

APPAREL AND ACCESSORIES

Louis Vuitton provides virtual assistant for 20M Facebook followers

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Louis Vuitton created its Virtual Assistant with Mode.ai. Image credit: Louis Vuitton

By STAFF REPORTS

French leather goods house Louis Vuitton is extending the luxury experience through a Facebook instant messaging chatbot.

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Louis Vuitton's Virtual Advisor is reflective of its dedication to maintaining direct connection with consumers throughout the purchasing journey. A number of brands have launched artificial intelligence-powered chatbots to guide consumers through the online purchase decision as well as respond to inquiries and recommend products.

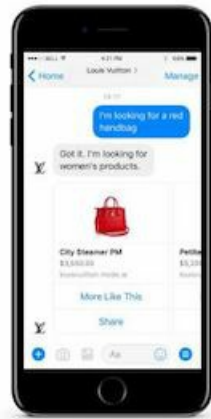
LV's VA

Available on Facebook Messenger, Louis Vuitton's Virtual Advisor makes contact between brand and consumer instantaneous, easy and most importantly, intuitive.

The Louis Vuitton Virtual Advisor responds in real time by supporting consumers with information and advice as they finalize a purchase. On call 24 hours a day, seven days a week, the Virtual Advisor is intended as a dependable, indispensable service.

Louis Vuitton has programmed its Virtual Advisor to address a wide range of questions consumers may ask. The Virtual Advisor can also suggest items or help with logistical concerns.

By integrating the familiarity of messaging with Louis Vuitton luxury, consumers are apt to feel a sense of personalization and one-on-one service as they engage with the Virtual Advisor.



Louis Vuitton's Virtual Assistant can help with product recommendations. Image credit: Louis Vuitton

Per WWD, Louis Vuitton's Virtual Advisor was developed by Silicon Valley-based startup Mode.ai.

As chatbots become instrumental for a variety of brand and retailer objectives, luxury retailers are tapping the tool to beef up this year's holiday strategy.

Travel retailer DFS Duty Free, Saks Fifth Avenue and Nordstrom are a few of the luxury retailers who are helping holiday shoppers with not just customer service but gift finding as well. Retailers who use interactive messaging services to help with the extra customer service inquiries this time of year, along with driving sales will win out this year ([see story](#)).

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