

Stella by Superbalist

A conversational layer for personalised product discovery

Superbalist partnered with Cerebral Circuit to explore how conversational AI could extend its ecommerce experience - introducing a more interactive, personalised way for customers to discover products.

THE OPPORTUNITY

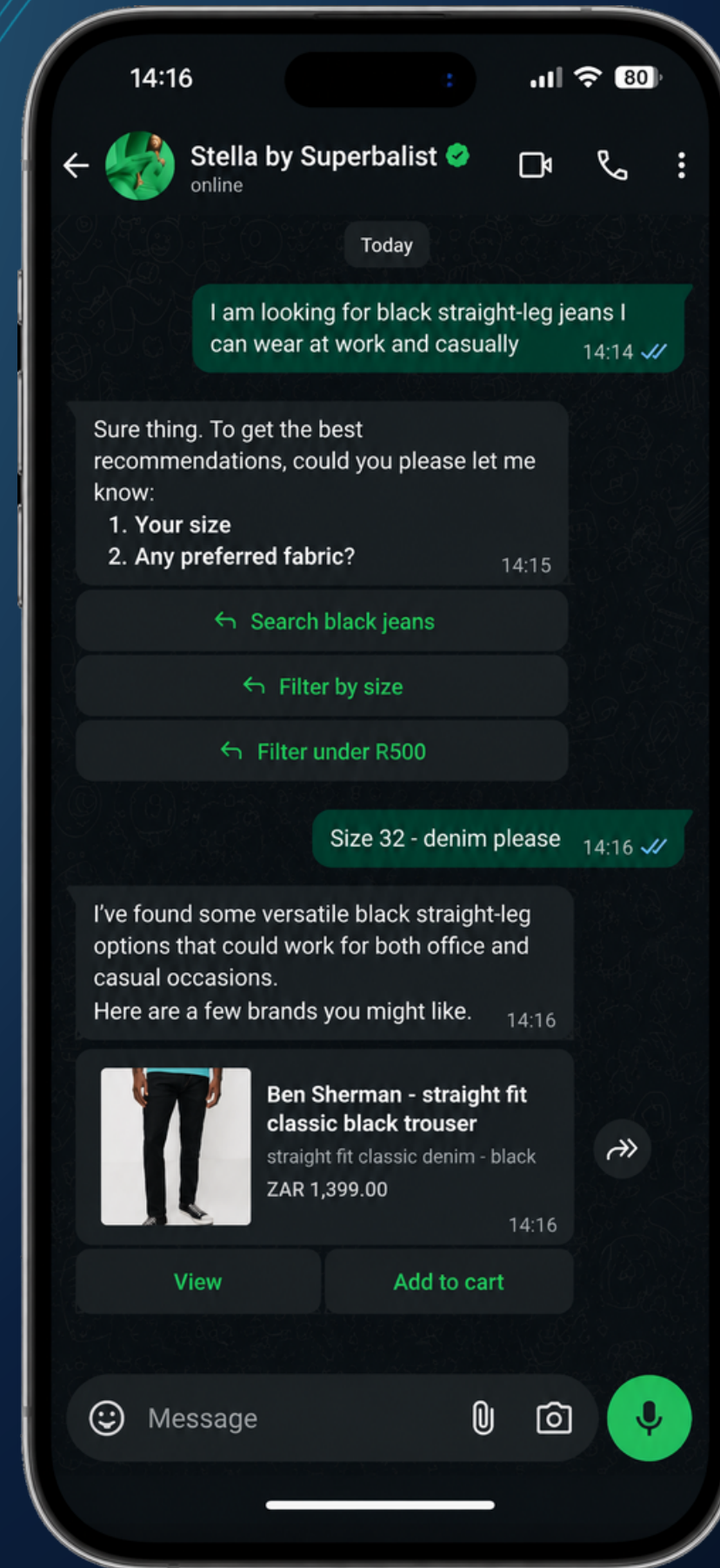
Superbalist has a robust ecommerce platform and a large, diverse catalogue already.

The opportunity was to add a guided discovery layer for moments where customers are exploring rather than searching, preferences are nuanced, and inspiration matters as much as intent.

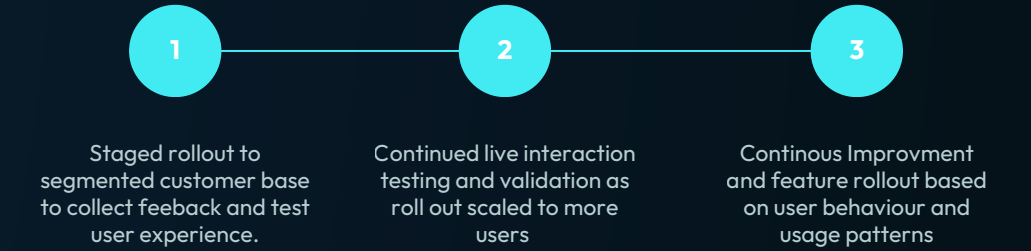
THE SOLUTION

Connected to the core Superbalist ecommerce platform and accessible via WhatsApp we built a conversation commerce agent called Stella.

Stella allows users to describe what they are looking for in their own words and receive tailored product suggestions in return - supporting both specific requests and open-ended discovery.



HOW IT WAS DELIVERED



IMPACT

Stella adds a new dimension to the Superbalist experience by complementing browsing and search with a more interactive conversational alternative.

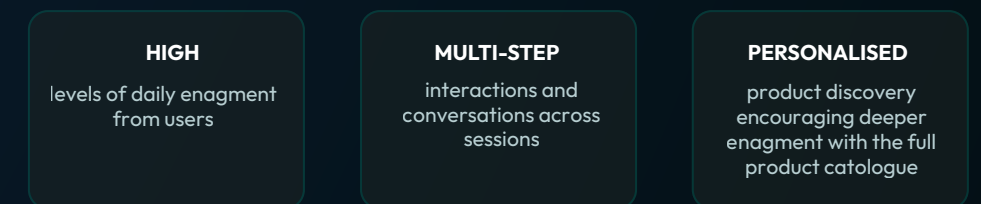
Supports personalised discovery at scale

Creates more engaging customer interactions

Unlocked insight into customer intent and preference

RESULTS

Stella has delivered strong early indications of strong user engagement and interest in the concept of user guided shopping recommendations via a conversational interface



THE TAKEAWAY

The most effective ecommerce experiences will not replace what already works - they will build on it.