

Reinventing user manuals with GenAI to transform customer experience in Retail

AI-powered interactive manual built to transform access to product information, improving customer satisfaction and strengthening market differentiation

Executive Summary

Facing strong competitive pressure and customer frustration caused by complex paper manuals, MediaMarktSaturn set out to reinvent post-purchase product support, transforming a well-known annoyance into a fast, efficient, and pleasant way to connect with their customers.

With more than a decade of trusted collaboration and proven AI expertise, we partnered with them to create a more engaging, helpful and efficient alternative for their customers. The AI-powered interactive manual we built transforms access to product information, improving customer satisfaction, simplifying operations, and strengthening market differentiation.



Awarded by EHI Retail Institute & Lebensmittel Zeitung for measurable impact in Customer Experience through our AI-powered Interactive User Manual

CUSTOMER REACH

Thousands

Customers and products supported at scale

SUPPORT ACCESS

24/7*

Product information whenever customers need it

PRODUCT INFORMATION

Instant answers

Grounded in verified product documentation

Business Challenges

As Europe's leading consumer electronics retailer, with a deep focus on providing the best possible customer experience, MediaMarktSaturn was not content to offer the same level of customer support as their competitors. They identified a persistent pain point for their buyers: **accessing product information after purchase was a complicated**, even irritating process due to the lengthy, difficult-to-navigate instruction manuals.

MediaMarktSaturn's own brands, ok., KOENIC, ISY, and PEAQ, faced the **same challenges as other consumer electronics brands**, even though the company had full overview and control of the products, from manufacturing to after-sales support. In essence, MediaMarktSaturn had all the resources it needed to differentiate their most valuable product lines and stimulate client support, satisfaction and loyalty, but **lacked a dedicated tool** to make it all happen.



Finding a specific piece of information in a booklet that spans hundreds of pages is already an unpleasant experience. Doing it several times causes real frustration. That frustration manifests into avoidable customer support hotline calls, lower satisfaction scores, and missed opportunities to strengthen relationships after purchase.

Let's take a practical example:

A customer buys a new PEAQ-brand TV. They bring it home, plug it in, and it works just fine, so the customer throws away the instruction manual. Four months later, they want to stream from a different device to the TV but don't know how. They lose time looking for a digital copy of the instruction manual and time on the customer support hotline seeking clarification. It's not an ideal experience for anyone.

And that's the type of situation that we partnered up with MediaMarktSaturn to change.

Accessa's role and approach

MediaMarktSaturn and us set out to rethink how customers access and understand product information after purchase, recognising Generative AI as a potential enabler rather than an end goal. Working closely together, MediaMarktSaturn contributed with **deep retail and customer insight**, while we brought **AI expertise and product engineering experience** to translate the vision into a viable, business-ready solution.

We began with a brainstorming session to define measurable objectives and align business with customer experience and technical perspectives.

This early clarity allowed us to ensure that innovation remained anchored in tangible value for customers and operations alike.

A central challenge was **making extensive product documentation usable and accessible in real customer contexts**. Instead of making customers navigate paper manuals, the solution needed to deliver precise, documentation-backed, trustworthy answers on demand. Generative AI proved the perfect fit for this challenge, excelling at both processing large amounts of data and creating user-friendly responses.

Development progressed through short validation cycles, each iteration testing not only **feasibility** but also **customer usefulness**, enabling MediaMarktSaturn to assess the concept's strategic potential early on through a working **Proof of Concept**.

Solution Highlights

[See it in action](#)

At its core, the Generative AI-powered, omnichannel application ingests and processes official product documentation and enables customers to query this content using natural language.

Rather than relying on generic AI responses, the system was engineered to ground every answer in verified manual content, ensuring accuracy, trust, and relevance. Strict guardrails reduce the risk of hallucinations and ensure that the interactive manual's responses are linked to official documentation and provide actionable, factual data. The solution's technical highlights include:



Natural language query processing

enables customers to ask free-form questions rather than navigate lengthy documentation or predefined menus.



Advanced document ingestion and segmentation pipeline

for large and complex PDF manuals, allowing relevant sections to be extracted and retrieved efficiently.



Performance-optimised and cost-aware cloud architecture

designed to support real-time AI interactions while maintaining acceptable response times and financial sustainability.



Omnichannel, responsive user interface

ensuring a consistent experience across devices and customer touchpoints.

Business outcomes

The interactive user manual is a forward-thinking solution that helps differentiate MediaMarktSaturn and its consumer electronics brands from competitors in the German market.

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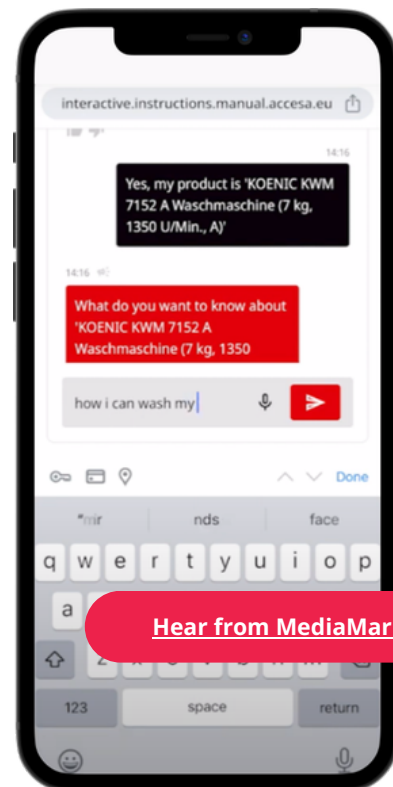
Instant answers

Grounded in verified product documentation

The chatbot provides **support at every stage of the buying process**, from gathering information before a purchase to comparing promising products, post-purchase installation, and long-term maintenance. At each of these touchpoints, customers experience a modern digital solution that simplifies or even bypasses potential irritants, whereas their competitors continue to use older methods and face their inherent challenges.

The GenAI application also **substantially increases customer satisfaction** by providing around-the-clock support to buyers without the hassle of sifting through irrelevant user manual materials.

To return to the practical example we posed earlier, the customer simply opens the application on their phone, selects their TV model, and asks, "How can I stream on my TV from a different device?" They receive the needed information instantly. This convenience is then scaled across thousands of customers and products, resulting in better customer satisfaction, retention, and a stronger overall relationship.



[Hear from MediaMarktSaturn](#)

As more customers turn to the interactive user manual, the chatbot **takes the strain off MediaMarktSaturn's customer support hotline and supports its employees**. The hotline operators can now focus on the more complex cases that require human intervention.

The application also serves as a **powerful tool in employees' arsenal**: hotline operators and storefront staff can use the chatbot to quickly fetch relevant information for customers, much faster than by browsing their extensive documentation.



Accessa is a **European technology company** with 20+ years of experience in turning business challenges into opportunities and growth.

A value-driven organisation, it has established itself as a **partner of choice for major brands** in Retail, Manufacturing, and Financial Services. It covers the complete digital evolution journey of its customers, from ideation and requirements setup to software development and managed services solutions.

20 +

Years of experience
delivering value for
major global brands

1200 +

IT specialists across
strong, customer-centric
engineering teams

80 +

**Active customer
accounts** across the
European market

71

customer NPS in
2025

Want to shift from keeping Retail running to moving Retail forward? **Let's talk more.**

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