Product Search AI (pilot phase)

This feature is in a pilot phase and is currently available to selected test users.

In this article, you'll learn how to use the Product Search AI to find and compare products across your framework agreement catalogues, pre-integrated supplier catalogues and the Unite assortment. You'll also find an overview of what the feature can do and where its limitations lie.

What is Product Search AI?

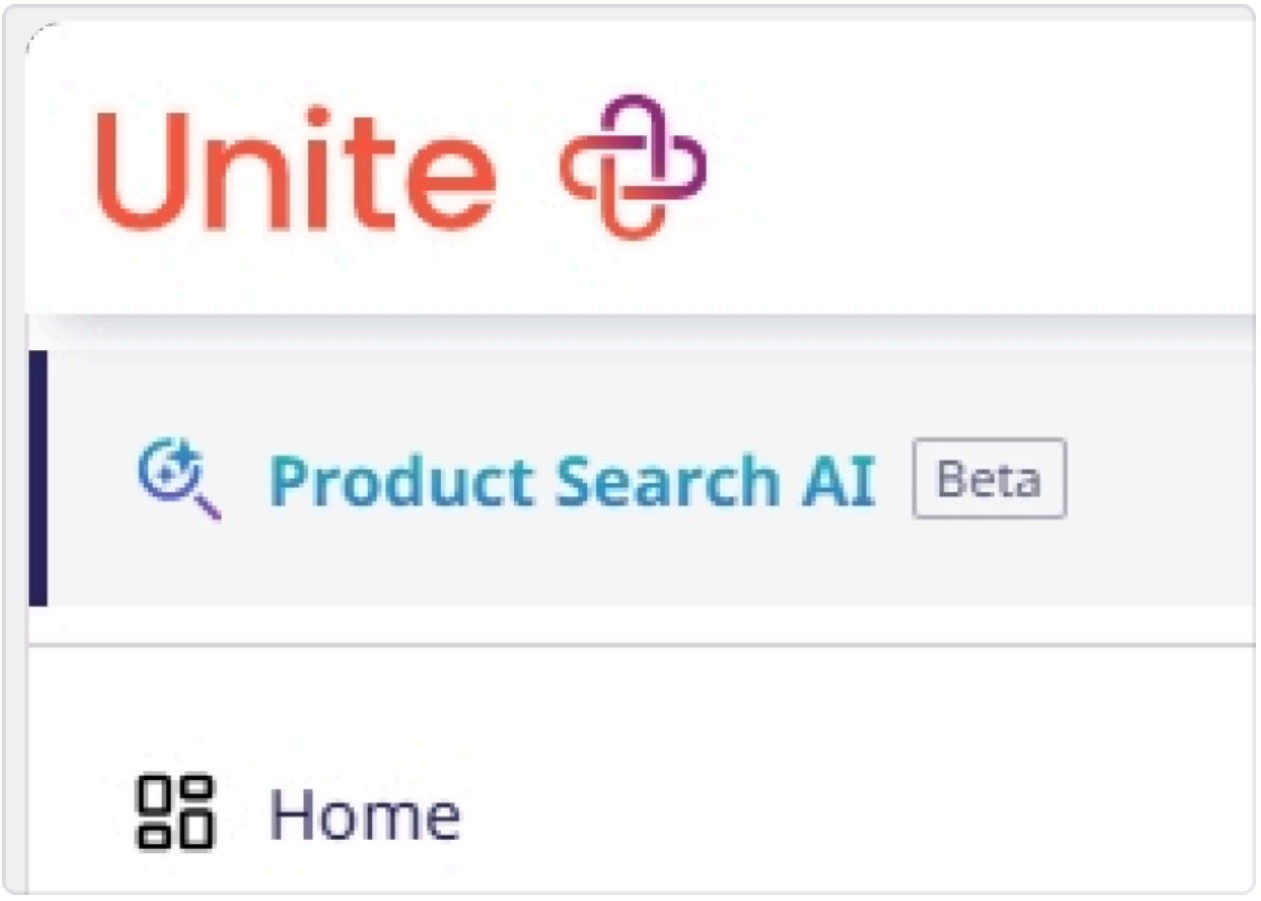
Product Search AI helps you find the right item faster. Describe what you need in a chat, and Product Search AI will suggest suitable items on Unite. It works alongside standard search, so you can choose the approach that suits you best.

Product Search AI can:

- Interpret several product requirements at once
- Ask follow-up questions if information is missing or unclear
- Provide additional information about the products displayed
- Compare multiple products with each other

> **Note:** You're taking part in a pilot phase. The feature is still being tested and developed. Your feedback will help us improve it.

Where can I find AI Product Search?

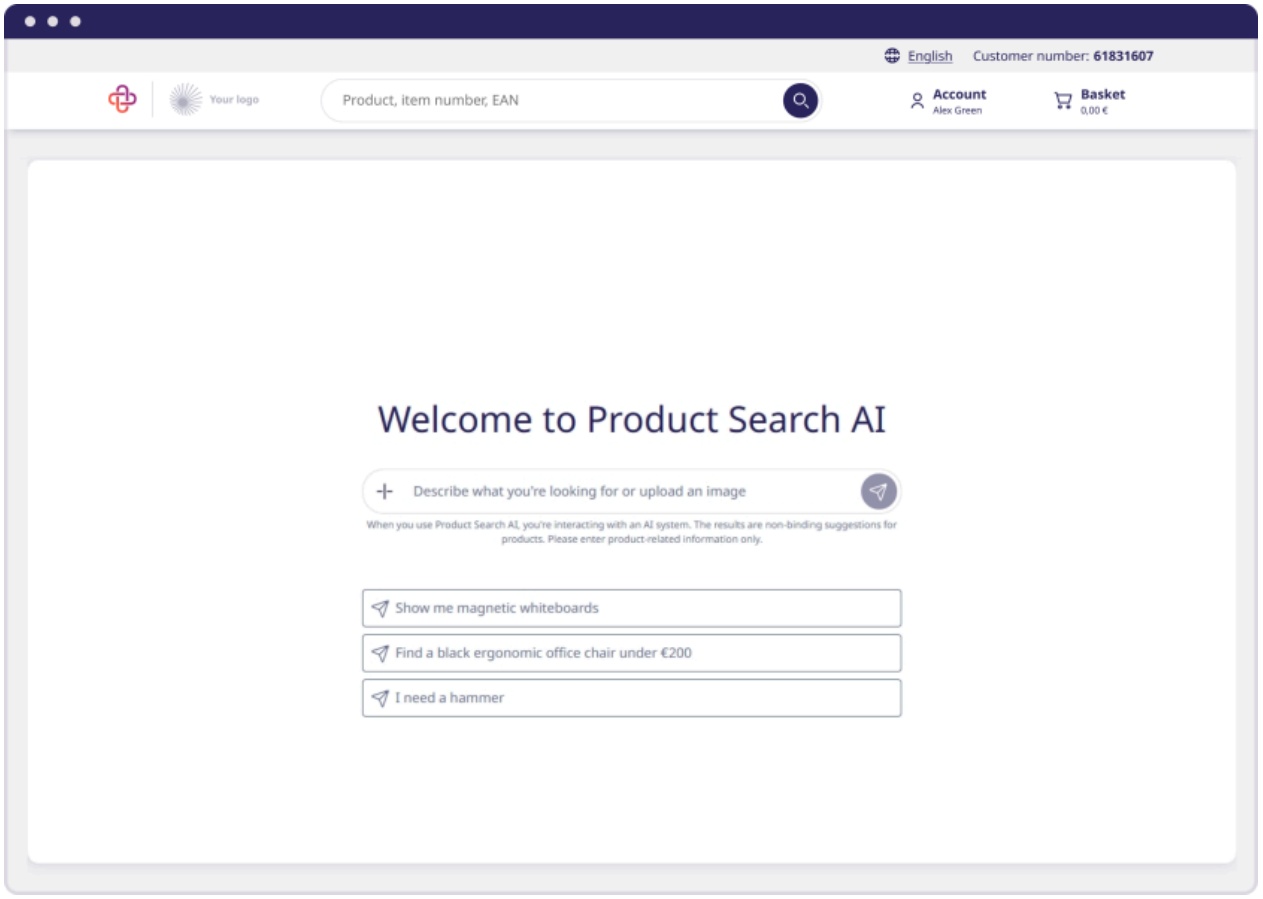


- Sign in to Unite as usual.
- Click ‘Product Search AI’ in the navigation menu on the left-hand side.
- A chat window will open. You can start your request straight away.

Note: Access to Product Search AI is limited to selected test users during the pilot phase. If you can’t see the feature, your account hasn’t been enabled yet.

How to use Product Search AI

Start a product search



Open the chat and describe what you’re looking for, for example as a sentence or as a list of keywords. You can also combine several requirements in one message, such as product type, quantity, features or intended use.

Example: “I need 20 ergonomic office chairs with armrests, delivered within a week.”

Answer follow-up questions

If your request is unclear or important information is missing, Product Search AI will ask specific follow-up questions. Answer these directly in the chat to get more relevant results.

> **Tip:** If your chat is long, briefly repeat important details such as quantity or features. Product Search AI only remembers the last 50 chat messages.

Refine your results

You can narrow down the displayed results later in the conversation, for example by:

- Price
- Manufacturer

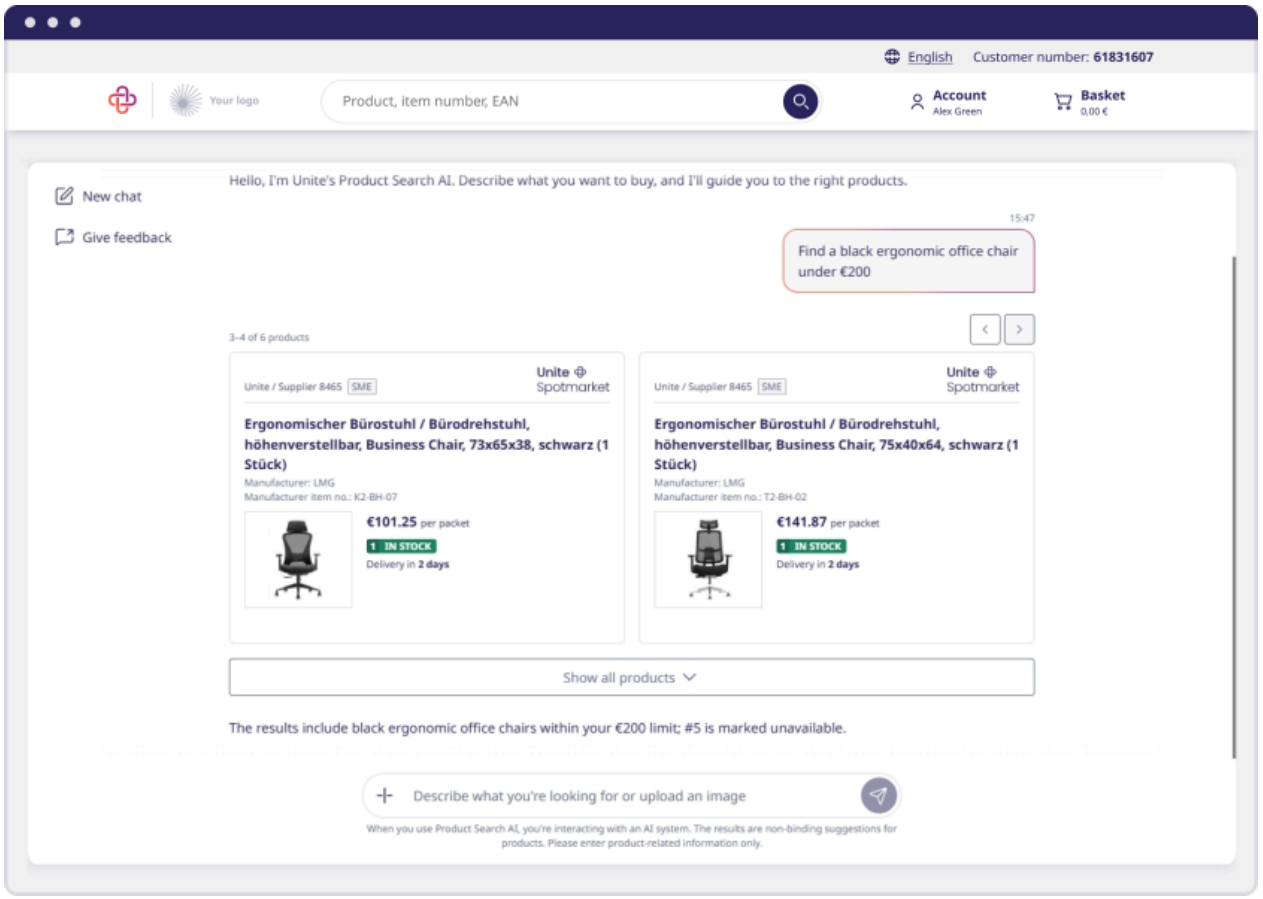
- availability
- Delivery time

Enter the restriction as your next message, for example “Only show me items that are available for immediate delivery.”

Request more information about an item

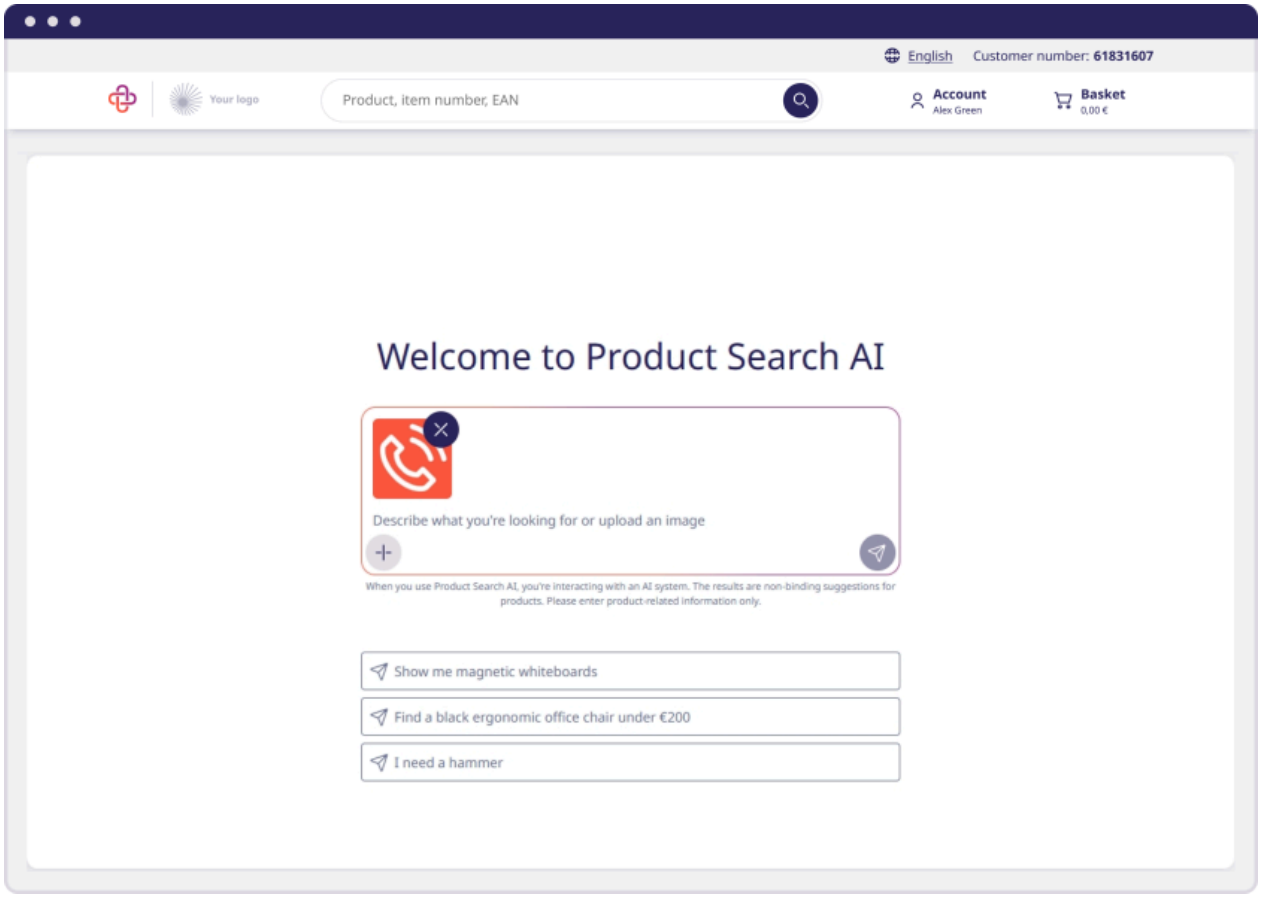
Ask about a specific item shown in the chat, for example its dimensions, material or technical specifications. AI Product Search can provide this information if it’s included in the product data.

Compare products



Ask Product Search AI to compare products shown in the chat, for example “Compare the first three results by price and delivery time.”

Search with an image



You can upload an image to support your search, for example a photo of an item you want to reorder.

- Click the plus icon in the chat input field and select the image you want to upload.
- Alternatively, drag the image file into the chat input field.
- Optionally, you can add a description to make your search more specific.

> Supported formats: JPG, PNG or WebP. PDF files can't be processed.

Product Search AI results in the purchasing protocol

If you use the purchasing protocol, items found via the AI product search are clearly labelled. The following note appears directly below the relevant item: 'This item was found through a conversational AI product search.'

How reliable are the results?

Product Search AI results and product information are based on the product data available on Unite. They may be incomplete or inaccurate, especially if:

- There's limited data for a product
- Your request is ambiguous.

Important: Check relevant product details, such as dimensions, certifications and technical specifications, on the product detail page before placing an order.

Data protection

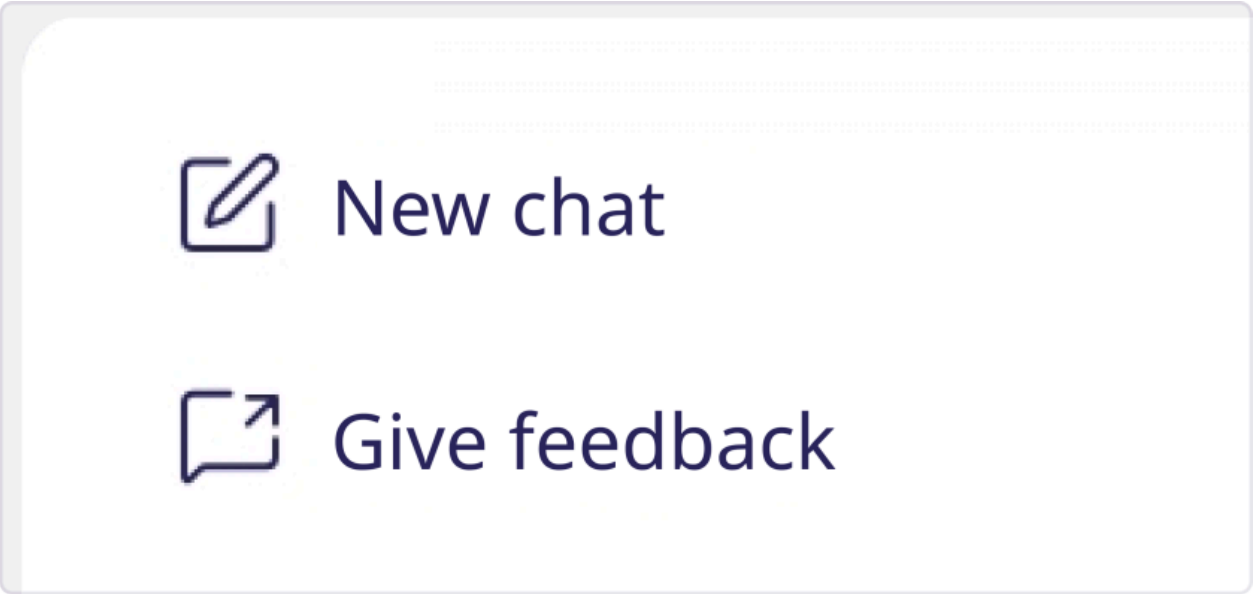
For information on data processing when using the Product Search AI, see Section 7 of our Privacy Notice.

What's next?

The current pilot phase is intentionally limited to product search and product discovery. Future versions could include additional product search features, as well as help with orders and other purchasing tasks.

Note: These ideas are still being explored. This isn't a commitment to deliver any particular feature or to release it by a specific date.

Share your feedback



We welcome all feedback – what works well, what doesn't and what could be improved. To share feedback, use the button in the top-left corner of the chat window.

It appears after you run a search.

Frequently asked questions

Why can't I see Product Search AI in my account?

Access is currently limited to a small group of test users. A wider rollout may follow at a later date.

What should I do if Product Search AI doesn't understand my request?

Be as specific as possible. For example, include the product type, quantity and key features. You can also use the standard search. If the results don't match what you're looking for, use the feedback button in the chat to let us know. Your feedback helps us improve the feature.

Who should I contact if I have technical problems?

If you have technical problems, contact our Customer Service Team at support@unite.eu.