

Singapore Ecommerce Centre Launches Jenny, Singapore's First AI Wellness Advisor

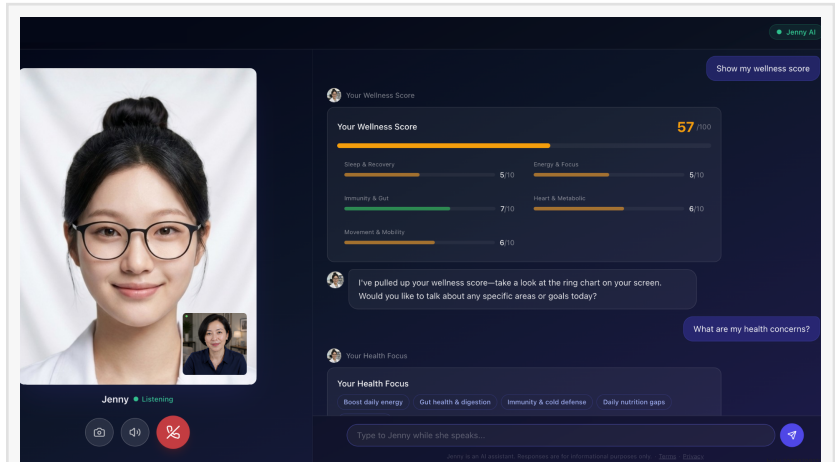
Singapore Ecommerce Centre launches Jenny, an AI wellness advisor with real-time voice and avatar technology for 24/7 product discovery and customer support.

SINGAPORE, SINGAPORE, August 7, 2026 /EINPresswire.com/ -- Singapore Ecommerce Centre today announced the launch of Jenny, an AI-powered wellness advisor that integrates conversational AI, real-time voice interaction, and lifelike avatar technology. Jenny is designed to assist customers in navigating the company's digital product ecosystem, receiving personalized wellness-related information, and accessing customer support through a natural, around-the-clock conversation.

The advisor represents a significant milestone in retail technology, combining real-time voice synthesis and avatar animation to create one of Singapore's most interactive digital retail experiences. Deeply integrated with Singapore Ecommerce Centre's e-commerce backend, Jenny allows users to transition seamlessly from general wellness inquiries to product discovery and order support within a single interface.

Accessible via desktop or mobile browsers through the company's official digital platforms, Jenny is available via a dedicated support widget. Customers can engage with the advisor after logging into their rewards account, ensuring a streamlined experience with no application download required.

Key Capabilities at Launch



- Interactive Wellness Discovery: Jenny provides information tailored to a user's stated wellness interests and lifestyle goals, helping them navigate a diverse range of science-backed solutions.
- AI-Enhanced Product Navigation: Users can naturally describe their wellness preferences, and Jenny highlights relevant items from the company's wellness and skincare collections, explaining features and offering a one-click "Add to Cart" function.
- Natural Voice and Avatar Interaction: Built on advanced conversational AI, the assistant facilitates fluid, two-way verbal and visual communication that feels intuitive and user-friendly.
- Streamlined Customer Service: Jenny assists with digital tasks such as order tracking, loyalty point inquiries, and voucher redemption, answering common FAQs directly.
- Information Intelligence: Users can inquire about product formulations and general ingredient benefits, receiving detailed information to help them make informed shopping choices.

"Enhancing the digital shopping journey is our priority," said Xuan Hao, Head of Marketing & Customer Experience at Singapore Ecommerce Centre. "With a large and diverse customer base, we recognized that people appreciate a guided experience when exploring wellness options online. Jenny leverages artificial intelligence to provide instant, personalized information, giving our customers more confidence in their digital retail journey."

"We view this technology as a way to augment the human experience. While our professional customer care team remains essential, Jenny ensures that immediate assistance and product information are available anytime, anywhere."

Technology and Architecture

Jenny utilizes advanced conversational AI and real-time voice synthesis to deliver human-like, interactive digital assistance. The platform is fully integrated with Singapore Ecommerce Centre's infrastructure, providing real-time data on products, account status, and loyalty rewards. Designed with a privacy-first framework, Jenny requires explicit user consent before activating optional features, ensuring users maintain control over their digital interactions. In line with Singapore's standards for responsible AI, Singapore Ecommerce Centre has published an AI Information Card for Jenny, detailing its capabilities and data handling practices.

Availability

Jenny is currently live and provides a unified interface for product discovery and account support on both desktop and mobile platforms. Future updates are expected to introduce expanded skincare analysis tools and further advancements in multilingual support, marking Singapore Ecommerce Centre's commitment to tech-driven retail innovation.

About Singapore Ecommerce Centre Pte Ltd

Founded in 2020, Singapore Ecommerce Centre (SEC) is a leading Singapore-based wellness company and developer of multiple regional wellness brands. SEC focuses on science-backed wellness solutions, utilizing proprietary NutriShield™ technology in its product development. Recognized as a Company of Good (2-Star Awardee) and a recipient of over 20 industry awards, SEC distributes its products across Singapore, Malaysia, the Philippines, and other regional markets through a robust e-commerce and retail network.

Learn more at www.sgecentre.com

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