



vectormind

your data, our AI

VectorMind AI for Retail

Personalised discovery,
faster operations, and
safer decisions.

Intelligence That Converts.



Relevance and speed drive growth in a competitive ecommerce landscape. VectorMind embeds enterprise-grade Gen-AI across discovery, catalogue operations, fulfilment and customer engagement so retailers convert more visitors, launch SKUs (Stock Keeping Units) faster and operate with confidence. Our platform turns supplier files and messy data into clean product records, delivers conversational search and real-time personalisation, and automates exception handling; all within tenant-isolated deployments, role-based access control and auditable controls to protect customer privacy and business rules.

RETAIL

Conversational Product Discovery

Shoppers use natural language, slang or vague queries; traditional keyword search misses intent, synonyms and context, causing abandoned sessions and lost sales.

How it works:

Shoppers ask in plain language via web chat, mobile app, voice or WhatsApp (e.g., “lightweight waterproof hiking boots under R2k”).

Synaptic Search parses intent with embeddings and fuzzy matching, blends semantic matches with SQL filters (price, stock, attributes) and weighted scoring.

Business GPT provides conversational clarifications (“Do you prefer ankle or mid-cut?”), personalised suggestions, and guided filters; suggests synonyms (e.g., “waterproof” → “Gore-Tex”) and related accessories.

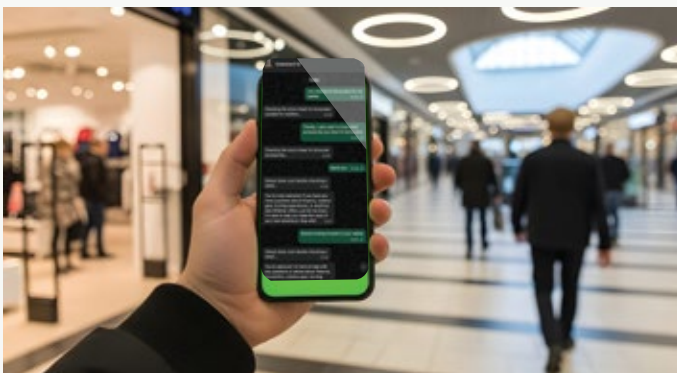
Results are returned as ranked product cards, personalised bundles and CTAs; the conversation continues to checkout, or saves to the wishlist.



business **GPT**

Gains

- Increased **conversion**
- Far **less search abandonment**
- Higher average order value via **contextual upsells** and bundles.
- Better **discovery for long-tail inventory** and synonyms.
- Improved **mobile & voice commerce experience** in all 11 official local languages.
- Search **conversion** uplift can **increase with 10–40%** (client dependent).
- A **reduction in zero-results queries** of 30–70%.
- Average **Order Value uplift** from conversational upsells of 5–15%.



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HARMONY IN EXPERTISE



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Dynamic Personalisation & Recommendations

knowledge
nodes
AI DOMAIN ASSISTANTS

atlas
DIRECTORY NAVIGATION

What it does:

Static recommendations and batch rules fail to reflect real-time context to consumers (stock, cart, browsing history), leading to irrelevant suggestions and missed revenue. This use case mitigates those shortcomings.

How it works:

Atlas aggregates behavioural signals like clicks, views or purchases; it catalogues metadata and campaign rules, while Knowledge Nodes host domain models and brand tone. Real-time scoring combines user intent, propensity models and inventory constraints in order to generate ranked recommendations and personalised merchandising slots. Continuous feedback loop updates models and rules from conversion outcomes.



Higher relevance & conversion | Increased repeat purchase | Fewer out-of-stock recommendations

More Retail Use Cases



Automated Product Data Onboarding

Auto-extract product specs, images and attributes from supplier files, PDFs & spreadsheets into clean, ERP/OMS-ready records. Faster time-to-market for new SKUs, fewer listing errors, reduced manual catalogue toil.



Returns Triage & Fraud Detection

Ingest return requests/photos and correlate customer history, transaction records and vendor data to triage approvals and flag anomalies. Faster returns processing, lower returns fraud, improved margins on post-purchase operations.



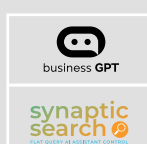
Supply-Chain Exception Handling

Orchestrate alerts across OMS/WMS/shipping systems; auto-route exceptions (stockouts, delays) to remediation workflows with suggested actions. Benefits: Faster resolution of fulfilment issues, fewer OOS events, better delivery rates.



Voice & WhatsApp Commerce

Localised conversational commerce over WhatsApp and voice for order placement, tracking and personalised offers. Reach customers on preferred channels, increase conversion in mobile-first markets, support multiple local languages and dialects.



Customer Service & Agent Assist

Real-time agent prompts, canned responses and policy lookups during live chats and calls; AI handles routine enquiries across channels. Lower average handle time, higher first-contact resolution & consistent CSAT across channels.



Pricing & Promotion Optimisation

Analyse demand signals, competitor data & inventory to propose dynamic pricing & promotion strategies with clear rationale. Improved margin management, higher sell-through rates & reduced markdowns.



Visual Merchandising & Image Tagging

Auto-tag product images, extract visual attributes, and feed merchandising models to improve search and category pages. Better visual discovery, fewer manual tagging hours, improved filtering accuracy.



Archive Search & Competitive Insights

Fast retrieval across historical sales, campaign performance and supplier contracts to inform pricing, sourcing and catalog decisions. Faster decision making, evidence-backed merchandising and reduced duplicate vendor negotiations.



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VectorMind provides an affordable, easy-to-integrate Gen-AI solution, giving your employees access to the magic of all the top global commercial Gen-AI platforms, without exposing IP and sensitive data.



Get rid of tedious
tasks & human error



Automate actions &
set alerts



Always ensure factual
AI answers



Homegrown
affordable South
African software

www.cohesionx.co.za

info@cohesionx.co.za

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