

SKELLAM AI is all set to disrupt eCommerce industry with its new product GreyFOX



Bellevue, Mar 20, 2020 ([Issuewire.com](https://www.issuewire.com)) - SKELLAM AI is ready to launch GreyFOX, a brand new product that harnesses artificial intelligence to enhance the way eCommerce works. The eCommerce industry is one of the leaders in adopting and implementing advanced technologies to automate critical marketing efforts and customer interactions. With GreyFOX, online merchants can automate the processes and effectively engage and retain their customers.

Arun A Veetil, the founder and chief architect, explains how GreyFOX is going to change the way eCommerce store works. “Retailers require an extensive approach to achieve customer engagement and retention. However, due to limited resources and functionalities, most eCommerce stores trail behind the industry leaders like Amazon and eBay for gaining customer loyalty. Despite this, retailers are unable to match the dynamic needs and preferences of customers. Since every customer is unique with their needs and demands, they expect retailers to understand, be it product offerings, pricing, promotions or shopping experience on the whole. Amazon is already wooing its customer base by delivering smart shopping experiences. While GreyFOX can serve the purpose of automation for those small or medium enterprises to keep them in competition with the biggies.”

Talking about the product, Arun says, “GreyFOX is constantly exploring and harnessing emerging technologies such as artificial intelligence to transform legacy marketing strategies. It enables our diverse clientele of eCommerce businesses to improve and deliver personalized customer experiences.”

Gearing up for the launch, GreyFOX is expected to change the way small and medium level eCommerce

stores engage and retain their customers. Notable features such as [hyper-personalized gamification of marketing](#) offers and automated email marketing campaigns using smart AI algorithms make it a useful platform that can be integrated into an online store. Merchants running an online store can effectively solve the task of analyzing each customer's behavior and design personalized marketing offers.

Being a tech veteran himself, Arun recognized the need to solve complex marketing problems using AI. "Our product is a simple platform that is easy to integrate into an existing eCommerce store and boost its functionality. As it is challenging to keep a track of every customer and create offers that suits them the best, GreyFOX empowers the store with AI and solves it effectively."

For further information, please visit:

<http://www.greyfox.ai/>

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