



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
- AI recommendations
- GenAI answering
- Unified personalisation



Coveo named Gartner MQ leader!



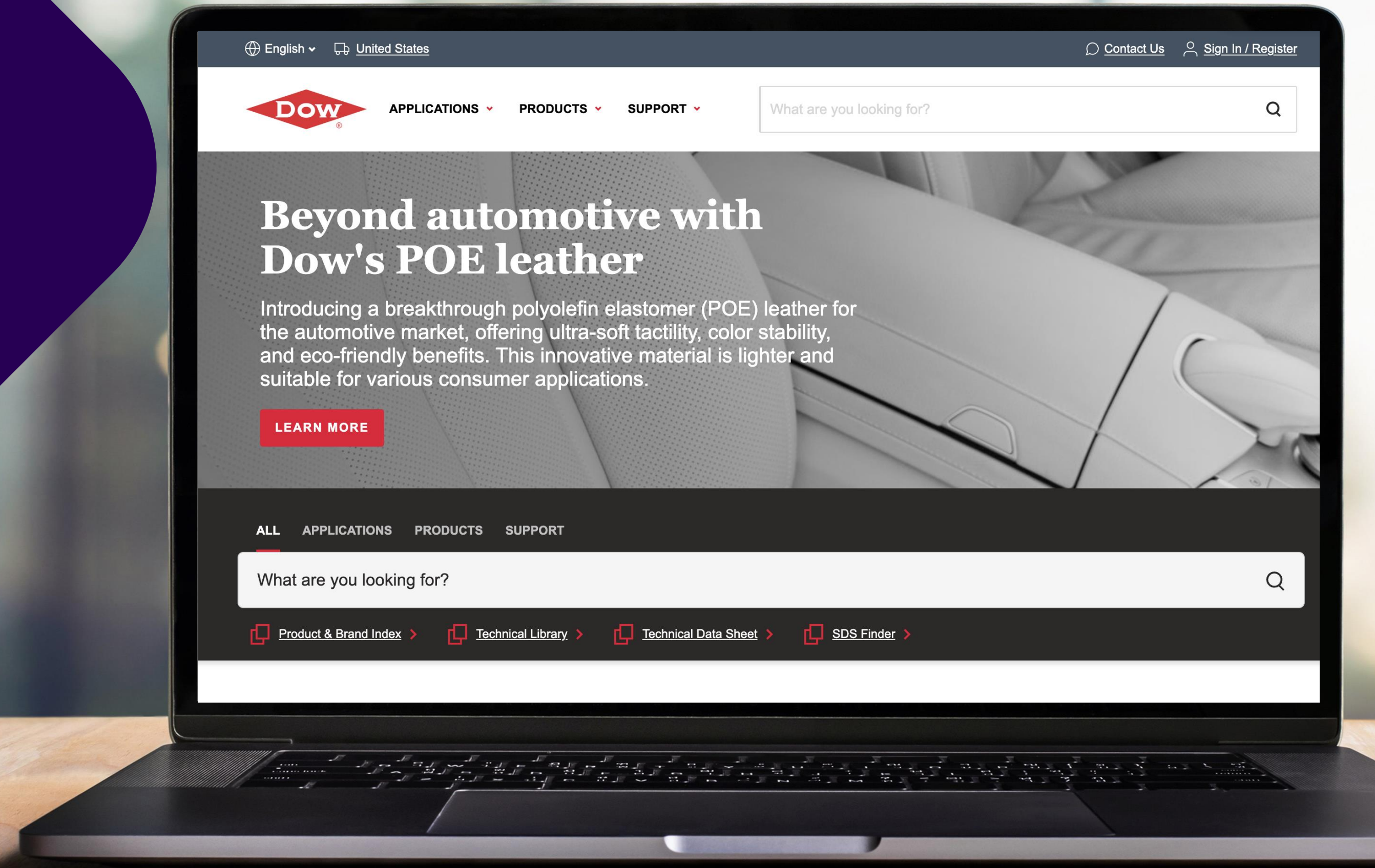
- Coveo recognised as **leader** in the inaugural Gartner® Magic Quadrant™ for Search and Product Discovery.
- Positioned highest for **Ability to Execute** underscoring Coveo's commitment to relentless product excellence, innovation, and execution.
- Identified strengths include **AI vision, rich functionality**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



Gartner® Magic Quadrant™ for Search and Product Discovery 2024



Meghan Grekowitz, MBA
Digital Capability Manager
Dow





Founded in
1897

US\$44.6bn
in Revenue

~36k
Employees

+40% Digital
Transactions

Thank you!





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Meghan Grekowitz - Dow Digital Capability Manager

July, 2024



Dow's AMBITION



Dow's AMBITION



STARTING POINT: DISCONNECTED EXPERIENCES

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

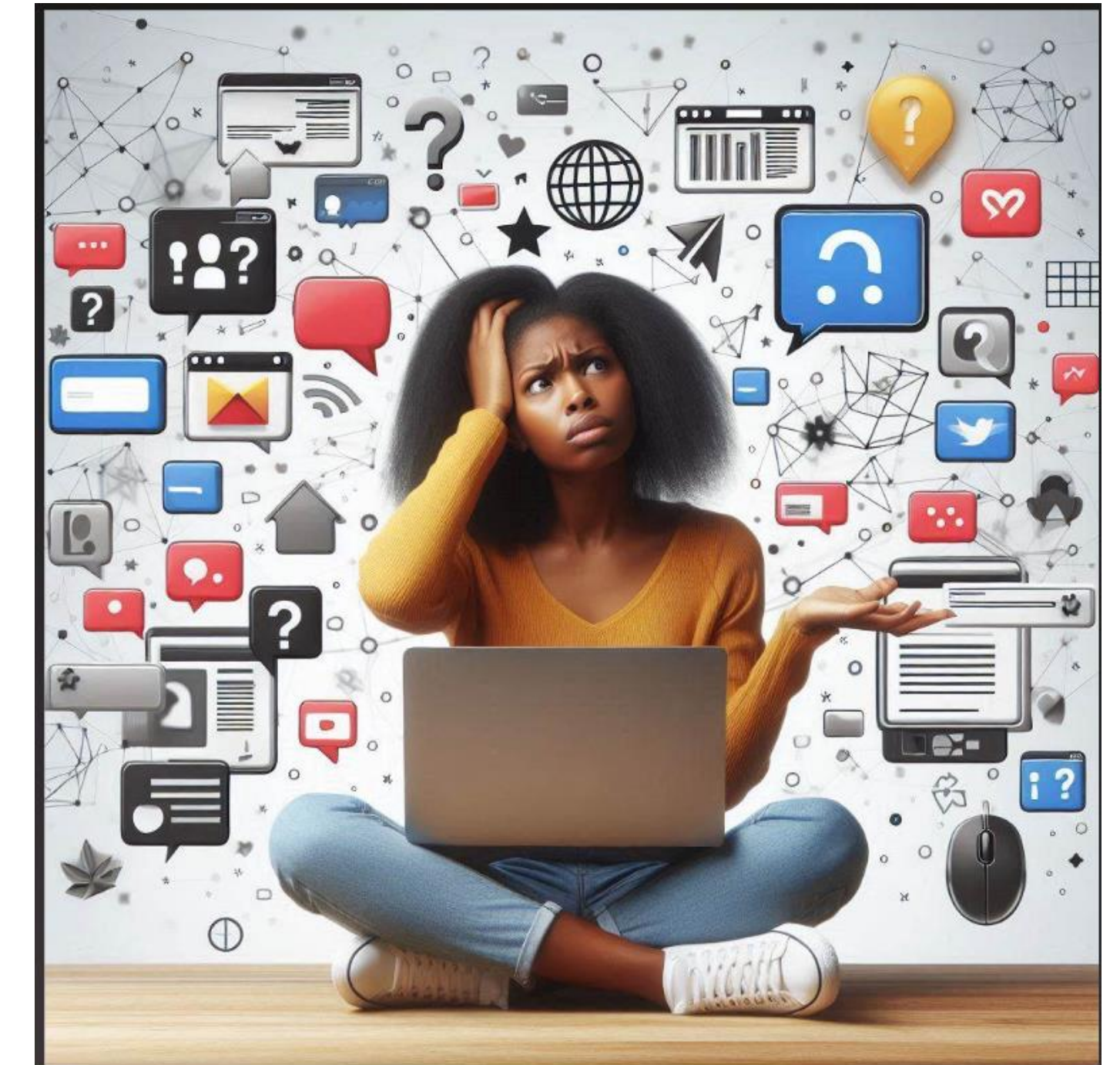
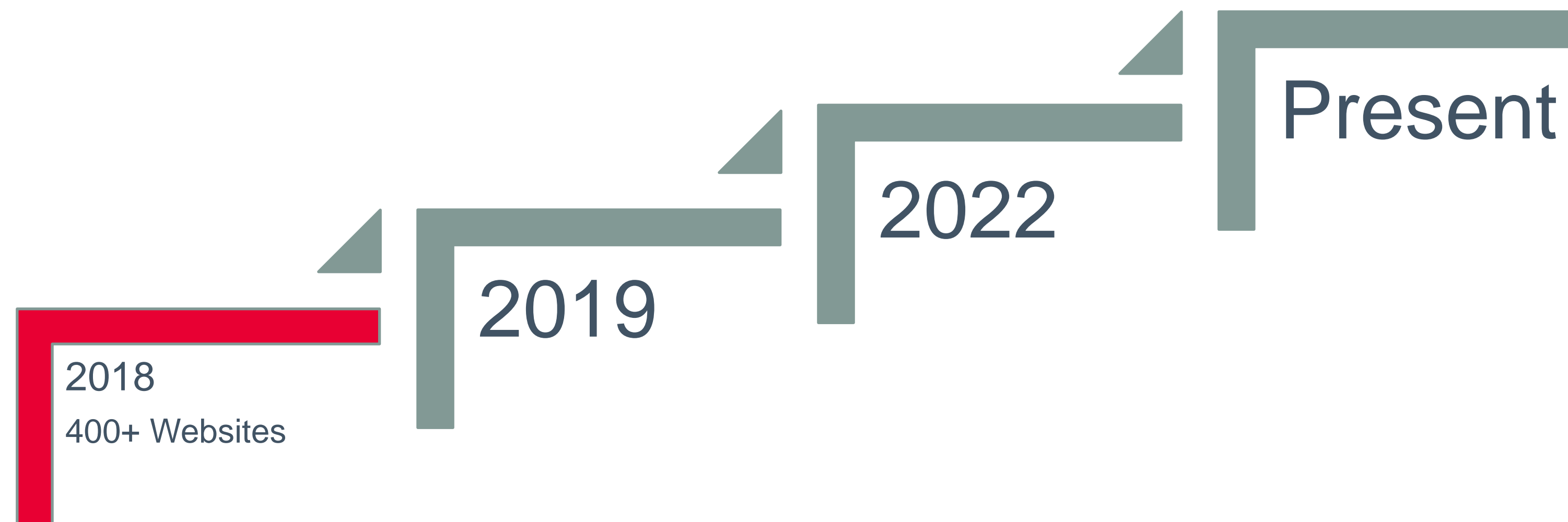


Image generated by Microsoft Copilot



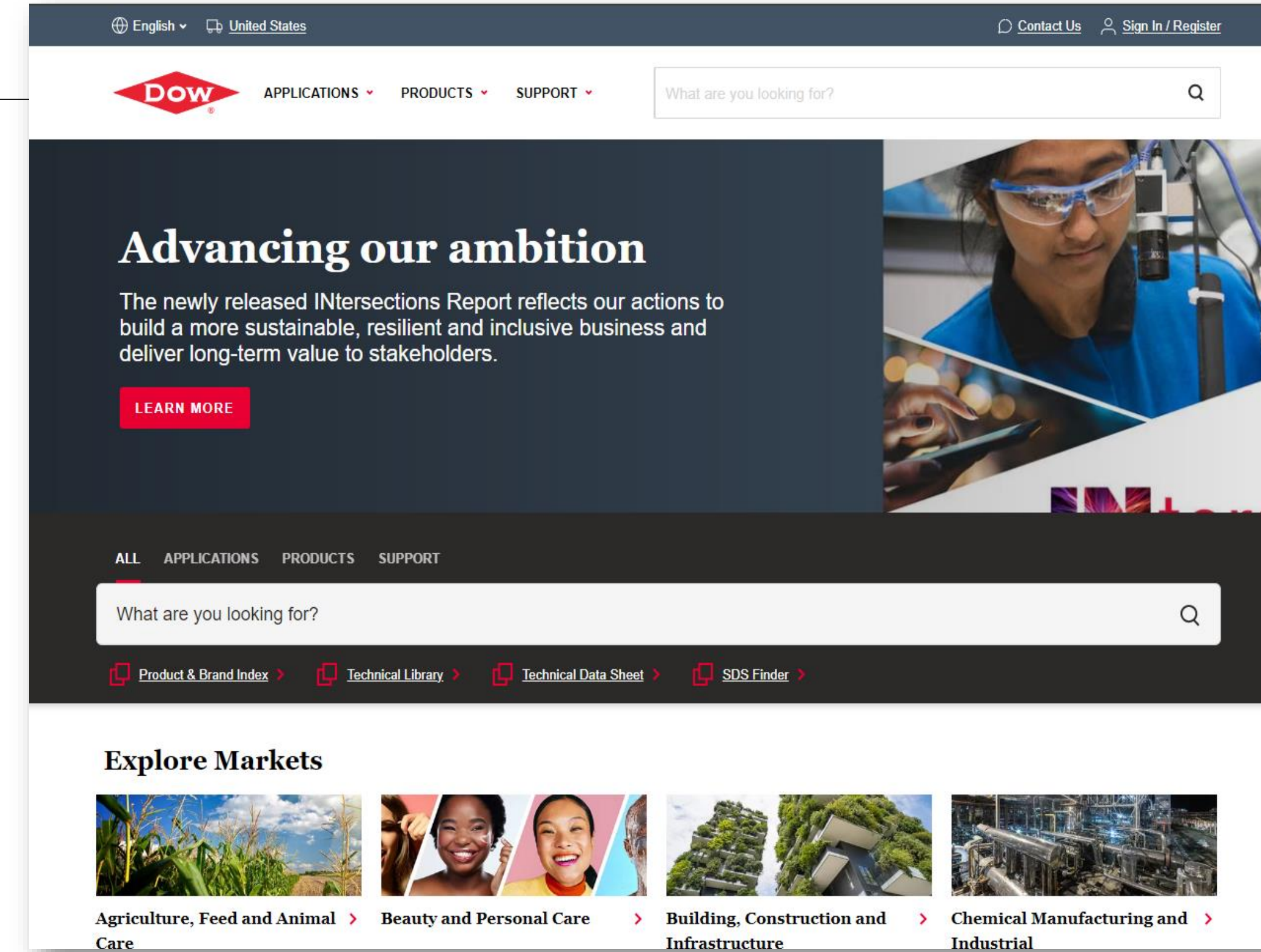
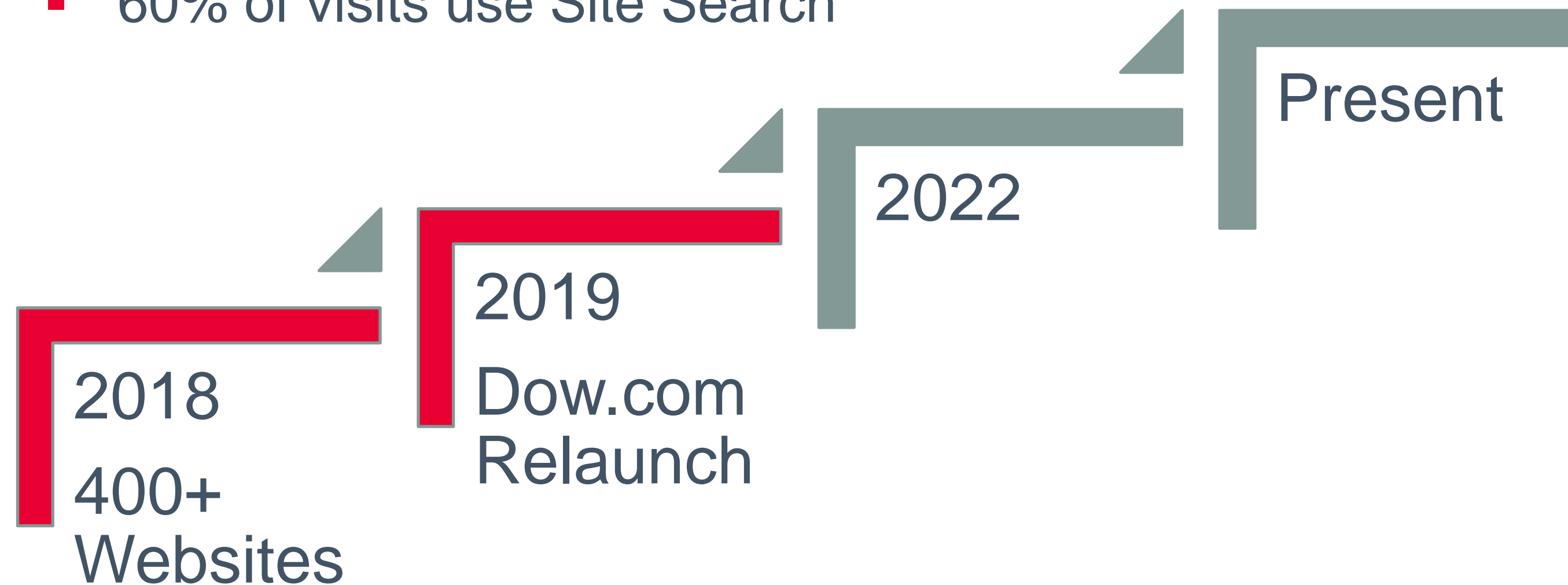
July 2024

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FRONT-END UPLIFT: UNIFIED EXPERIENCE

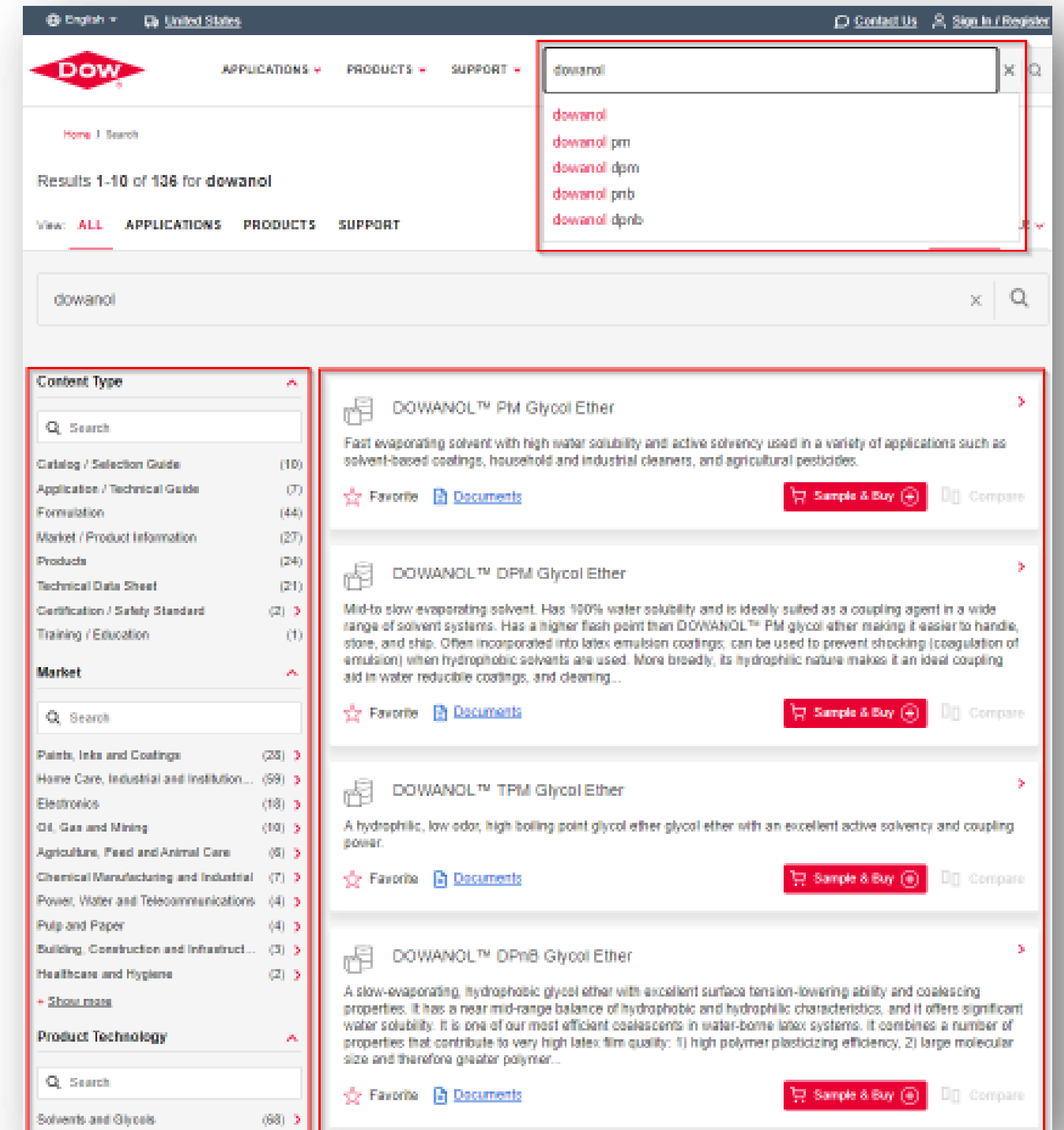
2019 launched 2 websites: Corporate & Customer
Customer-focused Dow.com

- 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



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



*“The use of AI is absolutely critical to our long-term goal of delivering customers the right content at the right time, and we are committed to **investing in digital capabilities** to improve accessibility and outcomes for our customers.”*

- Michelle Bannick

Dow Senior Digital Experience Director

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

2x

Search event click-through percentage

2x

Visit click-through percentage

~30%

Content gap decrease

85%

Relevance Index (Benchmark 70%)

Orchestrated 1:1 personalization for different profiles at scale

DIGITAL JOURNEY RESULTS

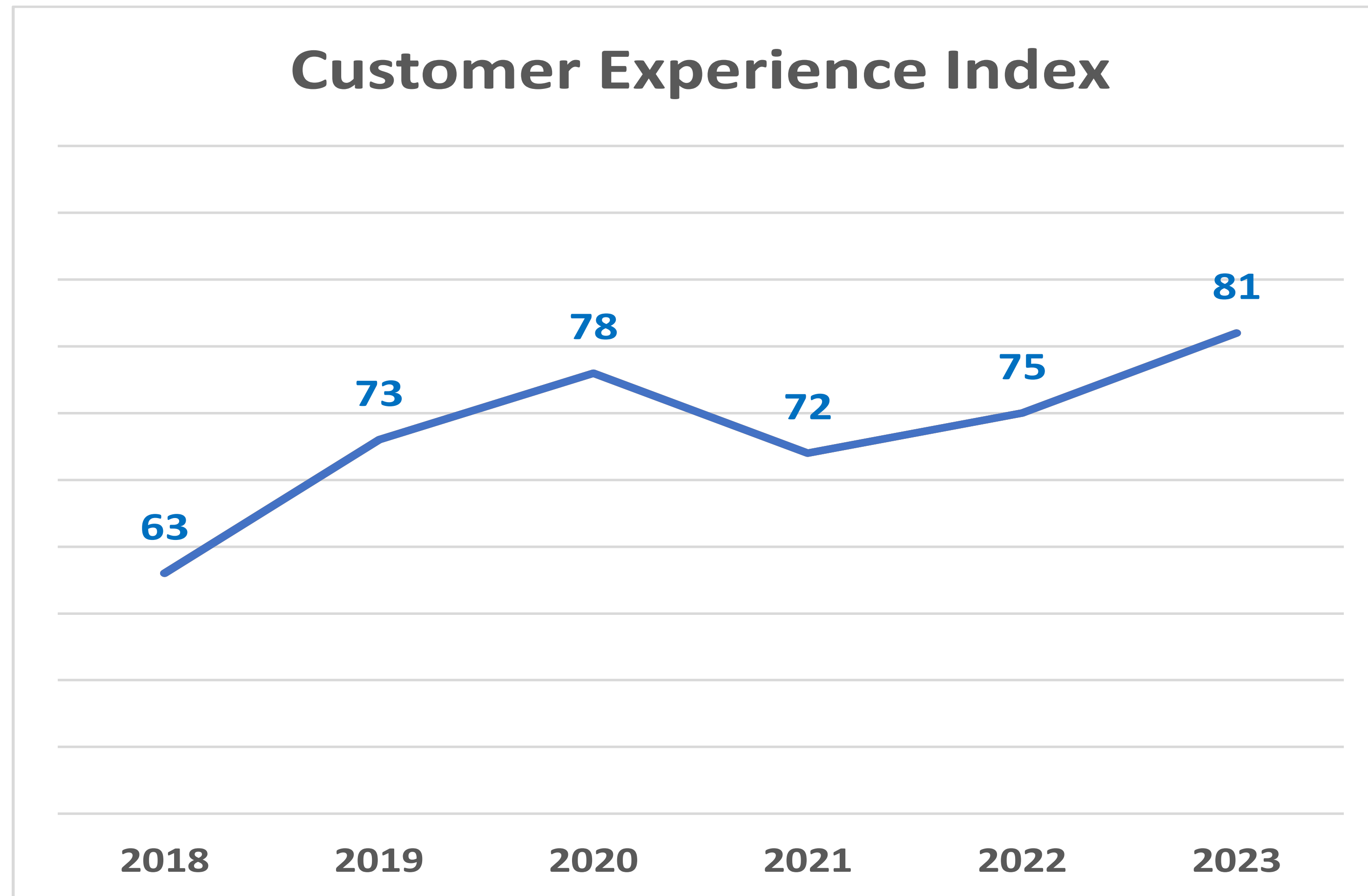
Digital sales growth increased to 40% of total sales in 2023.

Year	Percent of Total Revenue via Digital Sales
2021	~22%
2022	~23%
2023	40%
2024 1H	~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.

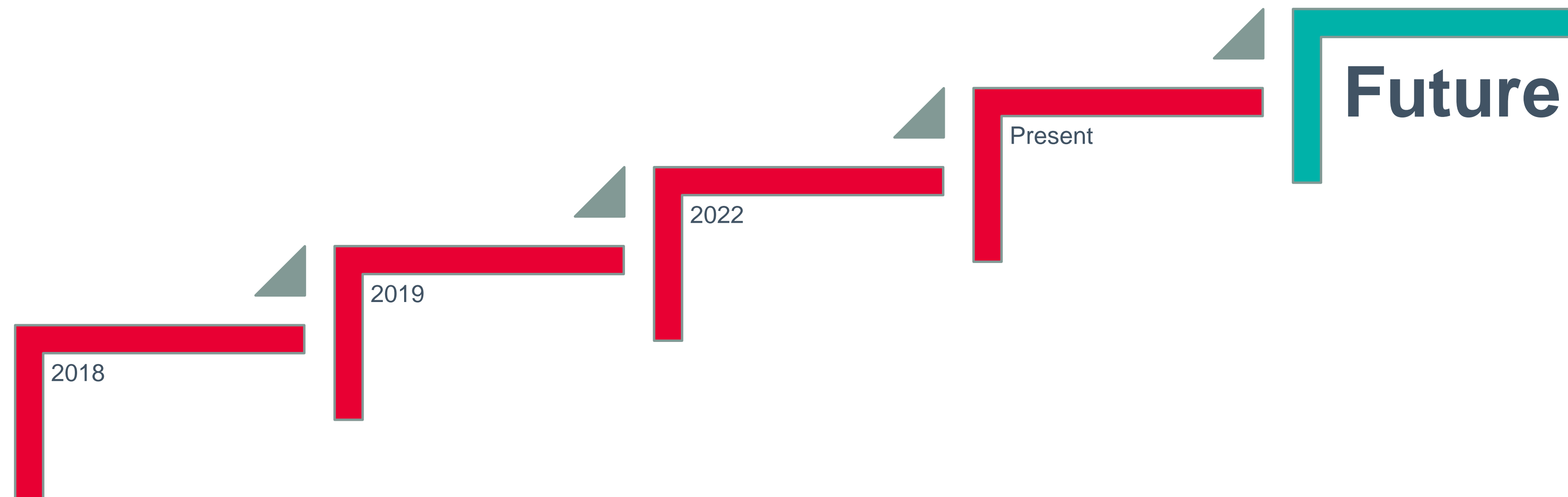


Best Digital Transformation



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





Seek

Together™