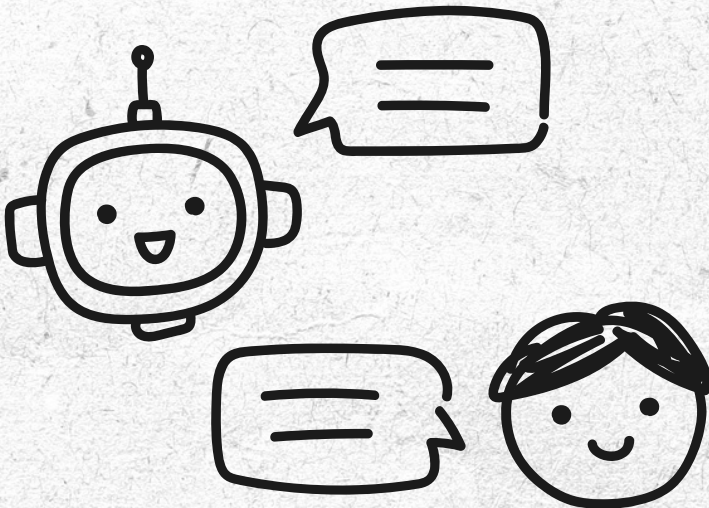
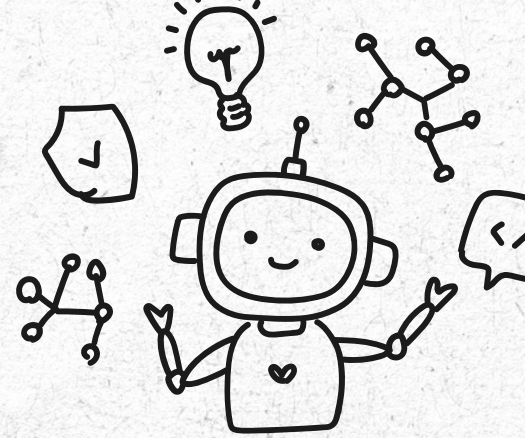


THE FUTURE OF SHOPPING



The Shift
from Static
Search to the
Shopping
Concierge



THE MARKET REALITY

- 73% of shoppers now use AI to inform their purchasing decisions.
- 2/3 of consumers trust a merchant's native AI over third-party platforms.

The Problem: Traditional static websites lead to "research leakage," where customers leave your site to seek advice elsewhere, losing you the sale.

THE SOLUTION: SHOP ASSIST BY ZAPSIGHT

Transform your digital storefront from a passive catalog into an active concierge that guides, advises, and closes.

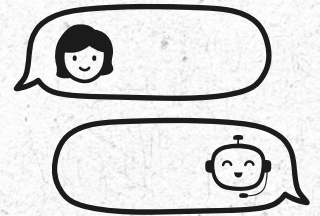
Deep Product Intelligence: Moves beyond keywords to provide criteria-based matching, review summarization, and cross-product comparisons.

Bi-Directional Sync: A synchronized experience where the chat controls the website (e.g., "Add to trolley") and the website informs the chat (highlighting relevant sections based on clicks).

UNIFYR Data Foundation: Automated ingestion that transforms messy ERP and retail data into "Agent-Friendly" infrastructure.

STRATEGIC ADVANTAGES

FEATURE	TRADITIONAL STOREFRONT	AGENTIC STOREFRONT
Discovery	Static search & filters	Conversational "Category Chat" advice
Engagement	Generic product listings	Tailored recommendations & "Sponsored Thoughts"
Data Usage	Siloed ERP/Traffic data	Unified "Agent-Ready" infrastructure
Integration	Isolated website	Connects to Google UCP & Third-Party Agents



GEN Z DOESN'T WANT A CHATBOT; THEY WANT A CONCIERGE WITH CHARACTER.



Visitor:

Hello! My mattress is giving me a back pain. Can you help me?



Shop Assist:

Hello! I'm so sorry to hear you're waking up with back pain—that can really cloud your whole day. I'd love to help you find some relief.

Finding the right mattress for back pain is usually about spinal alignment. If a bed is too soft, your hips sink and throw your spine out of whack; if it's too firm, it creates pressure points that keep your muscles tense all night.

To give you the best advice, could you tell me a little more? What is your primary sleeping position? (Back, side, or stomach?) Do you tend to sleep 'hot' or 'cool' during the night?

Once I know that, I can find the mattresses with the best reinforced lower-back support for your specific style.

SHOP ASSIST TAKES CARE OF:



Welcome Chat

Acts like your greeter — informing customers about their most recent engagement with your business.



Category Chat

Demonstrate category knowledge and help customers address concerns beyond product discovery.



Product Page Chat

Understand more about the product, reviews, or discounts. The agent highlights how the product meets your key criteria.



Checkout Chat

The agent guides you while completing the purchase or integrates with agentic commerce to auto-complete it.

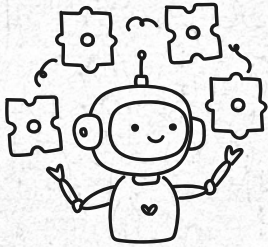


Post-Transaction Chat

The agent informs about next steps and is happy to guide for any other questions after purchase.



Financial & Operational Impact



1. **Optimized Costs:** Transition from high development overhead to an Interaction + Impact model.
2. **Fee Mitigation:** Strategic readiness for Google's fee-free UCP versus OpenAI's 4% additive ACP fee.
3. **Future-Proofing:** Phase 1 builds your branded assistant; Phase 2 connects your infrastructure to the global agentic marketplace (Google, Apple, etc.).
4. **Compliance & Security:** Built-in guardrails for GDPR/CCPA while maintaining your status as the Merchant of Record.



The ZapSight Pedigree

1. 30+ years of combined retail expertise.
2. 15+ years in Data & Analytics mastery.
3. **Proven Results:** Turning fragmented retail data into live, high-performance dashboards and conversational commerce.

GET IN TOUCH

Develop the experience that auto-improves and build a compounding growth driver for your retail business.

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