



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

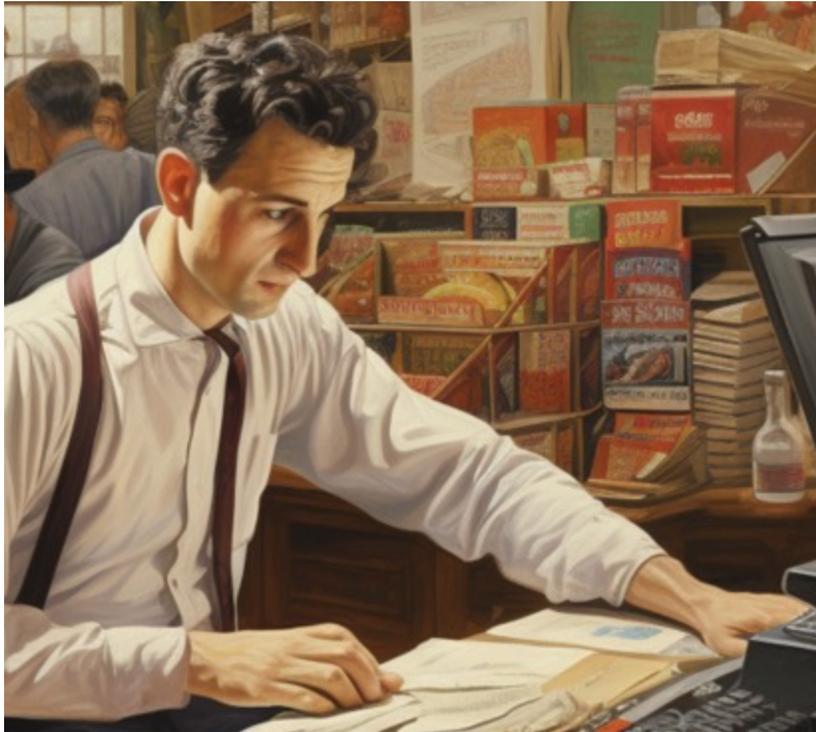


Hustle is busy,
has **no time** for his customers,
so they lack service and
start leaving for Amazon...

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 Wiesn Wonder
Weizen beer."



Client Group B

→ **Wake-up:**

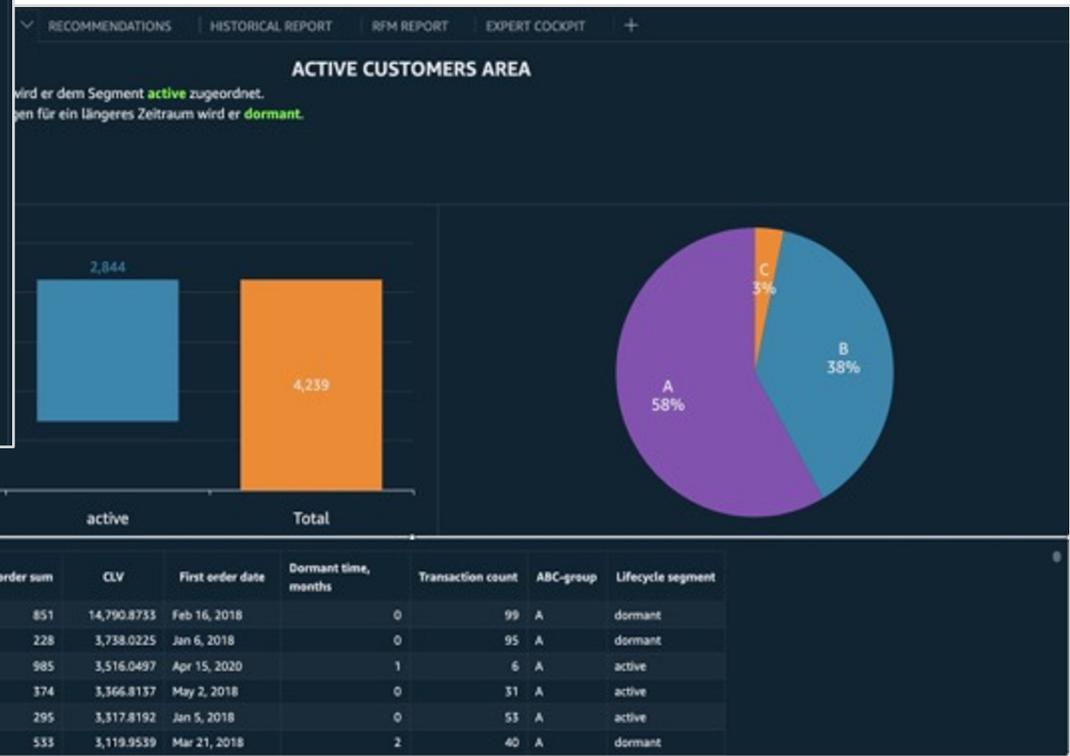
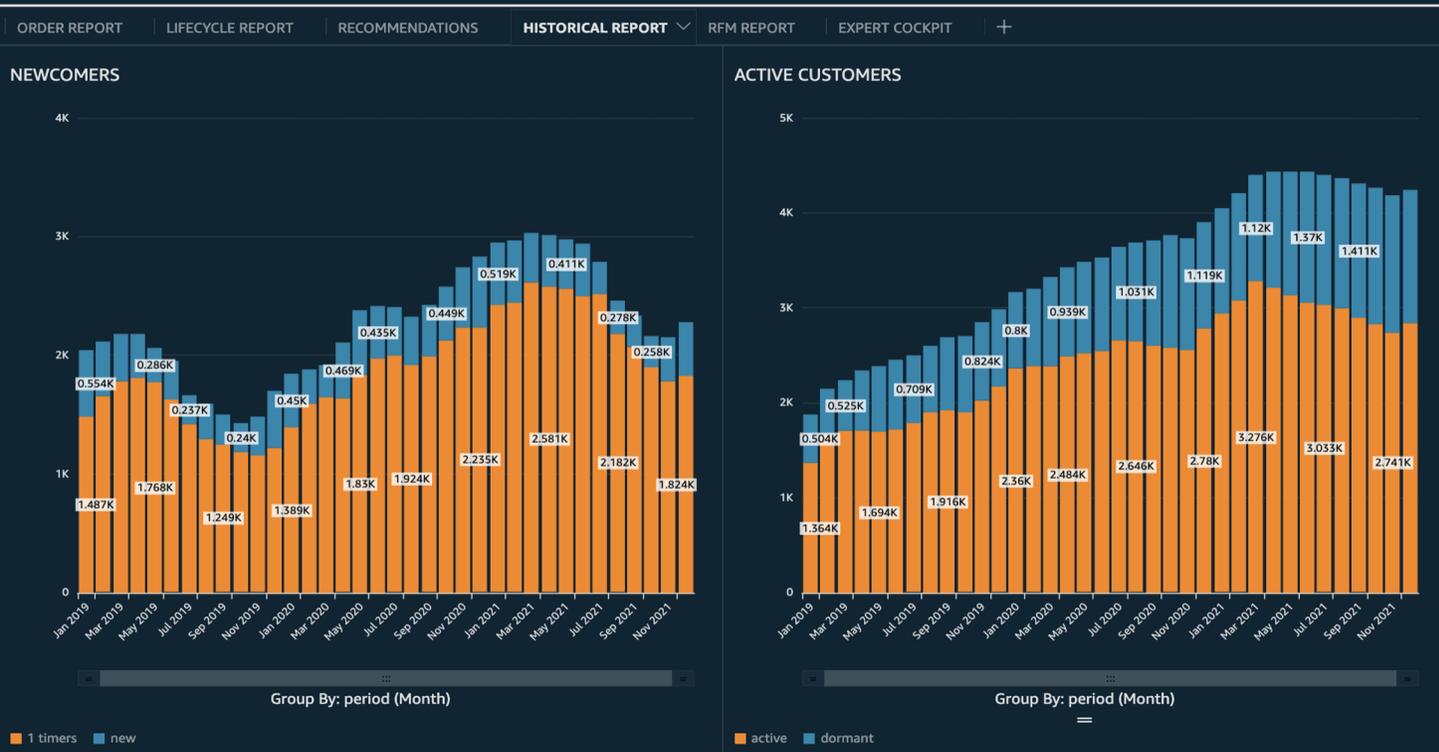
"No rain can wash away
your extra white smile from
Super-Med."



CUSTOMERS LIKE CUSAAS, HE ALWAYS HAS ADVICE 😊



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



... AND HUSTLE RETAINS HIS CUSTOMERS AND GROWS



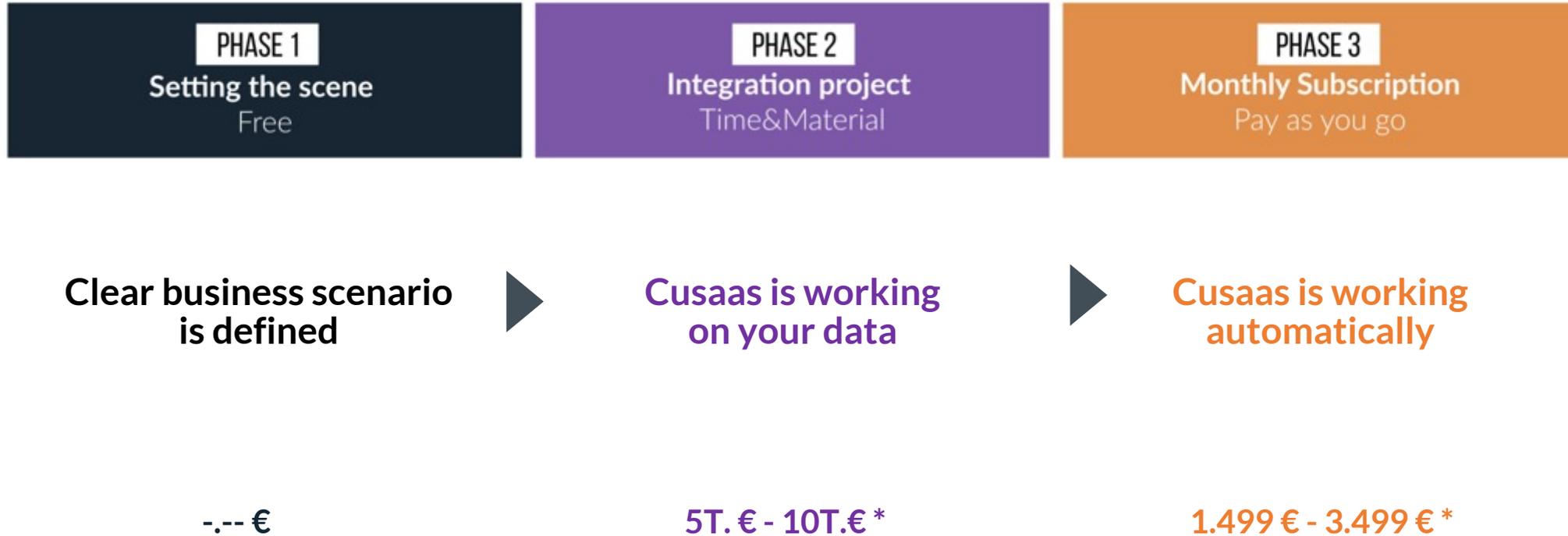
Customers stay and **loyalty** increases:

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

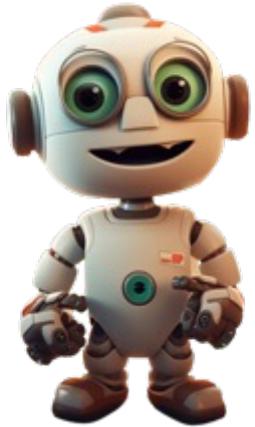
Hustle has finally time to craft engaging newsletters and creative marketing campaigns

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?

