

**Snoonu**

**Nikita  
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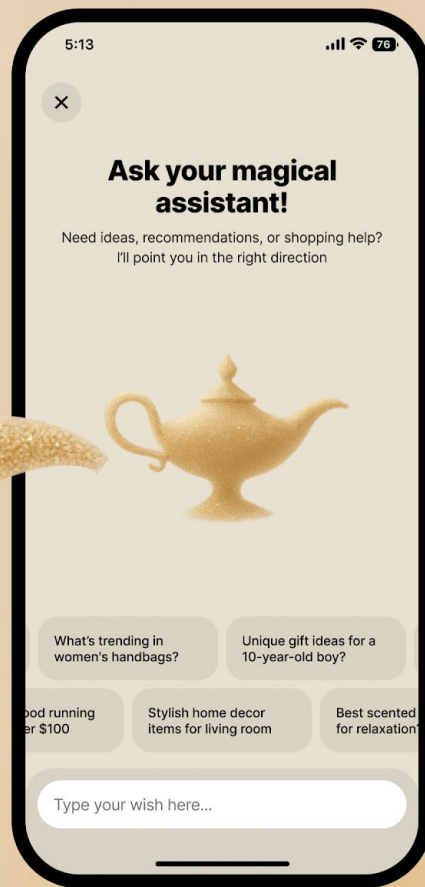
Chief  
Technology  
Officer



# Snoonu AI Helper: Genie

Ask anything.  
Get brilliant answers.

# Genie



# Genie Project Goals

## Taming Massive Catalogs with Ease



Genie removes the friction of endless scrolling. With natural, conversational search, it cuts through irrelevant results and makes navigating large catalogs intuitive and effortless.

## Turning Intent into Smart Discovery



The AI assistant helps users quickly and easily find the right products by interpreting their intentions in real-time and leveraging semantic understanding.

## Transforming Experiences into Business Value



Faster, smarter, intuitive search drives higher conversion rates and larger basket sizes. A more engaging experience builds trust, satisfaction, and long-term loyalty.

# Uniqueness of the Genie Project

## First AI Shopping Assistant in Qatar



Genie removes the friction of endless scrolling. With natural, conversational search, it cuts through irrelevant results and makes navigating large catalogs intuitive and effortless.

## Streaming Responses



The AI assistant helps users quickly and easily find the right products by interpreting their intentions in real-time and leveraging semantic understanding.

## Advanced Integration

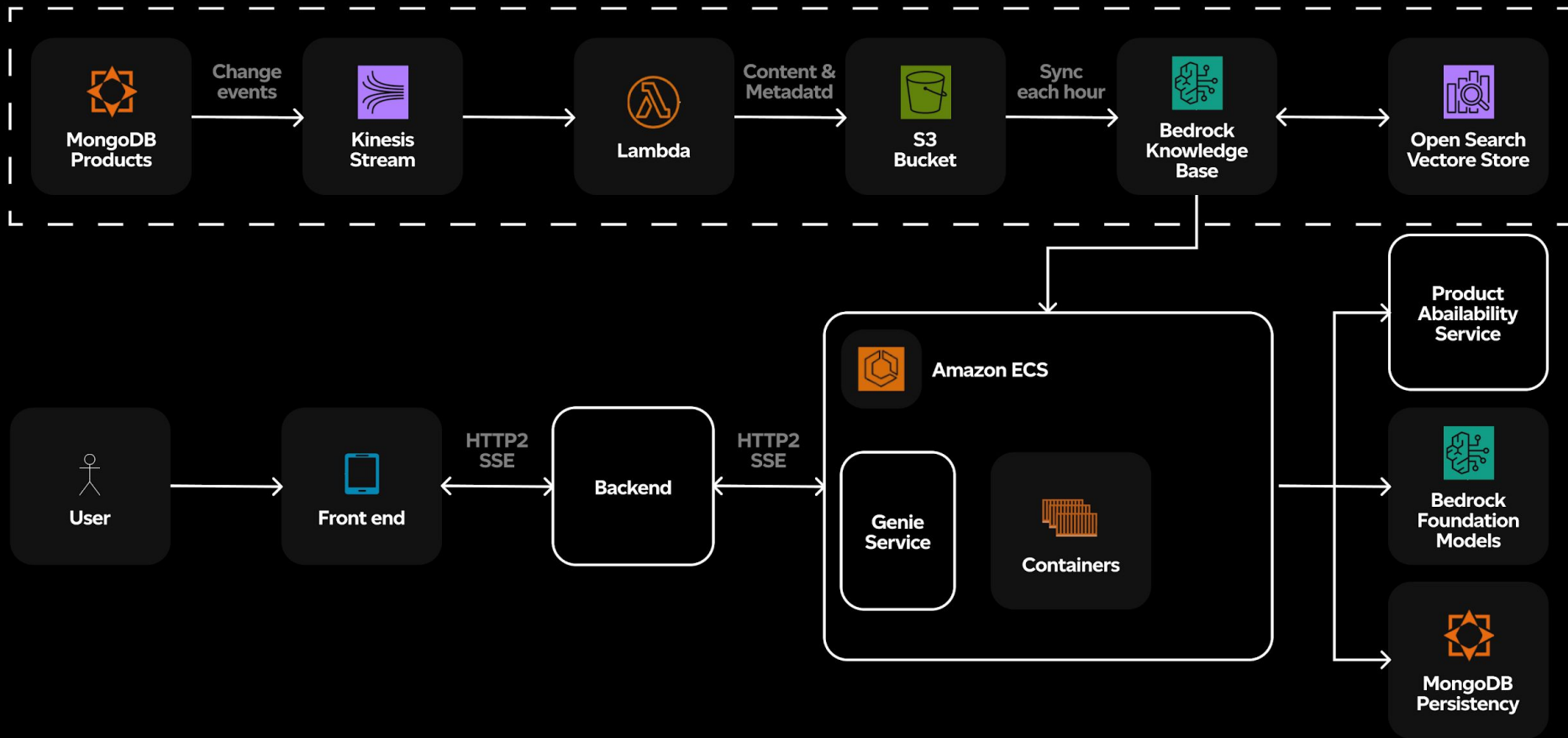


Genie is integrated with Snoonu's Data Science and AI services, combining LLM reasoning with real-time catalog data.

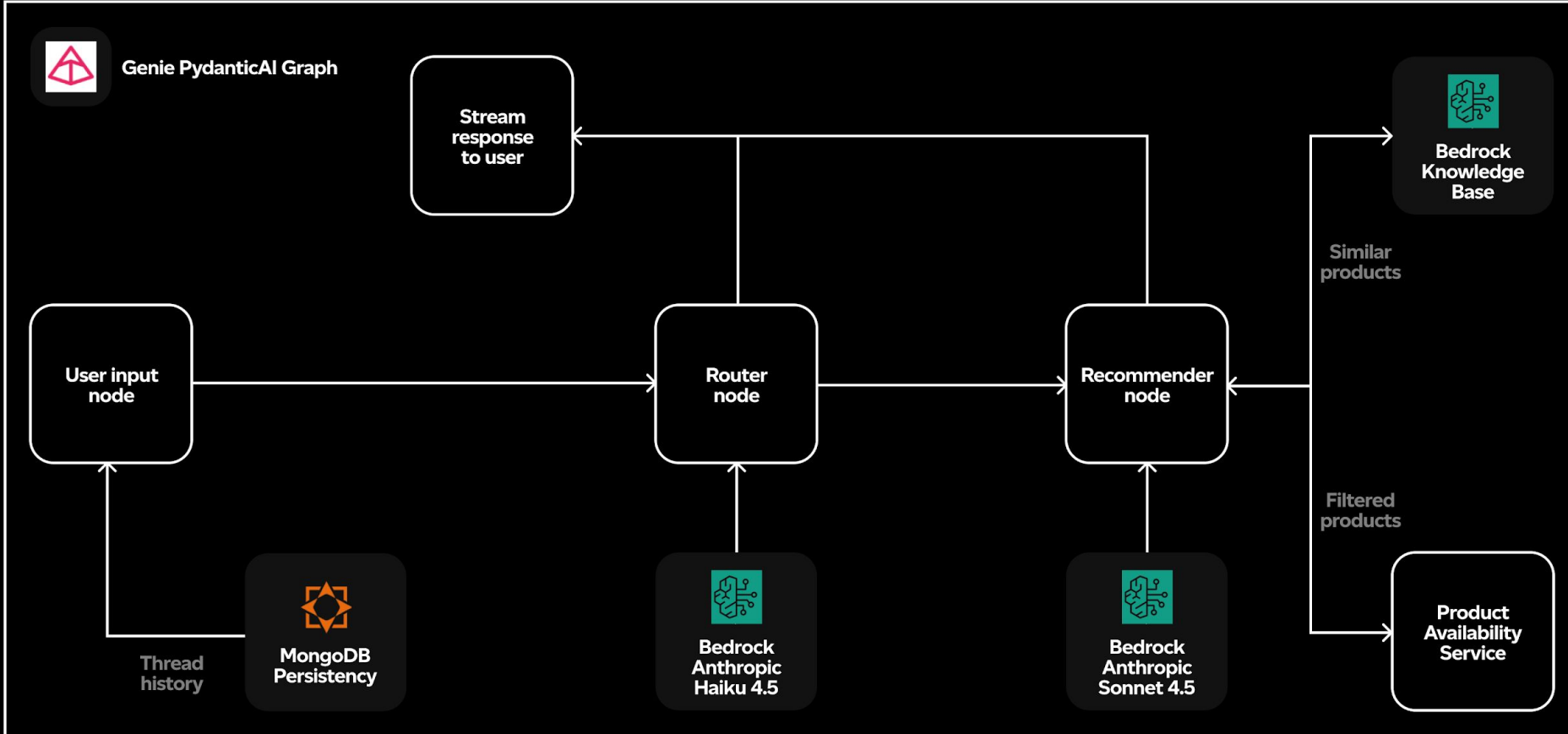
Seamless UI integration allows adding items to the cart or proceeding directly to checkout.

# Our experience

## Knowledge Base Update



# Our experience



# Business Impact

Genie transforms the user journey, making product discovery faster, more contextual, and more engaging.

**1st**

in Qatar

**+5pp**

conversion vs search  
(from product add to purchase)

**24/7**

availability

**+2pp**

conversion from home

**+0.12 opu**

for 5 weeks only

# Implementation Complexity

## Multi-Agent AI System



Complex sequence within strict latency constraints: : intent definition, agent routing, recommendation retrieval, availability and price checking, image and metadata collection, dialogue generation and contextual ranking.

## SSE Streaming Responses



Implementing SSE over HTTP/2 was a first for Snoonu, requiring in-depth research and infrastructure changes.

## Data Streaming



Live syncs ensure catalogs and knowledge bases remain accurate and up-to-date, enabling smooth experiences and relevant recommendation retrieval.

# The Future: Elevating Assistance

## Continuous Development



Further improve the multi-agent system, integrate personalization, and continuously incorporate customer feedback.

## Expansion into Other Services



Enable the shopping assistant across new verticals like Groceries, Food and SCity, Move towards cross-vertical recommendations.

## Agentic AI



Expanding to multi-modal capabilities, including image and voice, while evolving from deep-link actions to executing commands directly.

# Nikita Gordeev

Chief Technology  
Officer



LinkedIn



**Thank  
You!**

