

## VISCA

Zensar's VISCA is an innovative AI-driven multimodal search and conversation assistant, part of the "Accelerate GenAI Securely - Your Data, Your LLM" initiative. By integrating generative AI and large language models, VISCA revolutionizes the search experience for B2B and B2C sectors, processing inputs like images, text, and voice.



### Need for this offering

Traditional text-based search systems often lack accuracy and speed, failing to meet the diverse needs of users. VISCA addresses this by enhancing search capabilities, ensuring compliance with accessibility standards, improving user experience, expanding market reach, and supporting dynamic pricing and efficient product discovery.



## Features

- **Multimodal inputs:** Processes images, text, and voice for comprehensive search results
- **Dynamic pricing:** Provides real-time competitor catalog searching and pricing updates
- **AI recommendation engine:** Suggests complementary products for upselling and cross-selling
- **Accessibility compliance:** Adheres to accessibility standards, promoting inclusivity
- **Review summarization:** Uses AI to provide summarized customer reviews for informed decision-making



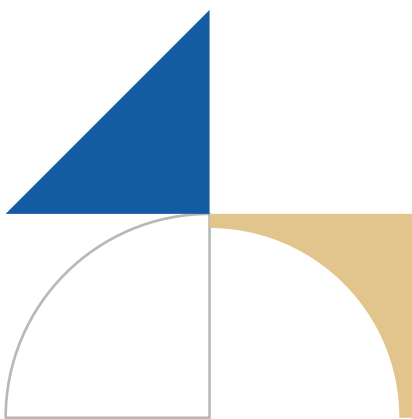
## Key differentiators

- Enhances search capabilities and transcends traditional search methods by accepting multimodal inputs
- Ensures compliance with accessibility standards, broadening market reach
- Part of the "Accelerate GenAI Securely" initiative, ensuring secure data handling
- Reduces carbon footprint and TCO by consolidating multiple functionalities into one platform



## Benefits

- Improves conversion rates, average order value, and market expansion
- Lowers customer support costs and operational expenses related to catalog management
- Ensures compliance with accessibility standards and secures data, reducing potential fines and breaches
- Provides real-time insights and predictive analytics for better business decisions





## Use cases

- **Retail sector:** Enables dynamic pricing, competitor catalog searching, and efficient product discovery
- **Procurement:** Facilitates efficient product comparisons and catalog management
- **Customer support:** Reduces the need for direct support by providing accurate and quick search results
- **Accessibility:** Enhances user experience for individuals with disabilities by ensuring compliance with accessibility standards
- **Sustainability efforts:** Supports organizations in reducing their carbon footprint and operational costs by integrating multiple functionalities into a single platform

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