XGEN AI

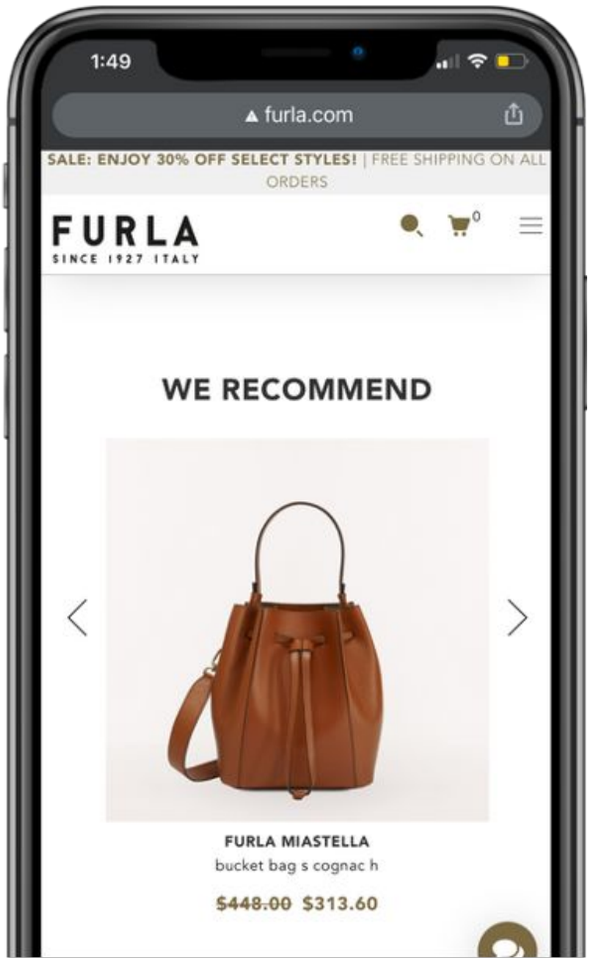
CUSTOMER STORY | FURLA

Furla Increased the Average Order Value per user by 6.61% with XGEN AI product curation.

Unique Stores for all visitors

Adapting in real-time

Revenue Lift Guarantee



Challenge

Furla is an Italian accessories brand and leader in the accessible luxury segment. Established in Bologna in 1927 by Aldo Furlanetto, the Furla brand stands out with a winning combination of Italian high quality creativity and signature style.

The brand teamed up with XGEN AI with the goal of delivering a totally unique, hyper-curated store experience every user on their site that changes and adapts in real-time.

Furla started a free trial with Proof of Concept on 1, 2022 running in Japan, Italy and the USA.

Solution

The Italian brand partnered with XGEN AI to predict each site visitor's next steps and use any and all variables (product, content, images, etc.) to build a unique purchasing journey for each user.

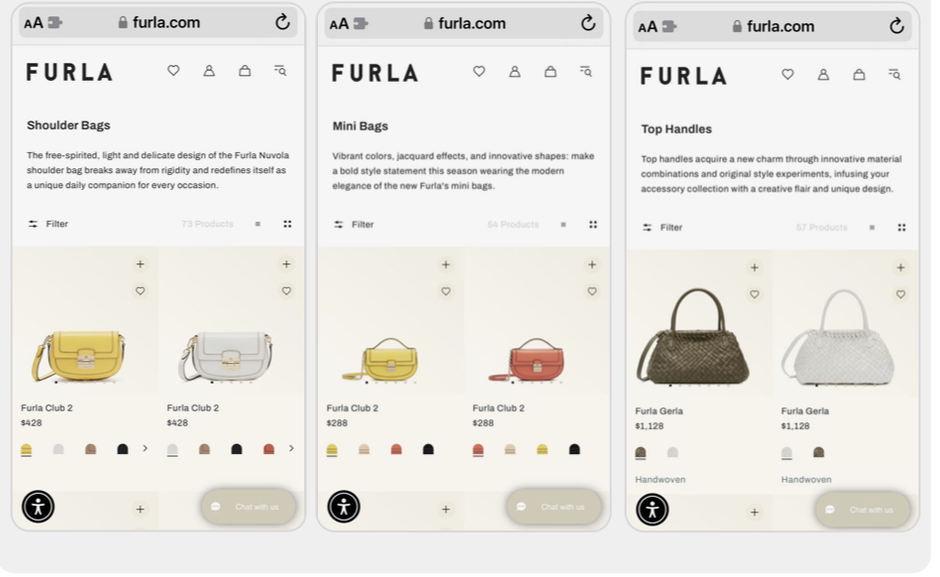
By automating the decision-making process with XGEN AI's machine learning framework, Furla's eCommerce team enabled a CX that adapts to the individual customer in milliseconds, not weeks (as is the case with conventional personalization) while also protecting user privacy with 100% anonymized data.

Within one month of A/B testing, Furla began to see positive results driven by the increase of conversion and average order value.

(Segment: Luxury Fashion)

XGEN AI

CUSTOMER STORY	FURLA



+6.61%

Average Value Per User

+2.25%

Average Order Value

+4.44%

Orders

Results and Insights

XGEN AI vs. Salesforce Einstein

From April 1, 2022 to April 24, 2022, an AB test was run to compare the effectiveness of XGEN AI's machine-learning powered CX against the existing setup with SF Einstein.
XGEN AI was able to quickly deploy a more comprehensive (more locations on site) and effective solution that resulted in key KPI increases, such as Average Value Per User (+6.61%), Orders (+4.44%), Purchases (+1.75%), and Average Order Value (+2.25%) on Furla's site.
During Proof of Concept (PoC), 50% of traffic Group sees the website without the XGEN AI-powered elements and the rest of the traffic Group sees the website with the XGEN AI Smart Elements.

Solution

Maximum Gains
Smart Elements were deployed to Furla's Home Page, Product Listing Pages, Product Details Pages, Cart Fly Out, Shopping Cart, and Zero Search Result. These enabled a continuously optimized shopping experience at the individual level in real-time – all while fully maintaining consumer data privacy.

XGEN AI configures the right models to each customer data set and tunes them automatically for absolute maximum performance optimization.

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