

# Intellix Solution for Philips DAP

## Philips gives consumers tailor-made online advice about products within 60 seconds

Philips Domestic Appliances & Personal Care (DAP), part of Royal Philips Electronics N.V. has recently launched an intelligent consumer product-advice system on the Web. The system uses Intellix software, a product of the Danish company Intellix A/S.

### Increased customer service

Within 60 seconds, the system will recommend a coffeemaker, vacuum-cleaner, food processor, iron or solarium suited to the customer's requirements, wishes and lifestyle. The user will be guided through a dynamic Question & Answer session, in which their answers determine which question appears next on their screen. The number of questions and the order in which they appear vary. What is more, the user will be informed in a playful manner of what to pay attention to when buying these appliances. Similar advice systems are currently being developed for other types of products.

The advice system is part of Philips DAP's European Web catalogue and may be found



[www.homeandbody.philips.com](http://www.homeandbody.philips.com)



under the 'The right product within 60 seconds' button on: [www.homeandbody.philips.com](http://www.homeandbody.philips.com)

### Personal Advice at super speed

Fokje Westerling, Internet Manager at Philips DAP: "Making the wrong choice when buying a product may be an expensive disappointment. We would like to avoid this. I think that the popular 'comparison shopping' solution on the Internet, which provides consumers with lists of features they have to compare, is not user friendly enough. Intellix has made it possible for us to build systems that provide our visitors with personal advice at super speed. I'm very impressed with the power and flexibility of this software."

### About the product

Intellix offers retailers the possibility to have their shop personnel on the web. The Internet Shop Assistant takes over the role of shop personnel: it offers online advice, guidance with choice and purchase, and answers frequently asked questions. Not only during but also after the purchase the Internet Shop Assistant is always around for your customers.

The package contains standard tools developed by Intellix A/S for collecting and storing knowledge from human experts (Knowledge Mapping) and databases (Data Mining). In addition, Intellix Internet Shop Assistant contains a server product for electronic distribution in a dialogue form, which can be easily modified to suit individual needs.