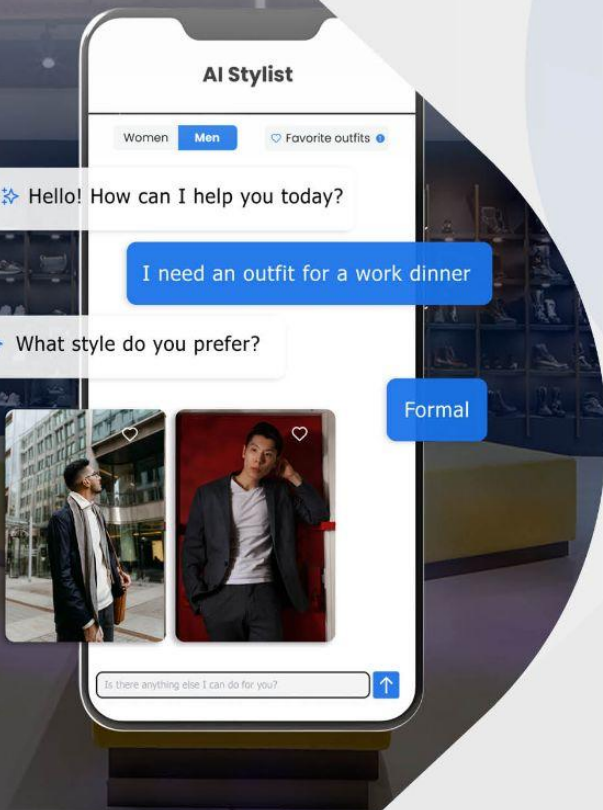


Omoda

Transforming online shopping with a GenAI stylist



OMODA

Revolutionizing retail conversion with the AI Stylist

Omoda, a premier Dutch fashion retailer with a legacy dating back to 1875, with 32 physical stores in the Benelux was keen on redefining their digital shopping experience across their extensive European network. In an era where AI is fundamentally reshaping the retail landscape, moving beyond traditional product listings to provide true personalization has become urgent for businesses to succeed. That's why Omoda teamed up with Rappit to launch the 'AI Stylist', a GenAI-powered shopping assistant built by leveraging Google Cloud's advanced AI technologies. The stylist has transformed how customers interact with online fashion with a 2.5x increase in conversion rates.

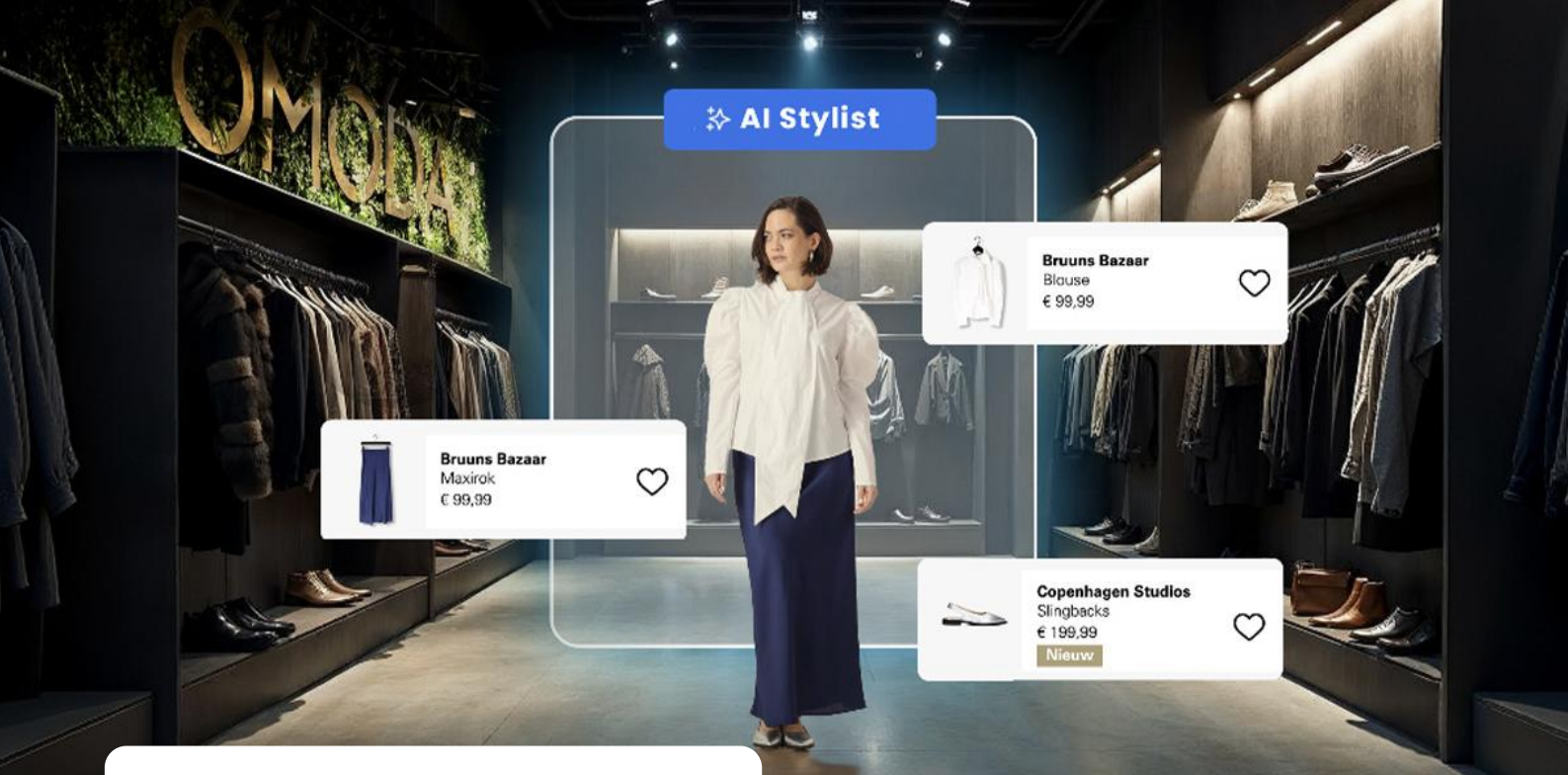
Challenges

- › **Evolving customer expectations:** In a retail landscape rapidly reshaped by AI, customers increasingly demand a better shopping experience, forcing a necessary shift away from traditional, static product listings.
- › **Bridging the digital-physical divide:** The core objective was to move beyond basic recommendation algorithms to create a truly immersive online shopping experience.
- › **Conversion and engagement:** The constant challenge of improving commercial performance. By addressing the "inspiration gap" where customers visit to be inspired rather than just to buy a specific product. Omoda sought to improve conversion rates..
- › **Balancing automation with human connection:** The integration of advanced AI needed to feel natural and conversational, enriching the customer journey without losing the human touch.

Omoda needed a technology partner with expertise in data engineering and AI to bring their visionary customer experience to life.

Solutions

- › **Scalable data foundation:** Rappit engineered a robust data infrastructure on Google Cloud's BigQuery, building scalable data pipelines from Omoda's on-premise warehouse management system to centralize marketing and logistics data for real-time, AI-driven processing.
- › **Advanced AI deployment:** Leveraging Google Cloud's Gemini Pro model, enhanced by Vertex AI's Multimodal Embeddings and Vector Search technologies, Rappit developed the 'AI Stylist' to understand specific customer needs and engage in natural language conversations.
- › **Intelligent shopping experience:** The solution moved beyond traditional recommendation algorithms by incorporating Intelligent Brand Matching, trend analysis, and purchase history to curate complete, cohesive outfits, while laying the architectural groundwork for future innovations like Imagen 3 avatar visualization.



Results

- **Double-digit efficiency gains:** Achieved over 30% revenue growth without increasing headcount by optimizing operational processes and reducing mispicked orders by more than 40%.
- **Fast time to value:** Successfully pressure-tested the robust new system just three weeks after launch by seamlessly processing over 10,000 orders during the Black Friday peak period..
- **Increased conversion rate:** Achieving faster time to value through a record-time launch, the AI stylist drove a conversion rate 2.5x higher than the average for engaged users, proving the immediate impact of the new system.

“Our goal is not just to improve our product recommendations, but to create a truly immersive shopping experience, just like a real in-store advisor would..”

Ewoud Frielink, CTO of Omoda

“Working with Rappit and utilizing their intelligent application development tools and expertise has been instrumental in bringing the ‘AI-Stylist’ to life.”

Ewoud Frielink, CTO of Omoda

Google Cloud services used:

- › BigQuery
- › Gemini 1.5,
- › Vertex AI Multimodal Embeddings
- › Cloud Run
- › API Gateway
- › Cloud Composer
- › Looker Studio
- › Vertex AI Vector Search



Omoda

Omoda is an innovative, high-end fashion retailer, with over 32 physical locations in the Benelux, and an online presence in most of Europe (accounting for 80% of revenue). The company sells trendy designer shoes, clothing, bags, and accessories for the fashion-conscious man, woman and kids, and employs over 700 people.

Omoda's deep-rooted passion for fashion points back to a rich family history that goes back to 1875. Since 2007 the company has grown rapidly by opening more and more successful branches and webshops.



OMODA

Rappit is a leading independent software provider. Building on a proud heritage, we are experts in developing Cloud based Enterprise Software modernization solutions, that include Custom Made Applications, Data Analytics, Artificial Intelligence and Machine Learning. Based on the Rappit Platform, consisting of amongst others Rappit Developer and Rappit Composer, we enable our customers to create unique business value.

Rappit serves a customer base consisting of multinationals and medium sized organizations, mainly in the Manufacturing, Supply Chain & Logistics and Retail & Wholesale industries. Our Rappit Platform also supports software development companies and System Integrators in building world-class applications.

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