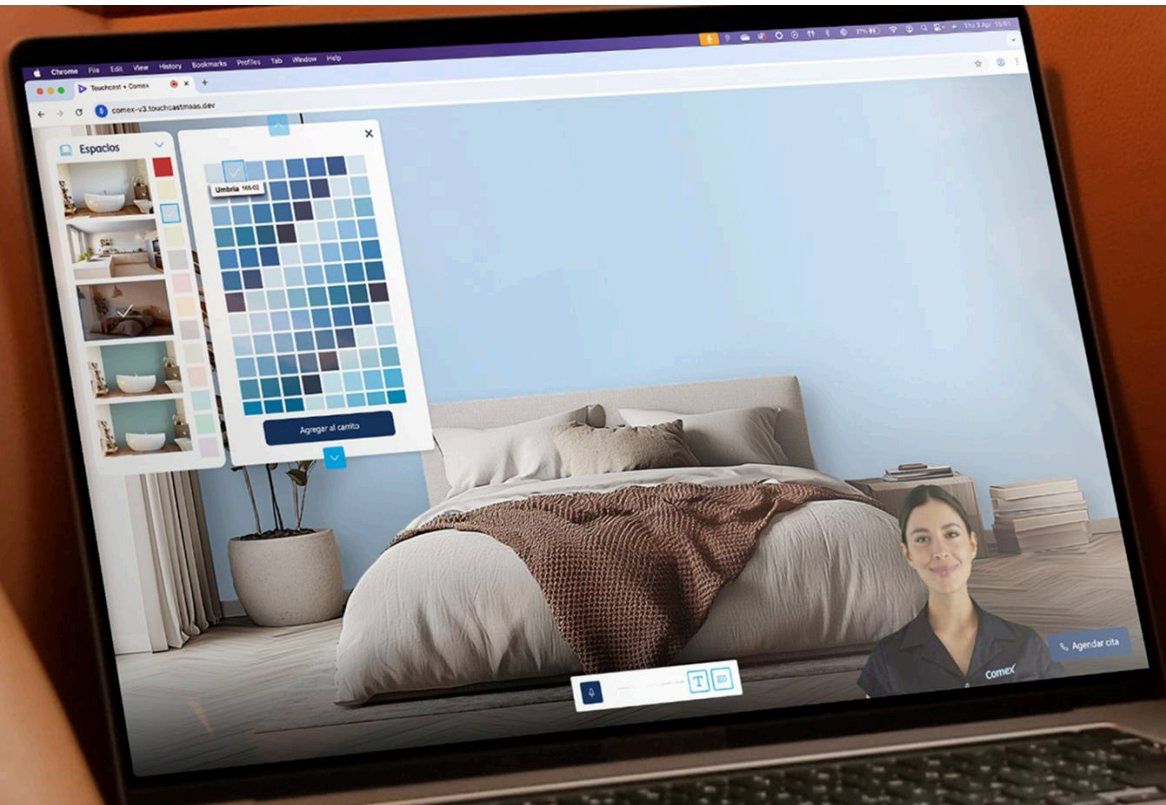


# Case Study: Transforming the Paint Selection Experience with AI and Human Expertise



## The Goal:

**COMEX**, one of Mexico's leading paint and coatings brands, **partnered with Napster** to reimagine how customers explore, plan, and purchase paint.

Creating a seamless, interactive, and **intelligent digital experience** that mirrors the guidance and trust found in COMEX's physical stores—while **scaling expertise** and personalization across channels.

The result is a **dual-experience platform** that blends **advanced conversational AI** with real-time human support, empowering customers to **make confident decisions** whether online or in-store.

# Key Phases of Deployment

Part 1:

## Interactive AI Agent - Paint & Product Advisor

At the core of the experience is a photorealistic AI advisor on the COMEX homepage, available 24/7 via voice or text. This virtual agent guides users through selecting the right products for their project, from color choices to tools and techniques.

The experience is fully mobile-responsive, defaults to Mexican Spanish, and includes accessibility features like voice input/output and live transcripts. The AI begins by learning key project details—like room type, surface, and size—then helps users visualize color options in virtual rooms, either chosen by the customer or suggested by the agent. Whether users describe a specific hue or browse the catalog, the AI responds in real time, transforming spaces and offering intelligent product recommendations.

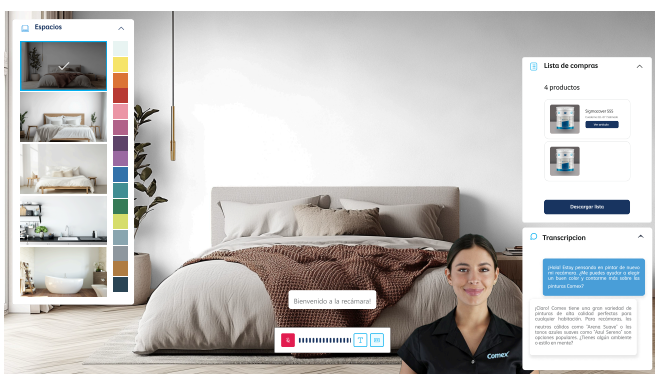
Beyond color, the agent helps plan the entire project: estimating quantities, recommending finishes and tools, and offering advice on preparation and best practices. Each session ends with a personalized shopping list, ready for online checkout or in-store reference.

Part 2:

## Human Support, Seamlessly Integrated

For customers seeking personal guidance, the platform includes the option to connect with a live COMEX expert via video call. This human touch enhances the experience while maintaining the continuity of the digital journey, as context from the AI interaction carries over.

Live advisors use the same product data and digital tools as the AI, enabling collaborative features like co-browsing, screen sharing, and annotations. This ensures that customers receive consistent support, whether they prefer a self-service approach or direct consultation.



COMEX users can browse and apply COMEX paint colors manually or simply **describe a desired hue** (e.g., “a soft sage green for a living room”) and watch the **AI transform** the virtual room in real time.

# Impact and Success

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## Strategic Impact: Elevating Retail and Enabling Scale

This platform is more than a customer-facing tool—it's a strategic asset for COMEX's broader retail ecosystem. Customers now arrive in-store with clearer intent, reducing basic inquiries and allowing staff to focus on higher-value conversations. The AI agent also doubles as an in-store support tool, functioning as a kiosk for shoppers or a real-time reference for employees.

Its architecture is built for scale. With multilingual support and modular integration capabilities, the platform can expand into new markets, plug into future systems like CRM and e-commerce, and maintain a consistent, branded experience across every touchpoint.

It also offers internal benefits, from supporting staff training to unifying customer interactions across digital and physical channels. By blending automation with human expertise, COMEX creates a more efficient, connected, and scalable retail model.

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## Key Metrics: Measuring Success and Looking Ahead

Key metrics—such as usage rates, session duration, and customer satisfaction—are guiding ongoing optimization. Tools like Google Analytics and Microsoft Clarity provide a clear view into user behavior, helping refine the experience based on real insights.

Beyond performance data, the platform sets a precedent for how COMEX can innovate across its ecosystem. With a flexible foundation in place, the company is well-positioned to evolve its offering—expanding to new services, regions, and retail formats—while continuing to deliver the expert guidance customers expect.