Microsoft

FROM BROWSERS TO BUYERS

How AI Shopping Assistants Transform the Customer Journey

Innovate new shopping experiences at scale through personal, meaningful, intelligent interactions





Customers expect more than just a transaction. They want experiences that feel personal, seamless, and responsive. But delivering that kind of engagement across channels without the right tools is extremely difficult.

Many retailers rely on traditional recommendation engines to personalize their shopping experiences. They focus on past purchases or generic browsing behavior without understanding what a customer wants in the moment.

Siloed customer data makes the problem worse. When organizations spread insights across disconnected systems, poor product suggestions lead to abandoned carts and shoppers who leave empty-handed.

AI-powered shopping assistants have the potential to change all that. They can deliver the intuitive, curated, delightful experiences that turn browsers into buyers.

Impact of AI shopping assistants

- **Discover:** Conversational product discovery
- **Personalize:** Customer personalization
- **Compare:** Semantic catalog intelligence
- **Transact:** Intelligent commerce execution
- **Learn:** Continuous learning and optimization

AI shopping assistants unlock new scenarios, decisions, and outcomes for consumers

AI-powered features have introduced new possibilities for retail, and the results are next-generation experiences for consumers and more value for retailers.

- **Interactive brand agents:** Conversational product discovery at scale with multi-turn dialogue and visual browsing.
- **Real-time consumer profiling:** Preference learning from conversation and behavior with privacy-compliant personalization.
- **Intelligent catalog enrichment:** Semantic understanding of products, knowledge graph construction, and review mining.
- **Autonomous order execution:** Intent-to-action translation, inventory-aware suggestions, and checkout acceleration.
- **Optimized product discovery:** Agent-driven search, dynamic recommendation, and intelligent product comparison.

Through retail-specific capabilities across the Microsoft platform and partner solutions, you can deliver a more delightful, personalized, and helpful experience, all through a single point of entry for customers: an AI shopping assistant.

Foundational business capabilities

Capturing this value relies on establishing several core capabilities that align with the consumer decision and value stream.

DISCOVER

Conversational product discovery

Natural language understanding, multi-turn dialogue, and brand-governed responses

PERSONALIZE

Customer personalization

Real-time profile enrichment, intent inference, and privacy-compliant personalization

COMPARE

Semantic catalog intelligence

Product enrichment, knowledge graphs, and vector search for agent-driven discovery

TRANSACT

Intelligent commerce execution

Cart management, inventory checks, checkout automation, and payment integration

LEARN

Agentic data interoperability

Protocol transformation via model context protocol (MCP) or agentic commerce protocol (ACP), real-time data sync, and governed data exposure

Case study

Ghassan Aboud Holding increases conversion 31% with Azure AI shopping agent

In the competitive UAE grocery market, Dubai-based Ghassan Aboud Holding sought to increase average basket value and conversion by improving the way customers discover products and build carts within its Grandiose Supermarkets mobile app.

To close the gap between shopper intent and purchase, Ghassan Aboud Holding built the GrandChef AI shopping companion on Microsoft Foundry, Azure Container Apps, and Azure databases for production readiness, scalability, and cost control.

An Azure-based AI shopping agent helped shoppers move faster and buy with confidence, driving a 31% conversion uplift, 40% faster journeys, and 20% higher basket value across ~600 daily users while establishing a repeatable AI framework.

31%

conversion increase uplift[1]

20%

resolution of customer questions[1]

> As a team, we understood that to truly transform the experience, we needed more than a chatbot; we needed a production-ready AI agent that could deliver accurate, context-rich interactions at scale.

Roushan Parwej

Director, Data and AI, Noventiq Global AI Solutions

Read the story

[1]Microsoft, Ghassan Aboud Holding increases conversion 31% with Azure AI shopping agent, 2026.

Connect consumers with the experiences that turn them into customers

The retailers that lead the way aren't reacting—they're purposefully redefining the industry. With AI shopping assistants, these pioneering organizations are discovering new ways to deliver personalized consumer experiences through natural language. The results are deeper product discoverability and stronger conversion.

Microsoft retail and consumer goods solutions provide the flexibility and intelligence organizations need to accelerate Frontier Transformation. By integrating AI into the consumer journey, you can delight shoppers, grow your customer base, and drive return on marketing spend.

With support from trusted partners, it's easy to integrate these solutions into your existing systems so you can evolve quickly without disrupting what already works.

Ready to transform the customer experience?

- Connect your customers, your people, and your data with Microsoft for Retail.
- Connect your brands, employees, and consumers with Microsoft for Consumer Goods.

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