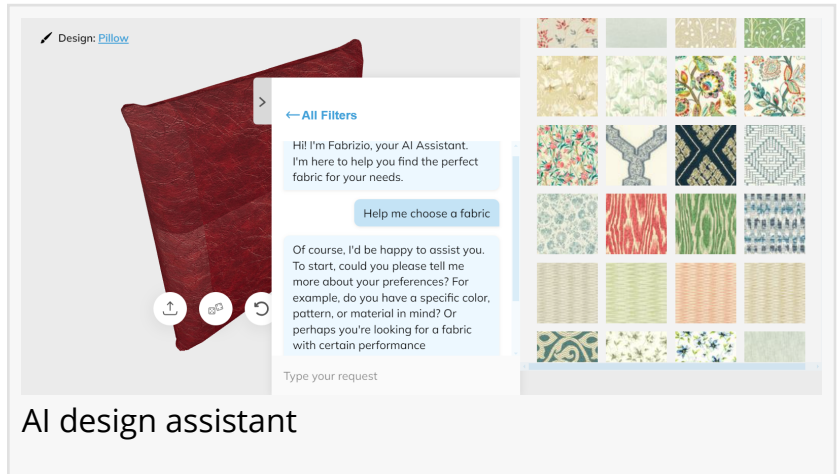


Salsita and Centro Cushions Partner to Launch Groundbreaking AI Design Assistant for Enhanced Fabric Customization

Centro Cushions partners with Salsita to launch an AI-driven configurator, transforming fabric selection into an intuitive, conversational experience.

PRAGUE, CZECH REPUBLIC, March 27, 2024 /EINPresswire.com/ -- In a move that merges cutting-edge technology with design, [Salsita](#) and Centro Cushions have introduced an AI-powered Conversational Configurator, setting a new standard for fabric

selection in the interior design industry. This collaboration underscores the shift towards conversational UI as a pivotal element of the future in customization technology, with Salsita leading the way as the sole provider of such innovative solutions.



AI design assistant

“

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Yanni Konstantinidis

Innovative Collaboration Unveiled

By incorporating Salsita's 3D Configurator, Centro Cushions has already enhanced the online customization process for cushions and pillows. To enhance their offering and increase lead quality, [Salsita created Fabrizio, the AI design assistant](#), which takes 3D Configurators even further by enabling a conversational interface for fabric selection, thereby simplifying the design process.

Yanni Konstantinidis, Centro Cushions' business owner, emphasizes the impact of this integration: “With so many fabrics listed in our configurator, we needed to find a way to help clients meaningfully engage and search through our catalog. When it comes to interior design, having a knowledgeable assistant who can help you understand the various options you have is extremely helpful. Fabrizio, our AI assistant, does just that.”

Efficient Implementation Process

The implementation of the AI design assistant showcases Salsita's forward-looking approach to problem-solving and technology integration. "The implementation was seamless. Salsita took one video call to better understand the challenge we were facing, another video call to propose a framework, and before we knew it, Fabrizio was up and running!" remarked Konstantinidis, highlighting the smooth and effective collaboration.

Dave Ruzius, Product Lead for Salsita Configurators, shares the sentiment: "At Salsita, we're always searching for the best use cases to apply our state-of-the-art technology. Centro was a natural fit because of the assistance our AI could offer to their users. Working closely with Yanni, we designed, planned, and named the solution. Our talented tech team at Salsita not only delivered quickly but also ensured the highest quality."

Technological Excellence and User-Centric Design

Fabrizio's capabilities are rooted in advanced AI technologies, including the use of ChatGPT-4 for dynamic, real-time conversations with users. This integration allows for a more intuitive and engaging selection process than traditional chatbots offer.

Dani Lopez, Solution Architect at Salsita, explains the technological foundation: "This is one of the strengths of LLMs: They are able to understand natural language and translate it into a specific format. The user doesn't need to use any specific phrasing either; the AI will be able to hold a conversation, ask for clarification if needed, and answer open-ended questions from users."

A Paradigm Shift in Customer Experience

The deployment of Fabrizio has not only enhanced the customization experience for Centro Cushions' clients but also streamlined customer service operations, showcasing the dual benefits of this technology.

Konstantinidis further elaborates on the advantages: "Now our clients can search through our fabric catalog and find the perfect materials to fit their specific use case. This allows our team to save time while also enabling clients to receive valuable assistance and guidance in real-time!"

The Future of Conversational UI

The successful integration of [Salsita Conversational Configurator](#) at Centro Cushions illustrates the transformative potential of conversational UI in the realm of online customization. Salsita emerges as a frontrunner in this space, offering unparalleled solutions that enhance user interaction and streamline the design process through advanced AI technologies.

This collaboration between Centro Cushions and Salsita not only sets a benchmark for innovation in the interior design industry but also signals the evolving landscape of digital customization, where conversational UI plays a central role in shaping user experiences.

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