Reflektion B2B eCommerce for Fashion Retailers

Dramatically boost conversions and grow revenue with B2B commerce experiences based on real-time buyer intent.

37% ↑
Increase in
Revenue / Visit

32% ↑
Increase in Site
Conversion Rate

10% ↑
Increase in
Avg Order Value

With intelligence from Reflektion's purpose-built AI and Big Data platform that's continually learning 1:1 buyer preferences and intent with every interaction, your B2B business can personalize across every touchpoint and every channel.

What if B2B buyers were guided through a purchasing process in your online store based on contract-pricing and product availability, all without ever speaking to a salesperson? And since buyers are often shopping across others' multiple needs and intents, not only for themselves, what if you could offer an individually relevant online shopping experience that delivers on consumerized expectations while adapting to intent in real-time?

Transform the B2B buyer's experience

Reflektion's revolutionary AI-powered personalization solution provides B2B businesses with a robust platform to earn buyers' loyalty by giving them exactly what they need at lightning speed. By combining the power of real-time personalization with complex product catalogs, B2B businesses can tailor the purchase experience to their buyers – not to what they're selling.

Merchandisers and marketers gain complete control to adjust rules, align with product compatibility, adhere to B2B rules, and view the impact of intelligent product guidance and relevant content on overall site and individual page performance.

Powered by Reflektion's Customer Engagement Platform

The Reflektion Customer Engagement Platform enables B2B commerce leaders to maximize conversion and revenue through an unrivaled, guided online sales experience. With intelligence from Reflektion's purpose-built AI and Big Data platform that's continually learning 1:1 buyer preferences and intent with every interaction, your B2B business can personalize across every touchpoint and every channel.

Benefits

- Boost conversions and revenue
- Increase immediacy and convenience
- Create intuitive and personalized B2B buying experience

Features

- AI-enabled hyper-personalization at scale based on buyer persona intent and within B2B rules
- Product context and application awareness
- Complex product search accuracy and flexibility through NLP
- Predictive product recommendations and guidance
- Repeat buyer individualization
- Cutting edge preview and full-page search experience
- Consistent cross-channel buyer experience
- Split testing (A/B, multivariate) and analytics
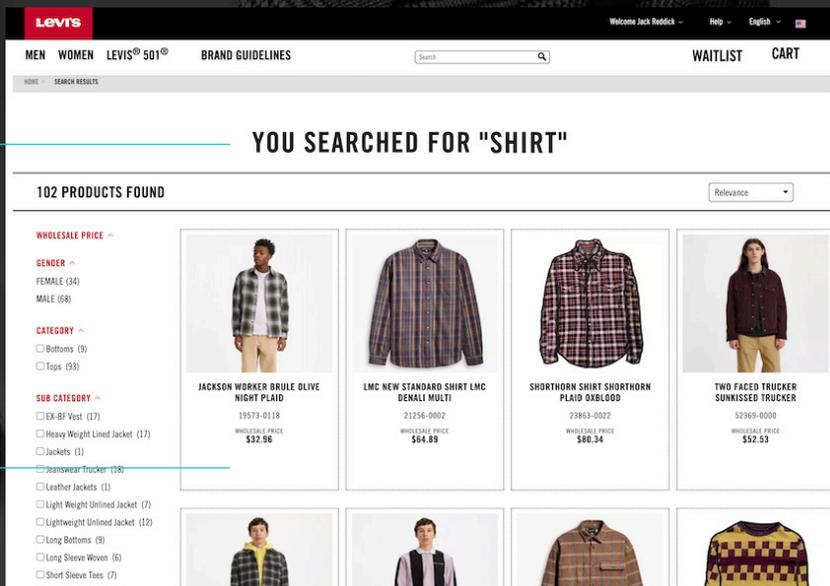
Contract-based personalization
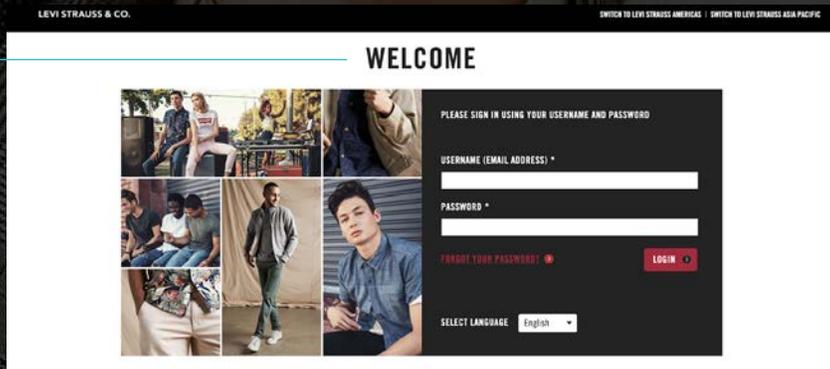
Contract-based pricing and
product availability for buyers
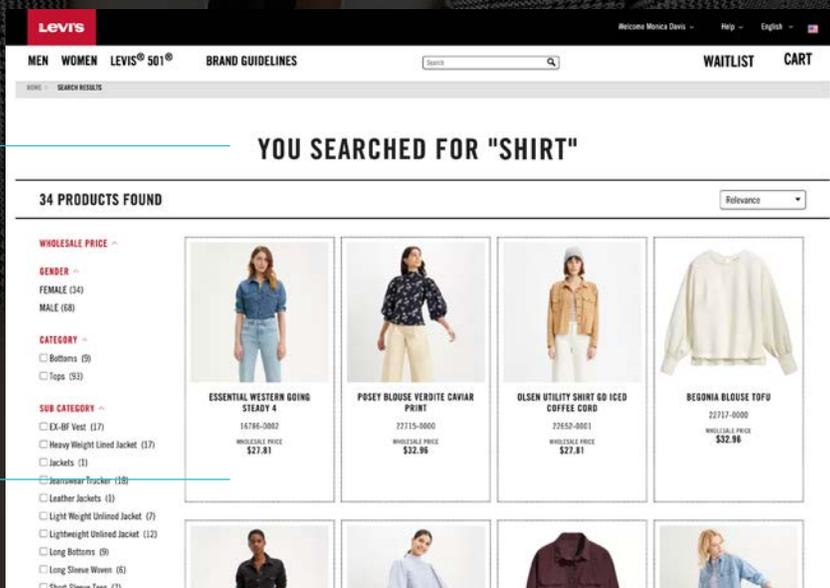
Female jacket results for buyer from
female clothing department/store

Optimize displayed products by
showing best ranked products first
within buyer's available catalog

Male jacket results for buyer from
male clothing department/store

Consistent Buyer Experience

Reflektion remembers your buyers, who they are, and what they were looking for, and re-ranks page results so buyers continue their online shopping journey with products displayed suited to their needs.

First-Click Individualization

Showcase the right products on the first click. Reflektion's multi-layered AI creates individualized experiences not only for the buyer's organization but for the individual buyer as well.

AI-Powered Personalization

Reflektion's AI immediately prioritizes results based on individual buyer profile, demographics, recent visits, session intent, propensity to buy and other relevant data points to maximize conversion and revenue.

Dynamic Faceted Context Navigation

Deliver an intuitive navigation experience automatically, with the most relevant facets dynamically generated based on search results, attributes, buyer interactions, and other rules.

Merchandiser Management

Boost, bury or pin products and categories by buyer persona, or any attribute. Merchandisers get full contextual control over all product rankings by weighting any attributes.

Fine Tune with A/B Testing and Analytics

Conduct split testing experiments and compare different collaborative filtering strategies or impact of any other rule or attribute. Built-in analytics provides total funnel visibility for every page.