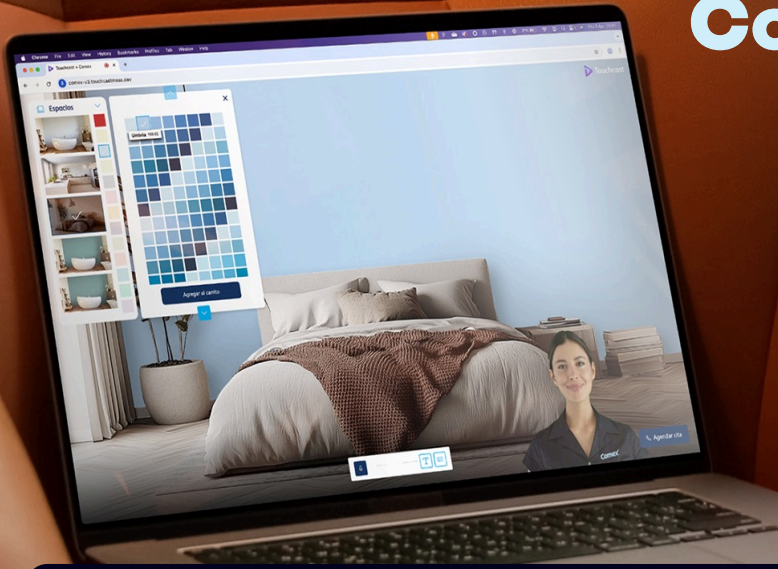


Case Study: Redefining the Omnichannel Experience in the Coatings Industry



Comex (PPG) Group, the second largest paint manufacturer and distributor in North America with more than 5,000 locations, has long been known for its retail and trade strength. But as consumer behaviors evolve, the industry faces a challenge: customers want to physically engage with products before purchase. For Comex, bridging this physical-digital gap became a priority, and Napster.ai the partner to make it happen.

The Challenge:

Creating a True Omnichannel Strategy

While Comex had a strong retail footprint, moving customers to digital proved difficult. Paint and coatings are tactile by nature, and customers want to see, touch, and test before buying. This created friction for consumers and trade professionals navigating between physical stores, apps, and online platforms.

Comex needed a sophisticated solution that could simplify the decision-making process, replicate in-store expertise digitally, and foster stronger engagement across all channels.

The Solution:

Intelligent Advisor Powered by Napster

Partnering with Napster, Comex introduced an Intelligent Advisor, an AI-powered avatar designed to guide customers through product selection and measurements, particularly in the DIY market. By curating options and capturing the expertise of seasoned staff, the Intelligent Advisor makes the shopping process easier, smarter, and more confidence-inspiring. Over time, it will grow more intelligent, drawing from data to deliver even more personalized support.

Danielle Rios shares: "In the short term, this solution will significantly boost e-commerce conversion by allowing customers to see colors digitally without needing a physical sample. The avatar acts as an intelligent advisor, guiding consumers seamlessly across channels, whether on the website, app, or in store, making the purchase process easier and smarter."

Impact:

Setting New Standards of Innovation

The partnership with Napster did more than deliver technology. It created a cultural shift inside Comex. Teams began to adopt a consumer-first mindset, raising the bar for innovation and collaboration.

"With this project, we set a new standard of innovation inside the company. Other teams now want to step up and create solutions at the same level. What really changed is the mindset: putting the consumer first, not just the business. By setting this standard, we inspired a culture shift toward innovation, creativity, and consumer-centered thinking across the organization."

Looking Ahead:

Building the Future of Omnichannel with Napster

For Comex, the Intelligent Advisor is only the beginning. The company sees Napster as a long-term strategic partner in shaping the future of customer experience in coatings.

"Customer experience must evolve at an omnichannel level, and with AI we need to step up. That's why building strong, long-term partnerships with Napster is so important. This first project will grow and mature, and together we'll expand its impact across the entire consumer journey, ensuring a seamless experience everywhere our customers interact with the brand."

"What stood out to us about Napster is how deeply they care, not just about business needs but about the customer behind them. From the very beginning, they asked the right questions about our consumers, showing a true commitment to understanding and adapting to our goals."

Danielle Rios, Head of Loyalty and Omnichannel Communications at Comex (PPG)

