

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, on- trend styles at competitive prices. Seamlessly integrating online and offline experiences with Reliance Jio and Reliance Retail's physical stores, AJIO is pioneering a unique e-commerce 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 time-conscious 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 AI 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 AI experience has been a key ingredient in our push to be the go-to online shopping platform for digital natives.



Nikhil Jain
Head of Product, AJIO

INTERESTED IN JOINING THE OTHERS?

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

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