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BRIDGING THE AI GAP :

ONLINE SELLER PERCEPTIONS AND ADOPTION TRENDS IN SOUTHEAST ASIA

About this Report

Commerce has come a long way, driven by technology as a cornerstone for its evolution. From the first online marketplaces to the rise of mobile shopping, innovation has been at the heart of every major shift in the eCommerce landscape. Today, we are witnessing another transformation – one that is powered by Artificial Intelligence (AI).

Developed in partnership with Kantar, the research report **Bridging the AI Gap: Online Seller Perceptions and Adoption Trends in Southeast Asia,** provides a comprehensive analysis of AI adoption trends, challenges, and opportunities, offering insights into how sellers can leverage AI to drive growth and efficiency in Southeast Asia's evolving eCommerce landscape.

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01

RESEARCH DESIGN

Target criteria for survey respondents: Aged 18 years & above, a business owner or working in retail or consumer goods, currently selling online via ecommerce or other platforms, a mix of gender, age, company size and categories sold

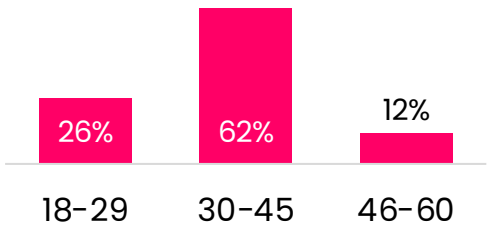
Research Design

1,214

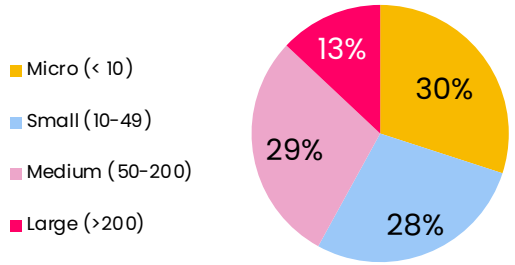
Overall responses achieved

Age

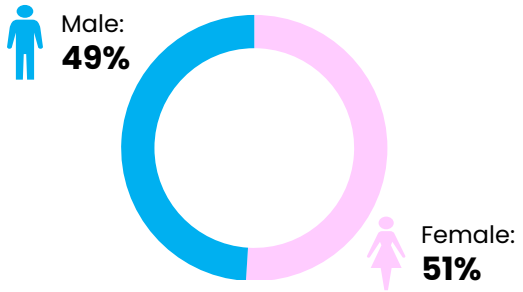
Mean = 35.7 years



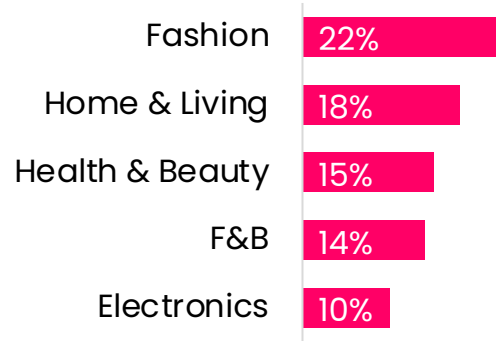
Size of company



Gender



Categories sold



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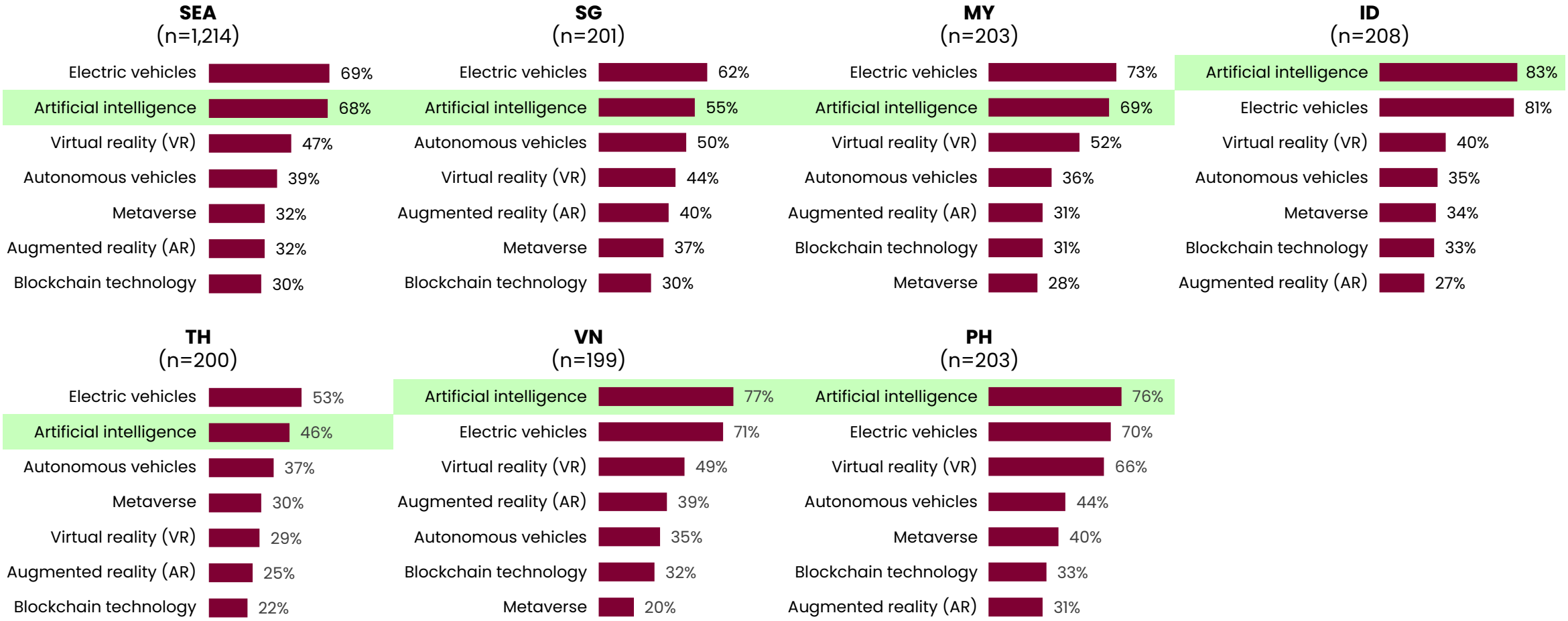
02

PERCEPTION TOWARDS ARTIFICIAL INTELLIGENCE

SEA sellers show strong familiarity with Artificial Intelligence, with 68% aware and know what it is about

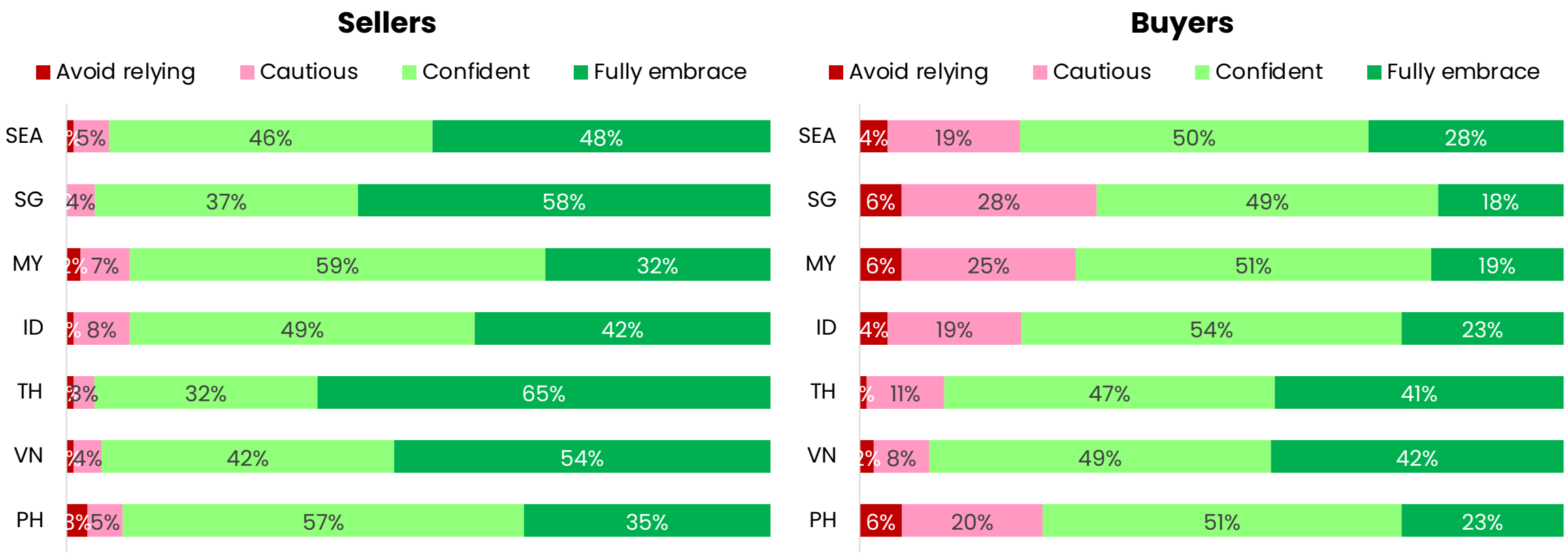
Familiarity with technologies (heard & know what they are about)



A1: How would you rate your familiarity with the following technologies?

With strong familiarity, SEA sellers are also more likely than buyers to adopt AI into their personal life – 1 in 2 fully embrace AI in their personal life

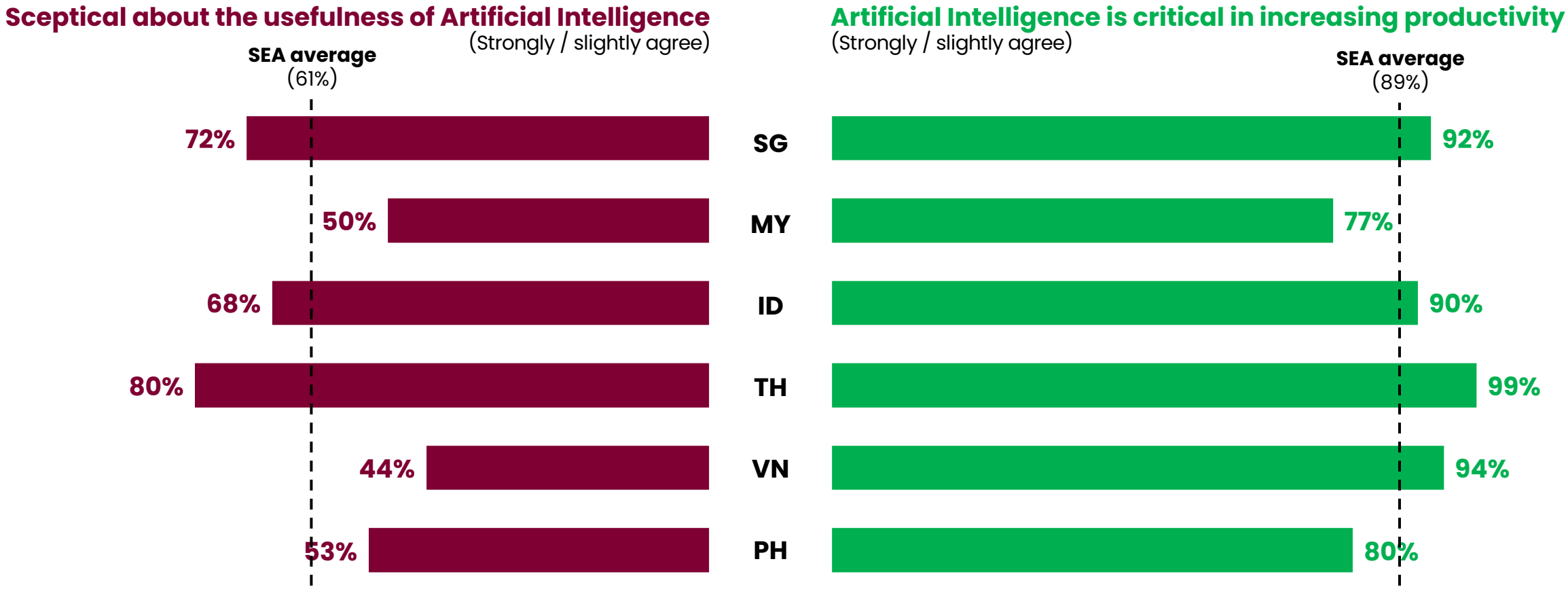
Adoption of Artificial Intelligence in personal life



A12: How would you rate your level of Artificial Intelligence (AI) adoption in your personal life?

While SEA sellers embrace AI and believe in its ability to raise productivity, majority still has reservations about its usefulness, especially TH and SG

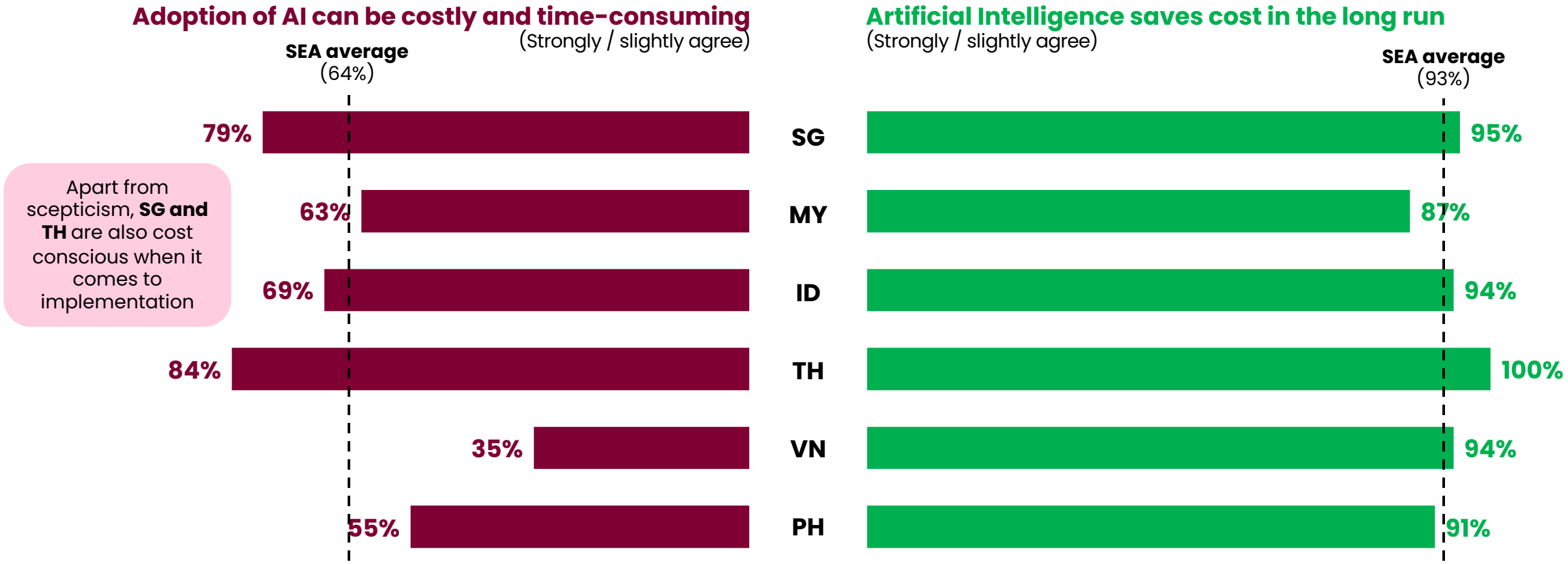
Perceptions towards AI



B1. How far do you agree / disagree with the following statements?

Apart from efficacy gaps, SEA sellers are also divided in terms of the cost-saving aspect of AI, which underscores an implementation dilemma

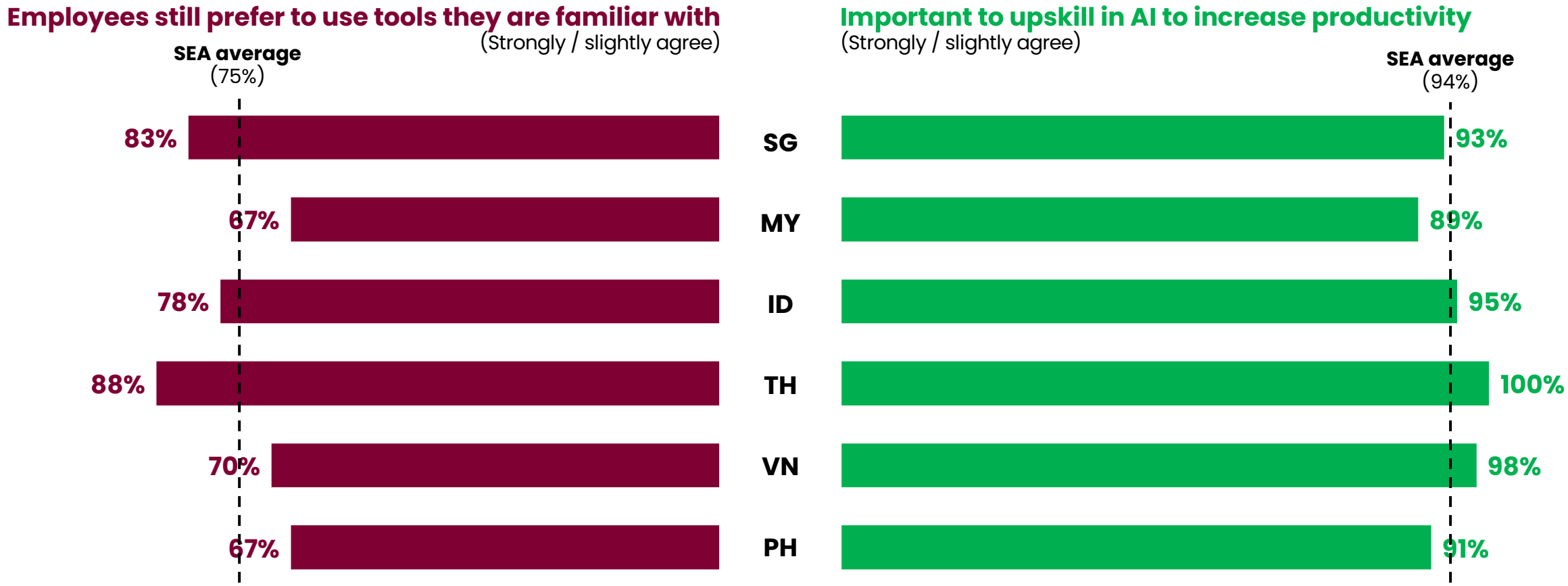
Perceptions towards AI



B1. How far do you agree / disagree with the following statements?

Challenges in transitioning from familiar, manual processes to AI-driven solutions: while nearly all sellers agree on the importance of upskilling, they concede that employees still prefer tools they are familiar with

Perceptions towards AI



B1. How far do you agree / disagree with the following statements?

Key takeaways

1 High familiarity & comfort

Sellers have high **familiarity & comfort** with AI tools

2 Worry about short-term investments

Have reservations about **short-term gains** on usefulness and upfront investments

3 Believe in long-term gains

Still believe in the **long-term gains** on costs and productivity

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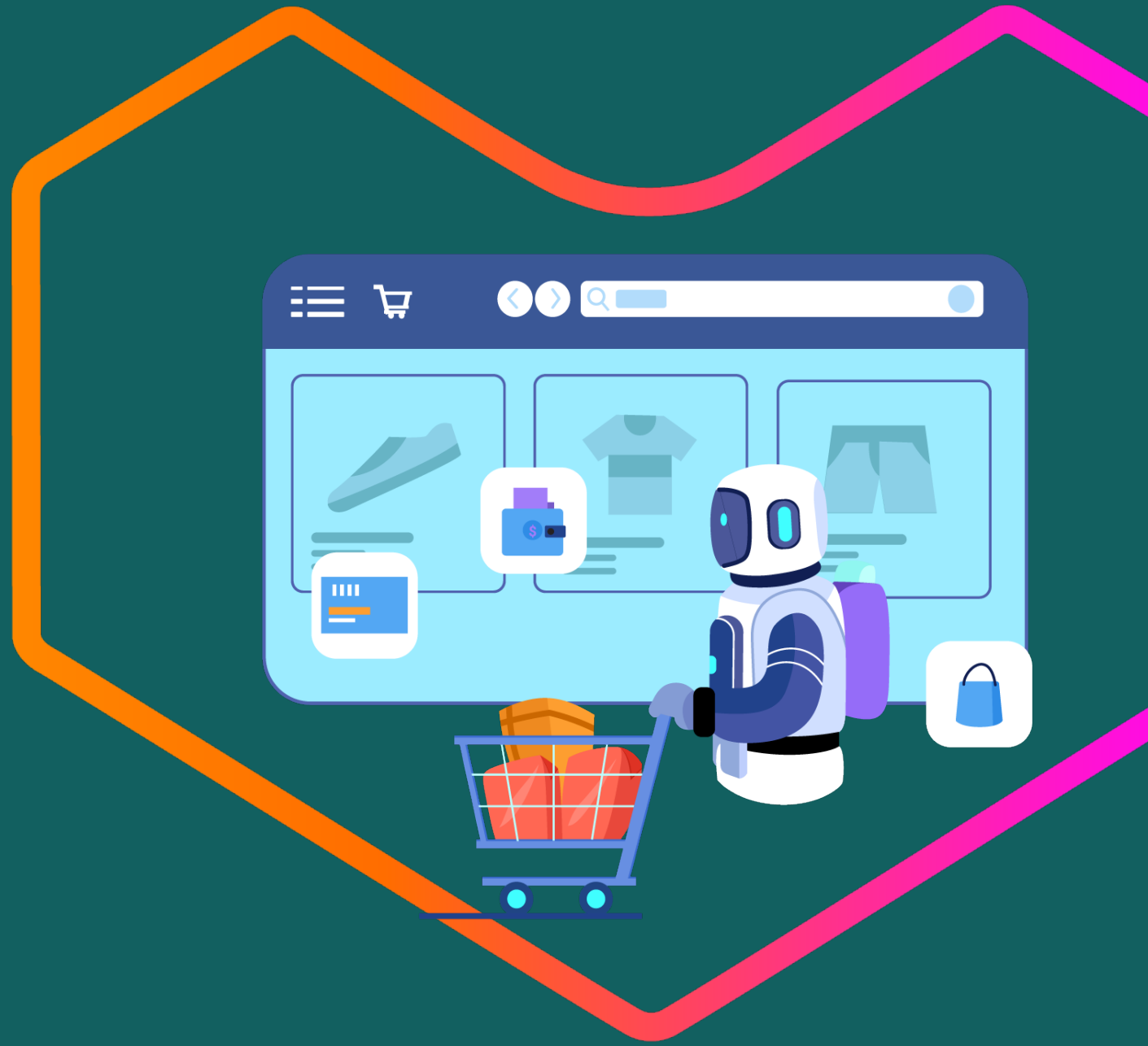
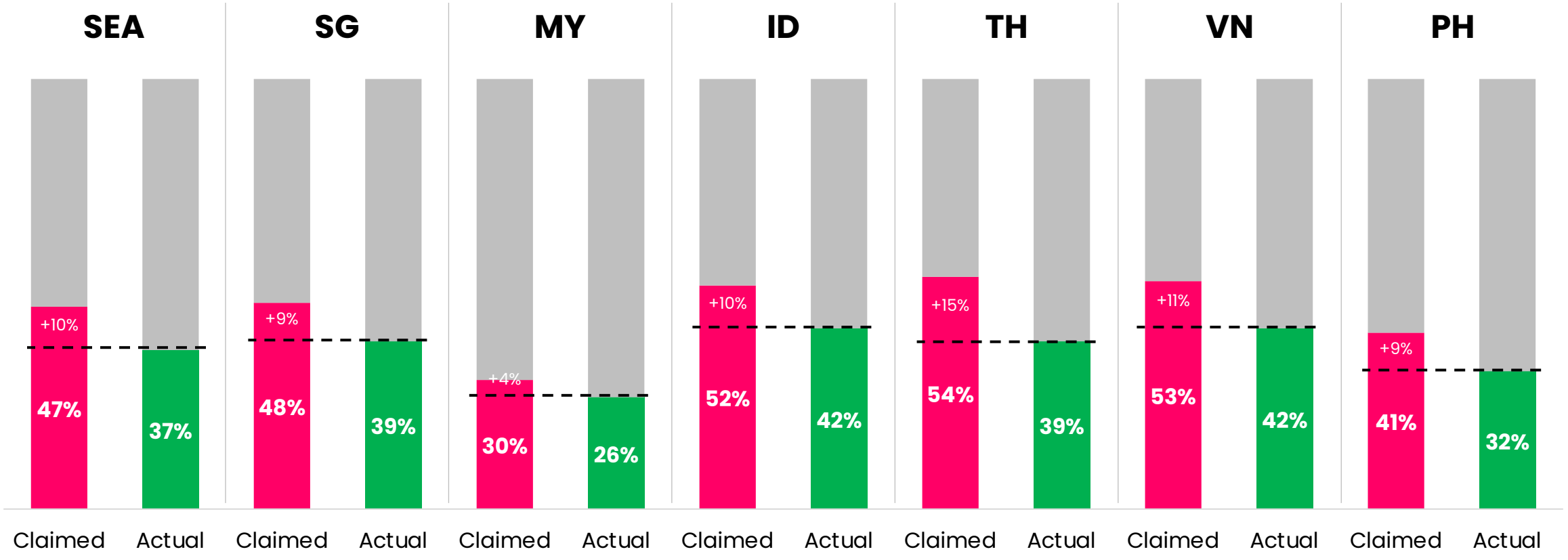
03

ARTIFICIAL INTELLIGENCE ADOPTION IN ECOMMERCE



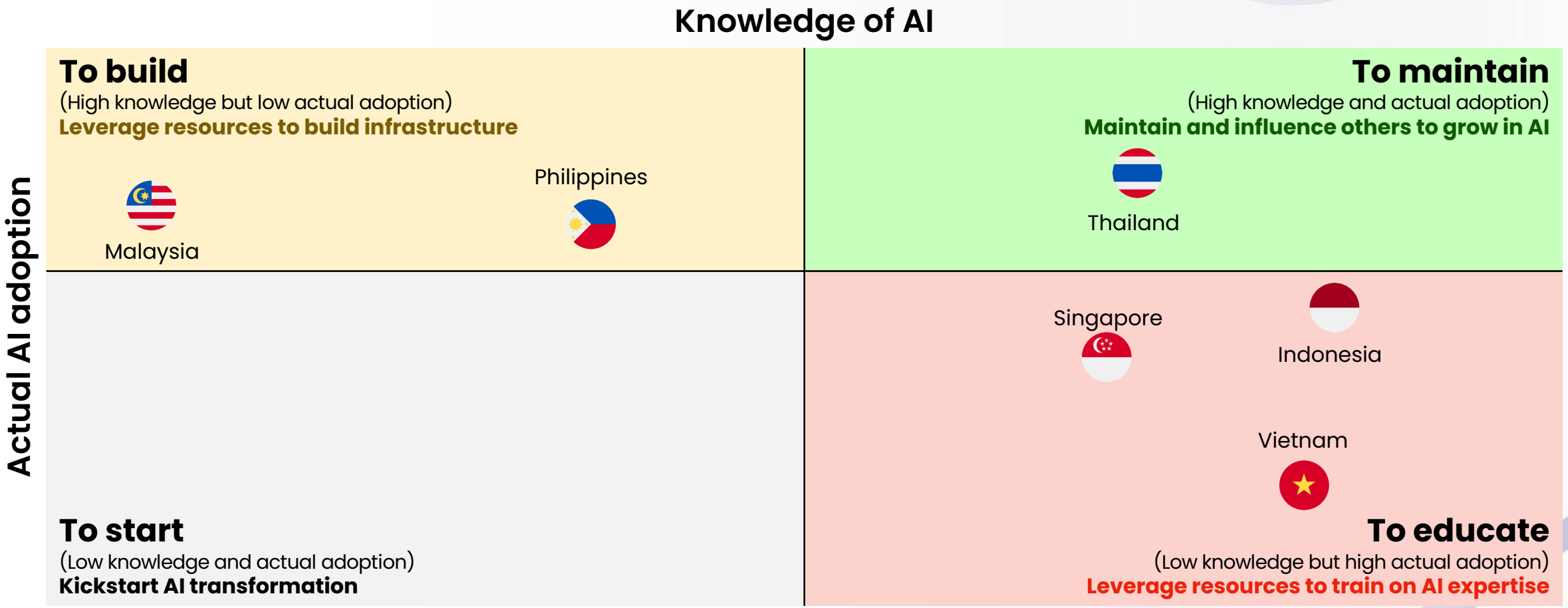
Gap between claimed and actual adoption underscores the need for a strong support system to bridge disparities; TH, ID and SG have the biggest gaps

Claimed vs actual adoption of AI in business



B2/C2: How would you rate your business / company's AI adoption in the following functions? (Self-rated score)
B3/B4/B5/B6/C3: Which of the following best describe the level of Artificial Intelligence (AI) adoption in your business / company deals in the aspect of [FUNCTION]? (Average adoption across functions)

TH leads in terms of knowledge and adoption of AI, SG, VN and ID can aim to reduce the knowledge gap, while MY and PH will need to focus on infrastructure building



D5. Which of the following Artificial Intelligence (AI) features on eCommerce platforms are you aware of? (% aware of more than 4 features)
B3/B4/B5/B6/C3: Which of the following best describe the level of Artificial Intelligence (AI) adoption in your business / company deals in the aspect of [FUNCTION]? (Overall NET score across functions)

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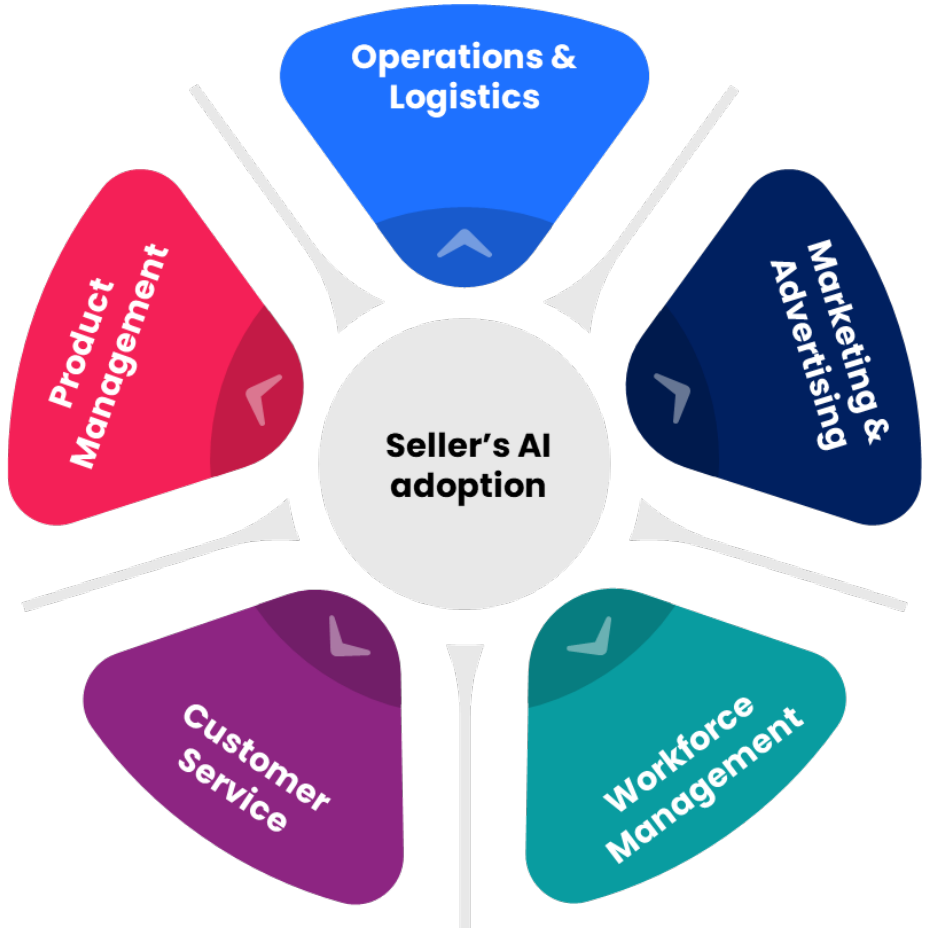
ARTIFICIAL INTELLIGENCE READINESS INDEX

Three archetypes are developed based on the actual AI adoption in each aspect of a seller's business operations

Through a survey reaching out to **1,214 eCommerce sellers** in Southeast Asia, we have developed **three archetypes** based on the level of AI adoption across five core aspects of sellers' business operations:

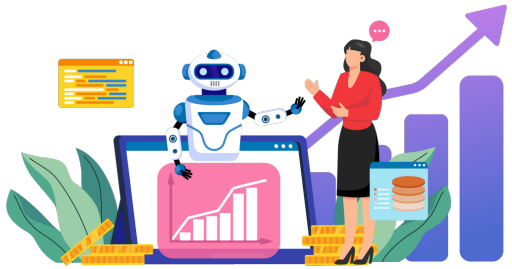
1. Each aspect comprises of **four to nine work processes**
2. Sellers are required to select the option that **best describe their current way of working** for each work process
3. Sellers are graded on the level of AI adoption based on the **average score they attained in each aspect of operations**



Each archetype represents a grade they have attained in the scoring exercise, from AI Adepts who are ahead of the curve to AI Agnostics who are slower in AI adoption

A

AI Adepts
Sellers who are integrating AI across multiple aspects of their operations, placing them in the top 25% for adoption.



B

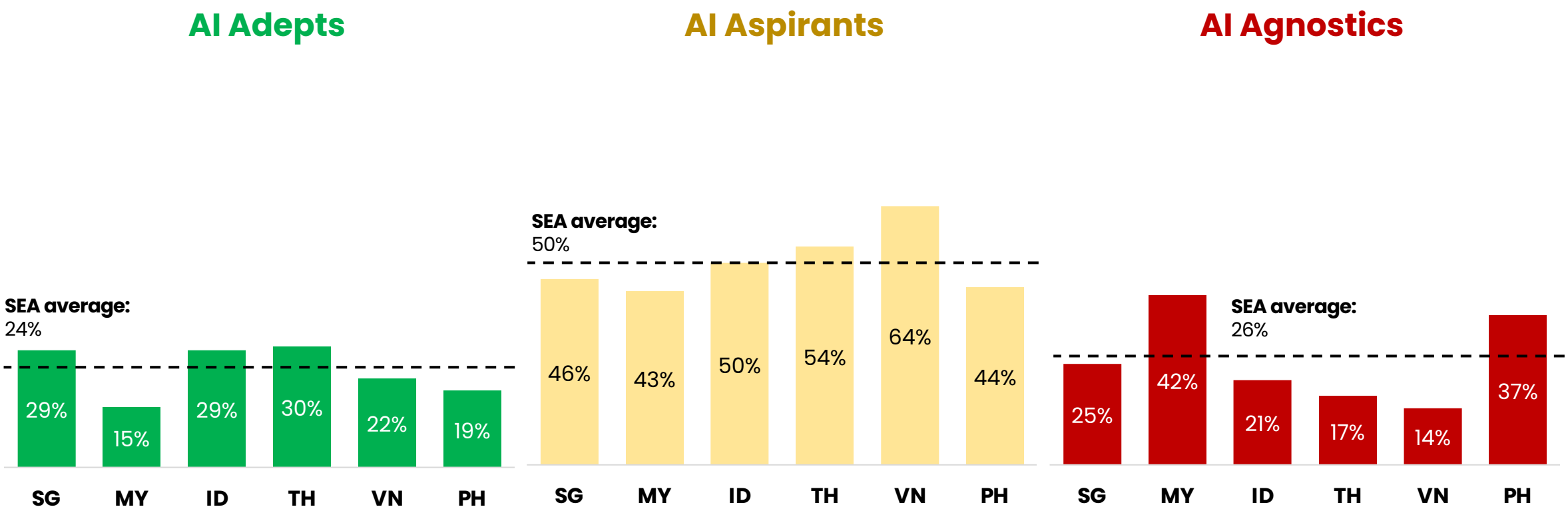
AI Aspirants
Sellers who are performing average in AI adoption and have gaps in certain work processes

C

AI Agnostics
Sellers lagging in AI adoption across most work processes, placing them in the bottom 75%.

Across SEA, only 1 in 4 sellers are considered adept in AI adoption, the remaining 3 in 4 eCommerce sellers require additional support in the AI adoption journey

AI Readiness Matrix – Share of segments in each market

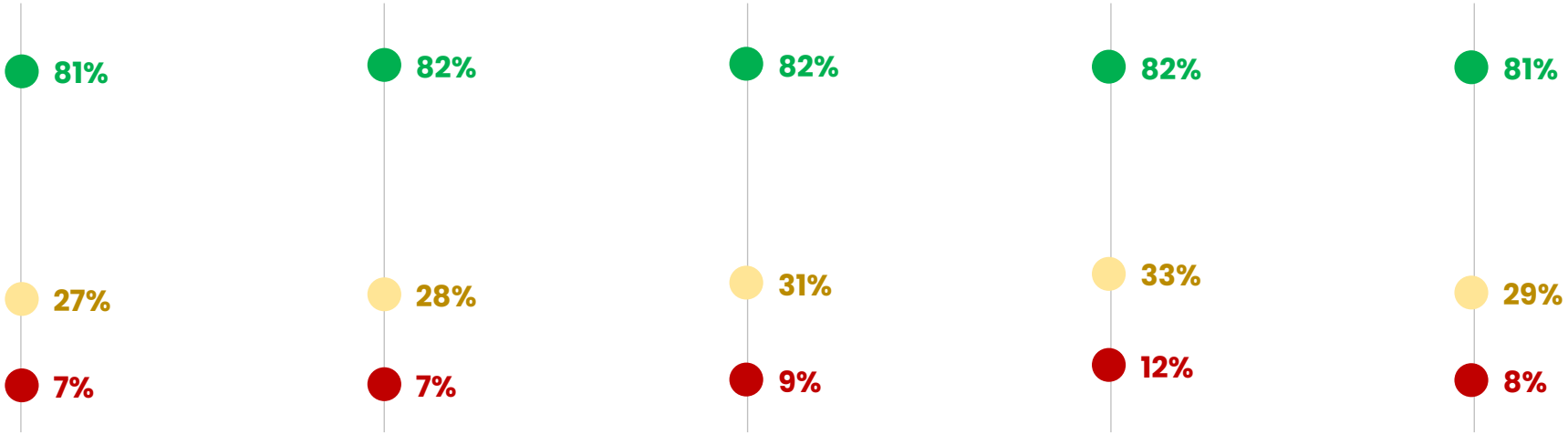


B3/B4/B5/B6/C3: Which of the following best describe the level of Artificial Intelligence (AI) adoption in your business / company deals in the aspect of [FUNCTION]?

In each function, AI Agnostics and AI Aspirants trail significantly behind AI Adepts in the implementation of AI processes

AI Readiness Matrix – Average score per function

No. of AI processes implemented	Operations & Logistics (Out of 8)	Product Management (Out of 9)	Marketing & Advertising (Out of 5)	Customer Service (Out of 4)	Workforce Management (Out of 5)
AI Adepts	6 to 7	7 to 8	4	3	4
AI Aspirants	2	2 to 3	1 to 2	1 to 2	1 to 2
AI Agnostics	0 to 1	0 to 1	0 to 1	0 to 1	0 to 1

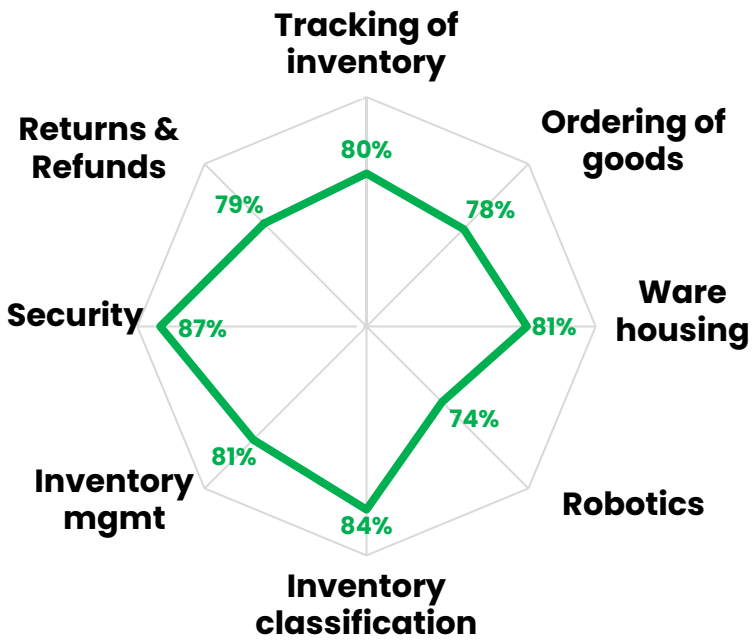


B3/B4/B5/B6/C3: Which of the following best describe the level of Artificial Intelligence (AI) adoption in your business / company deals in the aspect of [FUNCTION]?

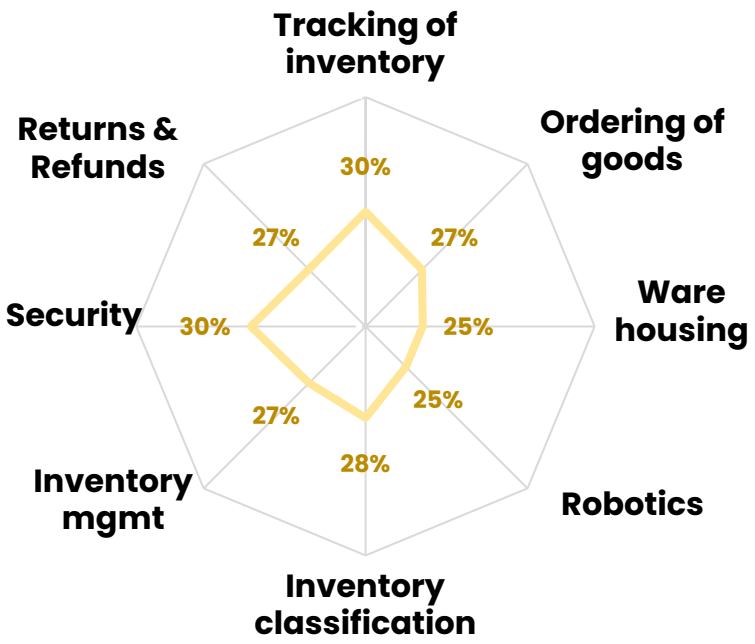
In Operations & Logistics, AI is typically implemented in security and inventory tracking, but less common in robotics

AI Readiness Matrix – Operations & Logistics

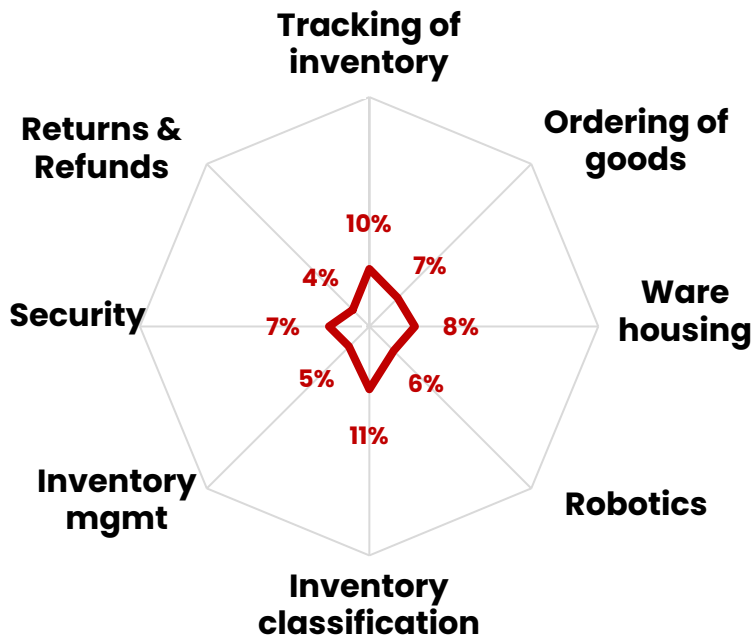
AI Adepts



AI Aspirants



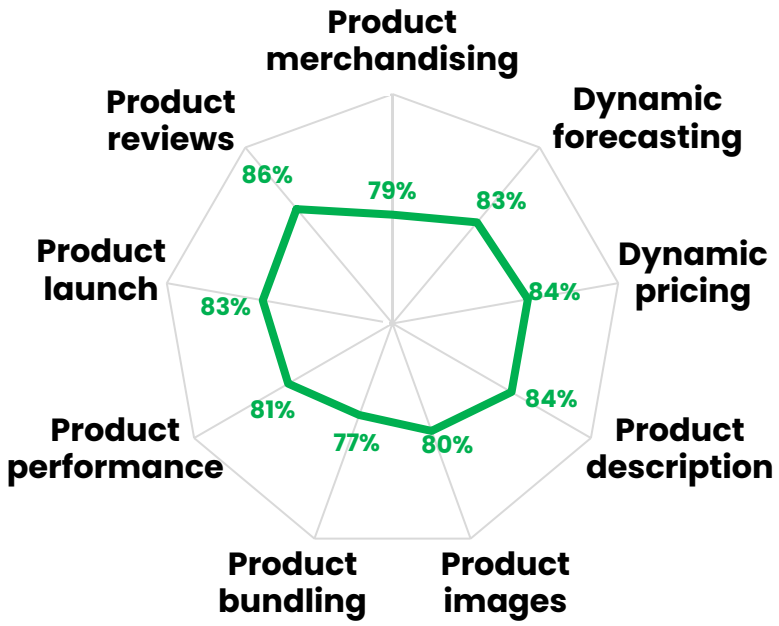
AI Agnostics



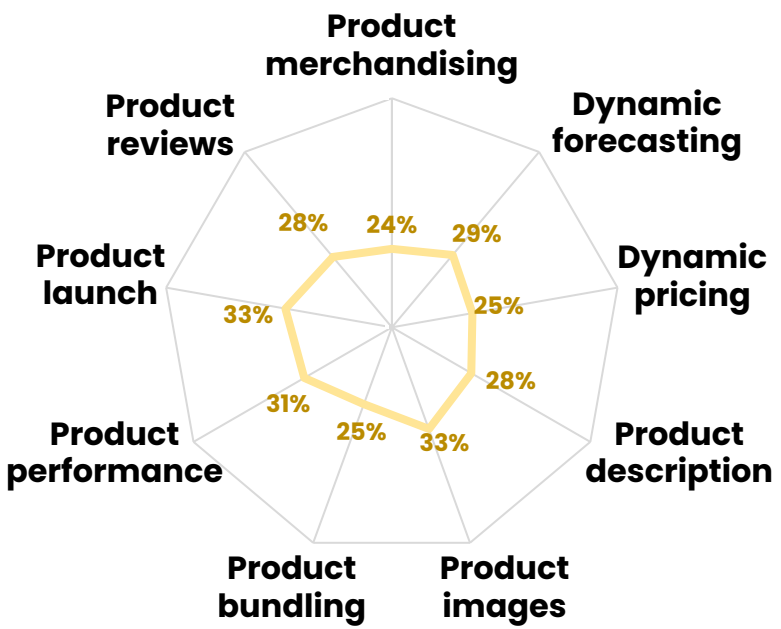
In Product Management, AI is more readily applied to tasks like generating product reviews and descriptions, while product bundling recommendations still rely on manual processes

AI Readiness Matrix – Product Management

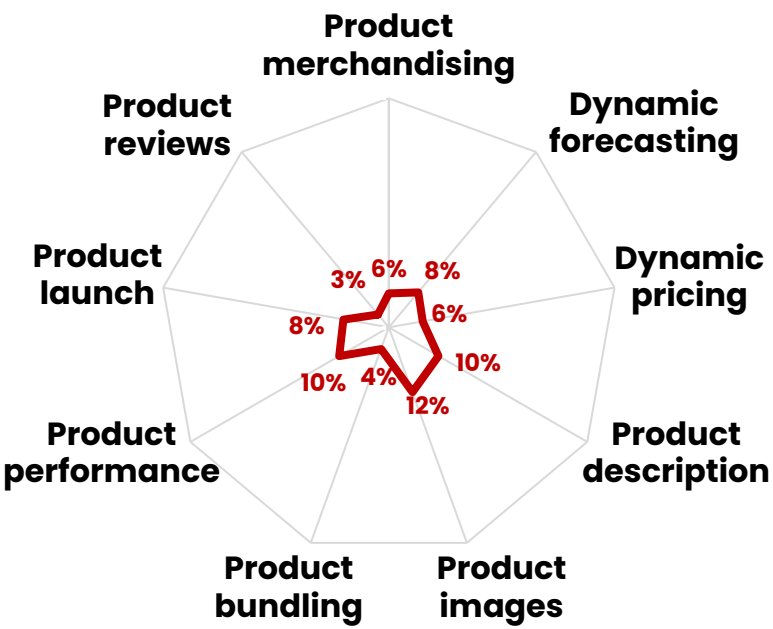
AI Adepts



AI Aspirants



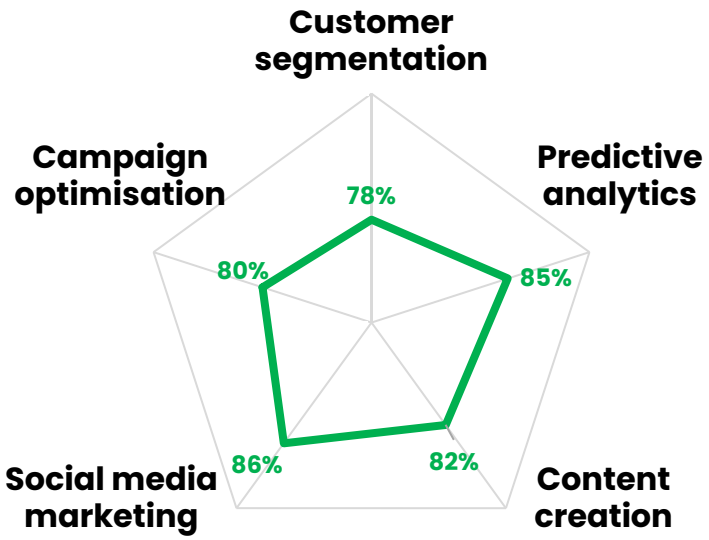
AI Agnostics



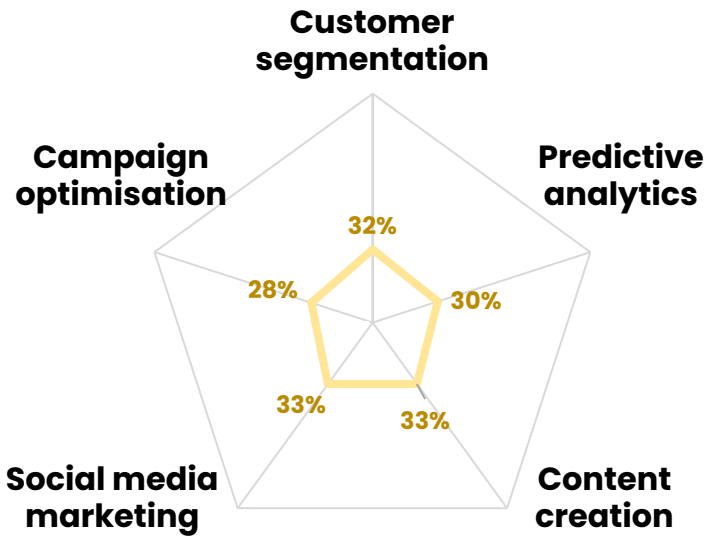
In Marketing & Advertising, Social Media Marketing shows a stronger AI usage, while customer segmentation is lower especially among AI Agnostics

AI Readinesss Matrix – Marketing & Advertising

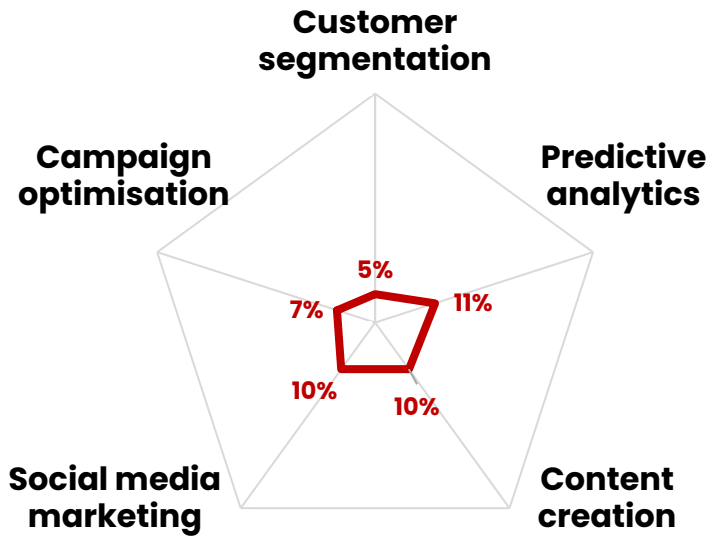
AI Adepts



AI Aspirants



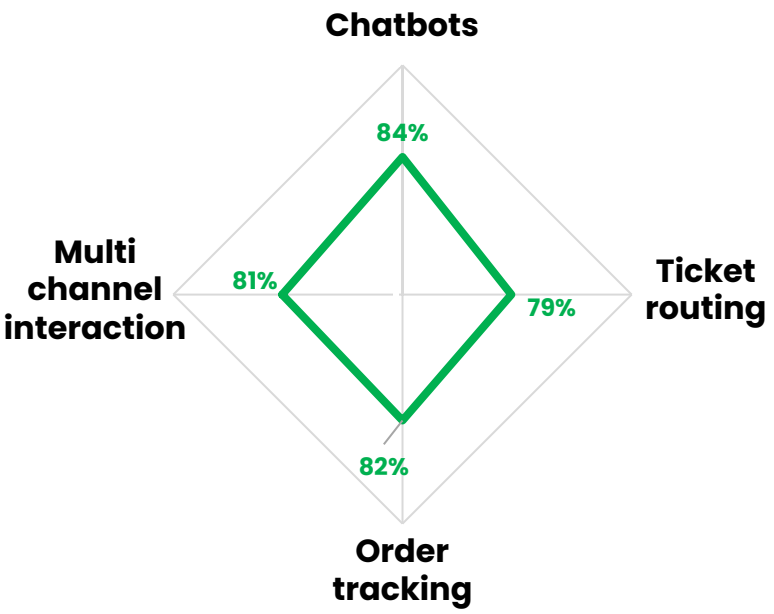
AI Agnostics



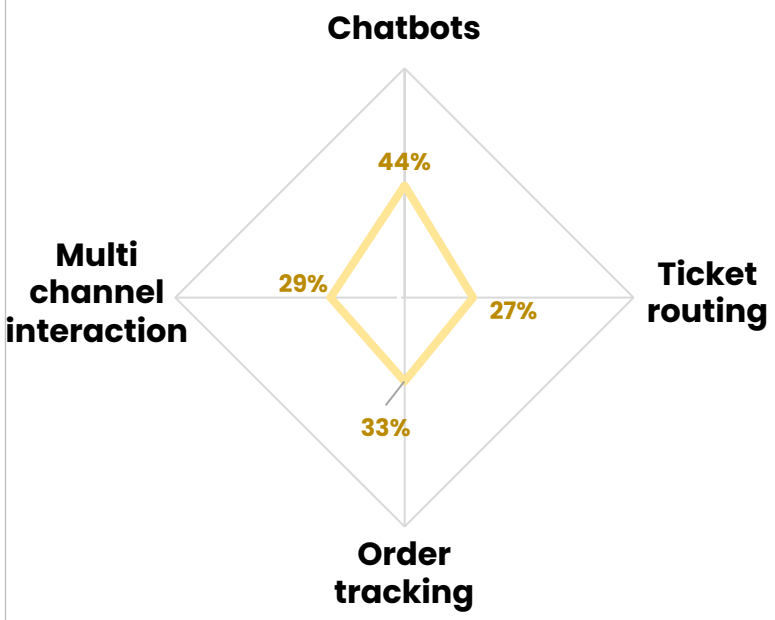
In Customer Service, chatbots are the most commonly implemented AI process, while AI-powered ticket routing is less practised, especially among AI Agnostics

AI Readinesss Matrix – Customer Service

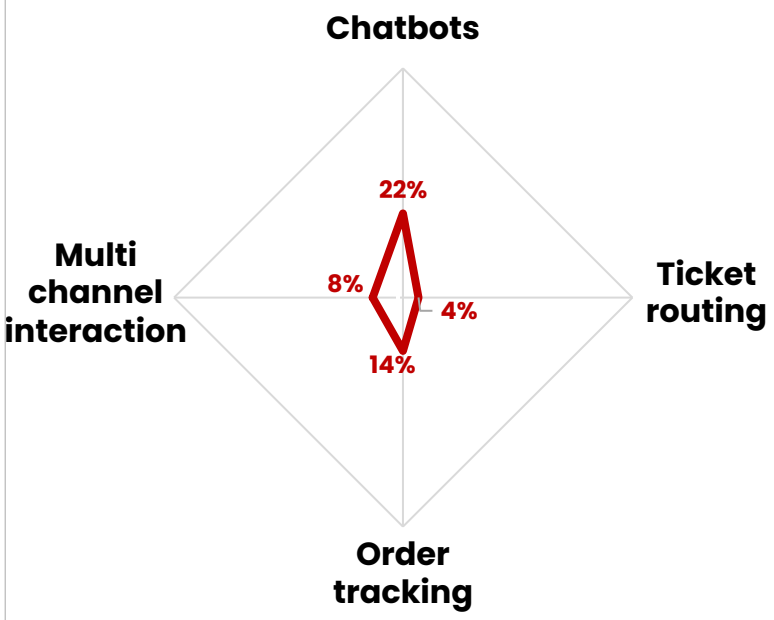
AI Adepts



AI Aspirants



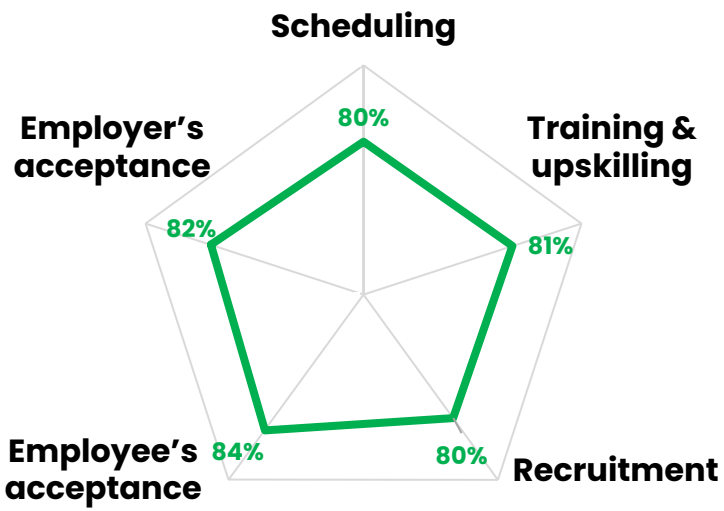
AI Agnostics



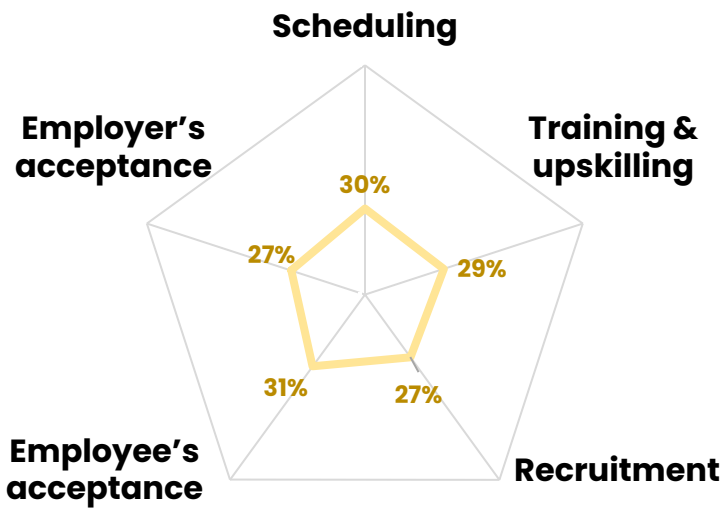
In Workforce Management, employee's acceptance are generally stronger among AI Adepts and AI Agnostics, but weaker among AI Agnostics

AI Readinesss Matrix – Workforce Management

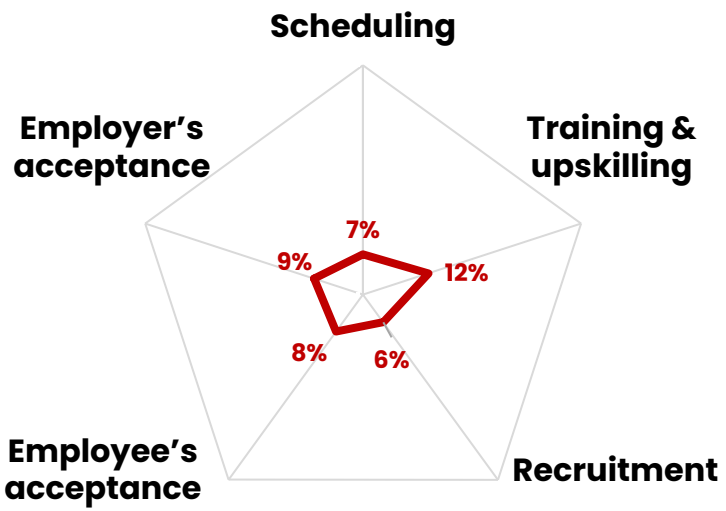
AI Adepts



AI Aspirants



AI Agnostics



Key takeaways

AI Adepts

Sellers who are integrating AI across multiple aspects of their operations, placing them in the **top 25% for adoption** (at least 80% adopted).

Weaker functions
(least adopted)

- Robotics
- Product bundling
- Customer segmentation
- Ticket routing

AI Aspirants

Middle segment, still early in the adoption journey, generally 20% incorporated across key functions

Weaker functions
(least adopted)

- Warehousing
- Robotics
- Product merchandising
- Campaign optimisation
- Ticket routing

AI Agnostics

Bottom 25th percentile, trailing behind with most processes still handled manually

Weaker functions
(least adopted)

- Returns & refunds
- Product reviews
- Customer segmentation
- Ticket routing
- Recruitment

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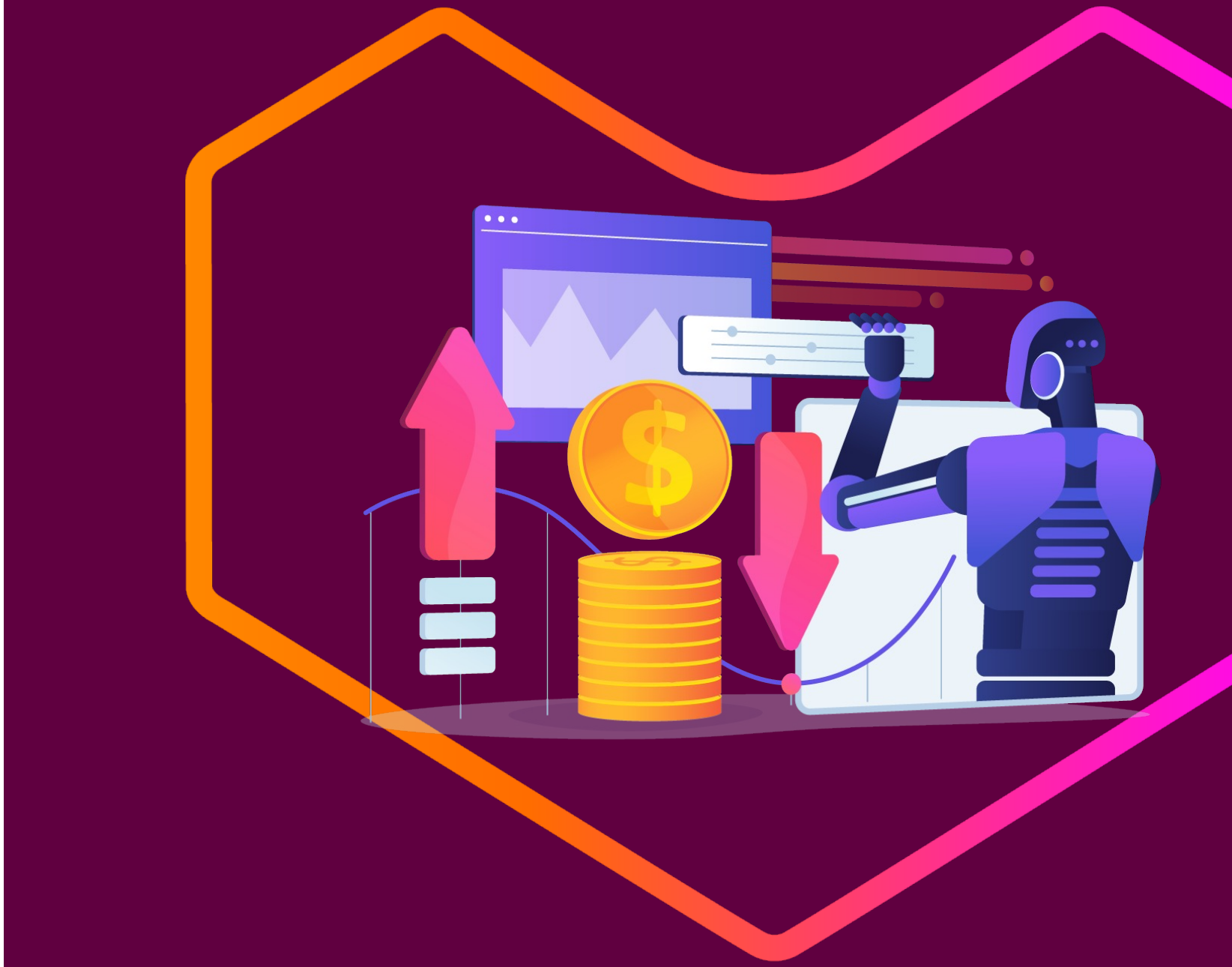
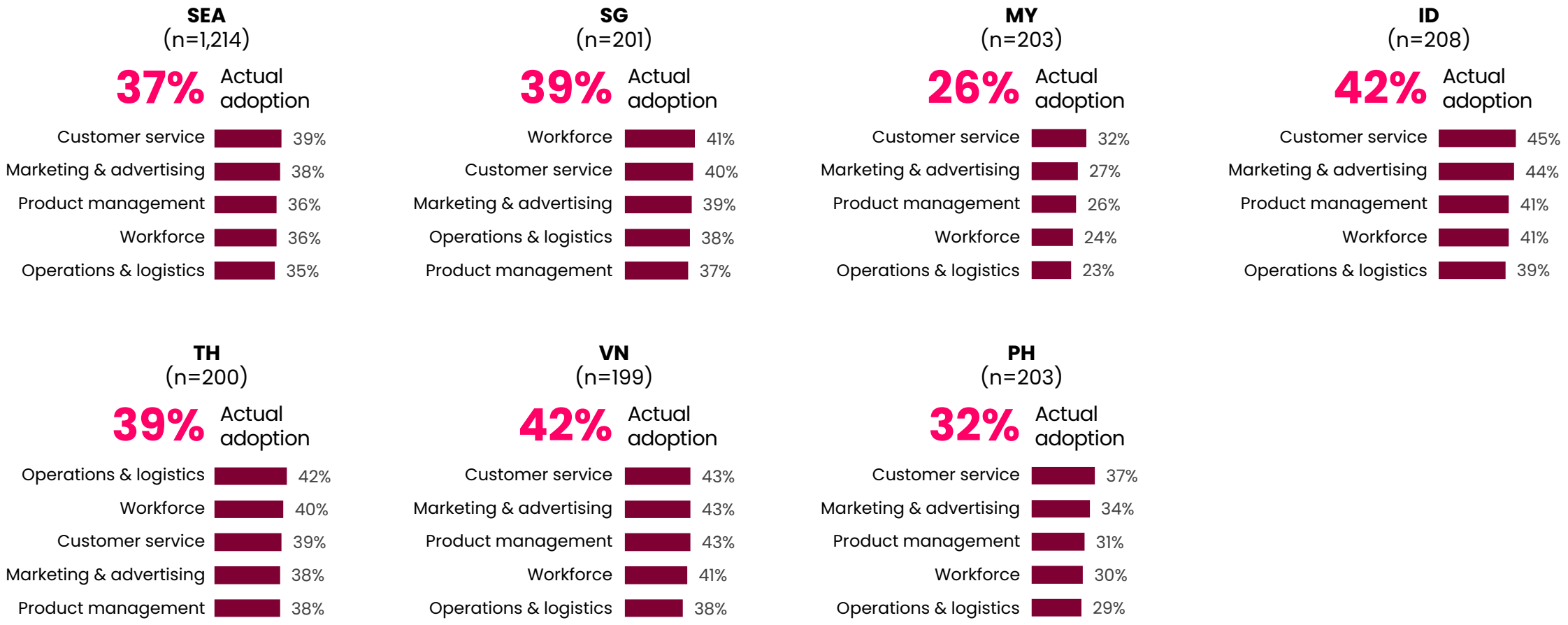
05

AI ADOPTION & READINESS ACROSS MARKETS



Actual AI adoption across the region falls into three categories: ID and VN represent the high end of adoption, SG and TH show a moderate level, and MY and PH are trailing behind

Actual adoption of AI in business



B3/B4/B5/B6/C3: Which of the following best describe the level of Artificial Intelligence (AI) adoption in your business / company deals in the aspect of [FUNCTION]? (Average adoption across functions)

SINGAPORE

Workforce and customer service are the strongest in SG, though upskilling falls behind, which likely explains why SG is poorer in the knowledge aspect *(see slide 11)*

Actual adoption of AI in business

Highly adopted ← → Less adopted

41% Workforce Management		41% Customer Service		39% Marketing & Advertising		38% Operations & Logistics		37% Product Management	
Employee's acceptance	**42%**	**Chatbots**	**44%**	**Content creation**	**43%**	**Security**	**47%**	**Product marketing**	**44%**
Scheduling	41%	Multichannel interaction	41%	Predictive analytics	41%	Ordering of goods	40%	Product reviews	42%
Employer's acceptance	41%	Ticket routing	40%	Social media marketing	39%	Inventory classification	38%	Dynamic pricing	38%
Recruitment	41%	**Order tracking**	**37%**	Campaign optimisation	38%	Robotics	38%	Product images	37%
Trainings and upskilling	**39%**			**Customer segmentation**	**35%**	Multi-channel management	37%	Demand forecasting	37%
						Warehousing	36%	Product performance	35%
						Returns and refunds	36%	Product description	35%
						Tracking of inventory	**34%**	Product merchandising	33%
								Product bundling	**31%**

Highly adopted ↓ Less adopted

- - - : Average
■ : Process with most AI adoption
■ : Process with least AI adoption

SINGAPORE

Overview of AI adoption in SG by processes

Highly adopted

Less adopted

	Higher AI adoption	Lower AI adoption
Workforce management	✓ Employee's acceptance ✓ Scheduling ✓ Employer's acceptance ✓ Recruitment	× Training & upskilling
Customer service	✓ Chatbots ✓ Multichannel interaction	× Ticket routing × Order tracking
Marketing & advertising	✓ Content creation ✓ Predictive analytics ✓ Social media marketing	× Campaign optimisation × Customer segmentation
Operations & logistics	✓ Security ✓ Ordering of goods ✓ Inventory classification ✓ Robotics	× Multi-channel management × Warehousing × Returns & refunds × Tracking of inventory
Product management	✓ Product launch and marketing ✓ Product reviews ✓ Dynamic pricing ✓ Product images ✓ Demand forecasting	× Product performance × Product description and listings × Product merchandising × Product bundling

Key takeaways

Overview

While Singapore boasts high AI adoption thanks to its strong infrastructure, it falls behind in knowledge of the latest AI tools and features—likely due to slower training initiatives and upskilling efforts for existing employees.

Strengths

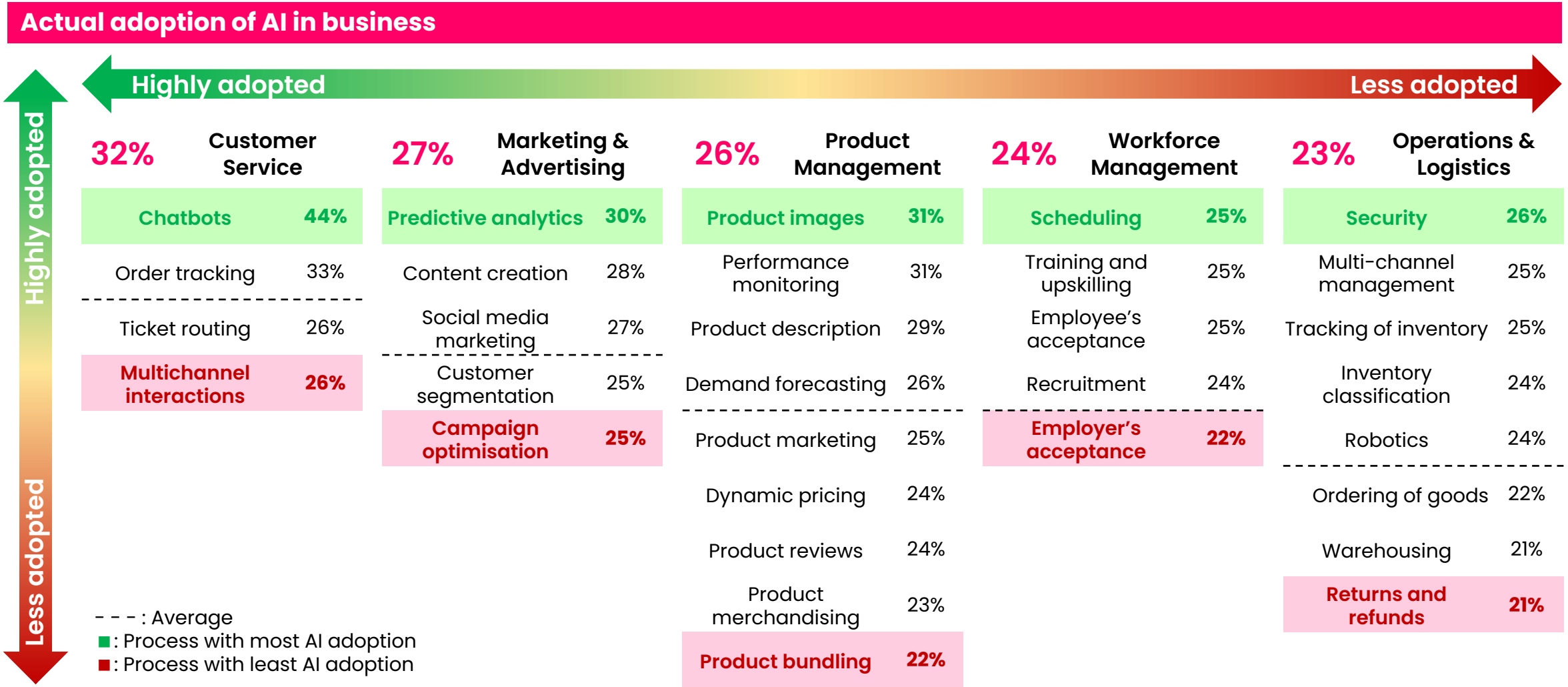
- In general, SG sellers have already adopted several common AI features
- Examples include AI chatbots, optimisation of product marketing comms, AI-generated marketing content, and strong AI-powered surveillance systems

Weaknesses

- However, its order and inventory tracking are less automated (updated manually) – a feature to push across among SG sellers
- AI-powered product bundling recommendations can be another feature to highlight as well

MALAYSIA

MY is weaker in its infrastructural adoption (operations & logistics); it can also work on getting more employers onboard with AI to hasten adoption



Overview of AI adoption in MY by processes

Highly adopted

Less adopted

	Higher AI adoption	Lower AI adoption
Customer service	✓ Chatbots ✓ Order tracking	× Multichannel interaction × Ticket routing
Marketing & advertising	✓ Predictive analytics ✓ Content creation ✓ Social media marketing	× Customer segmentation × Campaign optimisation
Product management	✓ Product images ✓ Performance monitoring ✓ Product description ✓ Demand forecasting	× Product marketing × Dynamic pricing × Product review × Product merchandising × Product bundling
Workforce management	✓ Scheduling ✓ Trainings and upskilling ✓ Employee's acceptance ✓ Recruitment	× Employer's acceptance
Operations & logistics	✓ Security ✓ Multi-channel inventory ✓ Tracking of inventory ✓ Inventory classification ✓ Robotics	× Ordering of goods × Warehousing × Returns and refunds

Key takeaways

Overview

Malaysia lags behind other Southeast Asian markets in actual AI adoption. However, it ranks highly in AI knowledge, suggesting that the gap stems more from infrastructural challenges than a lack of awareness. With greater support from the government and employers, this gap can be effectively bridged.

Strengths

- MY sellers tend to adopt the more common AI features that are already used widely
- Examples include AI chatbots, AI-powered product image generation, AI-powered surveillance systems and predictive analytics for sale forecast

Weaknesses

- However it still relies on human intervention for complex tasks such as returns and refunds (returns, restock updates are done manually), multichannel customer service management
- Employer's acceptance is also on the lower end of the curve, which may have led to slower infrastructural adoption too

INDONESIA

In ID, Customer Service and Marketing functions are leading in AI adoption – infrastructural aspect can be strengthened especially in Robotics

Actual adoption of AI in business

Highly adopted ← → Less adopted

Highly adopted ↓ Less adopted

45% Customer Service		44% Marketing & Advertising		41% Product Management		41% Workforce Management		39% Operations & Logistics	
Chatbots	**52%**	**Social media marketing**	**48%**	**Product images**	**45%**	**Scheduling**	**46%**	**Security**	**44%**
Order tracking	45%	Customer segmentation	47%	Product marketing	45%	Employee's acceptance	44%	Warehousing	42%
Ticket routing	44%	Content creation	45%	Dynamic pricing	43%	Training and upskilling	40%	Inventory classification	40%
Multichannel interactions	**38%**	Predictive analytics	41%	Product reviews	41%	Recruitment	38%	Multi-channel management	40%
		Campaign optimisation	**41%**	Product performance	40%	**Employer's acceptance**	**36%**	Ordering of goods	39%
				Product description	40%			Tracking of inventory	37%
				Product bundling	39%			Returns and refunds	37%
				Demand forecasting	38%			**Robotics**	**34%**
				Product merchandising	**36%**				

- - - : Average
■ : Process with most AI adoption
■ : Process with least AI adoption

Overview of AI adoption in ID by processes

Highly adopted

Less adopted

	Higher AI adoption	Lower AI adoption
Customer service	✓ Chatbots ✓ Order tracking	× Multichannel interaction × Ticket routing
Marketing & advertising	✓ Social media marketing ✓ Customer segmentation ✓ Content creation	× Predictive analytics × Campaign optimisation
Product management	✓ Product launch and marketing ✓ Product images ✓ Dynamic pricing ✓ Product reviews	× Product performance × Product description and listings × Product bundling × Demand forecasting × Product merchandising
Workforce management	✓ Scheduling ✓ Employee's acceptance	× Trainings and upskilling × Recruitment × Employer's acceptance
Operations & logistics	✓ Security ✓ Warehousing ✓ Inventory classification ✓ Multi-channel inventory ✓ Ordering of goods	× Tracking of inventory × Returns and refunds × Robotics

Key takeaways

Overview

Indonesia has one of the highest AI adoption rates in Southeast Asia, with marketing and customer service leading the way. However, its infrastructure lags slightly, particularly in inventory tracking and the returns and refunds process. To sustain its leadership in AI adoption, prioritizing investments in operations and logistics will be essential.

Strengths

- ID sellers have actively adopt AI features in customer facing functions
- Examples include AI chatbots, AI-powered analysis of social media trends and sentiments and AI-powered product image generation

Weaknesses

- However, the operational function is relatively weaker – complex processes are still slower in AI adoption
- Returns, inspection and restock updates are still done manually
- Merchandising decisions are still dependent on human analysis (manually identifying products with high demand)

THAILAND

Strengths in knowledge and infrastructure in Thailand as observed in Slide 11 is reflected in actual AI adoption, where operations & logistics and workforce management are strong

Actual adoption of AI in business

Highly adopted ← → Less adopted

Highly adopted ↓ Less adopted

42% Operations & Logistics	
Inventory classification	**50%**
Tracking of inventory	45%
Warehousing	44%
Returns and refunds	43%
Security	40%
Ordering of goods	39%
Multichannel inventory	38%
Robotics	**36%**

40% Workforce Management	
Employer's acceptance	**44%**
Training and upskilling	43%
Scheduling	40%
Recruitment	39%
Employee's acceptance	**37%**

39% Customer Service	
Chatbots	**45%**
Order tracking	44%
Multichannel interactions	36%
Ticket routing	**32%**

38% Marketing & Advertising	
Social media marketing	**43%**
Predictive analytics	39%
Customer segmentation	38%
Campaign optimisation	35%
Content creation	**34%**

38% Product Management	
Product marketing	**42%**
Product performance	42%
Demand forecasting	42%
Product description	41%
Product images	39%
Product bundling	37%
Dynamic pricing	35%
Product selection	34%
Product reviews	**33%**

- - - : Average
■ : Process with most AI adoption
■ : Process with least AI adoption

Overview of AI adoption in TH by processes

Highly adopted

Less adopted

	Higher AI adoption	Lower AI adoption
Operations & logistics	✓ Inventory classification ✓ Tracking of inventory ✓ Warehousing ✓ Returns and refunds	× Security × Ordering of goods × Multi-channel inventory × Robotics
Workforce management	✓ Employer's acceptance ✓ Trainings and upskilling ✓ Scheduling	× Recruitment × Employee's acceptance
Customer service	✓ Chatbots ✓ Order tracking	× Multichannel interaction × Ticket routing
Marketing & advertising	✓ Social media marketing ✓ Predictive analytics ✓ Customer segmentation	× Campaign optimisation × Content creation
Product management	✓ Product launch and marketing ✓ Product performance ✓ Demand forecasting ✓ Product description and listings ✓ Product images	× Product bundling × Dynamic pricing × Product merchandising × Product reviews

Key takeaways

Overview

Thailand is in a good position in the AI adoption journey, with above average knowledge and actual AI adoption compared to other SEA markets. Its progress is likely attributed to strong employer acceptance and AI-powered infrastructure in place, which catalyse its adoption.

Strengths

- Operations & Logistics and Workforce Management have the strongest adoption rate, a positive combination for AI growth
- Complex processes such as returns & refunds, inventory tracking are automated, coupled with high employer acceptance (though employee acceptance can be strengthened)

Weaknesses

- Marketing functions are weaker in adoption, an area that can be strengthened to have a more uniformed AI adoption journey
- Product review analysis, AI-powered content creation and automated ticket routing are areas to improve on

VIETNAM

VN is similar to ID, where customer and marketing functions are more AI ready than workforce and operations; positively, there is focus on training & upskilling

Actual adoption of AI in business

Highly adopted ← → Less adopted

Highly adopted ↓ Less adopted

43% Customer Service		43% Marketing & Advertising		43% Product Management		41% Workforce Management		38% Operations & Logistics	
Chatbots	**55%**	**Social media marketing**	**48%**	**Product performance**	**48%**	**Training and upskilling**	**44%**	**Security**	**43%**
Order tracking	42%	Content creation	47%	Product marketing	45%	Employer's acceptance	42%	Tracking of inventory	41%
Multichannel interactions	39%	Customer segmentation	41%	Product reviews	45%	Employee's acceptance	42%	Returns and refunds	39%
Ticket routing	**36%**	Campaign optimisation	41%	Demand forecasting	44%	Recruitment	39%	Multi-channel inventory	39%
		Predictive analytics	**40%**	Product description	42%	**Scheduling**	**36%**	Inventory classification	37%
				Product images	42%			Warehousing	35%
				Product bundling	42%			Robotics	35%
				Dynamic pricing	41%			**Ordering of goods**	**34%**
				Product merchandising	**39%**				

- - - : Average
■ : Process with most AI adoption
■ : Process with least AI adoption

Overview of AI adoption in VN by processes

Highly adopted

Less adopted

	Higher AI adoption	Lower AI adoption
Customer service	✓ Chatbots	× Order tracking × Multichannel interaction × Ticket routing
Marketing & advertising	✓ Social media marketing ✓ Content creation	× Customer segmentation × Campaign optimisation × Predictive analytics
Product management	✓ Product performance ✓ Product launch and marketing ✓ Product reviews ✓ Demand forecasting	× Product description and listings × Product images × Product bundling × Dynamic pricing × Product merchandising
Workforce management	✓ Employer's acceptance ✓ Trainings and upskilling ✓ Employee's acceptance	× Scheduling × Recruitment
Operations & logistics	✓ Security ✓ Tracking of inventory ✓ Returns and refunds ✓ Multi-channel inventory	× Inventory classification × Warehousing × Robotics × Ordering of goods

Key takeaways

Overview

Like Indonesia, customer-facing functions such as customer service and marketing & advertising show stronger AI adoption than workforce and infrastructure-related functions. Additionally, Indonesia's AI knowledge currently lags behind its regional counterparts but is expected to improve over time, driven by high training adoption.

Strengths

- Customer Service and Marketing & Advertising are leading functions with higher AI adoption
- AI-powered chatbots, marketing features, and performance analytics are highly automated, allowing for more agile responses to customers' needs

Weaknesses

- Workforce and Operations (infrastructure) are weaker in VN, which likely contributed to the lag in knowledge of AI features
- Ordering of goods, product merchandising recommendations are manually handled currently – features to improve in

PHILIPPINES

PH is on a similar adoption curve as MY, with Customer Service and Marketing & Advertising leading the way, while infrastructure lags behind

Actual adoption of AI in business

Highly adopted ← → Less adopted

Highly adopted ↓ Less adopted

37% Customer Service		34% Marketing & Advertising		31% Product Management		30% Workforce Management		29% Operations & Logistics	
Chatbots	**47%**	**Predictive analytics**	**39%**	**Product images**	**39%**	**Employee's acceptance**	**34%**	**Tracking of inventory**	**37%**
Order tracking	38%	Social media marketing	35%	Product description	34%	Training and upskilling	31%	Inventory classification	34%
Multichannel interactions	37%	Content creation	35%	Demand forecasting	32%	Employer's acceptance	31%	Ordering of goods	32%
Ticket routing	**24%**	Customer segmentation	32%	Product performance	31%	Scheduling	31%	Multi-channel inventory	29%
		Campaign optimisation	**31%**	Product merchandising	31%	**Recruitment**	**26%**	Security	28%
				Product launch	30%			Warehousing	27%
				Product reviews	29%			Returns and refunds	25%
				Dynamic pricing	27%			**Robotics**	**25%**
				Product bundling	**22%**				

- - - : Average
■ : Process with most AI adoption
■ : Process with least AI adoption

PHILIPPINES

Overview of AI adoption in PH by processes

Highly adopted

Less adopted

	Higher AI adoption	Lower AI adoption
Customer service	✓ Chatbots ✓ Order tracking ✓ Multichannel interaction	× Ticket routing
Marketing & advertising	✓ Predictive analytics ✓ Social media marketing ✓ Content creation	× Customer segmentation × Campaign optimisation
Product management	✓ Product images ✓ Product description and listings ✓ Demand forecasting ✓ Product performance ✓ Product merchandising	× Product launch and marketing × Product reviews × Dynamic pricing × Product bundling
Workforce management	✓ Employee's acceptance ✓ Trainings and upskilling ✓ Employer's acceptance ✓ Scheduling	× Recruitment
Operations & logistics	✓ Tracking of inventory ✓ Inventory classification ✓ Ordering of goods ✓ Multi-channel inventory	× Security × Warehousing × Returns and refunds × Robotics

Key takeaways

Overview

The Philippines is following a similar path as Malaysia, where infrastructure development trails behind Customer Service and Marketing & Advertising. However, it excels in AI tool knowledge, suggesting a focus on infrastructure investment to bridge the adoption gap.

Strengths

- Customer facing functions are doing better, with chatbots and predictive analytics emerging as the top features with high adoption rate currently
- Inventory tracking and classification are more commonly adopted in PH, a positive sign on the automation of infrastructure

Weaknesses

- Complex processes such as returns & refunds, product pricing are more manual in PH
- PH can also consider investing in AI-powered surveillance and warehouse management to cement its foundation
- Newer and less familiar features, such as ticket routing and campaign optimization, show weaker adoption within customer-facing functions

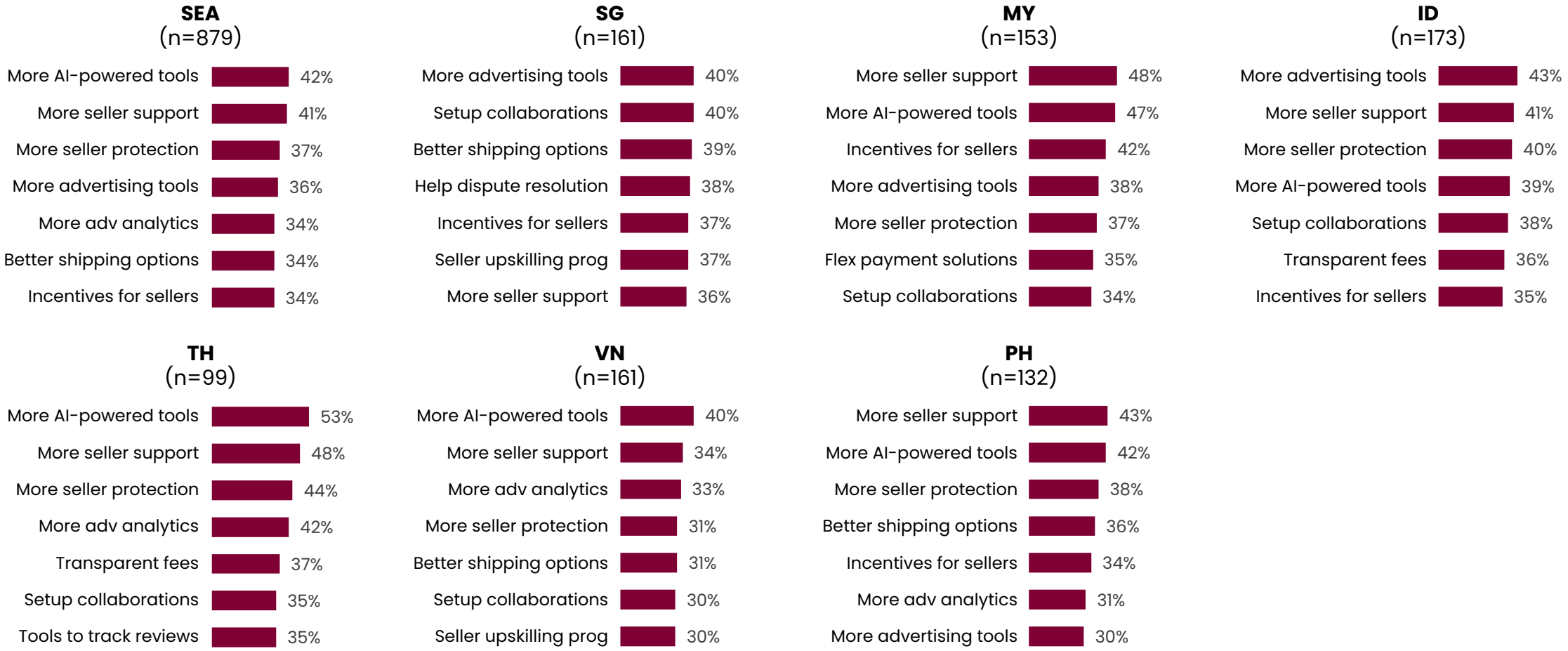
Lazada

06

ECOMMERCE FEATURES USAGE & PREFERENCE

In general, SEA sellers look for more AI-powered tools and timely support for any issues they face; they also hope to get more protection when it comes to disputes

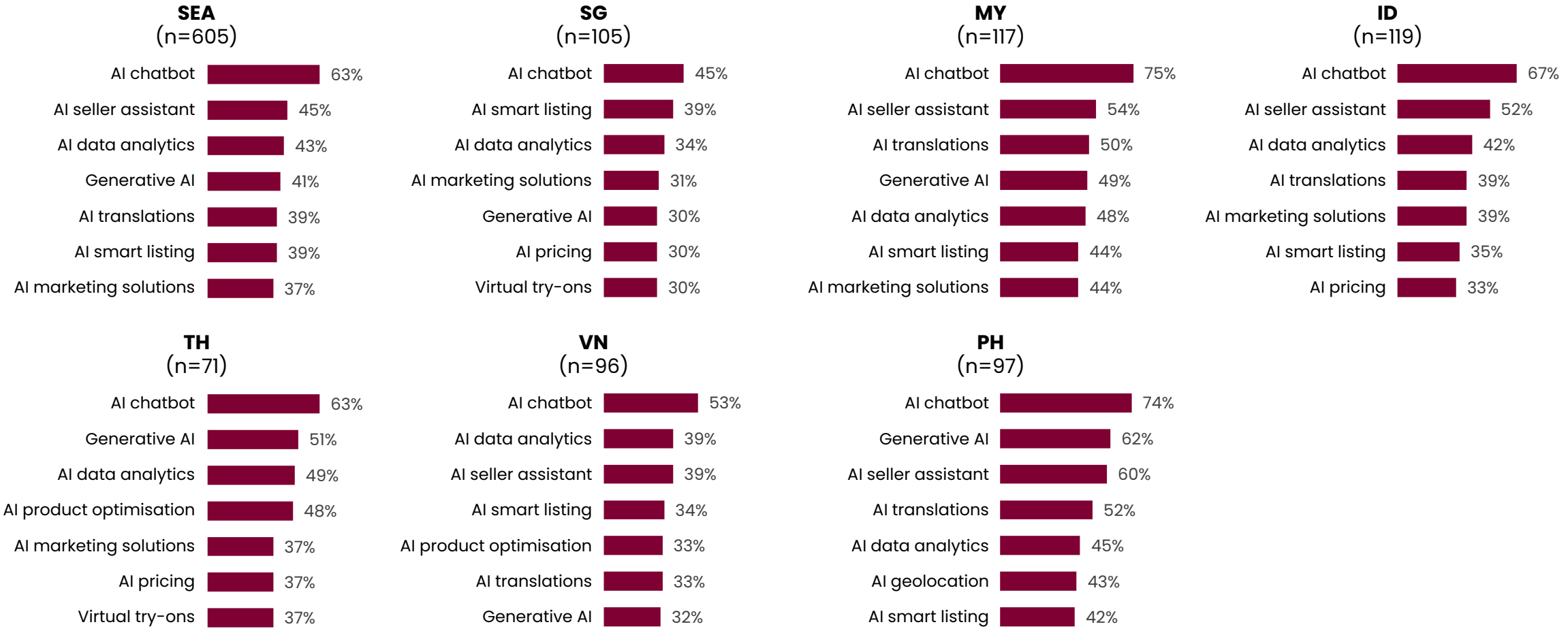
Ways to improve seller's experience



D4: What do you think [PLATFORM USED MOST OFTEN] can do to improve your selling experience?

AI chatbot, seller assistant, data analytics are most known features, while product-related features such as virtual try-ons and product optimisation have lower recall

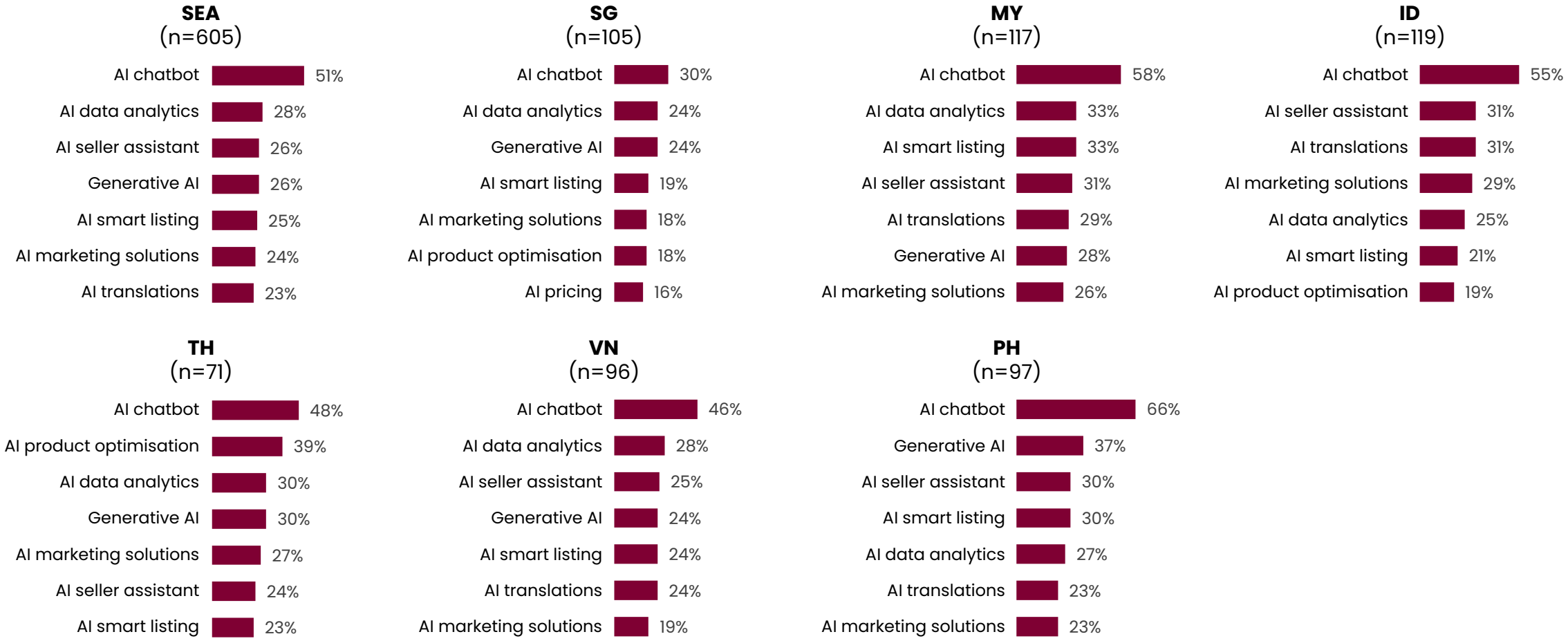
AI features that sellers are aware of



D5: Which of the following Artificial Intelligence (AI) features on eCommerce platforms are you aware of?

1 in 2 AI sellers are using AI chatbots currently; while usage of other product-related or data features are lower

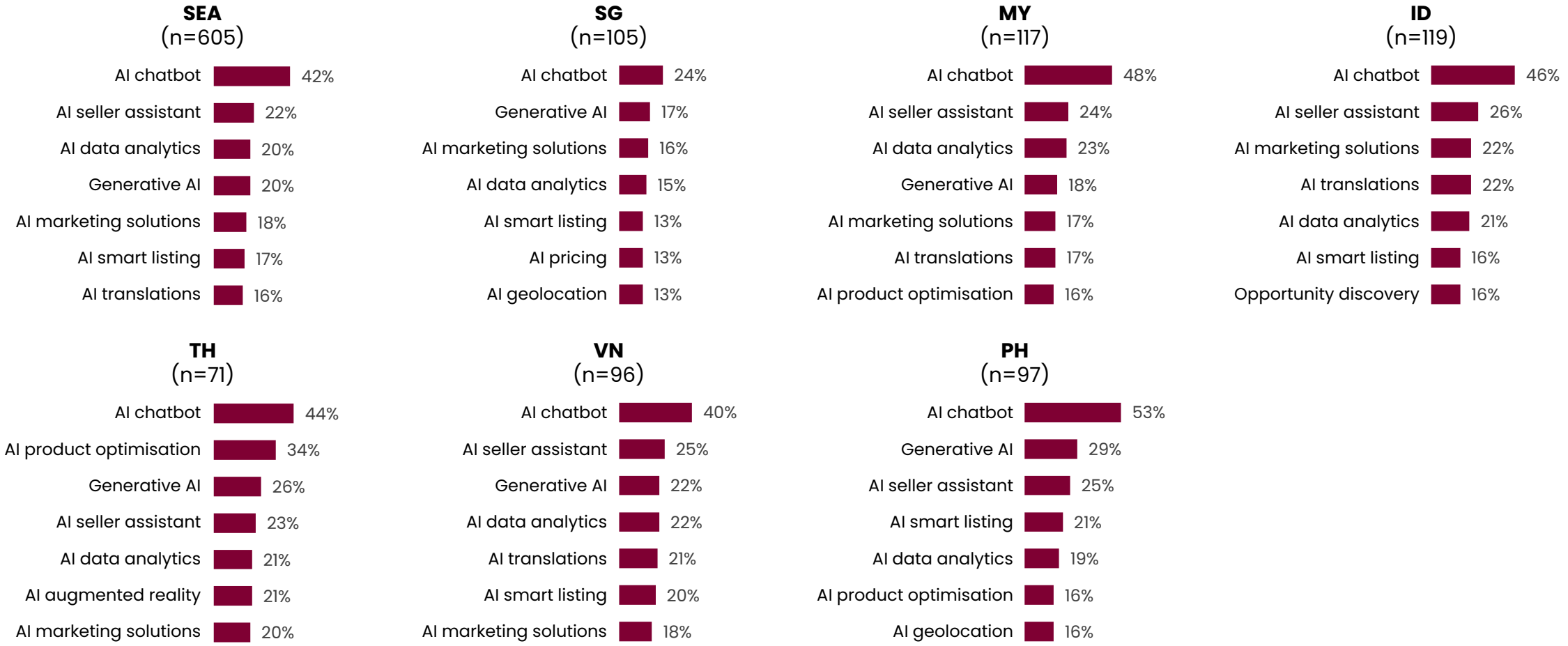
AI features that sellers are currently using



D6: Which of the following Artificial Intelligence (AI) features on eCommerce platforms are you currently using?

SEA sellers found the AI chatbot to be most helpful, they also like the seller assistant and other data analytics features

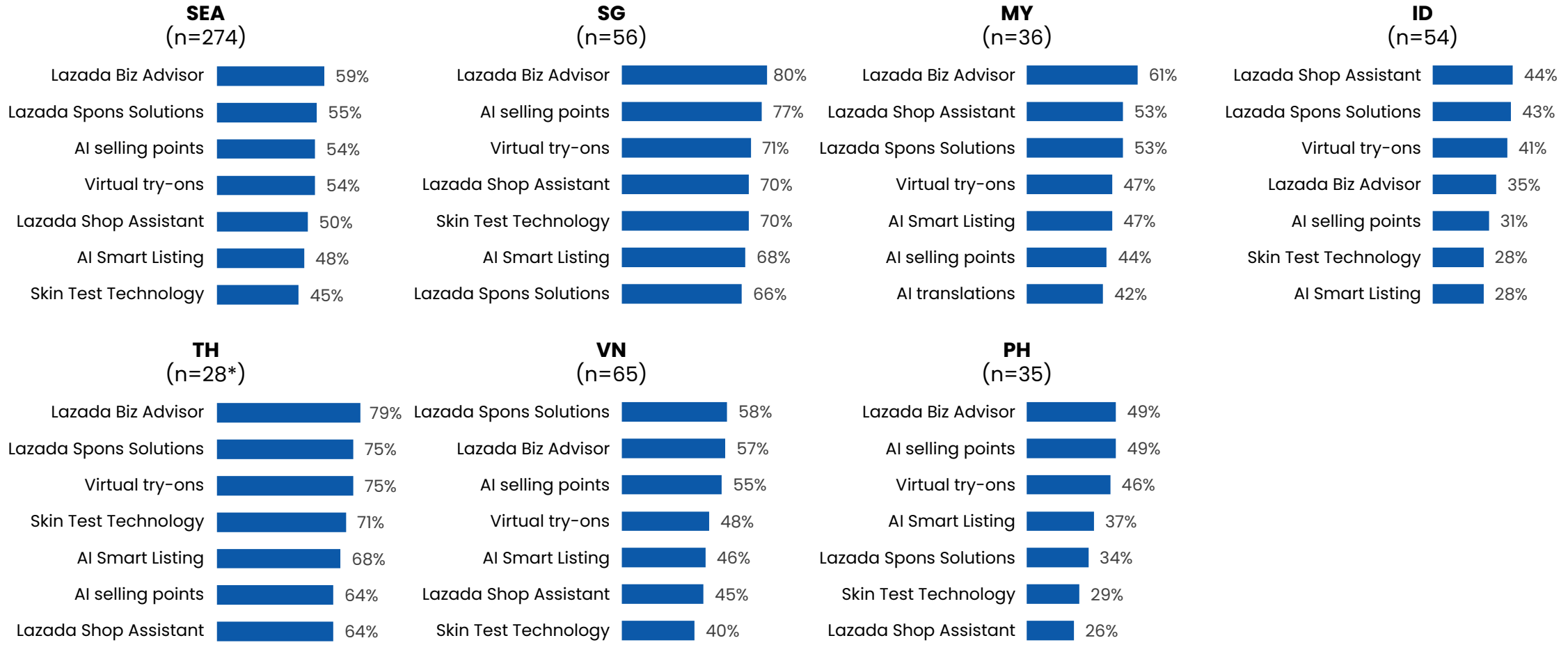
AI features that sellers found to be most helpful



D7: Which of the following Artificial Intelligence (AI) features on eCommerce platforms do you find most helpful?

Lazada Business Advisor, Lazada Sponsored Solutions and AI Selling Points are most commonly known AI features among Lazada Sellers

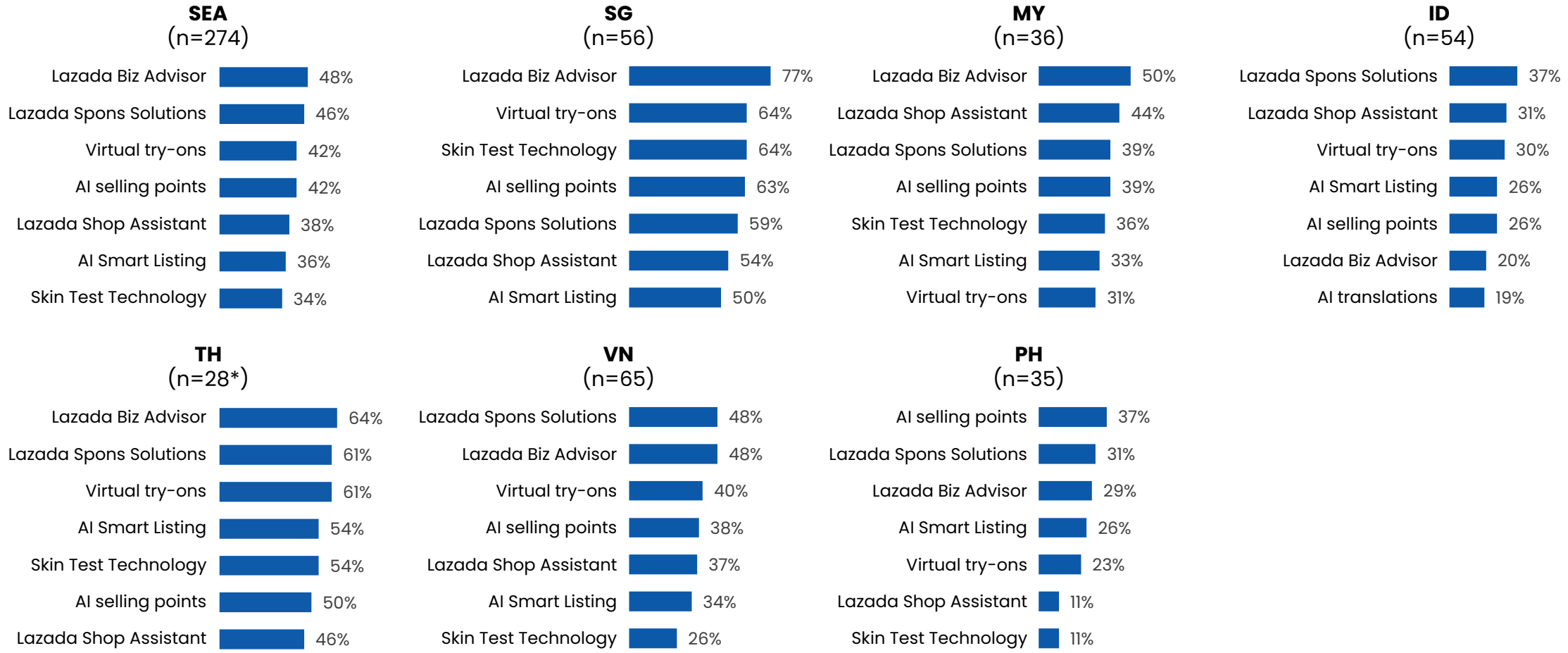
Lazada AI features that sellers are aware of



E3. Which of the following Artificial Intelligence (AI) applications on Lazada are you aware of?

Lazada Business Advisor, Sponsored Solutions, AI selling points and virtual try-ons are most commonly used among Lazada sellers

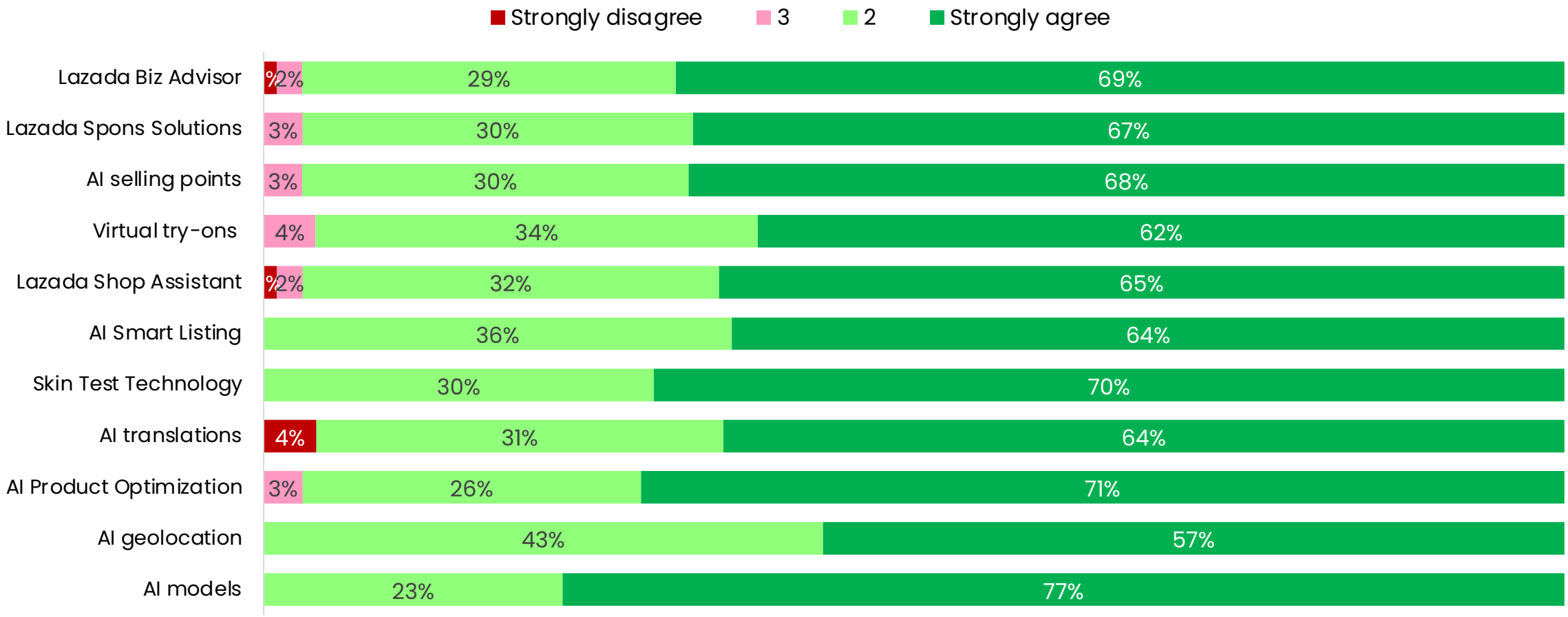
Lazada AI features that sellers are currently using



E4. Which of the following Artificial Intelligence (AI) applications on Lazada have you ever used?

Lazada’s AI features generally garner very strong satisfaction among Lazada Sellers

Satisfaction with Lazada AI features



E5: You mentioned you are using the following Artificial Intelligence (AI) applications on Lazada. How satisfied are you with the AI application?

Key takeaways

1 More seller support on new AI tools

Apart from increasing availability of AI tools, SEA sellers also look for **stronger support system** to help them in the adoption of these tools (troubleshoot, trainings)

2 Chatbots and seller assistant are most used features

Similar to earlier section where chatbot adoption is the highest, **chatbot also register highest usage**, alongside **seller assistant**, which SEA sellers hope to have more of

3 Product AI features are less used

Product-related features such as smart listings, product optimisation and marketing solutions are less utilized – education and outreach for these tools can be strengthened


Lazada