

wynshop

Halla **Intelligence**
is the only
human preference engine
built exclusively for grocery.



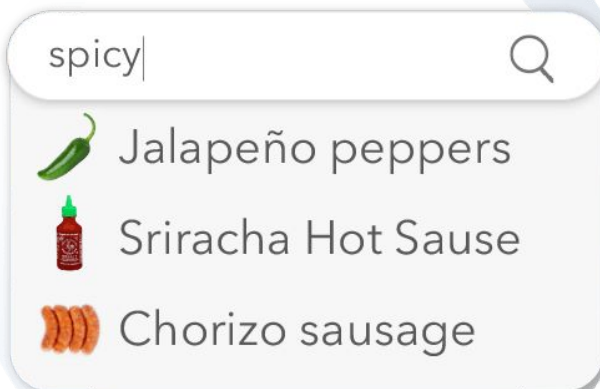
AI-Powered Semantic Search

AI-Powered Semantic Search for Grocery

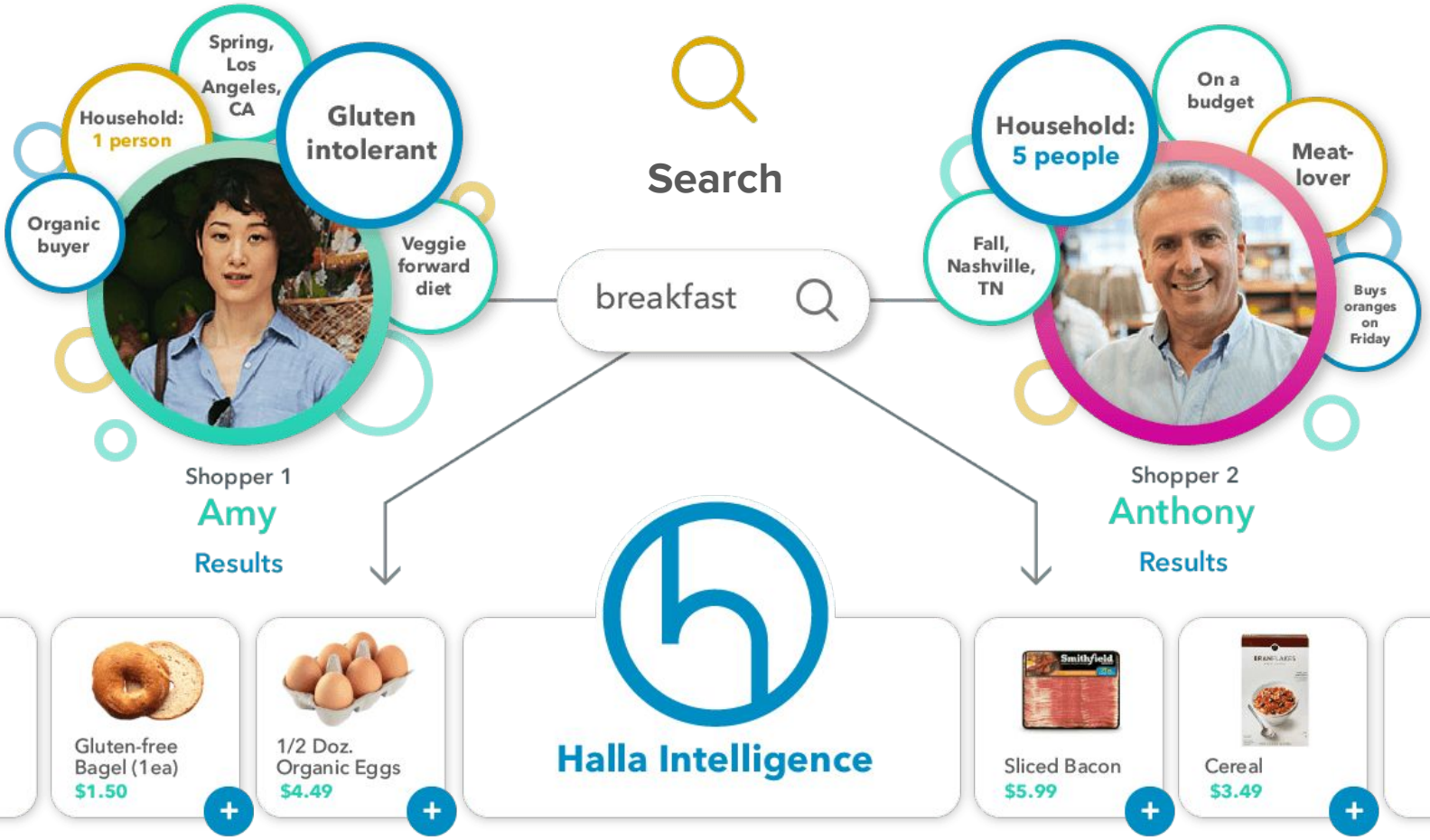
Wynshop's semantic search powered by Halla Intelligence is the first AI-driven, LLM-powered semantic search engine designed specifically for grocery e-commerce. Leveraging cutting-edge language models, it delivers search results that understand context, intent, and meaning, going beyond simple keyword matching. This revolutionary approach transforms how customers search for groceries, ensuring they find the most relevant products quickly and easily—even if their queries are vague, misspelled, or complex.

With Search, grocers can offer a more intuitive, accurate, and dynamic shopping experience that adapts to individual shopper preferences and behaviors in real-time, ultimately driving higher conversion rates and increased basket sizes.

SEARCH



Imagine the power to **predict**
what a shopper will want before they
know they want it.



Real-Time Personalization and Contextual Understanding

Halla Search continuously learns and adapts from each shopper's interactions, delivering hyper-personalized search results that evolve in real time. As customers browse, add items to their cart, or engage with different categories, Halla Search refines its results to fit their individual preferences and needs. The system's deep understanding of grocery products allows it to link attributes like flavor profiles, dietary requirements, and health claims for unparalleled search accuracy.

About Wynshop

Wynshop is an ambitious team of digital evangelists and innovators obsessed with a solitary mission—to help grocers and other local store-based retailers grow wildly successful online businesses. Our refreshingly easy-to-use digital commerce platform enables efficient in-house picking, reduces fulfillment costs, and gives retailers the ability to fully personalize the customer journey, amplifying shopper loyalty.

Advanced AI Features

Halla Search incorporates several cutting-edge AI technologies to enhance the shopping experience:

- Batch-Search:** Shoppers can search for multiple items simultaneously, saving time and making it easier to find products in bulk.
- Natural Language Processing (NLP):** Understands and interprets everyday language, allowing for more conversational search queries, such as "gluten-free pasta for dinner" or "snacks without peanuts."
- AI-Driven Personalization:** Halla Search dynamically tailors search results to each unique shopper based on their behaviors, preferences, and shopping history, improving product discoverability and driving higher add-to-cart rates.

Key Features

- LLM-Powered Semantic Search**
Understands intent and context for accurate, human-like responses to shopper queries..
- Real-Time Personalization**
Dynamically adjusts results based on shopper behaviors and preferences.
- Advanced Merchandising**
Retailers can influence results based on margin, brand, or other priorities.
- NLP and Synonym Matching**
Handles natural language, related terms, and variants to deliver the best results.
- Batch-Search**
Enables searching for multiple items at once to streamline the shopping experience.
- API-First and Integration-Ready**
Seamlessly integrates with any platform, ready for rapid deployment.