

CUSTOMER USE CASE

Groq + Vetted: Revolutionizing the AI Shopping Assistant Experience

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THRESHOLD BOUNDARY FRONTIER HORIZO
ION VELOCITY AGILITY RESILIENCE ADAP
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groqcloud™



Leverage AI to make smarter, more informed shopping decisions with a powerful, real-time research assistant.

The Challenge

After all these years of e-commerce, researching a product purchase online is still a fairly primitive experience. You ask your favorite search engine about a product or category (“best facial cleanser”, “stylish backpacks”), click through on a bunch of results, read reviews which may or may not be trustworthy, then try to figure out which question to ask next. After slogging your way through the product research process you make your purchase, but sometimes wistfully wishing you could just walk into an old fashioned brick and mortar store and talk to a human expert who would listen to you and provide an informed recommendation.

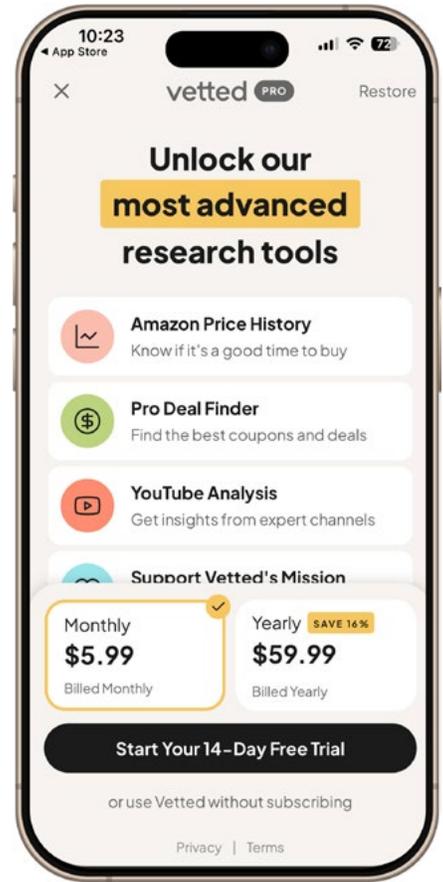
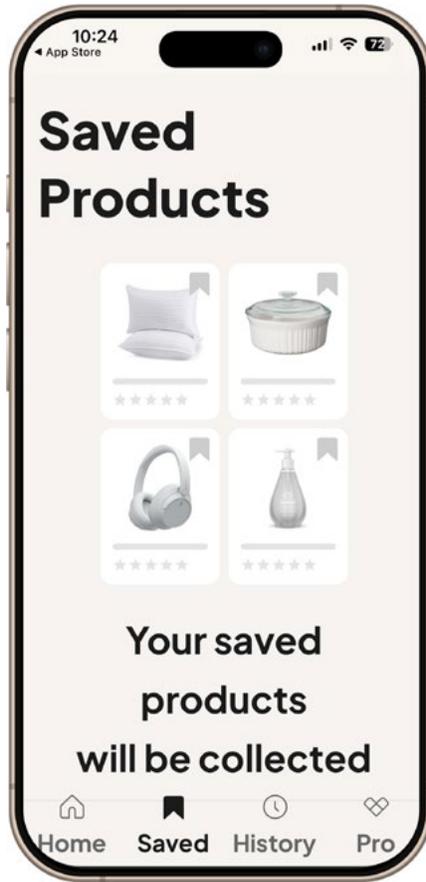
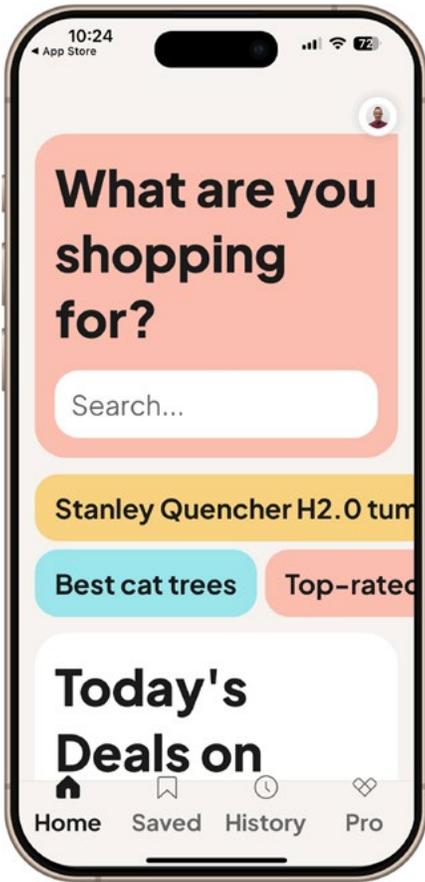
The Solution

Vetted is an AI-powered shopping assistant that walks users step-by-step through their product research and purchase journey. Users interact with Vetted via a natural language chat interface, so they can easily get the best reviews and recommendations to make informed purchase decisions quickly.

Behind the scenes, Vetted sorts through tons of data to get to the right information for any particular shopping journey. It knows where to look for the right information, processing social media threads, comments, and reviews to hone in on what’s relevant. It helps users go from broad category research to specific purchase decisions, suggesting additional questions the user should ask while providing actionable recommendations and access to source material every step of the way.

The user experience is conducted in a chat interface, with a UI that’s designed with user interactivity in mind. It’s like having a lively conversation with that human in the store. This doesn’t work unless Vetted’s responses are fast, which is why Vetted is Powered by Groq fast AI inference. Low latency is critical in delivering these instant recommendations as this process involves several different models in Vetted’s backend system that conduct custom research in real-time for each customer.





Groq speed ensures that Vetted's AI can efficiently process diverse and large datasets, enabling users to receive the most relevant product recommendations, the best pricing, and relevant product specs and insights in real-time. This speed, along with accuracy, is crucial to a superior user experience.

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The Opportunity

Vetted's AI assistant was initially designed to aid online shoppers, but its early users have also been using it to research other services, such as restaurants, movies, and books. This makes sense, as these types of services are often researched online and require help filtering out irrelevant information to find what's truly valuable. There is a vast universe of products and services that fit this description. Vetted and Groq are partnering to deliver a real-time AI-driven shopping assistant to help their shoppers make smarter, faster, and more confident purchases.