

Lazada's AI Agents Power a Smarter Shopping and Selling Experience Ahead of 11.11

- *Five AI agents spanning shopping, refund, logistics, product listing and marketing mark a major step in Lazada's AI transformation initiatives*
- *These AI agents reflect Lazada's commitment to enhance efficiency, personalisation and transparency across the eCommerce journey*

[SINGAPORE, 29 October 2025] Lazada, Southeast Asia's leading eCommerce platform, today spotlighted five AI agents to enhance the shopping experience for shoppers and sellers ahead of 11.11. These AI agents will be integrated holistically across the entire shopping journey, from discovery and purchase to after-sales, driving a new era of agentic commerce that makes every interaction faster, smarter and more rewarding.

Lazada's New AI Agent Ecosystem

This announcement builds on Lazada's ongoing investments in AI technologies and capabilities, with the following five key AI agents now operating across its platform:

1. AI Lazzie (Shopping Agent)
2. Refund Agent
3. Logistics Agent
4. Product Listing Agent
5. Marketing Agent

As Lazada gears up for 11.11, the five AI agents will work in tandem to transform every step of the shopping and selling journey. These AI-powered agents enhance speed, personalisation, and transparency, ensuring a smarter and more seamless experience for shoppers and sellers.

"We're moving from using AI as a support tool to empowering it as a co-pilot that understands, analyses, and acts in real time," said a **Howard Wang, Chief Technology Officer, Lazada Group**. "By integrating intelligent agents across our ecosystem, we're making this 11.11 not just bigger, but smarter, where shoppers enjoy greater convenience and savings, and sellers benefit from sharper insights and efficiency. This marks a pivotal step toward a new era of agentic commerce in Southeast Asia."

1) AI Lazzie: Smarter Shopping for 11.11

Powered by Alibaba Group's large language model (Qwen), AI Lazzie has evolved into a conversational shopping companion that understands intent and recommends products in

real time. The pilot phase has delivered a **42% increase in orders and 50% more AI interactions**.

This 11.11, shoppers can look forward to a more interactive AI Lazzie who can help to select the best product option. This feature now supports over **2.3 million products** across fashion, beauty, electronics, FMCG and general merchandise categories.

2) Refund Agent: Faster, Fairer After-Sales Experience

The AI-powered Refund Agent streamlines dispute handling by verifying evidence, negotiating outcomes, and supporting decision-making for standard after-sales issues. This automation improves resolution speed, accuracy, and customer satisfaction, while reducing operational costs and ensuring fair, data driven outcomes for both shoppers and sellers.

Over 35% of refund requests are now handled autonomously in real-time within minutes, with AI reviewed refund cases achieving over **99% accuracy**.

3) Logistics Agent: A Smarter Delivery Co-Pilot

Lazada's AI-Powered Logistics Agent integrates internal logistics systems to provide shoppers with proactive delivery updates and instant solutions to logistics-related issues. Logistics Agent is capable of referencing customer service standard operating procedures (SOPs) and information repository to carry out analysis and **resolve logistics enquiries in as fast as 20 seconds**, down from 45 minutes.

The system also connects with last-mile delivery network, ensuring real-time visibility and transparency throughout the delivery.

4) Product Listing Agent: Empowering Sellers with AI

Lazada's AI-powered Product Listing Agent enables sellers to create higher quality listings more efficiently through AI-generated titles, images, descriptions and translation.

Using large language models (LLM) to identify key product features and keywords, it enhances searchability and conversions across multiple Southeast Asian languages. In the past month alone, the agent has optimised over **13 million listings**, saving sellers an average of 11 working hours and driving up to **180% more page views within a 7-day period**.

5) Marketing Agent: Smart Ads, Stronger Sales

Lazada's new Marketing Agent, Sponsored Max, uses AI algorithms to dynamically match ad placements with shopper intent and behaviour in real time.

Integrated with Lazada's data and recommendation systems, it helps sellers reach the right audience with the right content, boosting sales potential and optimising return on investment through data-driven performance.



AI as Lazada's Next Growth Engine

These initiatives reflect Lazada's strategic shift toward building a **connected network of AI agents**, collectively enhancing experience and efficiency across the entire eCommerce ecosystem.

From product discovery and purchase to delivery and after-sales support, these agents operate in concert to bring Lazada at the forefront of the next era of commerce.

"Agentic commerce represents the next frontier of eCommerce," added Wang. "By harnessing AI to turn complexity into simplicity, we're making shopping and selling more seamless, efficient, and trusted than ever, setting the stage for a smarter 11.11 and beyond."

— END —

About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 13 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region.

Contact Information:

For more information, please contact:

Lazada Communications Team

press@lazada.com