

HOW COVEO ARTIFICIAL INTELLIGENCE ELEVATED THE DOW.COM EXPERIENCE

July 2024

Michaela Kimber Customer Success Director, Coveo



One single Platform to power individualised, trusted and connected relevance across every customer and employee interaction, driving superior experiences and business outcomes



- Semantic search
- Al recommendations



- GenAl answering
- Unified personalisation

Commerce

www

•••





Coveo named Gartner MQ leader!

- Coveo recognised as leader in the inaugural Gartner[®] Magic Quadrant[™] for Search and Product Discovery.
- Positioned highest for Ability to Execute underscoring Coveo's commitment to relentless product excellence, innovation, and execution.
- Identified strengths include AI vision, rich functionality and large-enterprise focus.
- Highlighted by Gartner are Coveo's differentiating vision with use of AI and easy configurability.

Figure 1: Magic Quadrant for Search and Product Discovery



Gartner[®] Magic Quadrant[™] for Search and Product Discovery 2024





Meghan Grekowicz, MBA **Digital Capability Manager** Dow



⊕ English マ □ □ United States



APPLICATIONS • PRODUCTS • SUPPORT •

What are you looking for?

Beyond automotive with Dow's POE leather

Introducing a breakthrough polyolefin elastomer (POE) leather for the automotive market, offering ultra-soft tactility, color stability, and eco-friendly benefits. This innovative material is lighter and suitable for various consumer applications.

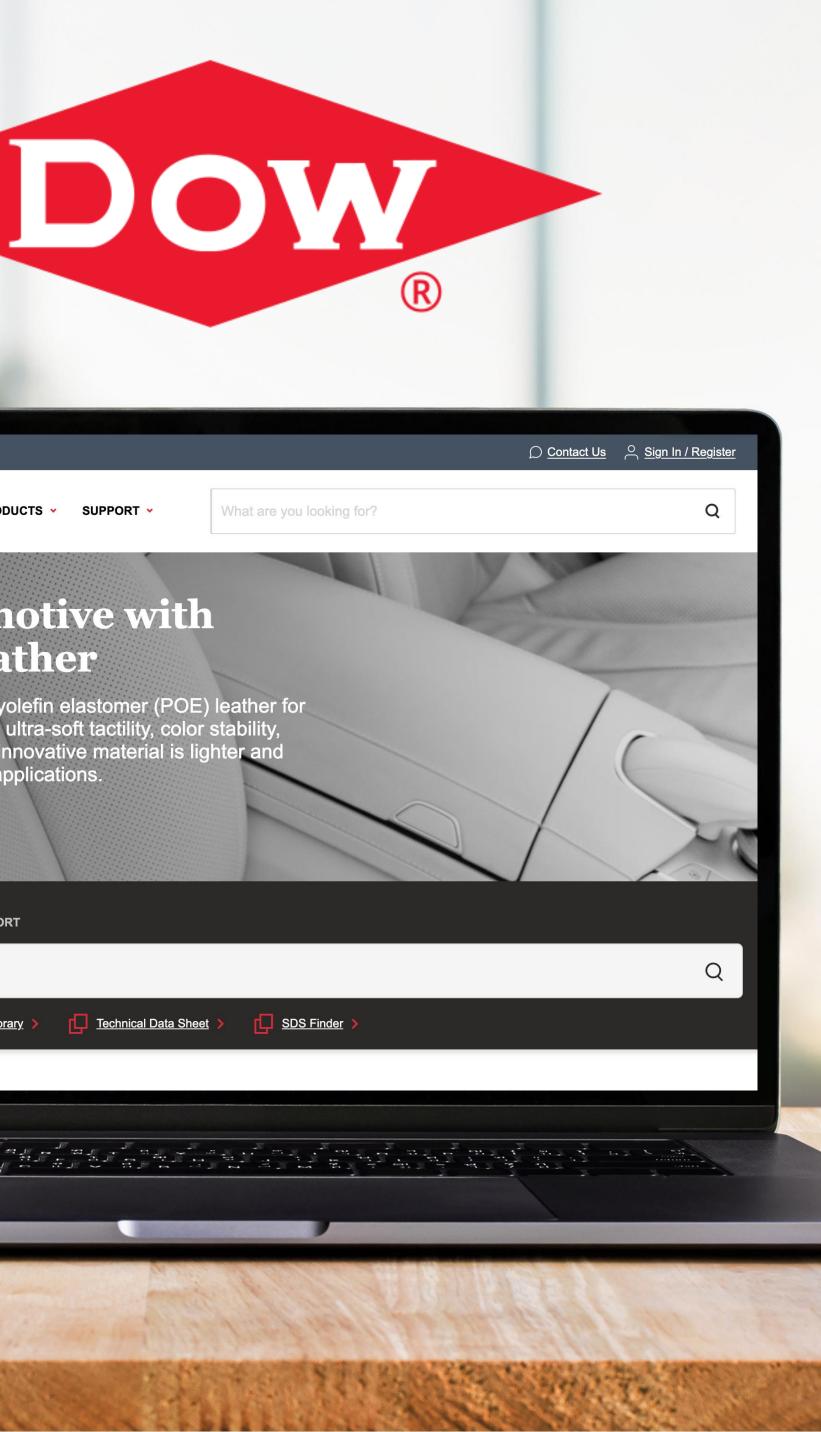
LEARN MORE

ALL APPLICATIONS PRODUCTS SUPPORT

What are you looking for?

Product & Brand Index Technical Library Technical Data Sheet

SDS Finder





Founded in 1897

US\$44.6bn in Revenue

~36k Employees

+40% Digital Transactions





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Thank you!

HOW COVEO ARTIFICIAL INTELLIGENCE **ELEVATED THE DOW.COM EXPERIENCE**

Meghan Grekowicz - Dow Digital Capability Manager

July, 2024

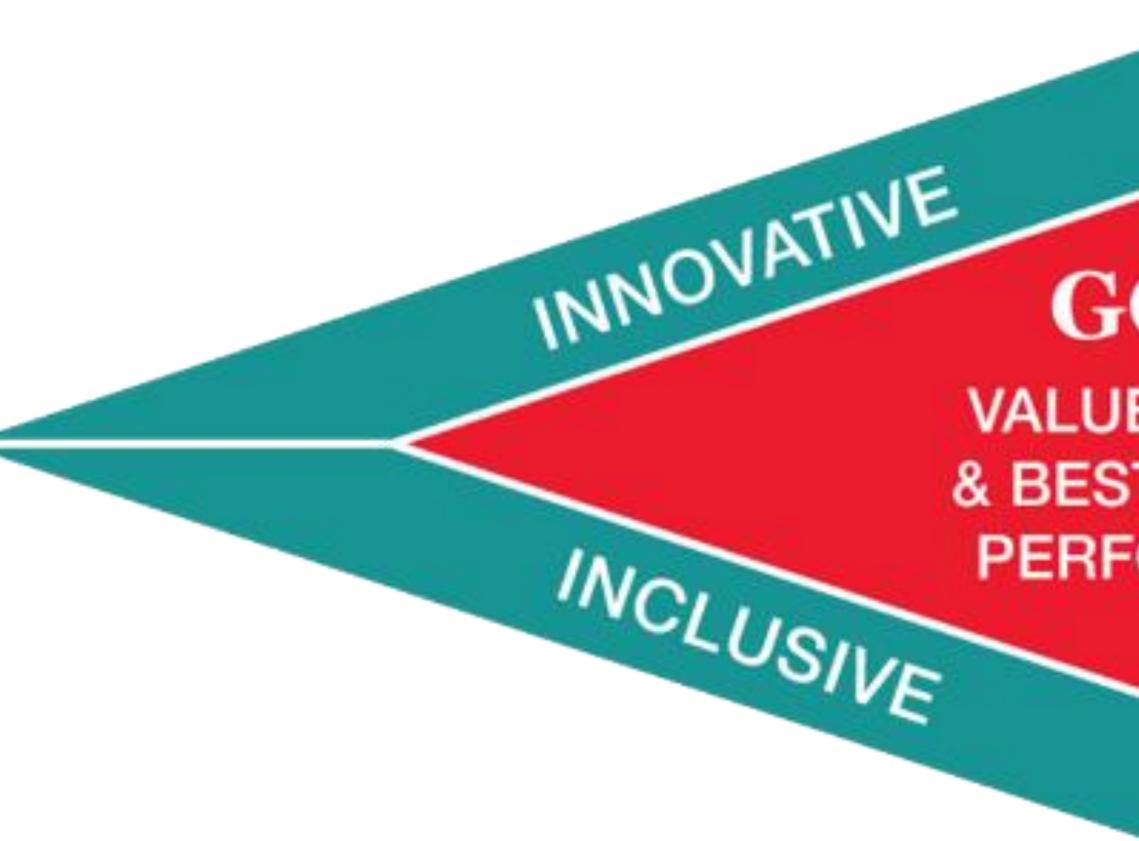






Dow's Ambition

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CUSTOMER-CENTRIC GOAL: VALUE GROWTH & BEST-IN-CLASS PERFORMANCE



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Dow's Ambition

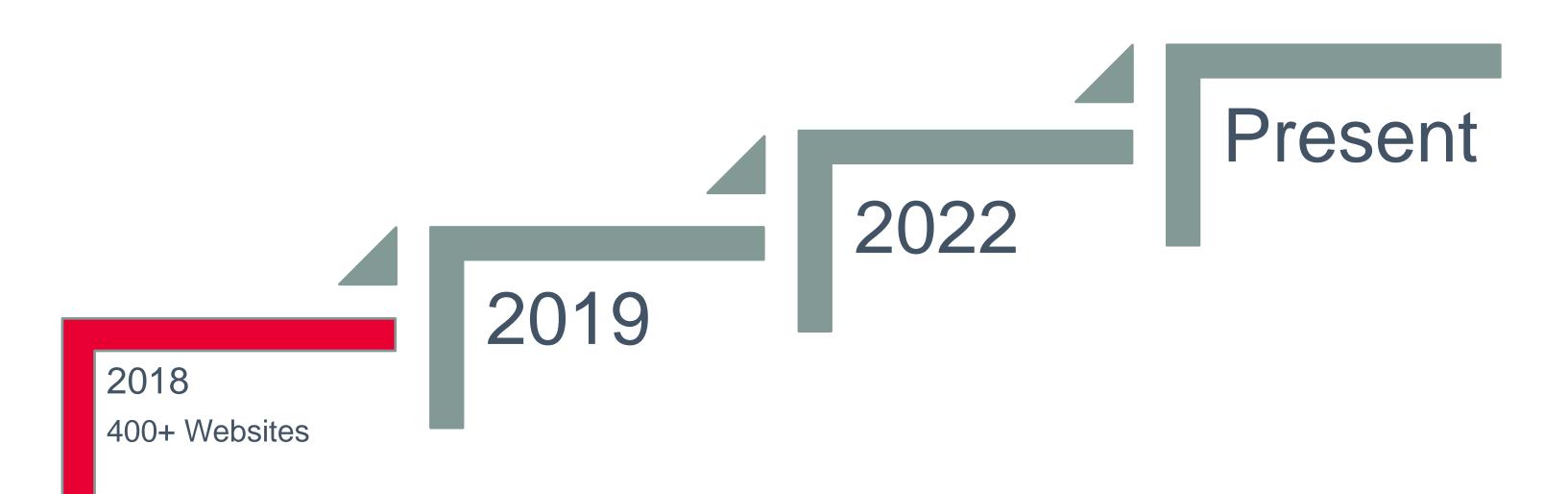
INNOVATIVE VALUE & BESS PERF

CUSTOMER-CENTRIC GOAL: VALUE GROWTH & BEST-IN-CLASS PERFORMANCE



STARTING POINT: DISCONNECTED EXPERIENCES

- 2018 400+ separate websites
- Multiple business units, regions, languages
- Not customer-centric





July 2024



Image generated by Microsoft Copilot

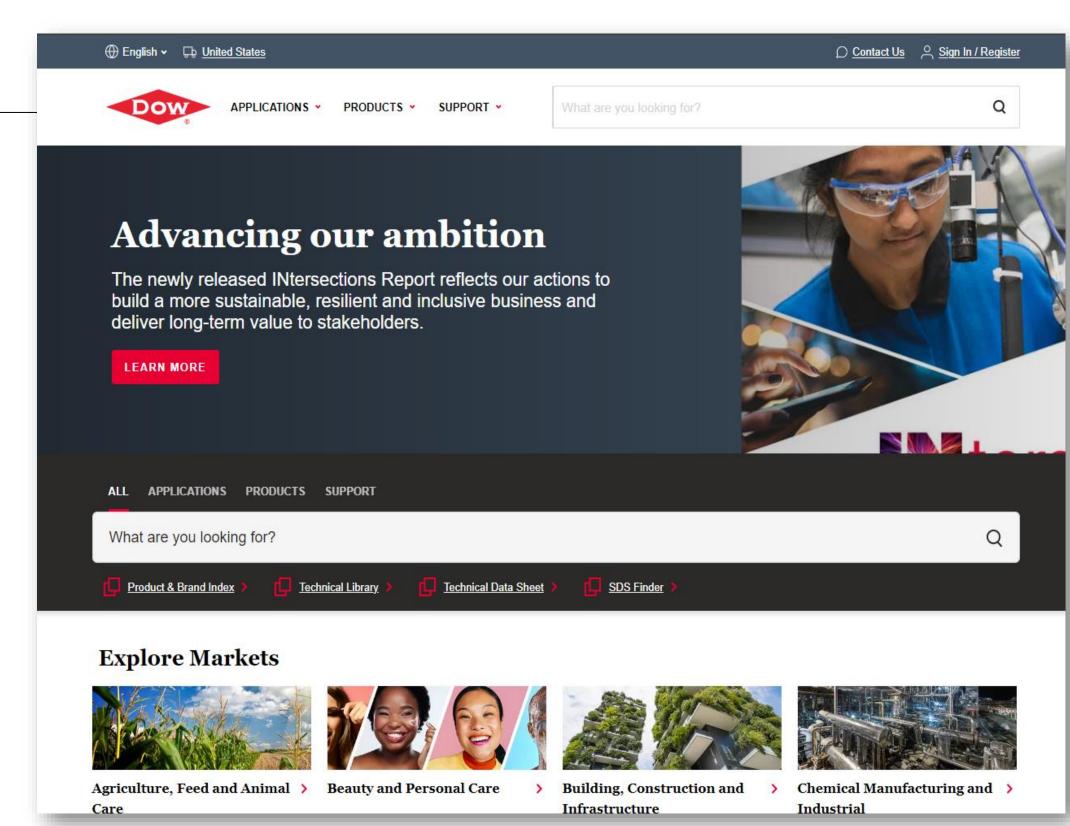


FRONT-END UPLIFT: UNIFIED EXPERIENCE

2019 launched 2 websites: Corporate & Customer Customer-focused Dow.com

- ERP = SAP
- SAP Commerce for Product Management
- 17 different markets, over 500 applications
- **Multiple Personas**
- ~9,000 products, ~16,000 pieces of technical content
- 60% of visits use Site Search







July 2024

11



COVEO AI-POWERED SITE SEARCH: ELEVATED EXPERIENCE

- Integrating across existing systems and data silos
- Predictive Search with Query Suggestions
- Automatic Relevance Tuning with content ranking
- Dynamic Navigation Experience with ranking of facets





ng facets

Present

G English * 🖓 <u>United States</u>	D Contact Us	8.8
	• PRODUCTS - SUPPORT - doward	
Home J. Search	dowanol dowanol pm	
Results 1-10 of 136 for dowanol	dowanol dpm	
	dowanol pnb dowanol dpnb	
View: ALL APPLICATIONS PRODUCT:	s support	
dowanol		
Content Type		_
	rre DOWANOL™ PM Glycol Ether	
Q Search	Fast evaporating solvent with high water solubility and active solvency used in a variety of applicati	ions :
Catalog / Selection Guide (10)	solvent-based coatings, household and industrial cleaners, and agricultural pesticides.	
Application / Technical Guide (7)	🕁 Favorite 📑 Documents 🔂 Sample & Buy 🛞	
Formulation (44)		
Market / Product Information (27)		
Products (24)	DOWANOL™ DPM Glycol Ether	
Technical Data Sheet (21)		
Certification / Safety Standard (2) >	Mid-to slow evaporating solvent. Has 190% water solubility and is ideally suited as a coupling agen range of solvent systems. Has a higher flash point than DOWANOL™ PM glycol other making it ear	
Training / Education (1)	store, and ship. Often incorporated into latex emulsion coatings; can be used to prevent shocking (r	0000
Market 🔨	emulsion) when hydrophobic solvents are used. More broadly, its hydrophilic nature makes it an ide aid in water reducible coatings, and cleaning	
Q. Search	📩 Favorite 👔 Documents 🙀 Sample & Buy 🕣	Dp
Paints, Inks and Coatings (25) 3		
Home Care, Industrial and Institution (99) 3	DOWANOL™ TPM Glycol Ether	
Electronics (18) >		
Oil, Gas and Mining (10) >	A hydrophilic, low odor, high boiling point glycol effer glycol effer with an excellent active solvency source.	and
Agriculture, Feed and Animal Care (5) >		-
Chemical Manufacturing and Industrial (7) > Power, Water and Telecommunications (4) >	👷 Favorite 🗈 Documents 📜 Sample & Buy 🛞	00
Power, Water and Telecommunications (4) 3 Pulp and Paper (4) 3		
Building, Construction and Infrastruct (3) 5		
Healthcare and Hypiene (2) 3	DOWANOL™ DPnB Glycol Ether	
+ Show mare	A slow-evaporating, hydrophobic glycol ether with excellent surface tension-lowering ability and coa	
	properties. It has a near mid-range balance of hydrophobic and hydrophilic characteristics, and it of water solubility. It is one of our most efficient coelescents in water-borne latex systems. It combines	i a n
Product Technology	properties that contribute to very high latex film quality: 1) high polymer plasticizing efficiency, 2) lar size and therefore greater polymer	ige n
Q. Search	👷 Favorite 🖹 Documents	Do
Solvents and Glycols (68) >		-







AI CAPABILITY AND DOW.COM

"The use of AI is absolutely critical to our long-term goal of are committed to investing in digital capabilities to improve accessibility and outcomes for our customers."

- Michelle Bannick



delivering customers the right content at the right time, and we

Dow Senior Digital Experience Director



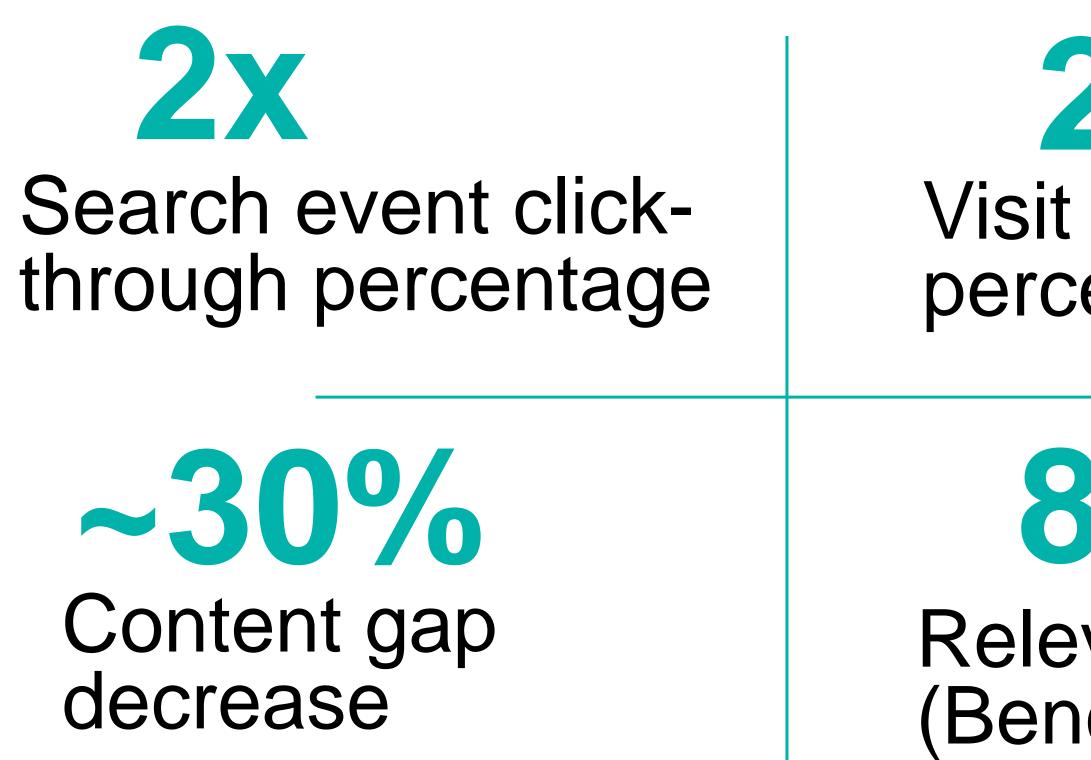






RESULTS WITH COVEO AI

Implemented a scalable, self-improving system for tracking engagement rates and content quality







2X Visit click-through percentage

85%

Relevance Index (Benchmark 70%)

Orchestrated 1:1 personalization for different profiles at scale

July 2024



14

DIGITAL JOURNEY RESULTS

Digital sales growth increased to 40% of total sales in 2023.





Percent of Total Revenue via Digital Sales





40%

~46%

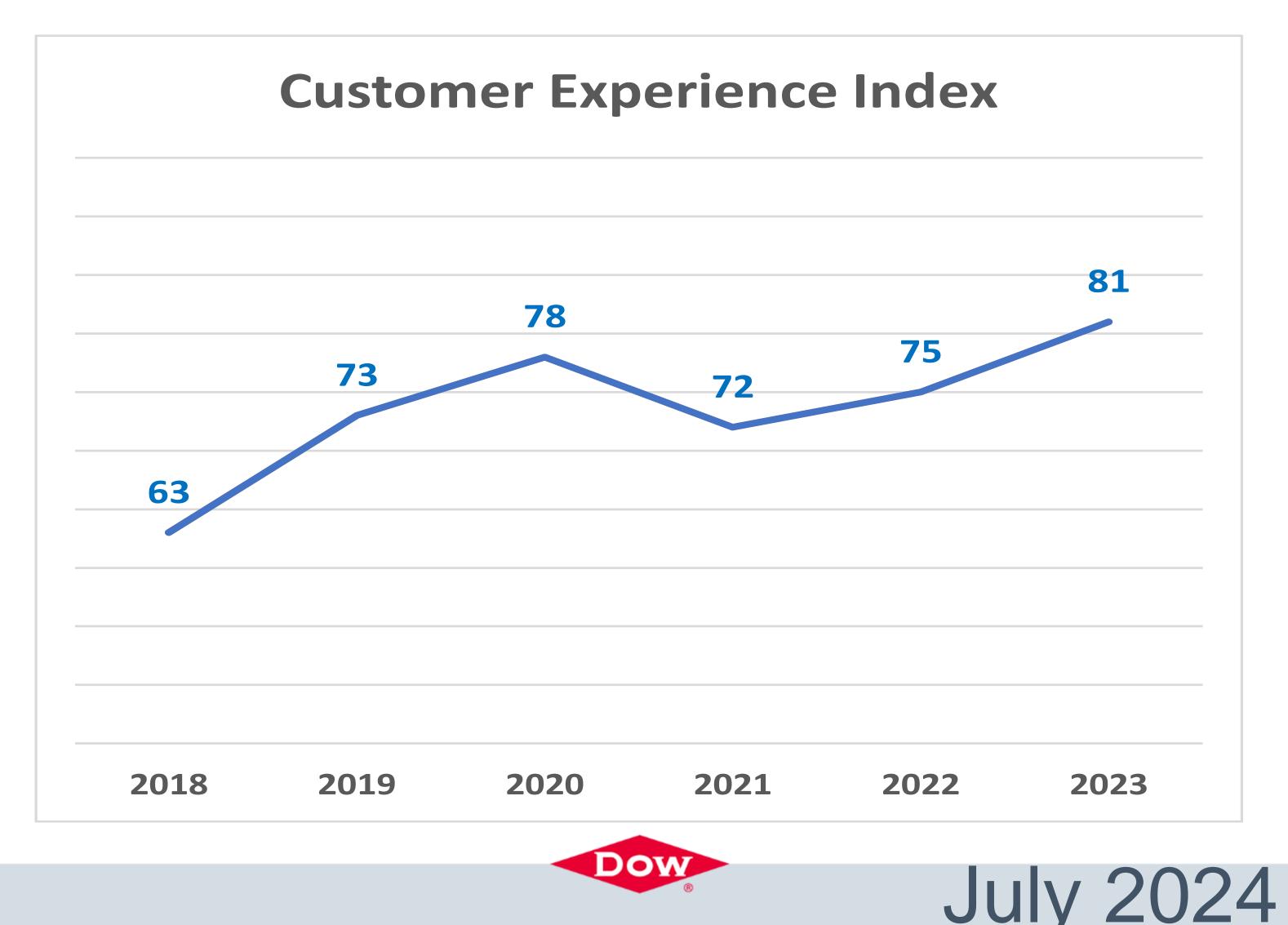






DIGITAL JOURNEY RESULTS

Increased Customer Experience Index score by 30% between 2018 and 2023.











DIGITAL JOURNEY RESULTS

Recognized at the annual U.S. Customer Experience Awards with 4 Gold winners.



Best Digital Transformation







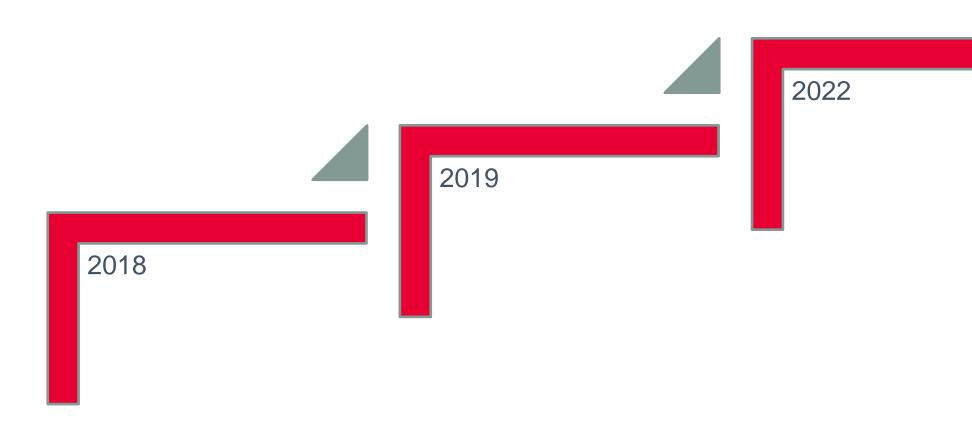






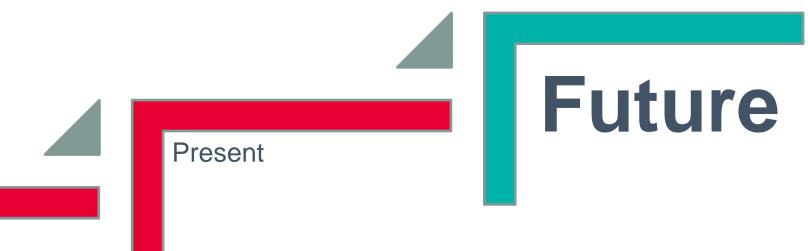
THE JOURNEY CONTINUES

- Dow's digital transformation is successfully underway
 - Personalization and innovation are the focus
 - Generative AI
- Formulating products and solutions is a priority
 - to be discovered





Even with a broad portfolio of about 9,000 products, the best solution for a particular application may yet









Seek

TogetherTM