Coveo. For more relevant customer recommendations.

The Coveo Relevance Cloud is an AI-powered search platform which enables businesses to make more relevant recommendations to their customers.

The businesses who need Coveo should already be aware of the shortcomings of their current system, and the implications in terms of lost sales and a failure to realise their full potential.

Our approach aims to raise the issue of less-than-relevant recommendations in an entertaining and humorously exaggerated way, by suggesting the sort of unrelated suggestions that might conceivably result from a system lacking in intelligence.

Once we have engaged our audience's attention in this way, we can present Coveo as the solution.
Our proposed tagline is clear, simple and straightforward:
Coveo. For more relevant customer recommendations.
It doesn't need to be a clever-clever line, since the cleverness lies in our example of an irrelevant recommendation.

Your customer browses eau de toilette.

What else do you recommend they buy?

coveo™
For more relevant customer recommendations.

Video Script Outline

Music: Light, upbeat, unobtrusive track under

Open on image of an angler's landing net against a plain background.
VO: Your customer buys a fishing net. What else do you recommend they buy?

Accompanied by an audible 'ping', the image on screen changes to a pair of fishnet stockings.
VO: Oh.

The image on screen changes to a floor rug.
VO: Another customer browses for a rug. You suggest…

Again with a 'ping', the image changes to a bottle labelled 'Hair Restorer'.
VO: Hmm. I think I see what's happened there.

Cut to series of shots of customers looking quizzically at their phones, laptops, computers etc, as if they can't understand what they're seeing on the screen.
VO: Making poor product recommendations can cost you sales, customers – and ultimately prevent your
    business from reaching its full potential.

Cut to Coveo logo on screen. This is followed by an animation of a cloud with a bright sun emerging behind it.
VO: The Coveo Relevance Cloud is the leading AI-powered search and recommendations platform.
    Easy to deploy and scale up, Coveo makes every interaction with your customers more relevant.

Cut to shot of wooden fencing against a plain background.
VO: So if they're interested in fencing…

With a 'ping', a copy of 'The Three Musketeers' (featuring the protagonists wielding swords) now appears.
VO: …they won't be offered this.

Cut to end screen with Coveo logo, tagline and web address.
VO: Find out more at Coveo.com. Coveo – For more relevant customer recommendations.

Banner Ads

Your customer is interested in pumps.

Your customer searches for batter equipment.

What do you suggest?

Think they'll be interested in this?

The Coveo Relevance Cloud uses AI to make every interaction with your customers more relevant.

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Find out more at Coveo.com

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