
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.

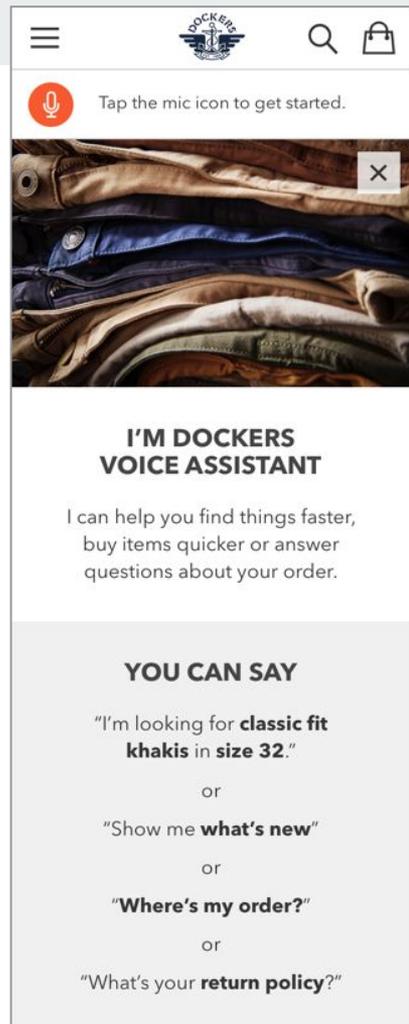
Developed and executed content strategy for:

- 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.



The screenshot shows the Dockers mobile app interface. At the top, there is a navigation bar with a hamburger menu icon, the Dockers logo, a search icon, and a shopping bag icon. Below the navigation bar, there is a red microphone icon with the text "Tap the mic icon to get started." Below this, there is a large image of folded Dockers jeans. Below the image, there is a section titled "I'M DOCKERS VOICE ASSISTANT" with the text "I can help you find things faster, buy items quicker or answer questions about your order." Below this, there is a section titled "YOU CAN SAY" with several example phrases: "I'm looking for classic fit khakis in size 32.", "Show me what's new?", "Where's my order?", and "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.

1. Search & Browse

Here's [Search Reply]

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

FILTER SORT

314 Items

Utility Pant, Athletic Fit
\$39.97 ~~\$44.00~~
Khaki
WATERLESS

Utility Pant, Athletic Fit
\$39.97 ~~\$44.00~~
Agave Green Print
WATERLESS

1.1.1 - New Search

3w

Mic access needed. Enable permissions in browser settings.

FOR SPEC ONLY

1.1.2 - Search

1w

NEW SEARCH

Here's [Search Reply]

I can narrow it down by [X] or [X]

Showing [Search Reply]

Tell me a [X] or [X] you'd like.

I found [Search Reply]

Ask me to show items by [X] or [X].

REFINEMENT

Here's [Search Reply]

1.1.1.1 - Copy

3w

2. Transact

Good choice.

ADDED TO SHOPPING BAG

Workday Khaki Pants
With Smart 360 Flex,
Classic Fit

\$44.99

Color: Khaki
Size: 30W X 32L
QTY: 1

SUBTOTAL \$44.99

CHECKOUT

Color: KHAKE

ADD TO BAG

2.1.1 - Add to Cart

5w

Sorry, I need some more information.

Big & Tall Washed Khaki Pants
WATERLESS

★★★★☆ (13)

\$42.99 ~~\$65.00~~

Select a Size

1

Size Guide

Select a size before adding to bag.

ADD TO BAG

2.1.2 - Cart Error

5w

Search & Browse dynamic VUI replies (left) and Transactional VUI replies (right).

6. Misc - Intro

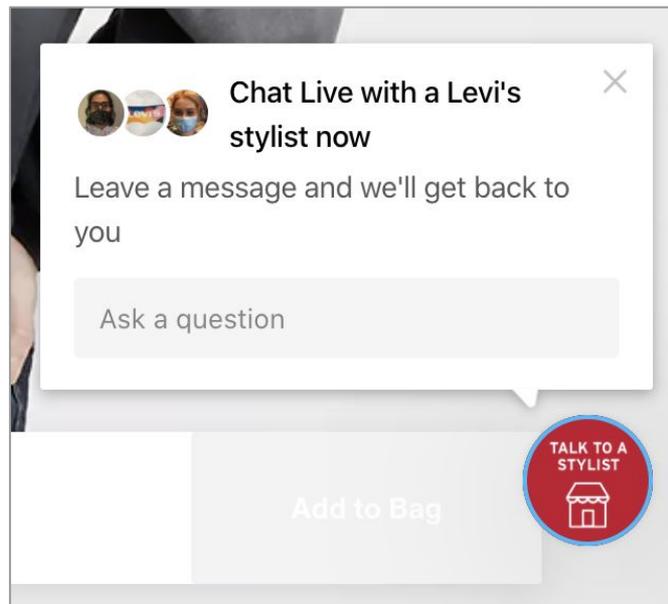
| | | | |
|--|---|---|--|
|  <p>Find things faster with Dockers Voice Assistant.</p> <p>MEN & WOMEN JEANS FROM \$40, KIDS FR... Prices As Marked Details</p> <p>DOCKERS® ALPHA KHAKI IN NEW COLORS WHERE JEANS END & KHAKIS BEGIN SHOP DOCKERS® ALPHA KHAKI</p> | <p>Find things faster with Dockers Voice Assistant.</p> <p>Tap the mic icon and say "I'm looking for black khakis."</p> <p>See promotions by saying "What's on sale?"</p> <p>Or ask a question like "What does shipping cost?"</p> <p>FOR TEXT STYLE REFERENCE ONLY</p> | <p>How can I help you today?</p> <p>I want "green khaki cargo pants in size 32."</p> <p>Or "Show casual pants in size 34 long."</p> <p>Or ask a question like "Where's my order"</p> <p>FOR TEXT STYLE REFERENCE ONLY</p> | <p>Find things faster with Dockers Voice Assistant dsdfnsknk jsg...</p> <p>FOR SPEC ONLY</p> |
| 6.2.1 - Intro 3w | 6.2.1.1 - Intro rotator NEW USER 3w | 6.2.2 - Intro rotator RETURNING USER 3w | 6.2.3 - Intro 1w |

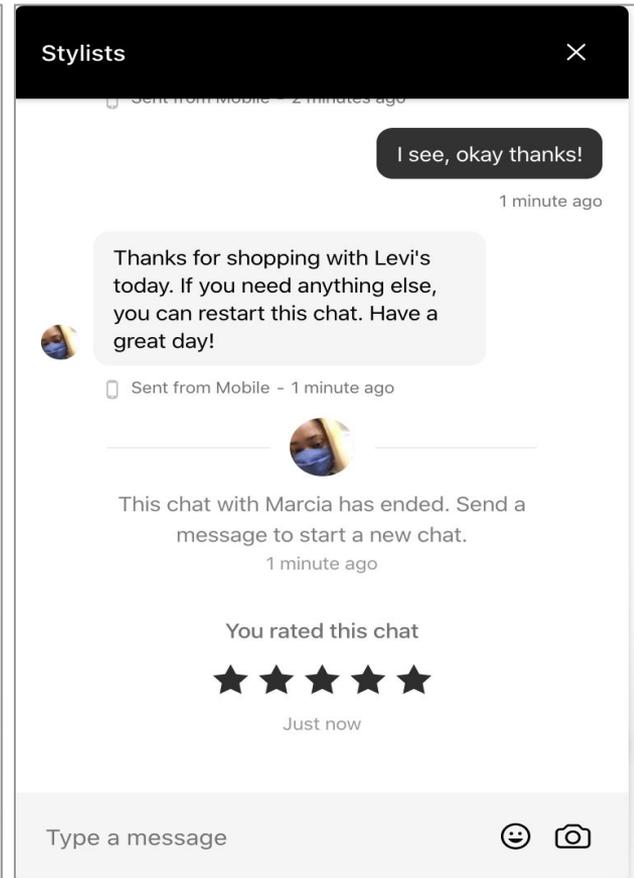
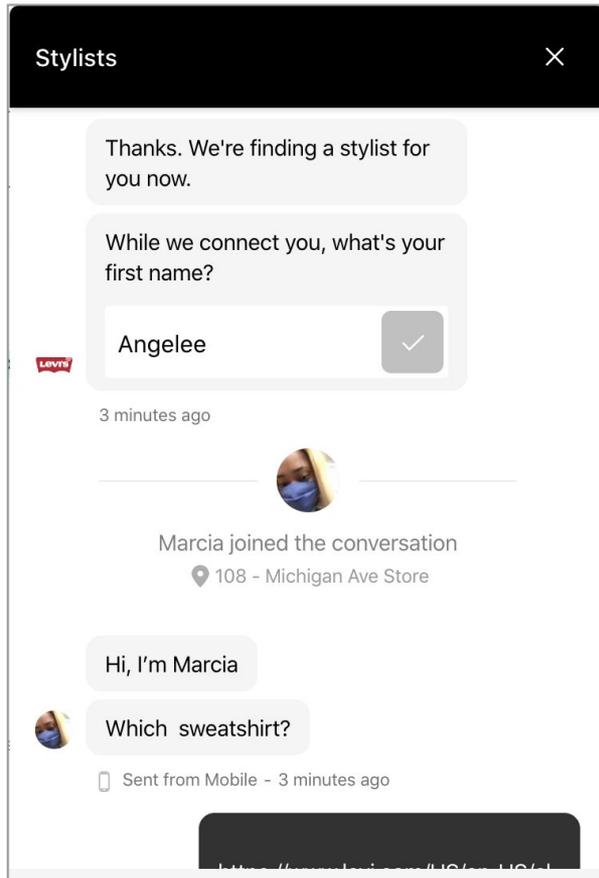
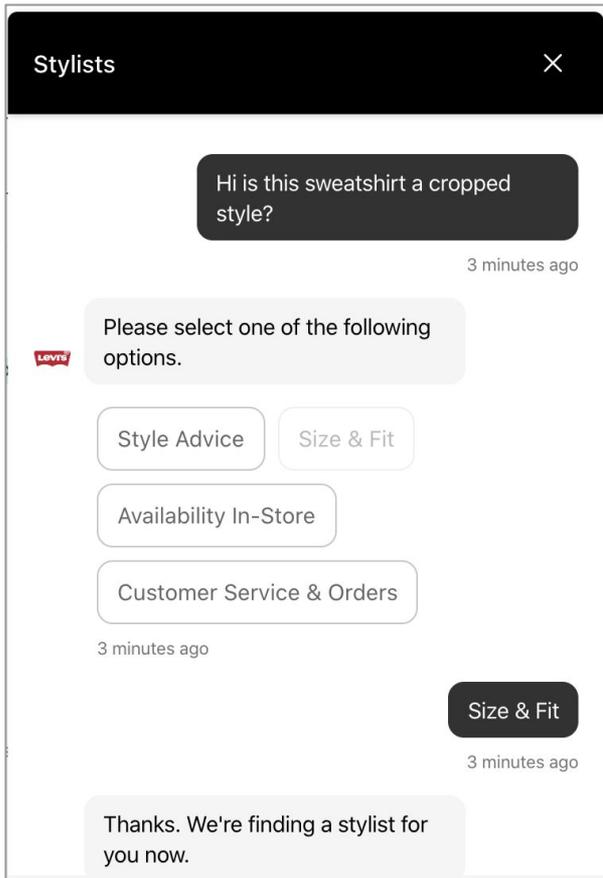
Dockers Voice Assistant introduction reply and search/browse helper hints.

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.





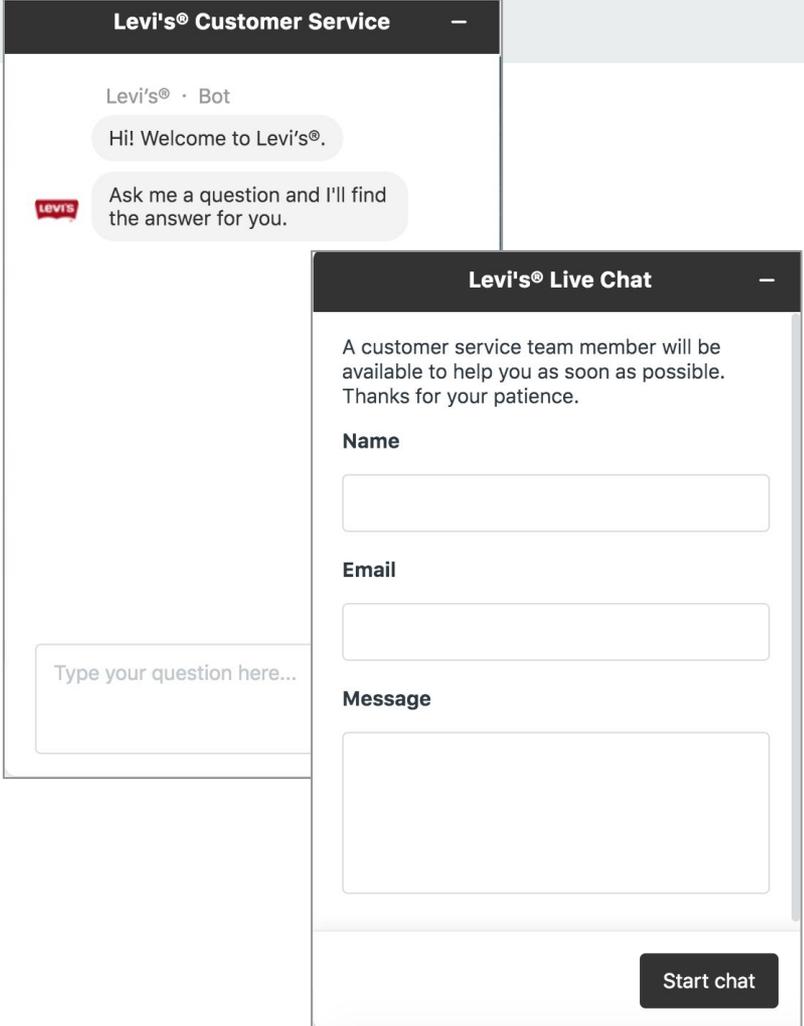
A chat experience showing a customer service menu (left), live chat start (middle), and customer feedback request (right).



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.



Levi's® Customer Service

Levi's® · Bot

Hi! Welcome to Levi's®.

Ask me a question and I'll find the answer for you.

Type your question here...

Levi's® Live Chat

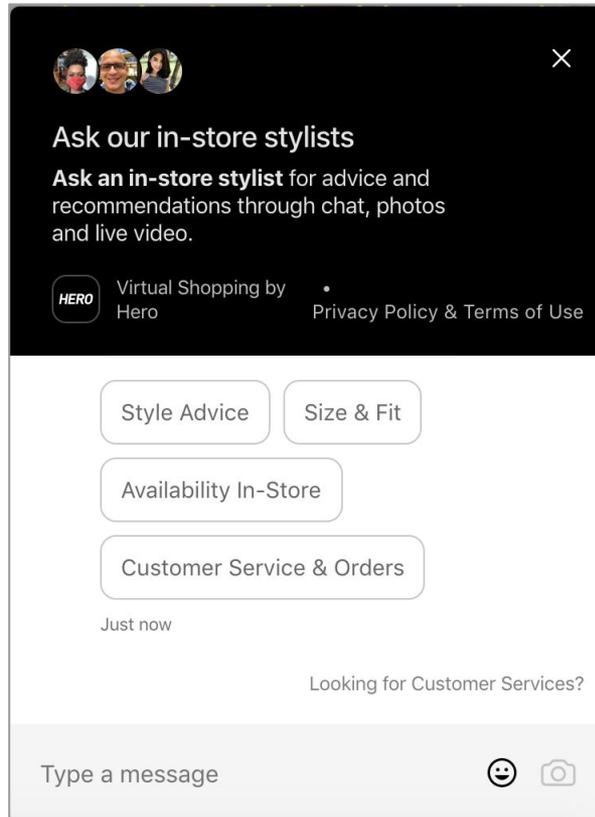
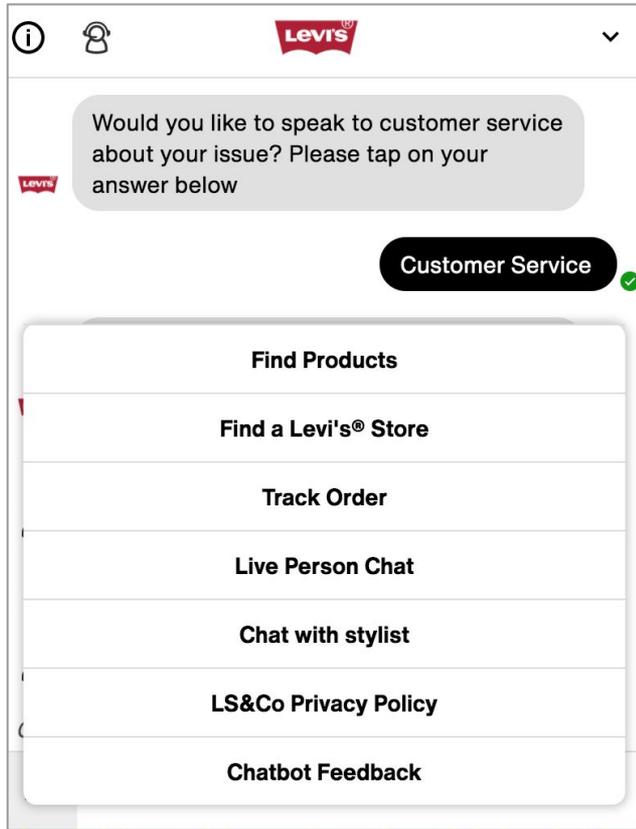
A customer service team member will be available to help you as soon as possible. Thanks for your patience.

Name

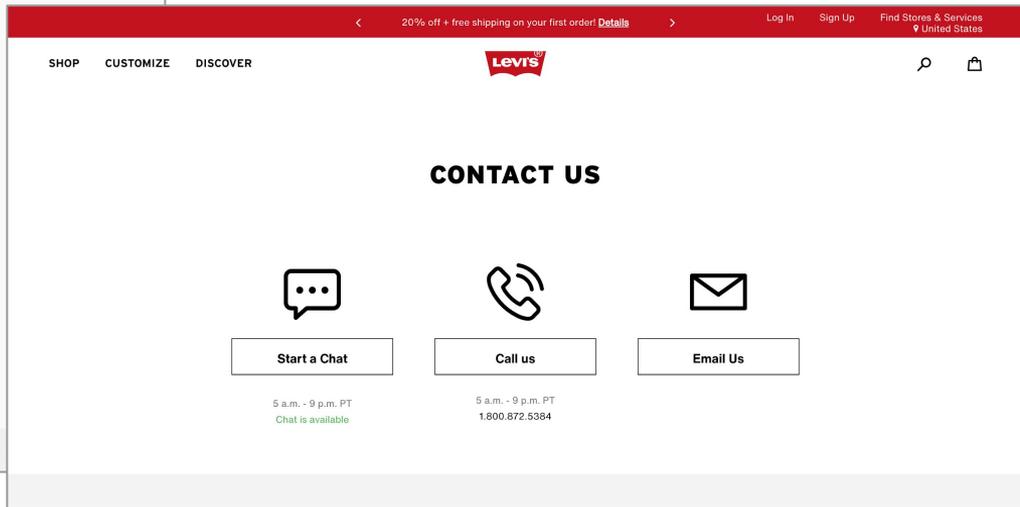
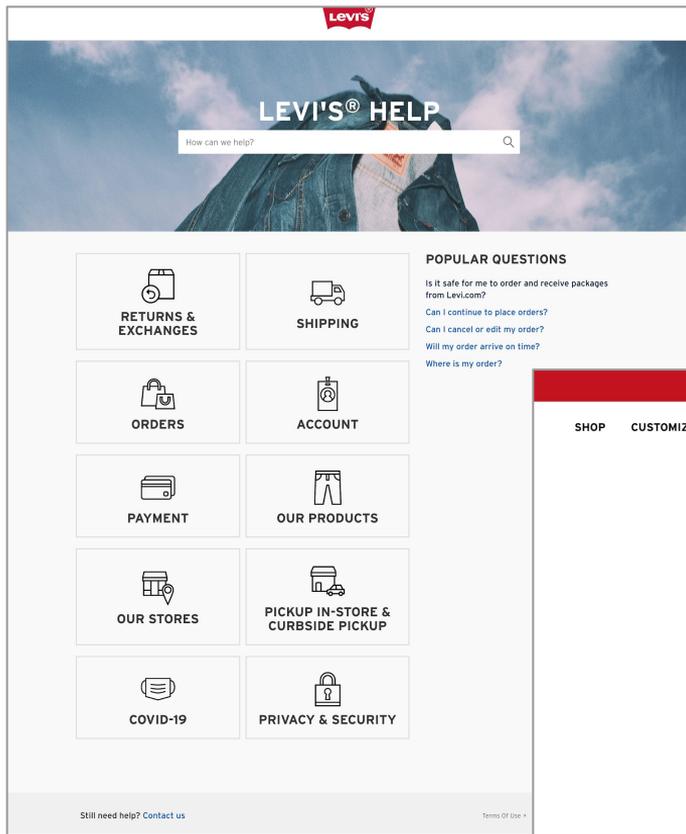
Email

Message

Start chat



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).