LS & Co. Innovation Team
Conversational Commerce

Conversational Commerce Program

The LS & Co. Innovation Team took on experimental initiatives that used emerging technologies to improve the customer journey across its brands.

By leveraging third-party apps, the team could move quickly to gauge customer interest while using minimal resources. The challenge with this approach is ensuring a smooth, connected experience from app to app.

As Lead Content Strategist, I needed a holistic view of the program while also understanding how each app functioned individually. I developed a phased execution plan that ensured a streamlined customer experience.

Developed and executed content strategy for:

- Dockers Voice Assistant
- Levi's Store Stylist with Hero
- Levi's Customer Service Chat

Dockers Voice Assistant

This phase enhanced the online search and browse experience through voice command. We partnered with Voysis—an AI framework customized with VUI replies in the Dockers brand voice.

I worked closely with the Innovation product manager to map the user journey and develop the content strategy. I wrote dynamic formulas for the customer-facing replies from the Dockers Voice Assistant, ensuring all responses were flexible, on brand, and provided the best user experience.
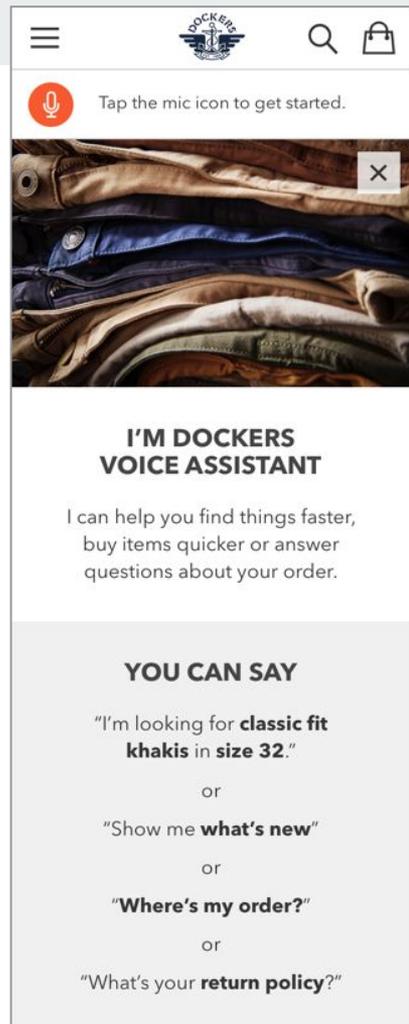
Tap the mic icon to get started.

I'M DOCKERS VOICE ASSISTANT

I can help you find things faster, buy items quicker or answer questions about your order.

YOU CAN SAY

"I'm looking for **classic fit khakis** in **size 32**."

or

"Show me **what's new**"

or

"**Where's my order?**"

or

"What's your **return policy**?"

I'M STILL LEARNING

The more you interact with me, the better I can help.

Dockers Voice Assistant listens only when you tap the mic icon. The microphone stops listening (turns off) after I understand your question and reply in text.

Also, I only keep track of our interactions to help improve your experience.

I'M READY TO HELP

Tap the mic icon at any time and tell me what you'd like to do.

Say "**HELP**" if you want to see this info again.

Let's get started.

Search & Browse dynamic VUI replies (left) and Transactional VUI replies (right).
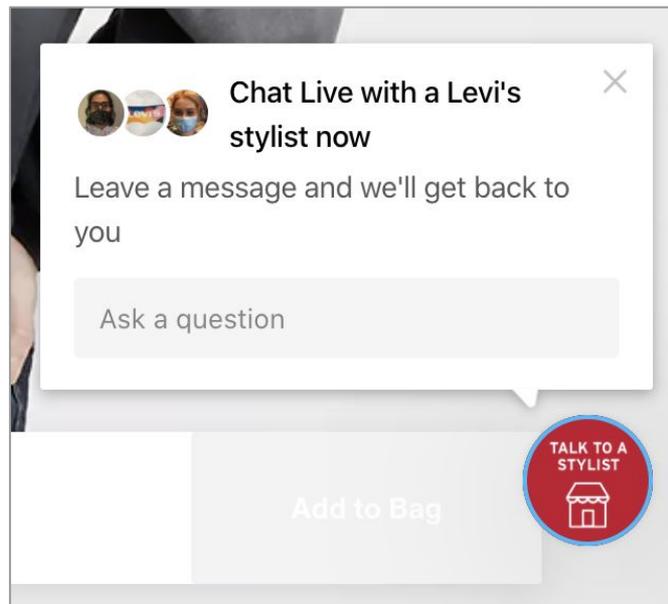
6. Misc – Intro

6.2.1 – Intro 3w

Find things faster with Dockers Voice Assistant.

MEN & WOMEN JEANS FROM $40, KIDS FR...
Prices As Marked **Details**

DOCKERS® ALPHA KHAKI IN NEW COLORS
WHERE JEANS END & KHAKIS BEGIN
SHOP DOCKERS® ALPHA KHAKI

6.2.1.1 – Intro rotator NEW USER 3w

Find things faster with Dockers Voice Assistant.

Tap the mic icon and say "**I'm looking for black khakis.**"

See promotions by saying "**What's on sale?**"

Or ask a question like "**What does shipping cost?**"

FOR TEXT STYLE REFERENCE ONLY

6.2.2 – Intro rotator RETURNING USER 3w

How can I help you today?

I want "**green khaki cargo pants** in **size 32.**"

Or "Show **casual pants** in **size 34 long.**"

Or ask a question like "**Where's my order**"

FOR TEXT STYLE REFERENCE ONLY

6.2.3 – Intro 1w

Find things faster with Dockers Voice Assistant dsdfnskfnk jsg...
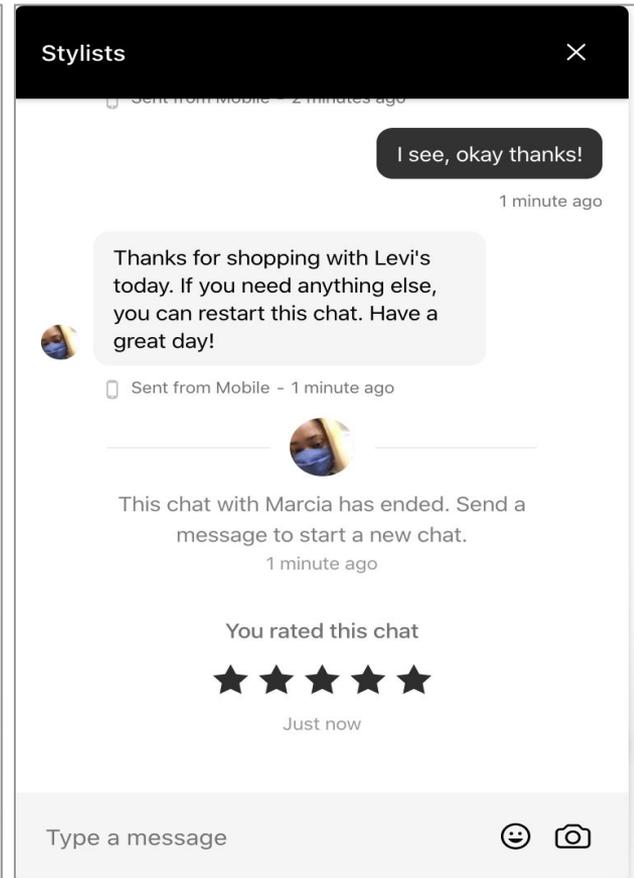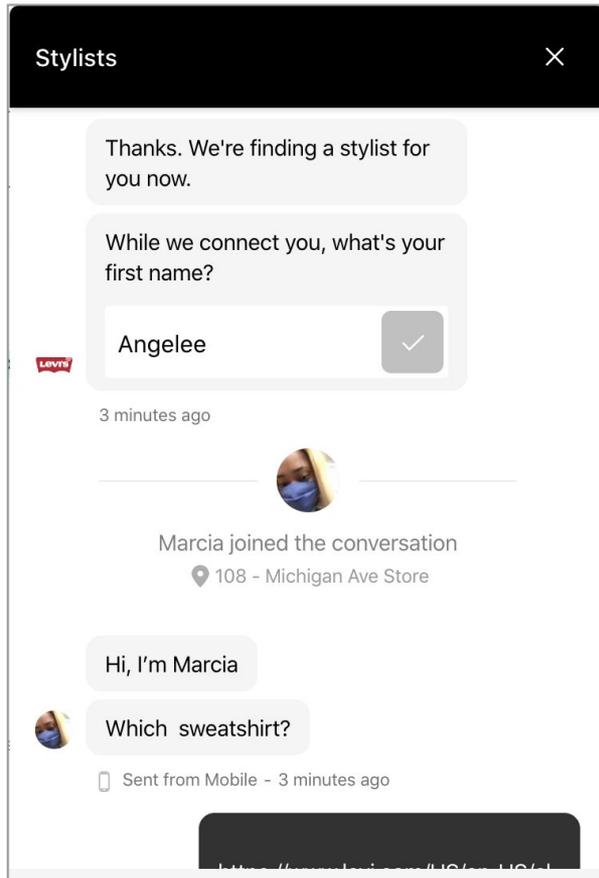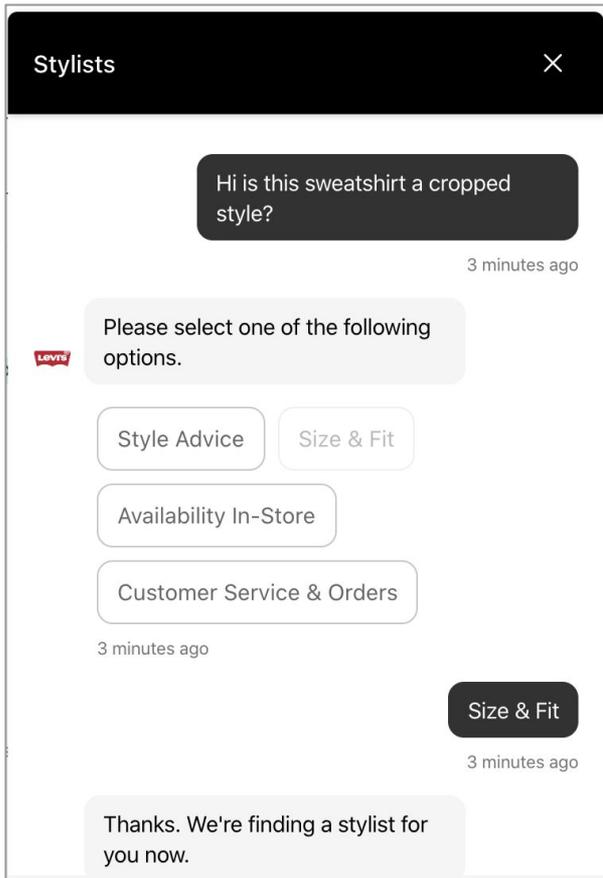
FOR SPEC ONLY

Dockers Voice Assistant introduction reply and search/browse helper hints.

Levi's Store Stylists with Hero

The second phase aimed to personalize Levi's virtual shopping experience by leveraging in-store stylists. We partnered with Hero, an app that uses chat, text, and video to connect customers with stores.

With the addition of Hero, I developed a strategy to phase it into the Innovation program, as well as the best way for Hero to interact with our existing Levi's Indigo chatbot. I developed the UI content, chat ingress, and the connections to other self-service tools and chat experiences.


Chat Live with a Levi's stylist now

Leave a message and we'll get back to you

Ask a question

TALK TO A STYLIST

Add to Bag

A chat experience showing a customer service menu (left), live chat start (middle), and customer feedback request (right).

Levi's Customer Service Chat

To improve our overall Customer Service experience, we partnered with Zendesk to redo the site content architecture and add self-service chat touchpoints.

Similar to the Hero app implementation, I ensured a seamless customer experience by understanding how the new chat ingresses functioned and connected to existing customer service links. As Lead Content Strategist, I also maintained consistent language across the Customer Service content and the entire Innovation program.
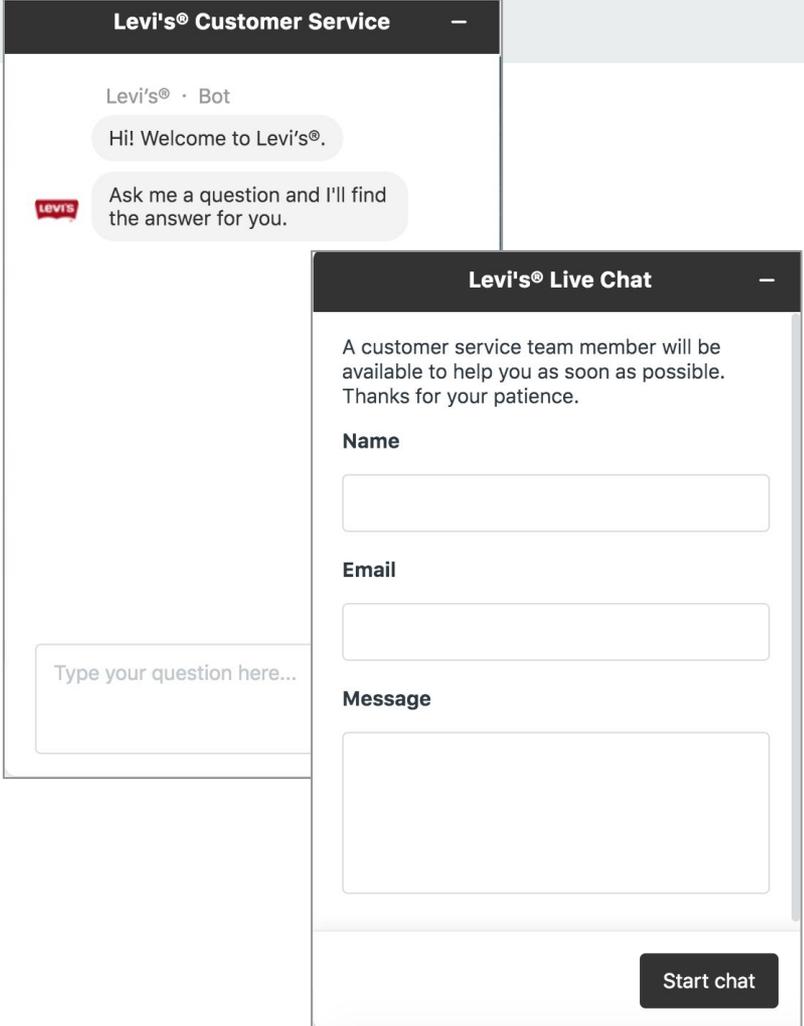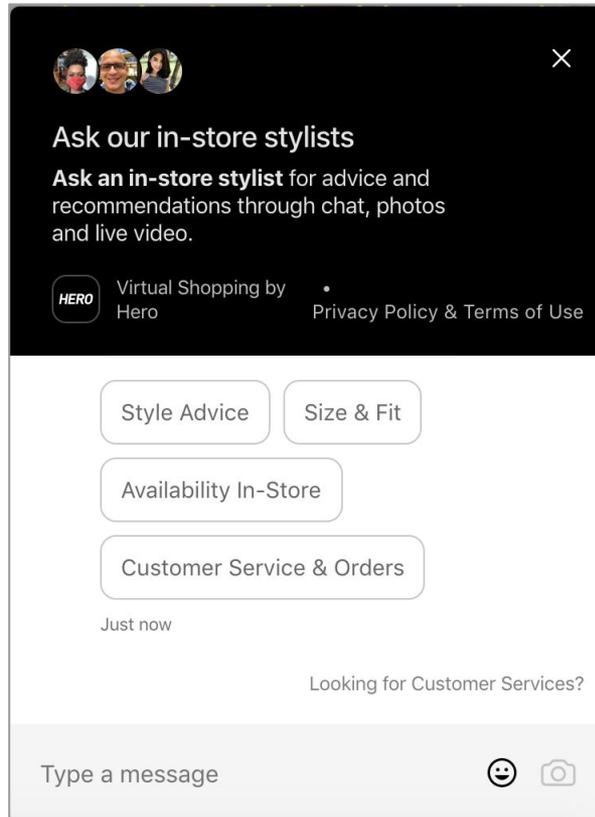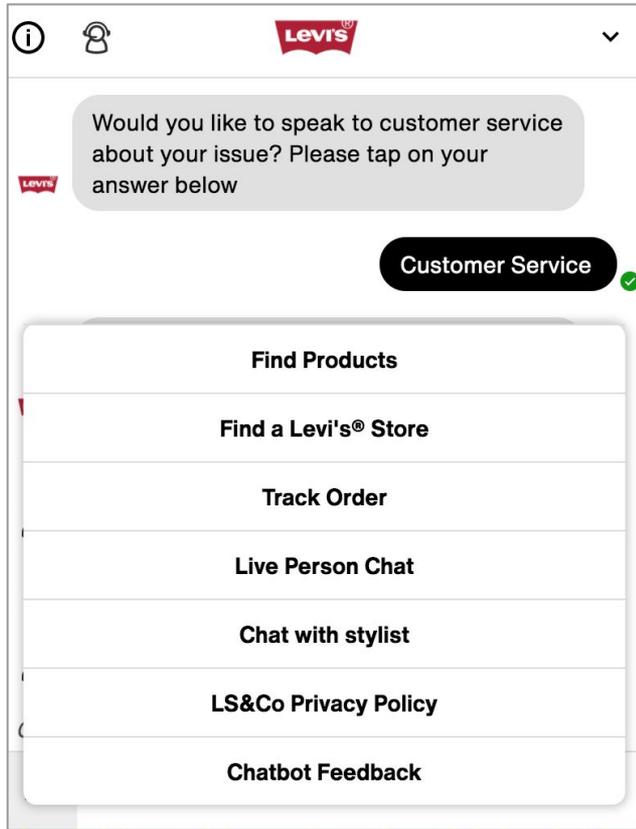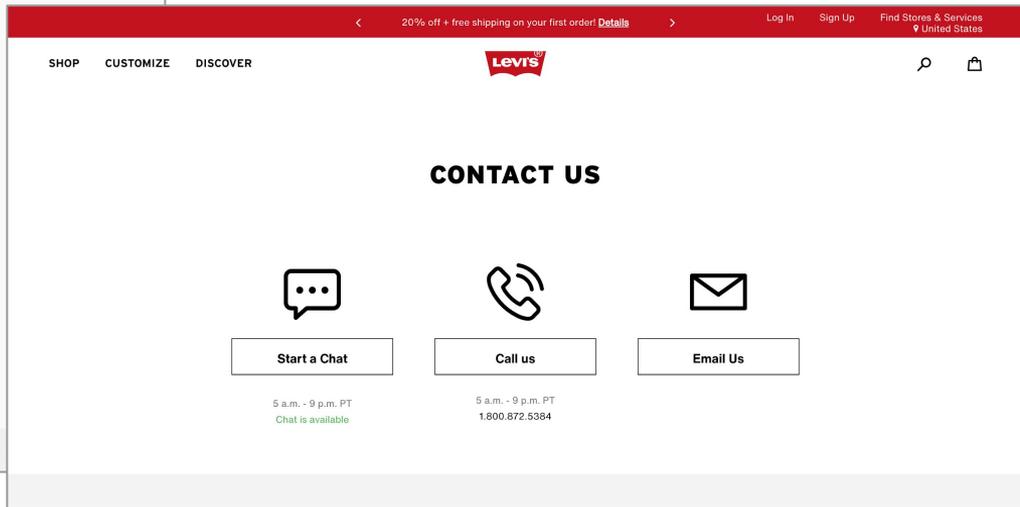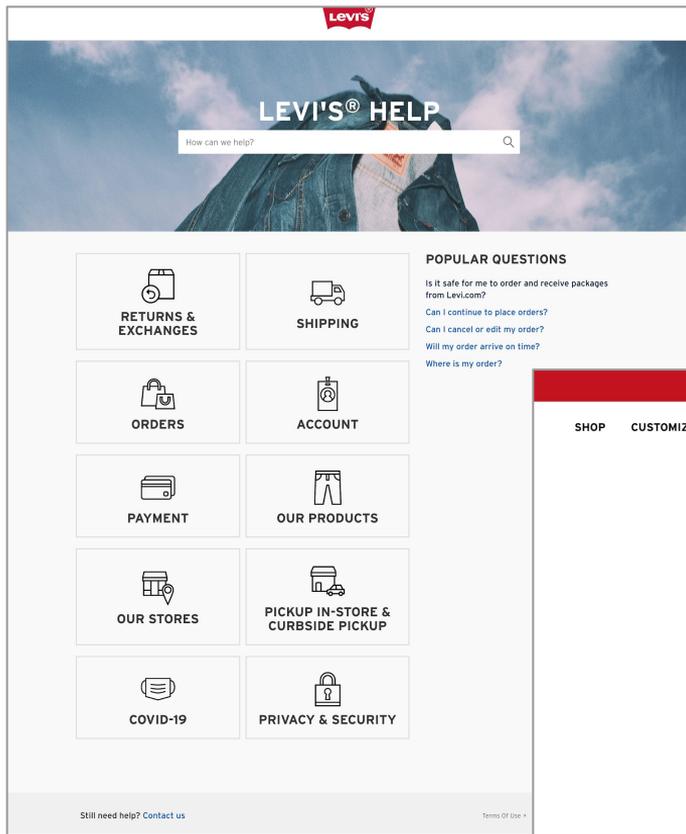
Customer Service ingress menu on Indigo chatbot (left) and Customer Service link on Hero chat (right).

Customer Service self-service menu (left) and Contact Us self-service options linked to live chat (right).