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Abt Enhances Online Shopping Experience with AI Search Bot “Ask Bolt”

Glenview, Ill. – Abt, a leading retailer of electronics and appliances renowned for its exceptional customer service, takes online shopping to the next level with the recent launch of “Ask Bolt,” an AI-powered search bot on Abt.com. Developed in-house, this innovative tool provides customers real-time guidance and answers, including product recommendations, product availability checks and efficient search functionalities.

Ask Bolt leverages a cutting-edge framework called RAG (Retrieval Augmented Generation). This powerhouse combines Abt's extensive in-house product knowledge with real-time data to mimic the expert advice you'd get from an Abt rep on the salesfloor. It's like having a friendly product guru in your pocket, ready to answer your questions 24/7. Whether you're curious about a specific TV's features, need ideas for a Mother's Day gift or need to verify the teacher discount – Ask Bolt provides clear answers in a conversational format.

Abt's dedication to exceptional service remains unwavering. Ask Bolt reflects the retailer's commitment to replicating the personalized, informative experience customers enjoy in-store, right on their desktops or mobiles. Accessible throughout the website, Ask Bolt is your go-to guide for effortless product exploration and informed decisions.

“At Abt, we're passionate about delivering the best possible customer experience. With Ask Bolt, we're making the expertise of our in-store associates and the valuable content they've created more accessible than ever to our customers on Abt.com,” said Ed Smith, Abt's Vice President and Chief Information Officer.

Strategically launched right before Black Friday 2024, Ask Bolt has demonstrably enhanced the customer journey throughout the holiday season. Notably, Abt has observed a 10x increase in conversion rate among users who interacted with Ask Bolt – a testament to its effectiveness in guiding customers towards the perfect purchase.

About Abt:

Abt Electronics was founded in 1936 when Jewel Abt loaned her husband Dave \$800 to open a small electronics store in the Logan Square neighborhood of Chicago. Abt has grown to become the largest independent, single-store retailer of electronics, appliances, and home goods in the country. This third-generation family-run business (now run by Dave and Jewel's four grandchildren, Mike, Ricky, Jon and Billy, who share the title of co-president) is known for its award-winning customer service from its team of nearly 1,800 expert staff members. Its Glenview, Ill.-based location boasts a 114,000 square-foot showroom on 37 acres. The entire facility, including its continually expanding state-of-the-art warehouse, totals nearly 1 million square feet. The company has been recognized by the Chicago Tribune as one of the Top Large Workplaces in Chicago for 15 consecutive years, taking the No. 1 position in 2016, 2012 and 2011. Abt has become an influencer on a national scale thanks to its thriving ecommerce

website where customers can receive advice and customer support through the site's live chat feature, email, and toll-free phone number. Abt is known for being an eco-friendly business and has an award-winning green program that includes bio-diesel trucks, LED lights, a rooftop solar array, an irrigation system that uses renewable rainwater, and a generator that provides electricity for nine hours of the day. Abt also has an on-premises recycling center that takes in tons of waste per year including 95 percent of the company's own waste. In the center of the showroom is a beautiful atrium where customers gain access to its many boutique stores-within-a-store such as an Apple Boutique, and a Connect Computer Store. Abt is known for its weekend treats providing free, fresh baked chocolate chip cookies and coffee for its customers every Saturday and Sunday afternoon. For more information, visit www.Abt.com.

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