



# HELLO, I'M CUSAAS!

CUSTOMER SEGMENTATION AS A SERVICE

Virtual AI-Assistant and  
Guide for Customers  
In-Store & Online

<https://cusaas.com>

CUSAAS PARENTS BELIEVE THAT



Every store should place  
**service & guidance**  
at the forefront,  
ensuring each customer  
feels **understood and**  
**valued**



# HUSTLE HURRY IS IN A HURRY

**Hustle Hurry** – owner of a “Mittelstand”  
wine store in Germany



Hustle is busy,  
has **no time** for his customers,  
so they lack service and  
**start leaving** for Amazon...

Even though Hustle knows that it  
costs **x5** to attract a new customer,  
than to retain an existing one

## HOW HUSTLE HAS GOT ACQUAINTED TO CUSAAS

What if Hustle could hire someone really engaged,  
who understands, cares and retains the customers



# NOW HUSTLE HAS A NEW EMPLOYEE IN THE STORE

Purchase Transactions  
(Omnichannel)



Camera Data



Weather | Geo | Time



Cusaas



Hello, I'm Cusaas — your intelligent recommender and AI-assistent. Always available in store and online.

Dynamic Personalized Recommendations



Client  
Group A

**Up-sell:**

"Embrace the cozy  
ambiance of a cloudy  
autumn evening with our  
luxurious Wiesen Wonder  
Weizen beer."



Client  
Group B

**Wake-up:**

"No rain can wash away  
your extra white smile from  
Super-Med."

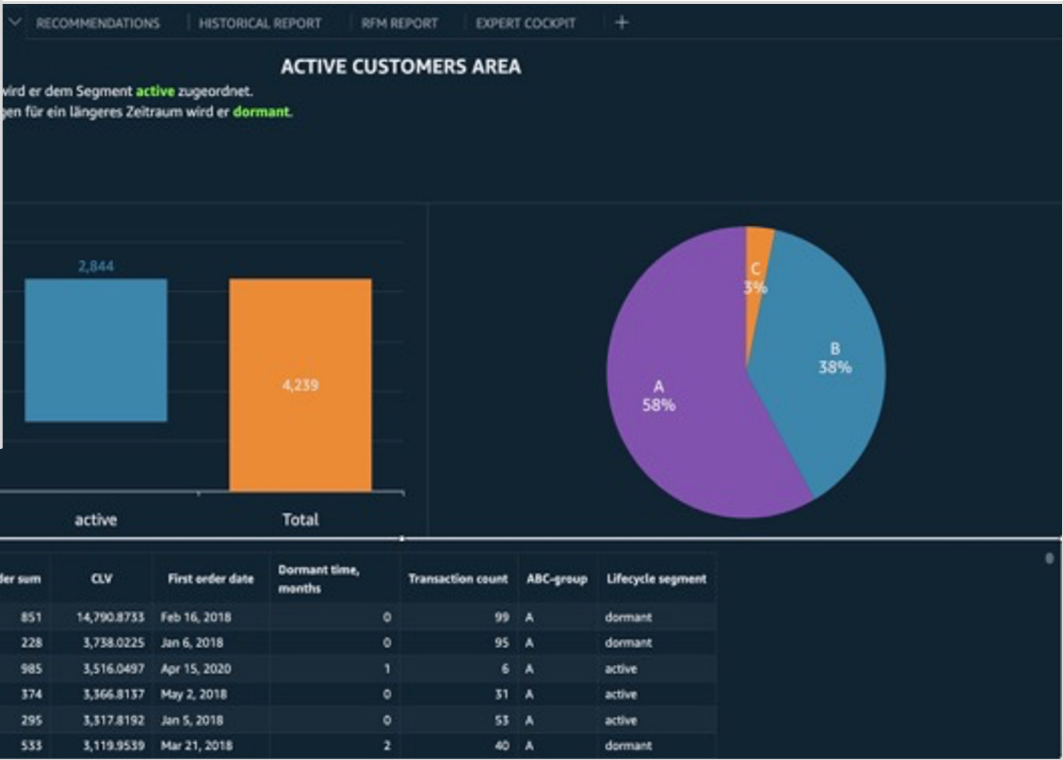
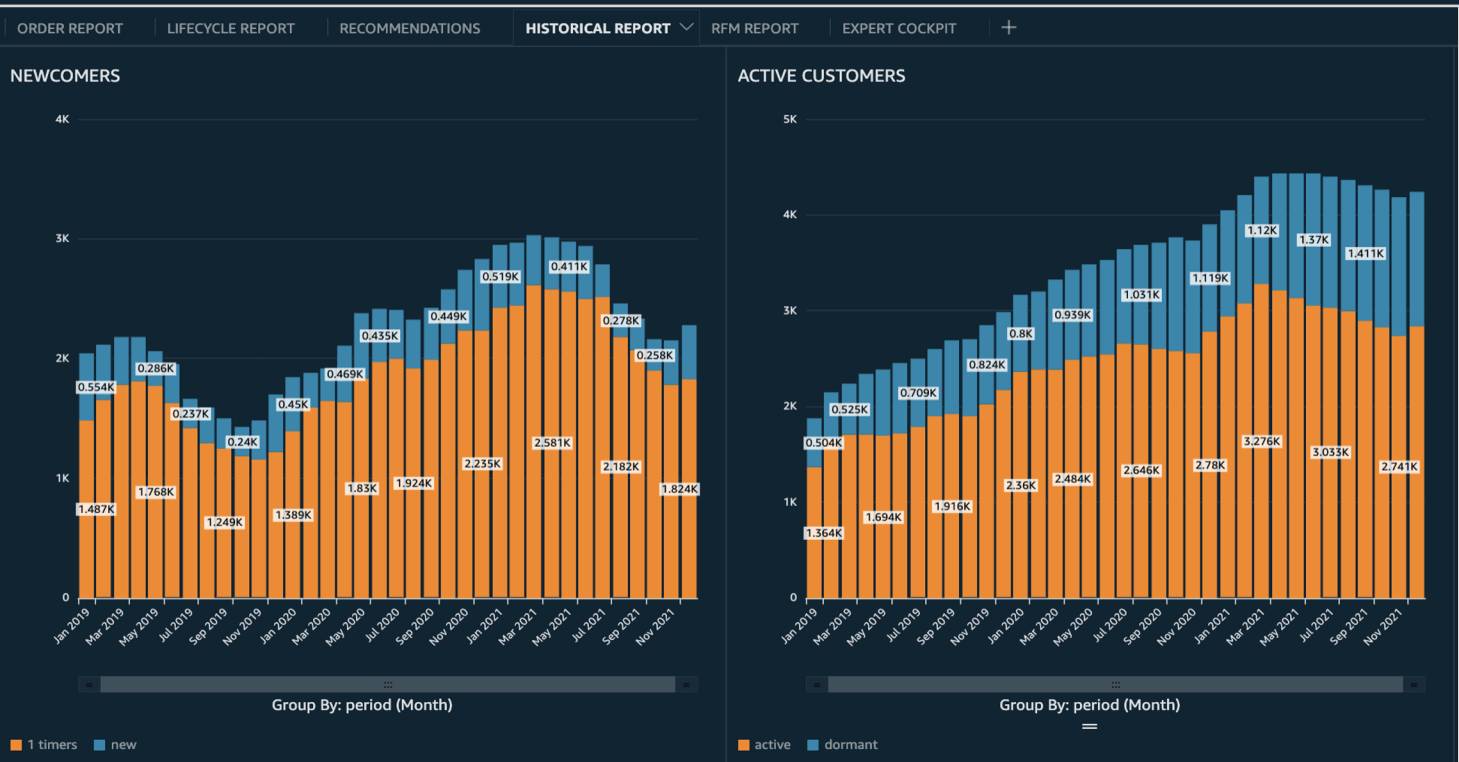




CUSTOMERS LIKE CUSAAS, HE ALWAYS HAS ADVICE 😊



# BACKOFFICE ALSO LOVES CUSAAS, HE ALWAYS EXPLAINS WHAT'S HAPPENNING 😊



## ... AND HUSTLE RETAINS HIS CUSTOMERS AND GROWS



Customers stay and **loyalty** increases:

- 20% of dormant customers become active again
- AOV (average order value) increases by 23%

**Hustle** has finally time to craft engaging newsletters and creative marketing campaigns

**Cusaas** chats better than ChatGPT and provides in-store support 24/7 with no vacations



# CUSAAS IN YOUR ORGANIZATION: WORKFLOW



\*depending on data volume



Isn't it time you discovered what Cusaas  
can do for you?

