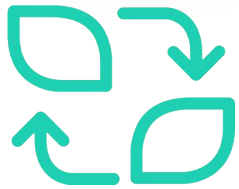


# wynshop

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



## Substitutions

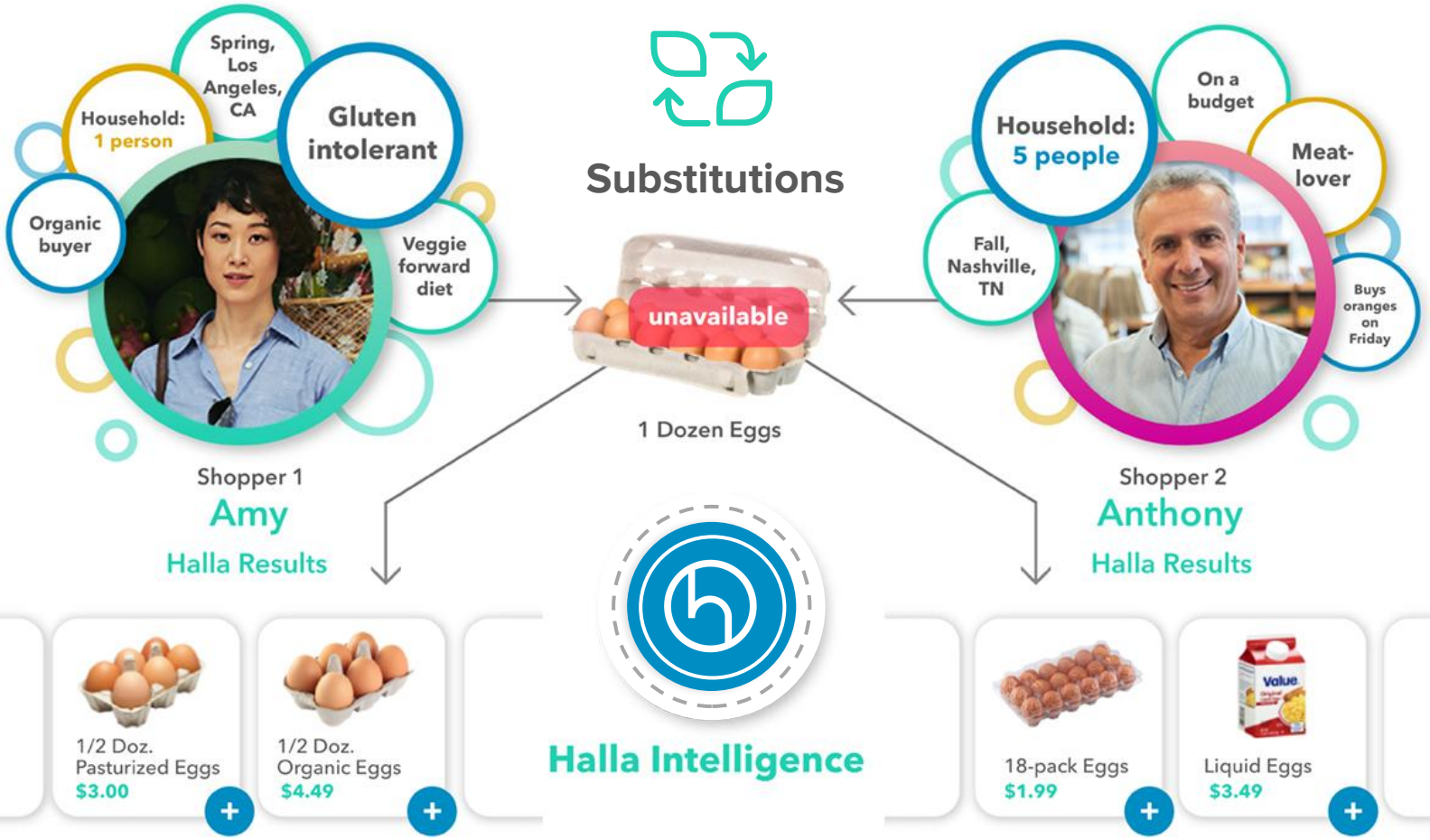
### IN-STOCK ALTERNATIVES

The diagram shows two product cards. The left card features a salmon fillet with a red 'unavailable' banner. Below it, the text reads 'Sockeye Salm' and '\$13.99/lb'. A blue arrow points from this card to the right card, which features a steelhead trout fillet and the text 'Steelhead Trout' and '\$11.99/lb'. A blue circle with a white plus sign is located at the bottom right of the right card.

Poor substitutions can cost retailers \$10-15 per online order and often lead to customer dissatisfaction, which can result in lost sales. While most consumers tolerate minor substitutions, they become frustrated or angry with more significant changes such as replacing light bulbs with candles, substituting plant-based products with meat, or swapping oregano for cilantro. The hidden costs of these substitutions can include the loss of customer loyalty and additional operational expenses for processing refunds and handling complaints. Customers increasingly expect precise fulfillment of their orders, and errors can prompt them to switch to other retailers or abandon online grocery shopping altogether.

Halla Intelligence is the only AI-based substitution engine that understands the essence of food. It has been trained on deep grocery-specific knowledge, enabling it to provide substitution suggestions that account for food allergies, dietary preferences, brand loyalties, shopping history, seasonality, regionality, and more.

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



## Eliminate the burden of choosing the perfect replacement product.

Halla Intelligence understands how the current basket contents relate to the shopper's plans for an out-of-stock item, offering substitutions that fulfill the customer's intent rather than relying on the picker's interpretation of a good replacement. By leveraging AI trained on deep grocery-specific knowledge, including food relationships, combinations, recipes, and product flavor profiles, Halla Intelligence presents only the top replacements tailored to that specific customer. With less friction and greater picking efficiency, average pick time can be reduced by up to seven minutes for every order. And with real-time inventory, customers can select their own substitutions at checkout, further saving time and reducing cart abandonment.

### 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.

## Key Features



### Grocery-specific knowledge base

Halla's ontology contains a rich set of linked features specific to food items including taxonomy, diets, health claims, flavors, packaging and more for each product in your store.



### Real time data + instant interaction

Every product shown is influenced by the product that the shopper is looking at, in that moment. Take advantage of sales opportunities instantly, rather than wait for a weekly data upload when those sales opportunities have long passed.



### Target down to each unique customer ID

Halla learns new shopper patterns and behaviors in real-time, based each consumer's unique profile, allowing for hyper-accurate and fast targeting.



### Advanced merchandising

Retailers can apply a variety of biases in order to create relevant suggestions while also nudging results based on margin, price, sales volume, brand, category, attribute tag, relevance, consumer re-order likelihood, result variation and more.



### Easy start + API-first approach

Our enterprise-ready technology is ready on day one – no more cold starts. Halla Intelligence is vertically integrated into the Wynshop platform and can also be easily deployed via API into any existing digital environment.