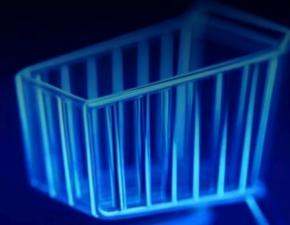


CHATGPT APPS FOR RETAILERS

POWERED BY SOFTSERVE

Unlock a new sales channel: Sell directly inside ChatGPT



aws

PARTNER
Premier Tier
Services

Powered by SoftServe: Production-ready, end-to-end ChatGPT Apps for retail that turn conversations into completed purchases. Far beyond a demo or concept, our apps are built on a modular, cloud-native AWS architecture that scale to massive catalogs with sub-second performance. This rapid-development program combines deep retail expertise, Gen AI engineering, and cloud-native scalability.

Why should retailers act now?

A new sales channel has arrived. OpenAI now allows retailers to sell directly inside ChatGPT — a platform where hundreds of millions of users are already discovering and choosing what to buy.

26% of U.S. adults used AI for shopping in 2025

In 2025, 26% of U.S. adults used AI for shopping. This marks a major shift in commerce, moving away from traditional search and clicks toward conversational, agent-driven buying. This "agentic commerce" transforms AI from a simple recommendation tool into an active sales engine that can guide customers and finalize purchases.

→ **If you act now** Gain an early advantage in this new space.

→ **If you wait** Risk being left behind as the future of shopping moves into the chat window.

Why is selling inside ChatGPT hard for retailers?



Real-time integration



Sub-second performance



Enterprise-grade security

Without these, retailers can't monetize ChatGPT traffic.

How does a ChatGPT retail app work?

Gives shoppers a complete buying experience inside ChatGPT — while connecting to your existing retail systems.

Customer experience

- Conversational product search
- Advanced Gen AI recommendations
- Real-time pricing and inventory
- End-to-end checkout and payments

Built on AWS for enterprise-grade scalability, security, and speed

- Modular AWS-based architecture
- Sub-second product retrieval
- Scales to hundreds of millions of products
- Active-active resilience
- Agentic architecture with observability
- Security and privacy by design

Steps to launch your ChatGPT app shopping experience

Accelerator

Define strategy and architecture

- Identify priority use cases and target customer journeys
- Assess integrations and data readiness
- Design a tailored ChatGPT App architecture using SoftServe's reusable core

Pilot

Build and deploy MVP

- Implement product search, recommendations, and basic checkout
- Integrate with selected backend systems
- Soft launch to validate customer engagement and conversion

Scale

Enable full integrations and traffic

- Add full catalog, pricing, inventory, and payment integrations
- Enable high-volume traffic and global scalability
- Optimize performance, resilience, and observability

Manage

Optimize AI flows and business outcomes

- Monitor AI effectiveness and business KPIs
- Tune agentic flows and recommendation logic
- Update integrations, models, and features as the ecosystem evolves

What results can retailers expect from a ChatGPT app?

For business leaders

New revenue channel Convert ChatGPT traffic into sales and unlock incremental, high-intent revenue.

Faster time-to-market Launch a pilot in 6–8 weeks using SoftServe's accelerators.

Competitive edge Be first to market in agentic commerce and capture early adopter advantage.

For technical teams

Lower risk Enterprise-grade security and proven AWS architecture reduces integration complexity.

Future-proof Continuous optimization ensures your app evolves with AI and retail trends.

Better CX Deliver personalized, conversational shopping experiences that increase loyalty and conversion.

SoftServe & AWS

630

AWS certified resources

120+

AWS professional certifications

240+

Foundational Certifications

12

AWS Competencies

3

AWS Ambassadors

SoftServe is an AWS Premier Tier Services Partner with 12 AWS competencies and is an inaugural launch partner of the [AWS Generative AI Competency](#) and [Data Foundation for Generative AI with AWS](#). Notable competencies obtained include [Migration](#), [DevOps](#), [Big Data](#), [SaaS](#), [security](#), [machine learning](#), as well as [retail](#), [financial services](#), [healthcare](#), and more. With more than 600 AWS-certified experts, including three of the 274 AWS Ambassadors acclaimed worldwide, SoftServe enables clients to achieve business outcomes through cloud modernization, data platforms, and AI/ML transformation.

Don't just experiment with Gen AI.
Turn ChatGPT into a scalable, revenue-generating sales channel.

Talk to SoftServe about selling inside ChatGPT.

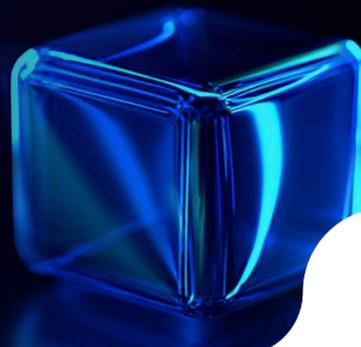
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