

# Assisted buying with AI: what Pepperfry learned

Two production deployments — a voice-based buying assistant for furniture retail and an agentic commerce engine for grocery — showing what AI does to conversion, session quality, and ops cost.

- Voice Commerce
- Agentic Shopping
- D2C
- Customer Experience



91%

of retail IT leaders globally prioritise AI as their #1 technology implementation by 2026

Gartner CIO Survey 2026



24×7

Buying assistance without staffing — every customer, every hour

Pepperfry deployment · DronaHQ 2025



52%

Surge in India AI retail investment in 2024 alone

ResearchAndMarkets India AI Retail 2025

USE CASE 01

## Pepperfry — Voice-Based Assisted Buying Agent

High-consideration retail — furniture, electronics, home decor — requires guided buying. A customer searching for a sofa has questions about dimensions, material, delivery time, and EMI options. Pepperfry's website had the products, but customers either called (ops cost) or bounced (lost sale). Neither was acceptable at scale.

DronaHQ built an AI voice buying agent in Hinglish — India's dominant urban commercial register — that engages customers in natural conversation, understands their space and budget brief, recommends products, handles objections, and escalates to a human sales closer only for the final purchase decision.

### ✗ BEFORE THE AGENT

- High-intent customers bounce without guidance
- Call centre overwhelmed — 45+ min wait during peak hours
- No discovery assistance — customers left to self-serve
- No after-hours support — lost evening/weekend traffic

### ✓ WITH AI BUYING AGENT

- Every visitor gets guided buying assistance immediately
- Call centre freed for high-value closures only
- Agent understands room size, style preference, budget — recommends accurately
- 24×7 availability — no traffic lost to timing

THE CONVERSATION THE AGENT HANDLES



"Mere drawing room ke liye sofa chahiye"

Agent understands room type + intent, asks 2 qualifying questions



"12x14 ka room hai"

Agent filters by dimension, shows 3 most suitable options



"Budget 25k-40k hai"

Filters products, highlights EMI options, compares value



"Delivery kab hogi?"

Checks real-time inventory + delivery estimate, confirms pincode

WHY NOW FOR INDIAN RETAIL

## The competitive window is open — briefly



### Walmart benchmark

30% decrease in stockout items, 15% decrease in logistics costs via AI inventory management.

Articled AI Retail 2026



### India AI retail spend

AI spending in Indian retail surged 52% in 2024. Companies investing now are building 12-18 month competitive leads.

ResearchAndMarkets 2025



### Klarna reference

Saved an estimated \$60 million through AI customer service — handling the equivalent of 700 full-time agents at a fraction of the cost.

AngelHack DevLabs 2026



### The voice commerce shift

Fast food restaurants are proving grounds for voice AI — "Voice AI's sweet spot: ordering fries" captures the broader retail principle.

CB Insights 2025

USE CASE 02

## Geant — Agentic Commerce Engine

Geant required an end-to-end autonomous commerce workflow — from product discovery and availability check to cart management, order placement, and purchase confirmation — handling the full buying journey without human ops involvement for routine transactions.

DronaHQ's agentic commerce platform handles the complete workflow: product query resolution, real-time stock availability, price and offer comparison, cart build, checkout, and order confirmation — as a single orchestrated agent flow. Human ops are reserved for exceptions only.

FULL AGENTIC COMMERCE JOURNEY



### DISCOVER

Product query → search + filter



### CHECK

Real-time stock + delivery



### COMPARE

Price, offers, alternatives



### CART

Add + apply offers



### CHECKOUT

Payment + confirmation

## Built for Indian conversations

Our agent handles code-switching — a pharmacist in Patna opening in Hindi, switching to English for product names, and back to Hindi Bhojpuri-inflected dialect mid-sentence.

Global voice platforms fail at this. Haptik India Voice AI Report, April 2026

Hindi

Hinglish

Tamil

Telugu

Marathi

Bengali

Gujarati

Kannada

## Croma, Page Industries, Jubilant FoodWorks, Burger King India

Each of your businesses has a high-volume, guided-buying or assisted-ordering opportunity. We've built production versions of both.

Let's find 20 minutes at Lucknow to make it specific to your context.



[www.dronahq.ai](http://www.dronahq.ai)



+91 99200 60946

