

Experro's AI-First Vision for Unified Commerce at Seamless 2025



Charlotte, North Carolina Jun 3, 2025 ([IssueWire.com](https://www.issuewire.com)) - Team Experro attended Seamless DXB 2025, held at the Dubai World Trade Center from May 20–22.

At the event, the demos spotlighted how Experro's generative AI technology is helping retailers adapt to the rapidly shifting demands of modern commerce, turning complex journeys into intelligent, seamless shopping experiences.

Gen AI Is Driving the Future of Retail

At this year's Seamless Middle East event, it became clear that generative AI for retail isn't just an emerging trend—it's central to how forward-thinking global eCommerce leaders are reimagining customer engagement.

Experro's platform showed how real-time, AI-driven decisions can elevate every touchpoint along the shopper journey.

Seamless DXB 2025 Highlights Included:

- Experro Gen AI search, a next-generation functionality that delivers instant, relevant results tailored to each shopper's intent. It perfectly meets the expectations of Gen Z and digitally savvy customers.

- The platform's agentic eCommerce capabilities, which automate the repetitive tasks of site monitoring, data analysis, opportunity identification, and experience optimization, save eCommerce teams dozens of hours to focus on driving growth and business outcomes.

In Word with Delegates

It was about showing retailers how they can solve their toughest eCommerce challenges with technology that's as practical as it is powerful.

Using a combination of multimodal AI for shopping, customer data, and smart automation, Experro demonstrated how brands can:

- Introduce AI shopping assistants that act more like trusted advisors than simple bots.
- Leverage the personalization capabilities for each customer to enhance their journey and overall experience.
- Use innovative visual merchandising to adapt layouts and promotions in real time.

The result? A seamless omnichannel brand experience across touchpoints, online and in-store, that feels consistent, relevant, and effortless!

CEO's Vision on AI in Retail

"Our current aim is rooted in building tools that understand context and act intelligently. We're helping retailers deliver what customers expect today—personalized, efficient, connected journeys—without the operational burden of building it all themselves."

- Jayesh Mori
- CEO at Experro

Key Takeaways from Seamless DXB 2025

From the keynote stage to on-the-floor discussions with some of the most forward-thinking retail minds, Experro came back with a clear message: the appetite for practical, scalable AI in commerce has never been higher.

Takeaways from Experro at Seamless DXB included:

- The Middle East's retail landscape is ready to lead global innovation, especially around autonomous technologies and metaverse commerce.
- Digital transformation in FinTech is influencing how retailers think about payment, security, and personalization.
- Retailers of all sizes are looking for fast, reliable ways to tap into omnichannel retail solutions and a true unified commerce experience.

What's Next?

Whether it's enabling personalized shopping for Gen Z, scaling with plug-and-play eCommerce integrations, or exploring what the future of payments and the future of retail might look like, Experro is building for what comes next, today.

With its generative AI platform at the core, Experro empowers retailers to deliver smarter, more adaptive customer journeys at scale. And for those who saw it in action at Seamless, one thing was clear: intelligent retail isn't years away, it's already here.

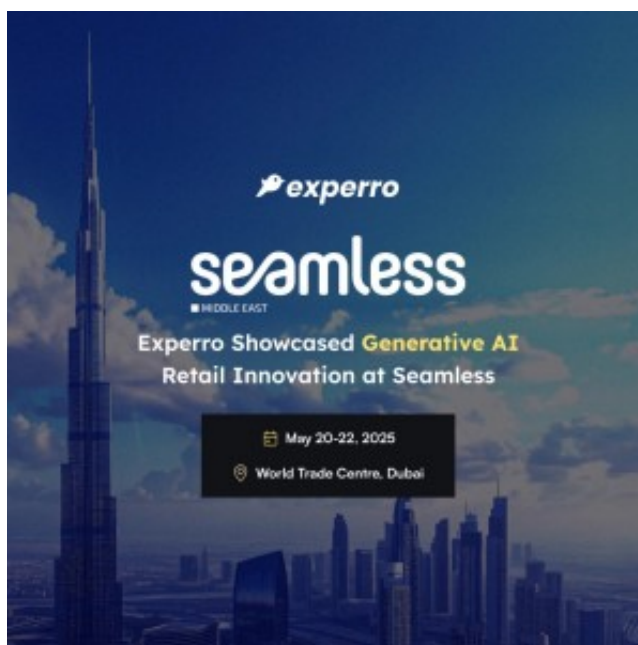
To learn more about Experro's solutions, [book a demo!](#)

About Experro:

Experro is the only turnkey Agentic Experience Platform offering the ultimate flexibility to build high-performing, personalized, and intelligent eCommerce experiences that drive conversion, revenue, and loyalty.

The platform enables eCommerce businesses to create personalized, delightful, and high-converting commerce and content experiences while automating the repetitive hard work of site monitoring, data analysis, opportunity identification, and experience optimization using AI agents, saving eCommerce teams dozens of hours to focus on driving growth and business outcomes.

If you're looking to enhance your online storefront, Experro is the wingman you need! To learn more, visit www.experro.com.



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