

VUI Brings Voice Shopping Technology to BigCommerce Partner Program

VUI Offers Out-of-the-Box Voice Technology Platform to Online Retailers

Boston, MA – October 15, 2018 -- [VUI](#), whose conversational AI platform allows retailers and brands to voice-enable their eCommerce channels, today announced that it has joined the BigCommerce Technology Partner Program to deliver voice capabilities to more than 60,000 retailers across the globe. VUI's machine-learning platform provides an effortless customer experience across mobile, social, web, and smart speakers.

Voice shopping creates new opportunities for retailers to interface with their customers, from basic customer care to contextual discovery, search, and buy experiences. Using voice can substantially increase customers' ability to get immediate support and materially accelerate the path to purchase.

"As the leading eCommerce platform for thousands of businesses, BigCommerce is a key strategic partner for us," said Armin Gebauer, Director at VUI. "Together, VUI and BigCommerce give retailers a new and exceptional way to talk with their customers."

"Our partnership with VUI further illustrates our commitment to providing merchants access to the highest-caliber technologies in the industry," said Russell Klein, Chief Development Officer for BigCommerce. "VUI shares our desire to help merchants sell more and grow faster to maximize success, and we look forward to working together to mutually support customers."

VUI will be joining the BigCommerce Partner Summit and Tech Partner Palooza in Austin, TX October 16-17.

To learn more about joining the thousands of industry-leading BigCommerce partners, visit: bigcommerce.com/partners.

About VUI

VUI's technology allows retailers to voice-enable their eCommerce channels, and delivers an effortless customer experience across mobile, social, web, and smart speakers. The platform, developed by members of the original Alexa, Nokia, and Rakuten teams, gives customers the power of voice shopping. With voice, retailers can provide a convenient, personalized, and engaging way for customers to interact with their brand.

For more information about Boston-based VUI, visit vui.com