

Online retailer Very to use AI to help customers find new products

Online retailer Very is to use artificial intelligence (AI) to help customers find new products.

The Liverpool-headquartered company has teamed up with US-based tech platform Constructor on the project.

Very will introduce new search, browse and autosuggest tools across its website and app which use AI, natural language processing, machine learning and data to learn from anonymous “individual interactions and collaborative behaviours to optimise the product discovery experience and provide customers with faster, more personalised results”.

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Very will also roll out other elements of Constructor’s product discovery technology including its personalised ‘quiz’ in the longer term.

Paul Hornby, digital customer experience director at The Very Group, said: “Finding the right products quickly is a vital part of the overall digital customer experience, and we’re excited to be taking product discovery to the next level by partnering with Constructor.

“Ultimately, we want every customer to have an increasingly personalised experience of shopping with Very. The opportunities that AI and machine learning open up in this space are endless, and tapping into that via product discovery is a major step forward in our tech transformation journey.”

Eli Finkelshteyn, CEO of Constructor, added: “It’s clear that

Very is deeply dedicated to using technology to make their customer experience the best it can be.

“Constructor is honoured to be among those technologies, working to ensure the products that Very’s customers see are attractive and personalised to them and make their customer journey better.

“We’re looking forward to working with Very to make their strong and exciting vision for product discovery a reality and seeing the long-term results of our partnership.”

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