Klaviyo Introduces an AI Shopping Assistant to Power Personalized Shopping at Scale

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Klaviyo's Conversational AI Agent brings the intelligence, convenience, and personal attention of a top in-store associate to online storefronts

BOSTON--(BUSINESS WIRE)-- Klaviyo (NYSE: KVYO), the only CRM built for consumer brands, is rewriting the rules of what the typical online customer experience looks like with the public beta of **Klaviyo Service** – a disruptive suite of AI-powered tools that puts AI shopping agents, real-time customer data, and seamless service experiences within reach of every brand, not just retail giants.

Klaviyo's Conversational AI Agent helps brands of all sizes deliver personalized, always-on support using real-time session context, storefront knowledge, and marketing insights, all powered by the Klaviyo Data Platform (KDP).

The launch comes on the heels of Prime Day, where millions of shoppers turned to Amazon's AI assistant, Rufus, for real-time answers, product guidance, and order support, furthering the new standard for what modern consumers expect.

Klaviyo's **2025 Online Shopping Report*** reveals just how deeply these expectations run:

- When online shopping, 62% of respondents would prefer that AI remember their preferences rather than having to re-explain them to a salesperson
- 46% would rather share their shopping history with AI for recommendations than with their partner
- More than half (53%) would rather chat with an AI agent for help than email a customer service representative

Built into **Customer Hub**, Klaviyo's Conversational AI Agent is quickly trained with the data on a brand's storefront – including its product catalog and FAQs. It guides shoppers from discovery to purchase by answering common questions, recommending products, and removing friction at every step.

"Consumers are increasingly comfortable shopping with AI," said Grant Deken, Head of Product, Klaviyo Service. "But until now, only the biggest players could afford to build AI shopping assistants that drive purchases, not just

answer simple questions. With Klaviyo's Conversational AI Agent and the rest of our Service suite, we're giving every brand the ability to offer self-serve experiences that feel as helpful as your best in-store associate."

Klaviyo's Conversational AI Agent features include:

- Driving revenue, not just deflection: Recommends products, suggests cross-sells, and guides shoppers to complete their purchase using order data.
- Personalized by default: Trained on a brand's product catalog, policies, and FAQs. Responds in the brand's voice and tailors every answer to each shopper.
- Answers instantly, 24/7: From sizing and product questions to shipping and order status, the AI Agent responds in seconds and hands off with full context when needed.
- Works from day one: Automatically ingests a brand's storefront, product catalog, help content, and more. With no development work required, users can go live in minutes.
- Built on the Klaviyo Data Platform: Combines real-time shopping behavior, past purchases, engagement history, and marketing context to personalize every interaction.
- Coming soon: Later this year, the AI Agent will be able to process returns, update subscriptions, and edit shipping details. It's also expanding to new channels like WhatsApp, RCS, SMS, and email—for seamless support wherever your customers are.

A Unified Experience for Marketing + Service

The Conversational AI Agent is just one part of the Klaviyo Service suite of products, designed to bring marketing and service together on one platform.

As part of the broader Klaviyo Service beta, brands also gain access to:

- Customer Hub: A branded on-site destination where shoppers can track orders, view returns, and access personalized recommendations.
- Helpdesk: A centralized workspace where service teams share a real-time view of every customer, every order, and every conversation. Teams can resolve issues faster, while also bringing service insights to marketing teams—such as pausing promotions when a customer has an unresolved ticket.

"We didn't buy or bolt on Klaviyo Service, we built it from the ground up with the Klaviyo Data Platform at its core," said Adil Wali, Chief Product Officer at Klaviyo. "Processing over 2 billion daily interactions across more than 7 billion profiles, that foundation gives brands a real-time, fully connected view of every customer across both marketing and service, making it possible to deliver faster, smarter support that actually drives growth."

"As B2C brands look to drive more revenue from every customer touchpoint, unifying marketing and service is

becoming a clear strategic advantage," said Roger Beharry Lall, Research Director at IDC. "Bringing these traditionally siloed functions together allows teams to deliver more personalized, connected experiences—and turn support interactions into opportunities for growth."

Klaviyo customers can join the public beta starting today.

*Klaviyo surveyed 2,000 consumers across the US, UK, Australia, and New Zealand as part of its **2025 Online Shopping Report**.

About Klaviyo

Klaviyo (NYSE: KVYO) is the only CRM built for B2C brands. Powered by its built-in data platform and AI insights, Klaviyo combines marketing automation, analytics, and customer service into one unified solution, making it easy for businesses to know their customers and grow faster. Klaviyo (CLAY-vee-oh) helps relationship-driven brands like Mattel, Glossier, Core Power Yoga, Daily Harvest and 169,000+ others deliver 1:1 experiences at scale, improve efficiency, and drive revenue.

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