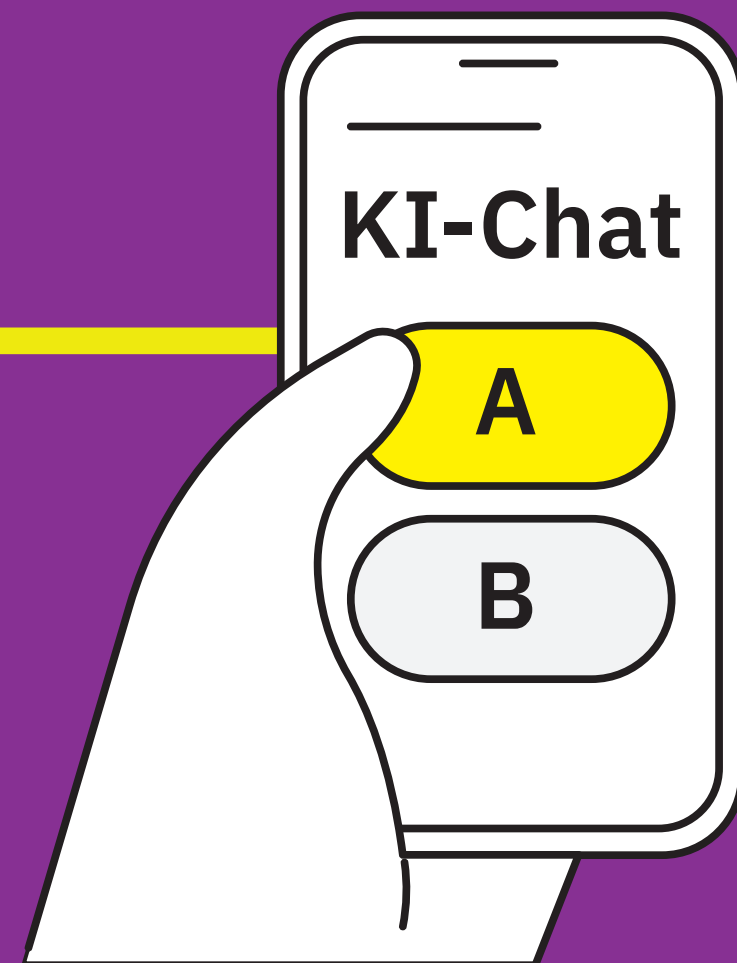


AI recommends. Retail convinces.

The new customer journey: from first click to service



**Before the purchase:
discovered online**

AI tools · Comparisons
Product data · Shortlist



**At the point of sale:
convinced in person**

Advice · Expertise
Product experience



**After the purchase:
reliably supported**

Delivery · Installation
Repair · Service