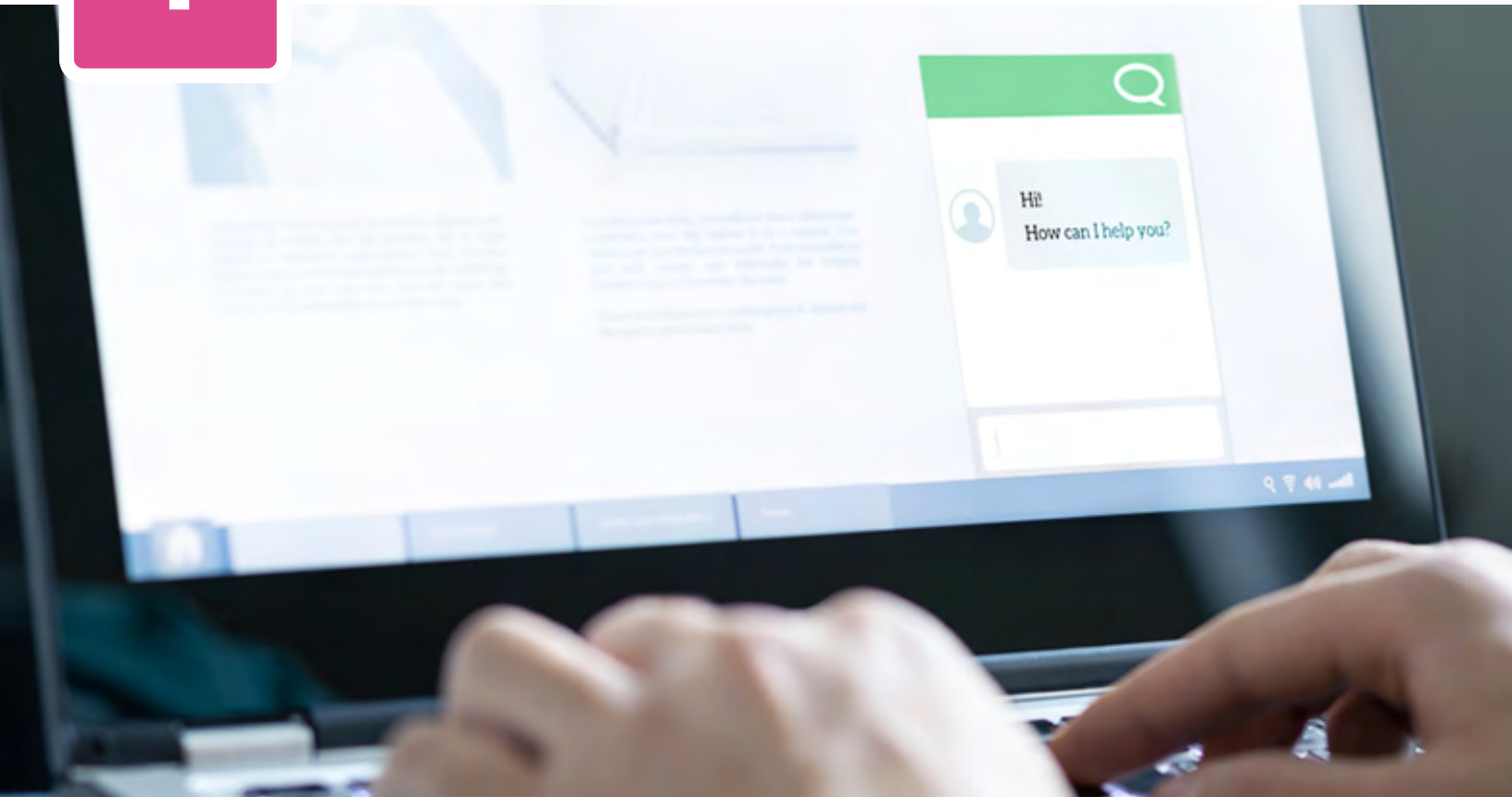# TRANSPERFECT
## DATAFORCE
SMARTER AI. IN ANY LANGUAGE.

# DataForce for Retail
SMARTER AI = HAPPIER CUSTOMERS

# 1 Customer Support Automation

Quality and turnaround times in customer support are crucial. Making use of different technologies not only brings scalability and sustainability to your business but also makes it reachable 24/7. Some of these technologies are inbound mail classification and chatbot services. These scalable steps help companies internationalize quickly and increase the range of their business!

## HOW WE CAN HELP

With its coverage of more than 200 languages, TransPerfect DataForce provides multipurpose linguistic annotation solutions, which can be used to train machine learning systems. This way, your customer success representatives can focus on what really needs attention instead of manually classifying inbound emails. On top of that, TransPerfect DataForce provides end-to-end chatbot support: prompt collection, annotation, response generation, or internationalization of your existing chatbot. With a functionality and user experience study conducted by our experts, you can receive valuable data on your chatbot's overall performance and what specific scenarios need improvement.

## 2 Customer Experience Personalization



A great number of customers are suffering from seeing items that are irrelevant to their search. Each customer needs to feel "understood." Special offers and related items shown to the customer should all be personalized to the current search through a well-trained categorization system. After all, you wouldn't want to suggest a swimsuit to someone who is searching for a skiing outfit.

### HOW WE CAN HELP

Categorization may require linguistic and nonlinguistic annotation. TransPerfect DataForce analyzes business cases and sample data to generate the best workflow to achieve the goal. With more than 350,000 collaborators around the globe, TransPerfect DataForce provides businesses with relevance ranking, image categorization, search prompt categorization, and much more.

# **3** Behavior Analytics



To bring the optimal experience to customers in physical or virtual environments you need to understand their behavior. How much time do your users spend on the home page, and how many clicks take them to what they had in mind? What's the movement of their mouse so that you can understand how their attention shifts in the layout? Think of it as you would in a physical store, where do they head to first? Can they easily find what they're looking for, or are they searching around?

## HOW WE CAN HELP

TransPerfect DataForce can screen, hire, and train collaborators who will follow "scenarios" on websites to collect necessary user data. The screening process focuses on finding collaborators who are actual customers of your business. This data collection process can be carried out in secure facilities and using your tools so that you never lose control over it. Additionally, TransPerfect DataForce has already conducted many visual annotation projects. Visual annotation projects focus on image classification, object annotation and tagging in images, and object and action annotation in videos.

## 4 Virtual Dressing Rooms and AR Apps



Mirrors and apps that show a customer in their desired clothes and accessories are a reality now, at least virtually! Behind this magic, there are a lot of annotated and parsed image data and powerful machine learning systems. Studies show that customers in physical stores are complaining about how much time it takes to try on different clothes, but perhaps they don't have to. Additionally, for online stores, this technology gives customers the ability to "try on" the product before making a final decision on purchasing. Imagine giving your customers the ability to try different make-up products without actually using the product!

### HOW WE CAN HELP

Object recognition is one of the most fundamental steps of this kind of project. However, there's an even more important step before this: data coverage. TransPerfect DataForce has performed visual data collection projects where the requirements determine the focus. These can be different ages, genders, ethnicities, eye colors, shoe sizes, and many other project-specific requirements.

# 5 Logistics-Related Solutions

Machines are walking, driving, and even flying! Day by day, we are getting closer to the self-driving vehicles roaming around and delivering your products to your customers. Package and food deliveries on drones or land vehicles not only bring speed in delivery systems but also ensure a safe and comfortable way of doing so.

## HOW WE CAN HELP

TransPerfect DataForce contributes with thousands of annotated or raw photographs of roads, buildings, crossroads, and many other landscapes as well as hundreds of hours of audio recordings. With image classification, object annotation in images, and audio annotation projects, machine learning systems can learn how to categorize and process a wide variety of audio-visual inputs.