



Turkey's first Agentic AI Sales Consultant

Need



Coffee is not just a beverage for consumers; it's a passion and a lifestyle. However, choosing the right coffee or coffee machine from a wide range of products and enjoying the best coffee experience can be challenging for users.

MediaMarkt, one of Europe's largest electronics retailers, positions coffee machines and equipment as a key category. In order to offer customers the most suitable product, provide a more informed shopping experience, and increase sales, MediaMarkt partnered with CBOT to launch Turkey's first Agentic AI Sales Consultant.

Founded in 1979 in Germany, MediaMarkt is now one of Europe's largest electronics retail chains.

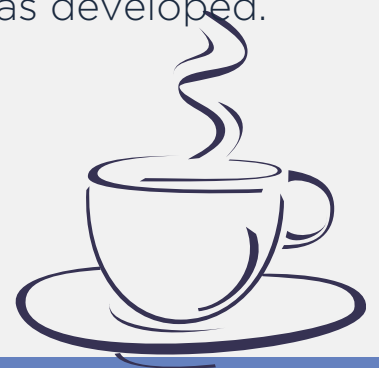
With its wide range of products, the company has become a leading name in electronics shopping.

Continuing its mission to offer innovative solutions for its customers, MediaMarkt aimed to create a special experience for coffee enthusiasts and partnered with CBOT in this field.

As a result of this collaboration, a coffee assistant powered by GenAI technology was developed.

PERSONAL
EXPERIENCE

SALES SUPPORT



MediaMarkt



Solution

Developed using **CBOT's advanced AI platform** and **OpenAI's large language models** (LLMs), the Coffee Assistant delivers a truly Agentic AI solution.

The Digital **Coffee Sales Consultant** doesn't just provide text-based answers—it integrates with MediaMarkt's product inventory, campaign, and pricing systems to offer real-time information. By analyzing data from **MediaMarkt's product services**, it delivers up-to-date details on stock availability, promotions, and current prices directly to users.

Thanks to its LLM-based infrastructure, it **engages dynamically with users**, asks the right questions, analyzes preferences, and matches them with MediaMarkt's product database to recommend the most suitable options.



Product Information from MediaMarkt, Coffee Expertise from the LLM



Ali is looking for a smooth-tasting coffee and starts a conversation with the Coffee Assistant on MediaMarkt's website. The assistant asks a few questions to understand Ali's coffee preferences. When Ali says he doesn't like strong coffee and prefers a smoother taste, the LLM steps in.

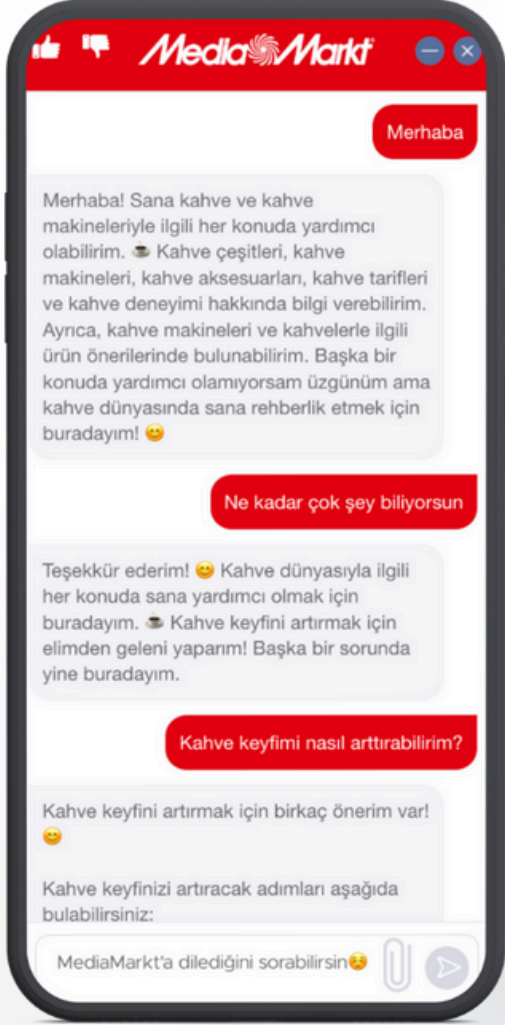
Based on its knowledge of coffee varieties, the large language model knows that Arabica beans offer a mild and sweet flavor profile, and uses this information to generate the best suggestions. Then, the assistant connects to MediaMarkt's product services to scan for coffee machines and coffee products that use Arabica beans currently in stock.

Finally, it recommends the following to Ali:

"Arabica beans have a smooth and balanced taste. Here are the Arabica coffee varieties currently available at MediaMarkt..."

"These are the coffee machines that will brew this coffee at its best..."

%100 GenAI **120M** VISITORS / YEAR



Coverage

Integration Points

- Product Search
- Product Recommendation

Channels

- Website
- Mobile Application

topics

- Which coffee machine is right for me?
- What's the difference between espresso and filter coffee?
- What should I consider when buying a coffee machine?
- Which coffee bean is better?
- How do you make cold brew coffee?

– and everything about coffee.

Integrated Systems

- OpenAI
- MediaMarkt Service Information

About CBOT

Since our establishment in 2017, we have been empowering organizations with comprehensive AI solutions through our advanced, enterprise-grade AI-powered platform.

At CBOT, we offer companies and public institutions the ability to develop virtual assistants and chat-based automation systems that interact with end users or employees, leveraging advanced Generative and Conversational AI technologies. Our platform is trusted by over 100 businesses, particularly excelling in financial services, e-commerce, telecommunications, and customer service sectors.

In addition to being featured in Gartner market reports, we are recognized for our partnerships with global technology leaders such as Meta, Google, OpenAI, and Microsoft. Our award-winning, no-code AI platform seamlessly integrates with Large Language Models (LLM) and Natural Language Processing (NLP) systems, providing hybrid models that enhance customer and employee experiences.



Sector Leader
#1



Customer
100+



Awards
30+



Resolution Rate
>70




AI Success Rate
> 97



GARTNER Reports
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Why CBOT?




Industry Focus
Since 2017, we have been at the forefront of enterprise-level chat-based AI projects.



Next-Generation Technology
By developing our own technologies and collaborating with the world's largest technology platforms, we aim to lead the way in innovation.



Speed & Quality
Thanks to our comprehensive, end-to-end, no-code platform, we reduce project timelines to just 2-4 weeks.



Dedication
We take full responsibility for the entire project process with our experienced team, allowing our clients to implement virtual assistant projects without needing to allocate internal resources.