

## PRESS RELEASE

### **8select launches new Human Experience platform for online shops**

**Regensburg, 18 December 2019 – 8select Software GmbH, provider of Software-as-a-Service (SaaS) solutions for e-commerce companies, is expanding its product portfolio with a modular platform for presenting product experts in online shops and along the entire customer journey.**

Bringing human expertise, empathy and personal relationships into online commerce is what 8select's new product stands for. The Human Experience Platform (8.HX) offers online shops comprehensive functions to set the stage for employees, product experts and influencers as consultants along the entire customer journey.

Experts interact with end customers via smart features such as product recommendations (e.g. outfit suggestions), similar or matching articles or interactive product advice. The platform enables online retailers to present their expert knowledge at all onsite touchpoints. Furthermore, the expert recommendations are available before and after the purchase (offsite), for example in social media and newsletters, and can be easily integrated via API interfaces. The anonymized interaction data provides retailers with valuable insights into their customers' purchasing behavior: e.g. which product characteristics are really relevant when purchasing. In addition, 8select's data is used to further optimize the quality of product recommendations.

Differentiating yourself from your competitors is a challenge for online retailers. Therefore the e-commerce market focuses on an emotional shopping experience and good service: inspiring customers, establishing a relationship with them and thereby retaining them for the long term is the goal. 8select goes one step further, as co-founder Mathias Stiefel explains: "With 8.HX, we don't just focus on ensuring that online merchants can provide their customers with an optimal customer experience. We go one step further and bring the human component to the Internet, the human experience. People are unique and we make it possible for online shops to make them visible to their customers as experts. Through their knowledge and personality, retailers build sustainable customer relationships in a digital world".

As a SaaS solution, 8.HX can be easily integrated into existing shop systems to manage experts, product knowledge, product data and customer interactions and to provide interactive content along the customer journey. This creates a new shopping experience for end customers. The Human Experience Platform combines automation, AI and personal customer advice. The result for e-commerce companies: higher shopping baskets, more sales and loyal and happy customers.

As part of the expansion of the product range, 8select designed a new corporate identity and relaunched the website.

## **About 8select Software GmbH**

8select provides online retailers and their teams a technical platform to manage experts, product knowledge, product data and customer interactions and deliver interactive content along the entire customer journey. The software company delivers its solution as SaaS with easy API access. The management of the Human Experience with 8.HX is scalable, simple and efficient. Customers include leading online retailers such as HSE24, myToys, Peek&Cloppenburg and Ulla Popken Fashion Group.

## **Press contact**

Stefan Mark

Teamlead Marketing & Partner Management

8select Software GmbH

Franz-Mayer-Straße 1

93053 Regensburg

E-Mail: [stefan.mark@8select.de](mailto:stefan.mark@8select.de)

Phone: +49 (941) 46 29 73 65

Web: [www.8select.com](http://www.8select.com)

LinkedIn: <https://de.linkedin.com/company/8select>

Instagram: <https://www.instagram.com/8select.software/>