



 senseforth.ai | LAKMÉ

Transforming DTC

with Conversational AI

Senseforth's Multi-Experience AI Platform



10x Faster Implementation with Pre-built AI Models

Banking Insurance Healthcare **Retail** Travel & Hospitality Real Estate Telecom Education Manufacturing



Locate Store

[Quick View](#)



Online Booking

[Quick View](#)



Ongoing Trends

[Quick View](#)



Product Enquiry

[Quick View](#)



Promotional Offers

[Quick View](#)



Sales Analytics



Customer Support



Order Tracking



Product Comparison



E-Wallet Enquiry

A.ware

The most comprehensive Zero-Code Conversational AI Platform for the Enterprise

1 Billion+

Responses
automated

120+

Large Enterprise
Deployments

96%

Average
Accuracy

80+

Languages
Supported

Transforming CX for Organizations Worldwide



Senseforth's Global Clients



Recognized by Industry Experts



**Innovator in AI
2019**



**AI Product of the Year
2018**



**Gartner Cool Vendor in
Conversational AI
Platforms**



**20 Emerging Indian
companies**



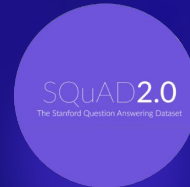
**Most Innovative Product
2020**



**Top 10 Emerging Tech
Companies**



**Tie50 Award in Silicon
Valley**



**#5 on Global Machine
Reading Comprehension
Leaderboard**




**Gamechanger Company
2019**



**AI Tech
Winner**

AI-powered Shopping Assistant

The screenshot displays the LAKMÉ mobile application interface. At the top, the LAKMÉ logo is on the left, and navigation icons for shopping bag, heart, back, and close are on the right. A large white text overlay reads "Hey," followed by "I'm **Lola**. I can help you buy Lakmé products." Below this is a promotional banner for "BUY 1 GET 1 FREE" on "ABSOLUTE MATTE MELT LIQUID LIP COLOR" with an image of the product. The "What's trending?" section features a product card for "LAKMÉ SUN EXPERT SPF 30 ULTRA MATTE LOTION" priced at ₹ 327.00 with a 15% OFF tag, and a small image of a purple nail polish bottle. The "Quick Actions" section contains three buttons: "Track Order" with a location pin icon, "Register Complaint" with a speech bubble icon, and "Repeat Order" with a shopping bag icon. At the bottom, there is a text input field "How may I help you?" with a right arrow and a microphone icon. The footer includes "Rate your experience" and "Powered by Senseforth.ai".



Here's how **Lola, the AI-powered
Shopping Assistant, can unlock
revenue growth**

Contextual Toasters

UP TO 40% OFF

SHOP NOW

SELLING FAST



LAKMÉ BLUSH AND GLOW SHEET MASK VALUE SET

₹ 300 ~~₹ 500~~ 40% OFF



LAKMÉ COLOR CRUSH NAIL ART VALUE SET

₹ 620 ~~₹ 775~~ 20% OFF



LAKMÉ ABSOLUTE MATTE MELT LIQUID LIP COLOR VALUE SET

₹ 750 ~~₹ 1,500~~ 50% OFF

Lola



Check out our **best seller of this week!**

LAKMÉ ABSOLUTE BRIGHTENING DAY CRÈME

Buy Now



COLOR VALUE SET

₹ 750 ~~₹ 1,000~~ 25% OFF



Lola

Contextual Toasters

VIRTUAL TRY ON

FOUNDATION FINDER

LIPSTICKS

SKINCARE



NEW LAUNCH

LAKMÉ MOIST MATTIFYING MOISTURISER



LAKMÉ 9 TO 5 MATTE MOIST
MATTIFYING MOISTURISER

₹ 349

ADD TO CART

♡ Add To Wishlist

[View product details](#)

Lola



Hey Jiya,

Did you like LAKMÉ 9TO5
MATTE MOIST CLAY FACE
MASK?



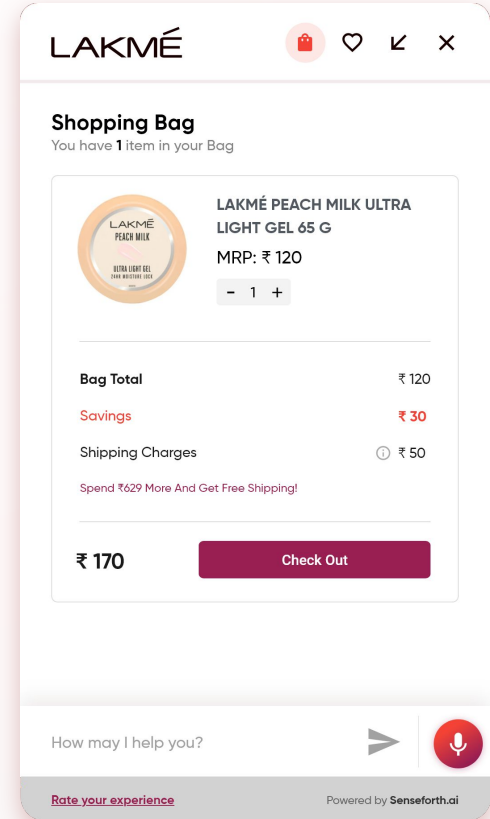
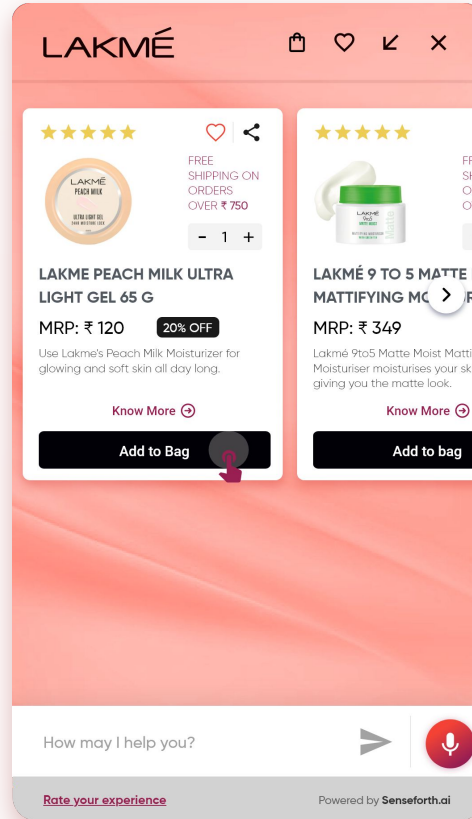
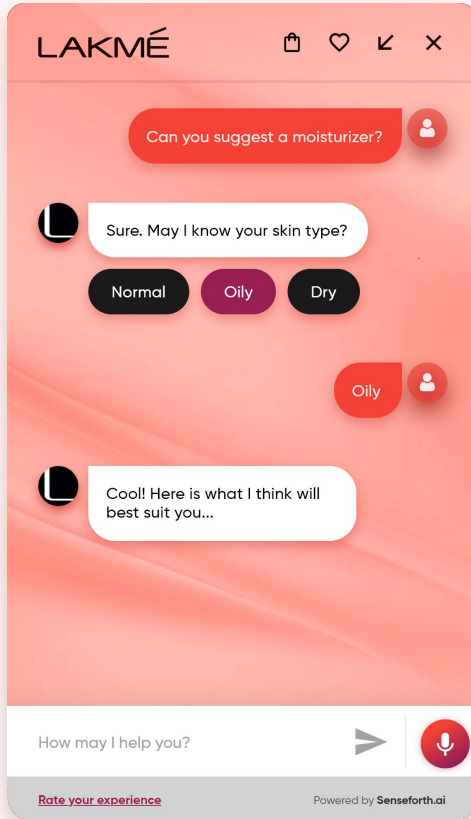
Buy now
and get
12% OFF

Buy Now

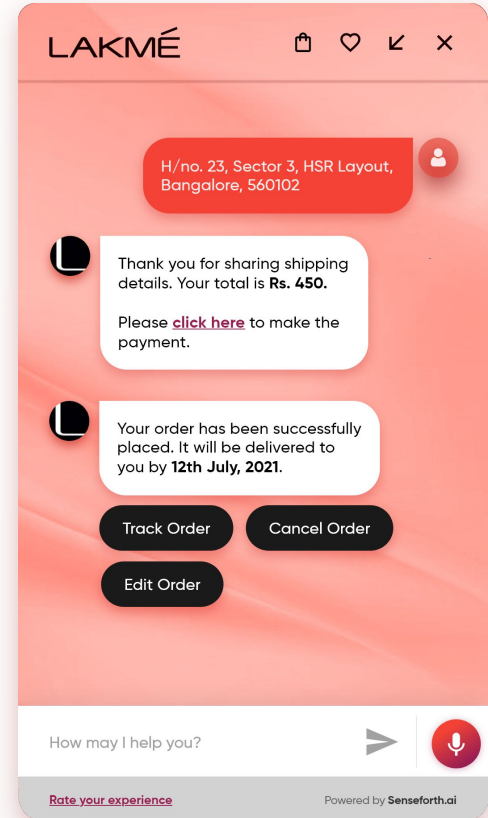
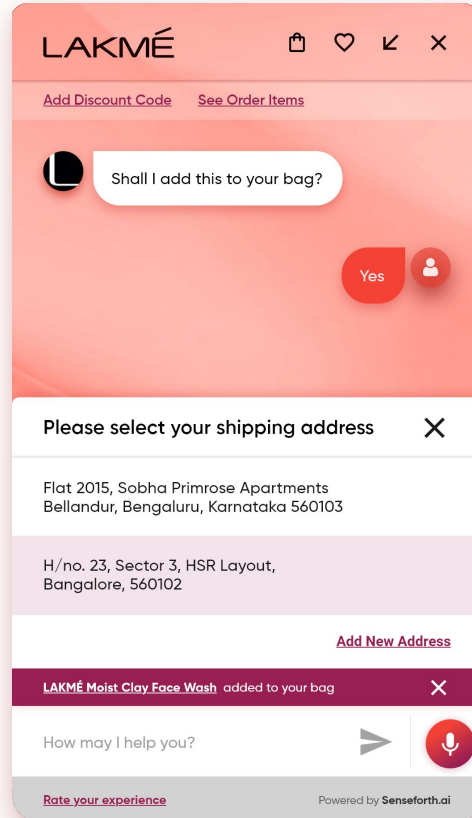
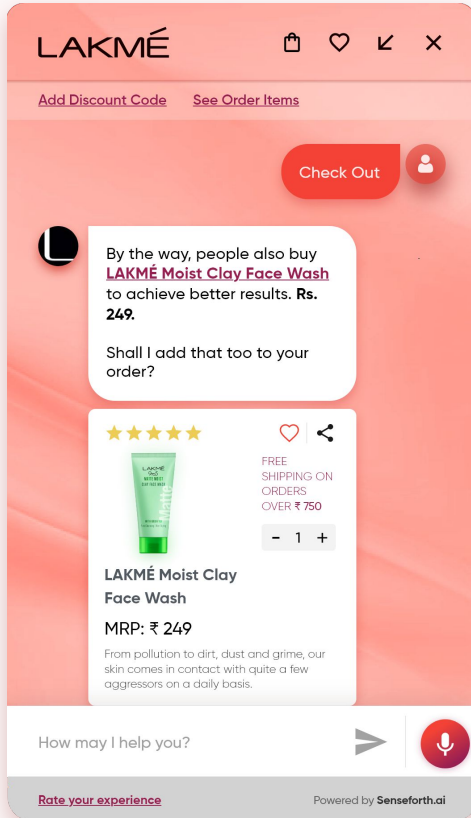


Lola

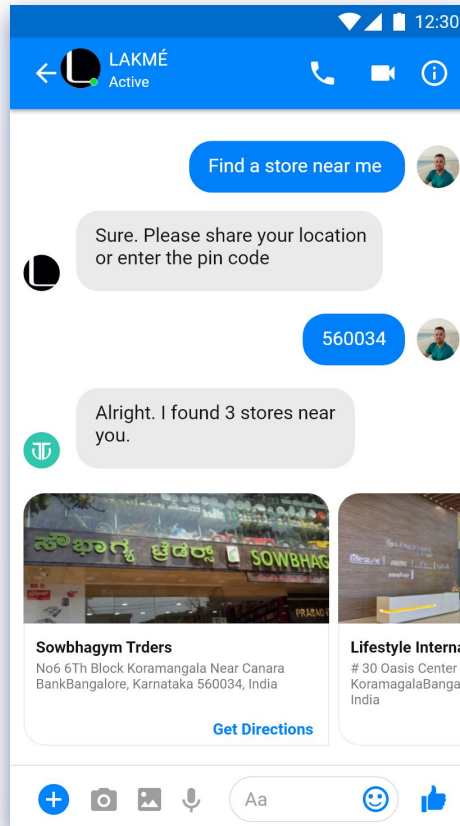
Product Discovery on web



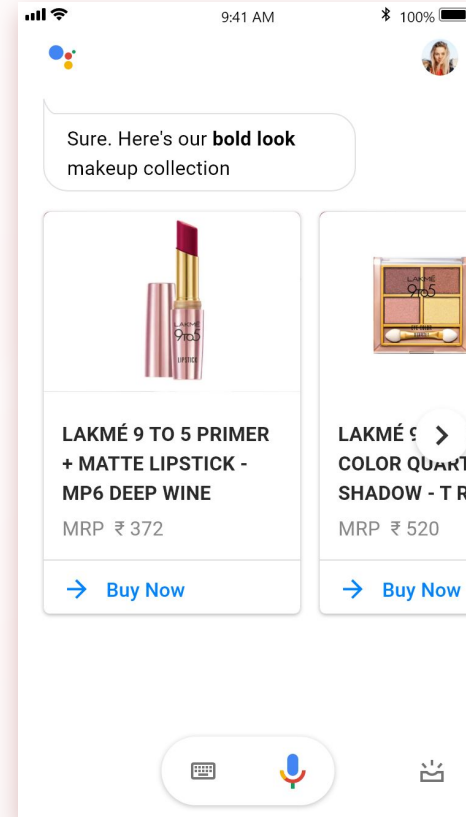
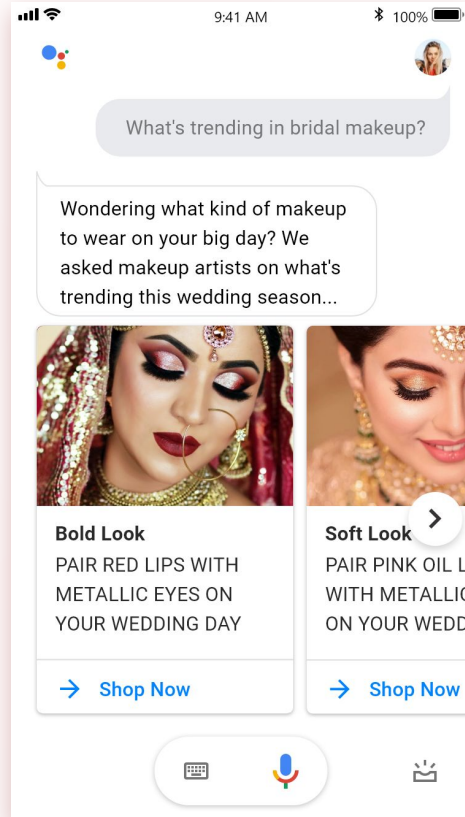
Check Out



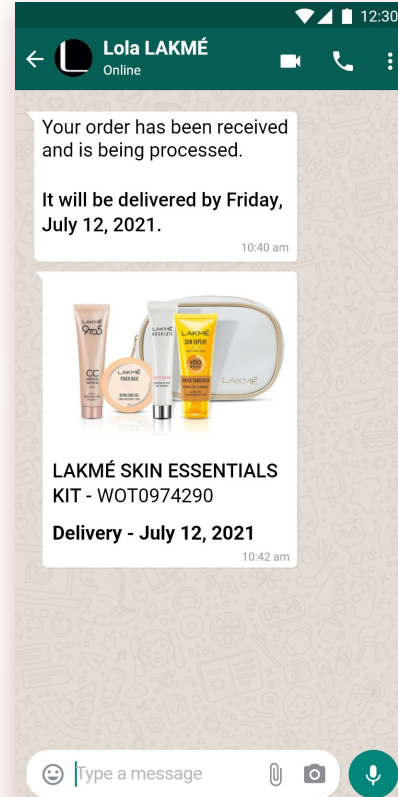
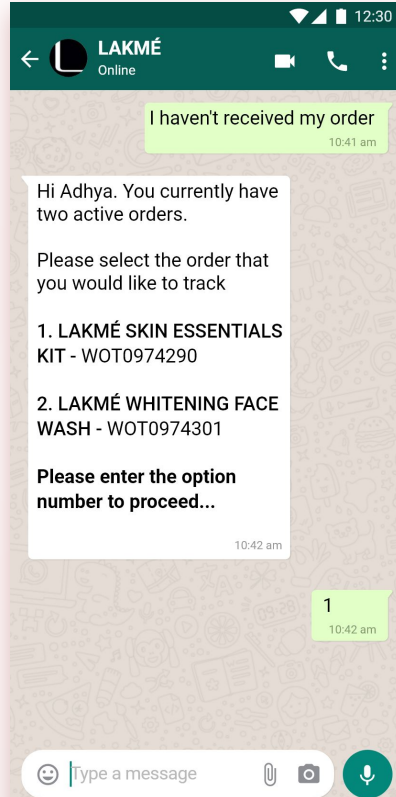
Store Finder on Facebook Messenger



Continuous buyer engagement on Google Assistant



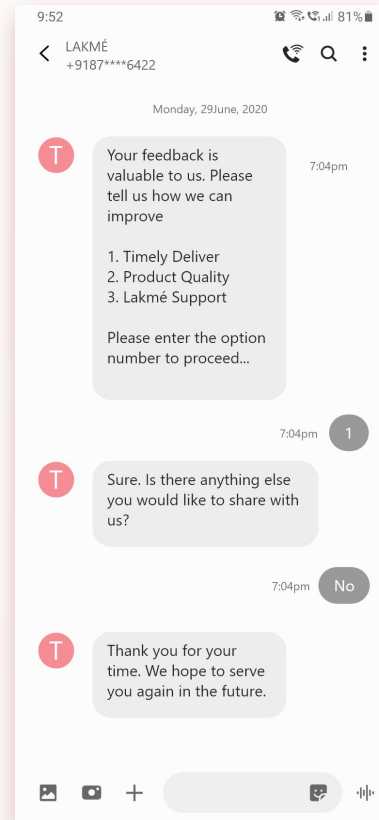
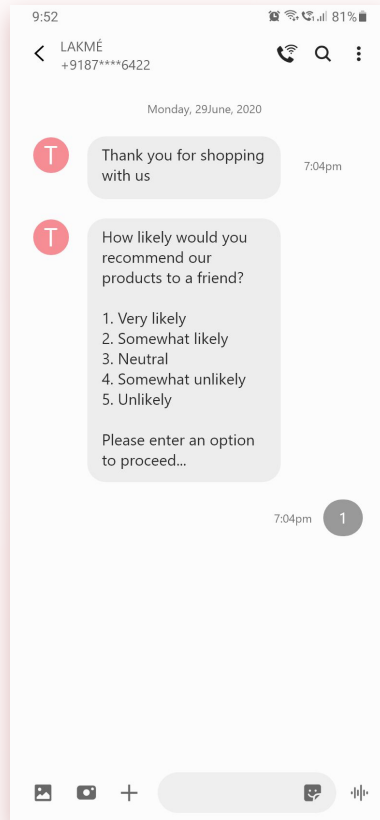
Order tracking on WhatsApp



Complaint registration on WhatsApp



Feedback capture via SMS




Conversational Marketing Campaigns

Lakme Inbox x

Team Lakme <sales@lakme.com> [Unsubscribe](#)
to me ▾


Tue, Apr 13, 10:09 AM (1 day ago) ☆ ↶ ⋮



LAKMÉ ABSOLUTE SCULPT
NEW HIGH DEFINITION
MATTE LIPSTICKS.


Chek out our all new range of **Lakme Matte Lipsticks.**

Up to 24%* off on our finest collections.



Explore now 

LAKMÉ

♥ ↶ ✕

 Thank you for showing interest in our Lakme Matte Lipsticks. We have picked a few shades for you...

Products for you See All >

★★★★★  

FREE SHIPPING ON ORDERS OVER ₹ 750


- 1 +


PICK A SHADE

MATTE ULTIMATE LIP COLOR WITH ARGAN OIL

MRP: ₹ 450 **40% OFF**

Sport a sensational pout with the ultimate matte lip color!

[Know More](#) 


★★★★★ 



PICK A SHADE

LAKMÉ ENRICH MATTE LIPSTICK

MRP: ₹ 236 **20% OFF**

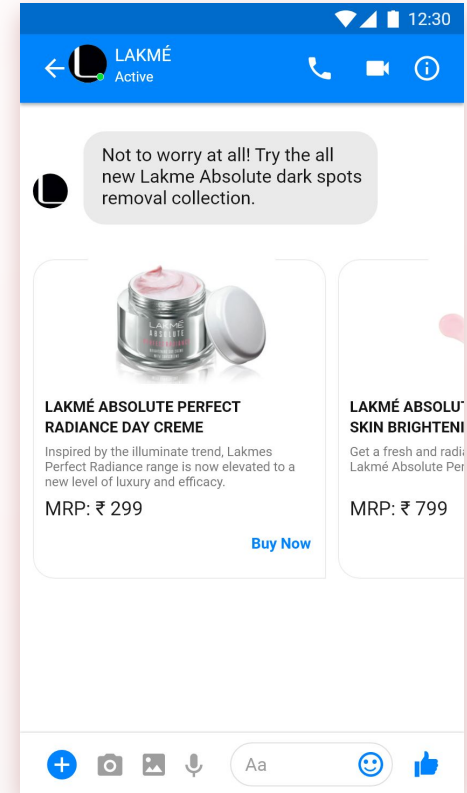
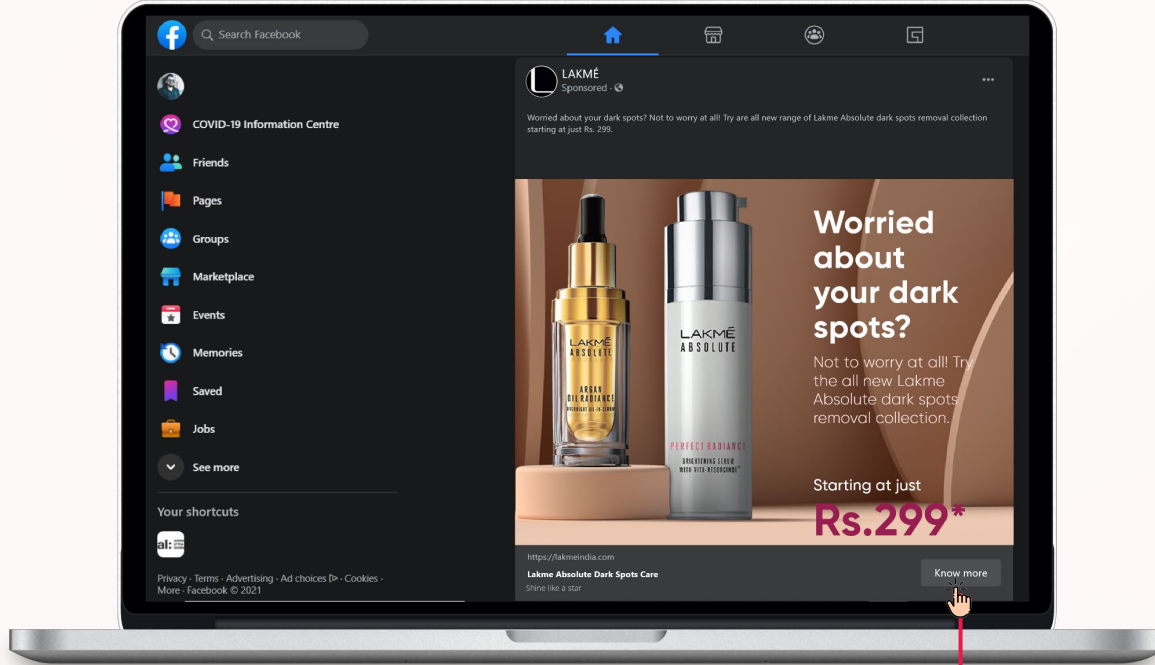
India's #1 Enrich lipsticks are finish for the first time.

[Know More](#) 

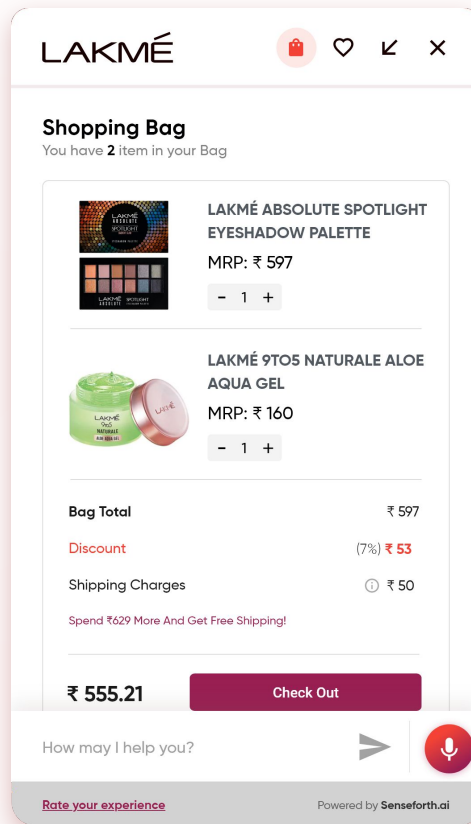
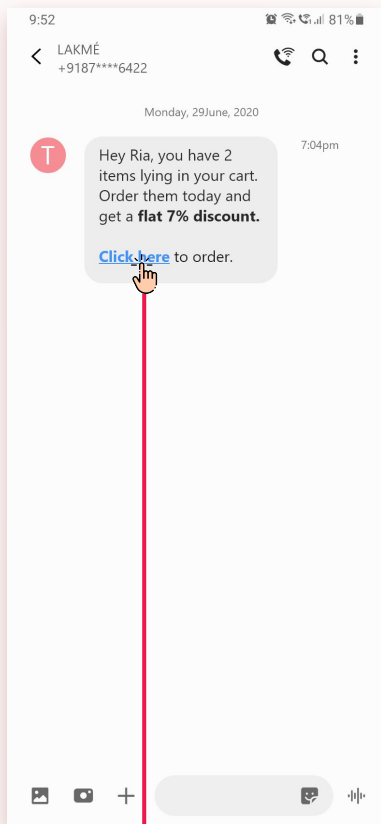
How may I help you?  

[Rate your experience](#) Powered by [Senseforth.ai](#)

Conversational Marketing Campaigns



Send checkout reminders



Experience the Senseforth Advantage

Business Advantages

- **Most Mature Platform**
Put your brand in good hands
- **Industry AI Models**
Best accuracy from day one
- **Largest Bot Store**
Go to market before competition
- **Full-Stack Service**
One Vendor for everything
- **Patented Technology**
Protection from patent trolls
- **Innovation & Breadth**
Leverage the best ideas from other industries
- **Usage Based Pricing**
Pay-as-you-go volume based pricing

Technical Advantages

- **Leading NLP Accuracy**
De-risk your reputation and customer satisfaction
- **Deploy Anywhere**
No tie-in to any cloud or technology
- **Zero Code Bot Building**
Fast and Error Free delivery
- **Omni-channel Support**
Be where your customers are
- **Backend Connectors**
Quickly and deeply integrate with your systems

Innovators & Entrepreneurs

We are a team of Innovators and Entrepreneurs on a mission to create Conversational Enterprises of the future.



PALO ALTO

BANGALORE