



From Conversations to Conversions: How Zeals Is Revolutionizing Chat Commerce with AI and Analytics

Zeals helps businesses create AI automated chat solutions that guide customers to products, subscriptions, and special offers. They design these conversations to feel natural and efficient, helping companies improve customer interactions. The conversations are then analyzed to identify trends, such as common topics or which users are interested in specific products. These insights are then shared with Zeals' business clients, helping them make informed marketing and product decisions.

3 seconds

Time it takes to filter and display relevant and up-to-date datasets within the Zeals application

80

80 internal users of GoodData® analytics

75

Customers using Zeals' GoodData-enabled product

THE COMPANY

Zeals was founded in Japan with a mission to bring omotenashi — the Japanese philosophy of exceptional, anticipatory customer service — into the digital world. **Just as a skilled salesperson in a physical store can predict a customer's needs before they even ask, Zeals aims to replicate this level of care and personalization through AI-powered chat commerce.** This ensures that every interaction feels intuitive, thoughtful, and highly tailored to the consumer.

At its core, Zeals is building an AI-driven shopping agent designed to help businesses engage with customers on social media in a more meaningful way. When a user clicks on an ad or post, they are seamlessly guided into a messaging platform where the AI chatbot collects insights about their preferences and shopping behavior. Using this data, Zeals delivers personalized product recommendations, special offers, and exclusive opportunities to provide a frictionless, interactive shopping experience.



Roslyn Lee
AI Product Lead, Zeals



THE CHALLENGE

Before implementing GoodData® technology, Zeals faced significant challenges in managing and delivering analytics for both internal and external stakeholders. **Internally, Zeals wanted to be able to monitor how well their products worked to help their developers understand where these products could be improved. Externally, they wanted to embed analytics within their product to help customers understand their own usage and engagement.**

However, achieving this dual purpose was complex, as it required duplicating metrics across multiple systems. The team had to develop and maintain analytics separately for internal reporting and customer-facing dashboards, leading to inefficiencies and increased development effort.

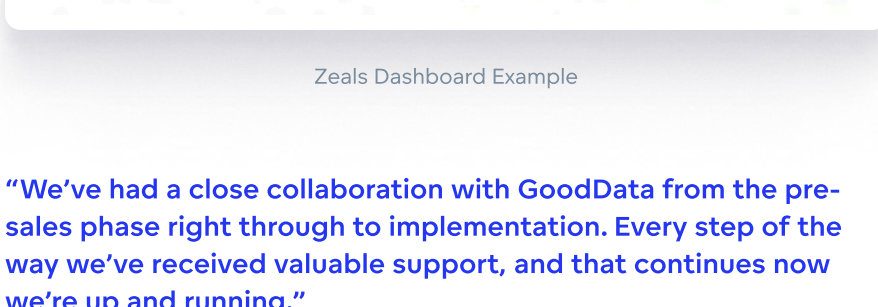
Additionally, the lack of a centralized analytics solution meant that data was scattered across different platforms, making it difficult to maintain consistency and accuracy. Every time a new metric was introduced or modified, the team had to replicate the changes in multiple places. This fragmented approach not only slowed down the development process but also made it harder to scale analytics across the organization.



THE SOLUTION

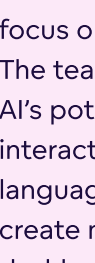
Zeals chose GoodData because it combined ease of use with the flexibility to embed dashboards seamlessly into its own products. GoodData allowed Zeals to fully white-label the experience, ensuring that the analytics felt like an integral part of its platform rather than an external tool.

Beyond embedding, **GoodData provided Zeals with a unified analytics solution, replacing multiple disconnected tools with a single, centralized platform.** By consolidating all metrics into one system, Zeals could ensure that both internal teams and customers had access to the same data without duplication or inconsistencies.



Zeals Dashboard Example

“We’ve had a close collaboration with GoodData from the pre-sales phase right through to implementation. Every step of the way we’ve received valuable support, and that continues now we’re up and running.”



Cas Diependaal
Senior Engineering Manager, Zeals

What Zeals Enjoy Most About GoodData

AI Alignment:

GoodData shares Zeals' focus on AI-driven products. The team is excited about AI's potential to simplify data interaction, using natural language to search data, create metrics, and build dashboards.

Easy dbt Integration:

Setting up GoodData with dbt was straightforward, making it easy for data engineers to incorporate analytics into their workflows.

Faster Development:

Built-in dashboards, graphing tools, and default capabilities have allowed Zeals' teams to work more efficiently and meet product requirements more quickly.

Rich Default Options

The extensive out-of-the-box analytics features eliminate the need to build everything from scratch, enabling Zeals to prototype and iterate faster.

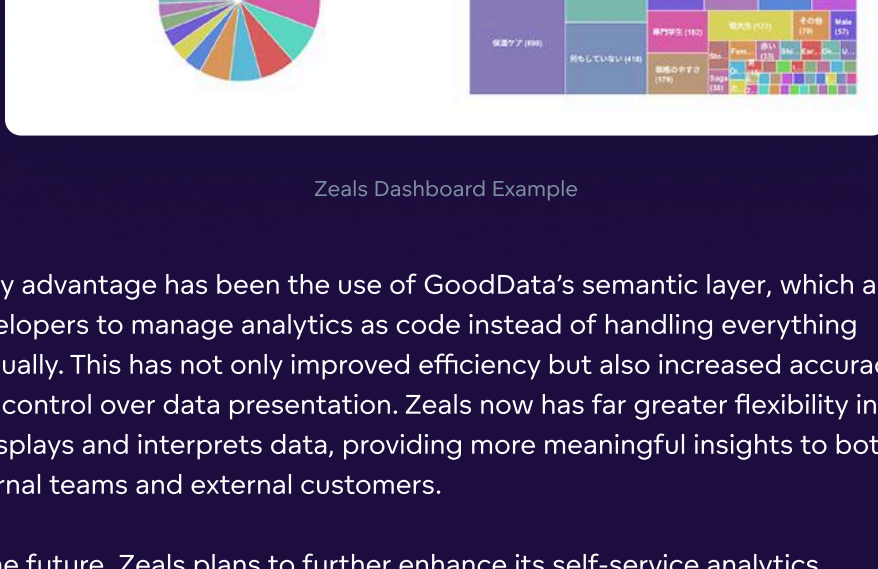
“We've found it much easier to develop analytics within the GoodData application rather than manually building out metrics on the front end. Our developers especially appreciate the semantic layer, which allows us to manage analytics as code instead of handling everything manually.”



Cas Diependaal
Senior Engineering Manager, Zeals

THE RESULT:

Since implementing GoodData, Zeals has significantly streamlined its analytics development process. By centralizing analytics within the GoodData environment, the team can now build metrics in one place and seamlessly distribute them to different stakeholders, saving time and reducing complexity.



Zeals Dashboard Example

A key advantage has been the use of GoodData's semantic layer, which allows developers to manage analytics as code instead of handling everything manually. This has not only improved efficiency but also increased accuracy and control over data presentation. Zeals now has far greater flexibility in how it displays and interprets data, providing more meaningful insights to both internal teams and external customers.

In the future, Zeals plans to further enhance its self-service analytics capabilities for e-commerce. Users can already create their own conversational experiences, and the next step is to give them the ability to develop their own analytics as well. With this functionality, Zeals aims to provide customers with even greater control over their data, allowing them to generate insights tailored to their specific business needs.