

“Powerfront has not only helped our sales advisors to become more effective, their AI solution has increased the number of sales opportunities by over 800%.”

Francesca Badalamenti

Global E-Business Services and Operations Manager at Dolce & Gabbana S.r.l

Dolce & Gabbana: Leading the Way with Agentic AI

Record performance in 90 days

For years, **Dolce & Gabbana** had relied on **INSIDE™ by Powerfront** to orchestrate a premium digital experience that mirrored the brand's renowned in-store service.

In 2025, the maison took a transformative leap forward with the integration of **INSIDE™ Agentic AI** - an evolution that redefined what luxury customer engagement could achieve.

Within just **90 days**, the solution turned a service channel into a **revenue-generating powerhouse**, setting new benchmarks for performance in luxury e-commerce.



- **+23% Conversion Rate Gain**

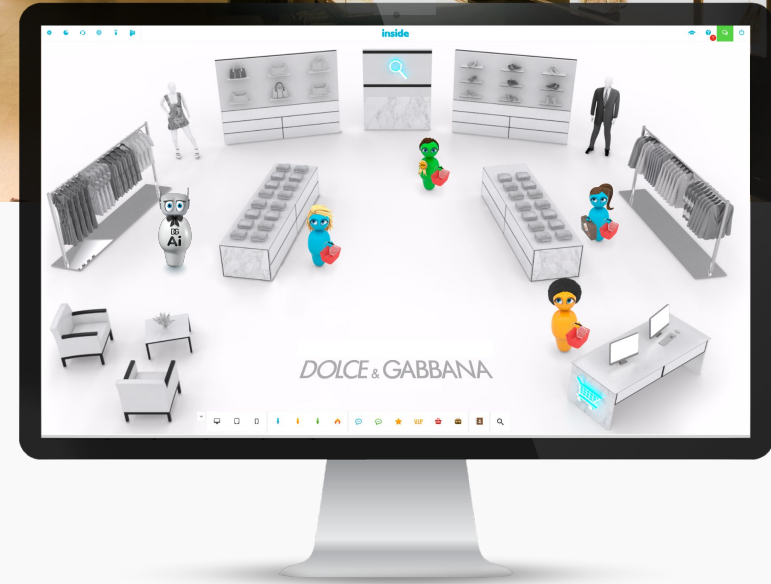
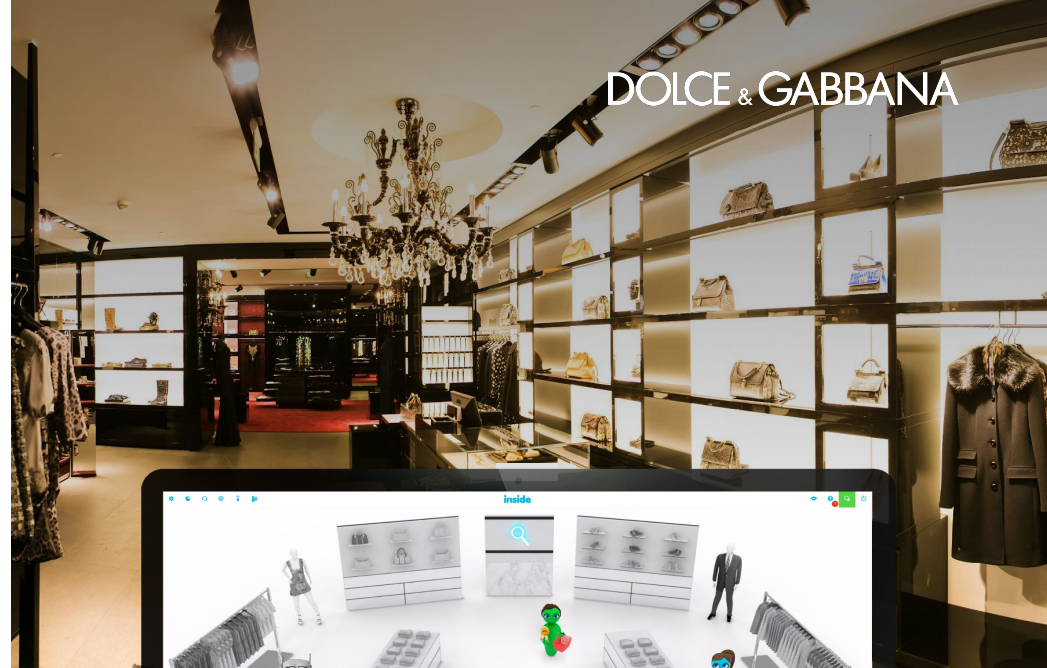
The implementation of INSIDE™ Agentic AI drove a remarkable 23% increase in conversion rates, positioning Dolce & Gabbana at the forefront of digital sales excellence. Its combination of instant availability, precision, and contextual intelligence delivered unmatched sales efficiency.

- **+90% Operational Autonomy**

The system successfully resolved nine out of ten inquiries **without human intervention**, allowing live experts to focus exclusively on high-value, complex, or VIP cases - elevating service quality and operational efficiency.

- **+811% Engagement Scalability**

Expanding to a round-the clock availability across all time zones transformed engagement metrics, resulting in an eightfold increase in customer interactions. This captured previously missed demand and served as a primary driver for business growth.



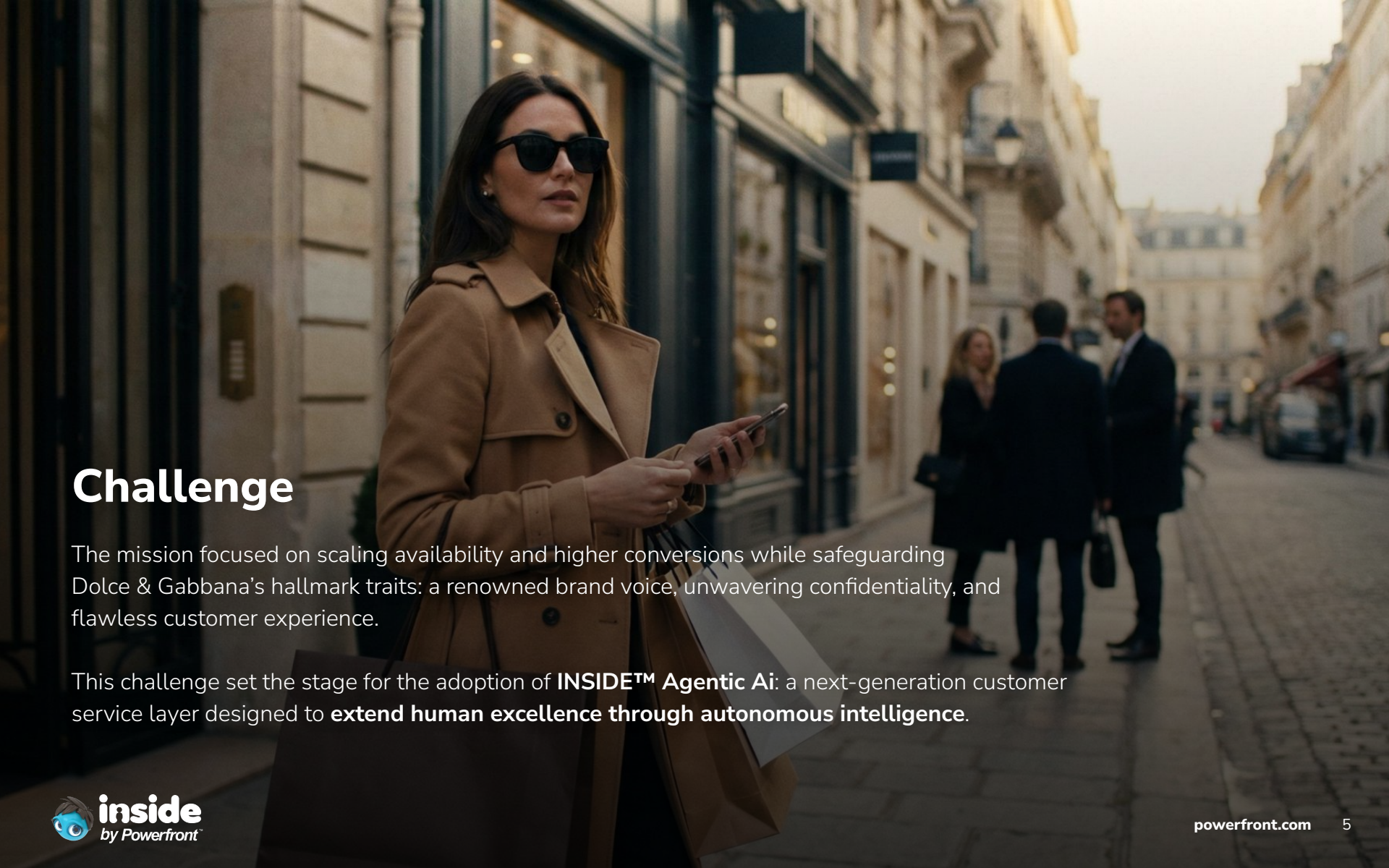
Preserving the Luxury Standard

Founded in 1985, **Dolce & Gabbana** is synonymous with Italian excellence, craftsmanship, and customer intimacy.

With a vertically integrated model and an unwavering commitment to personalized service, the brand treats every client interaction as a reflection of its heritage and exclusivity.

While the existing **INSIDE™ Platform** had long supported that vision, the brand faced a strategic ceiling: how to **scale high-touch digital service globally** across languages, time zones, and channels - **without compromising the brand's signature luxury standard.**





Challenge

The mission focused on scaling availability and higher conversions while safeguarding Dolce & Gabbana's hallmark traits: a renowned brand voice, unwavering confidentiality, and flawless customer experience.

This challenge set the stage for the adoption of **INSIDE™ Agentic Ai**: a next-generation customer service layer designed to **extend human excellence through autonomous intelligence**.

Implementation of INSIDE™ Agentic Ai

Dolce & Gabbana enhanced its existing INSIDE™ by Powerfront customer engagement infrastructure, by incorporating the **Agentic Ai** features and creating a digital agent capable of reasoning, learning, and transacting autonomously within the brand's ecosystem.

24/7 Autonomous Intelligence

Resolving **over 90% of inquiries independently**, powered by real-time access to curated brand data and a continuously optimized knowledge base. Customers receive immediate, precise, and brand-aligned responses - anytime, anywhere.

Deep Systems Integration

Connected seamlessly to Dolce & Gabbana's **Order Management, Inventory, and Customer Profile systems**, the AI performs **complex transactional tasks** such as product recommendations and order tracking management in real time.

Human-Ai Collaboration

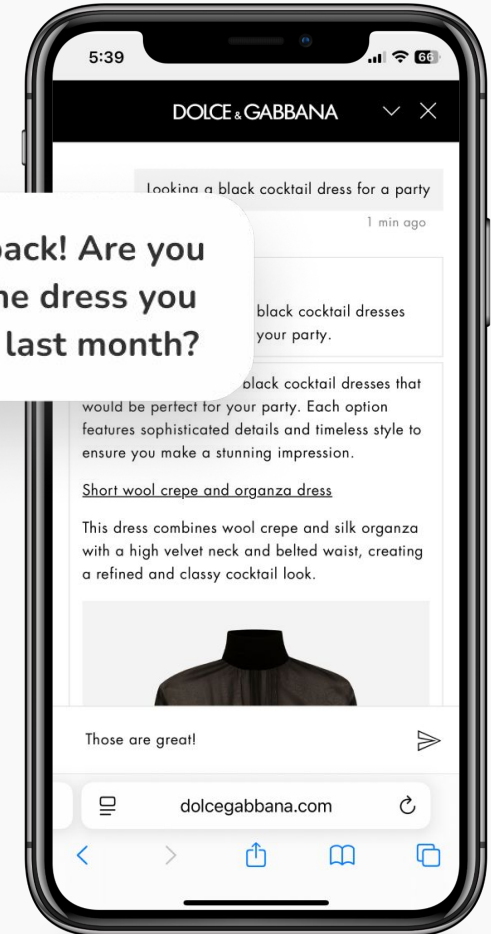
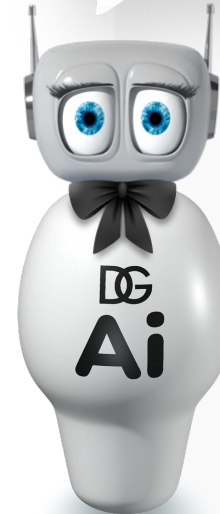
When escalation is required, handovers are seamless. Human agents receive full conversational context, while **an internal AI co-pilot** supplies real-time insights and suggests responses, accelerating resolution and maintaining luxury-level tone.

Agentic Ai: The New Frontier of Luxury Engagement

By redefining how digital conversations translate into commerce, **Dolce & Gabbana** successfully transformed customer service into a **profit center** - maintaining the highest brand standards while achieving a **23% conversion performance**.

This collaboration positions **INSIDE™ Agentic Ai** as a **critical enabler for luxury houses** aiming to scale personalized experiences without dilution of brand integrity.

Through autonomous engagement, intelligent escalation, and data-driven optimization, Dolce & Gabbana showcased how **Ai** can seamlessly reflect a luxury brand's voice and values delivering exceptional customer experiences and driving measurable sales growth.





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