we wanted to enable a seamless search experience to ensure quick and relevant results. The seamlessness of the visual Al experience has been a key ingredient in our push to be the go-to online shopping platform for digital natives.







INTERESTED IN JOINING THE OTHERS?

Connect with us to explore how you can leverage our Conversational Commerce and Product Discovery solutions

Request a Demo