

Blick in die Werkstatt: KI-Agentenplattform und Kundenservice der Zukunft

JTL-Stammtisch Dresden

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21.05.2026

Unsere "Agentic First" Vision

Agentic Platform

Product Vision

GUIDING PRINCIPLES

- Value-chain focus
Agents cover the full commerce chain: sourcing, pricing, marketing, fulfillment, finance.
- Data & execution ownership
We own the commerce data and control agent execution.
- Ecosystem network effects
Partners can build, distribute, and monetize agents on our platform.

OUR NORTH STAR VISION

One person. \$100M in e-commerce. Powered by JTL Agents.
As commerce has grown more complex, JTL has empowered merchants to run their businesses in a data-driven, automation-first way. Now we are taking the next step.

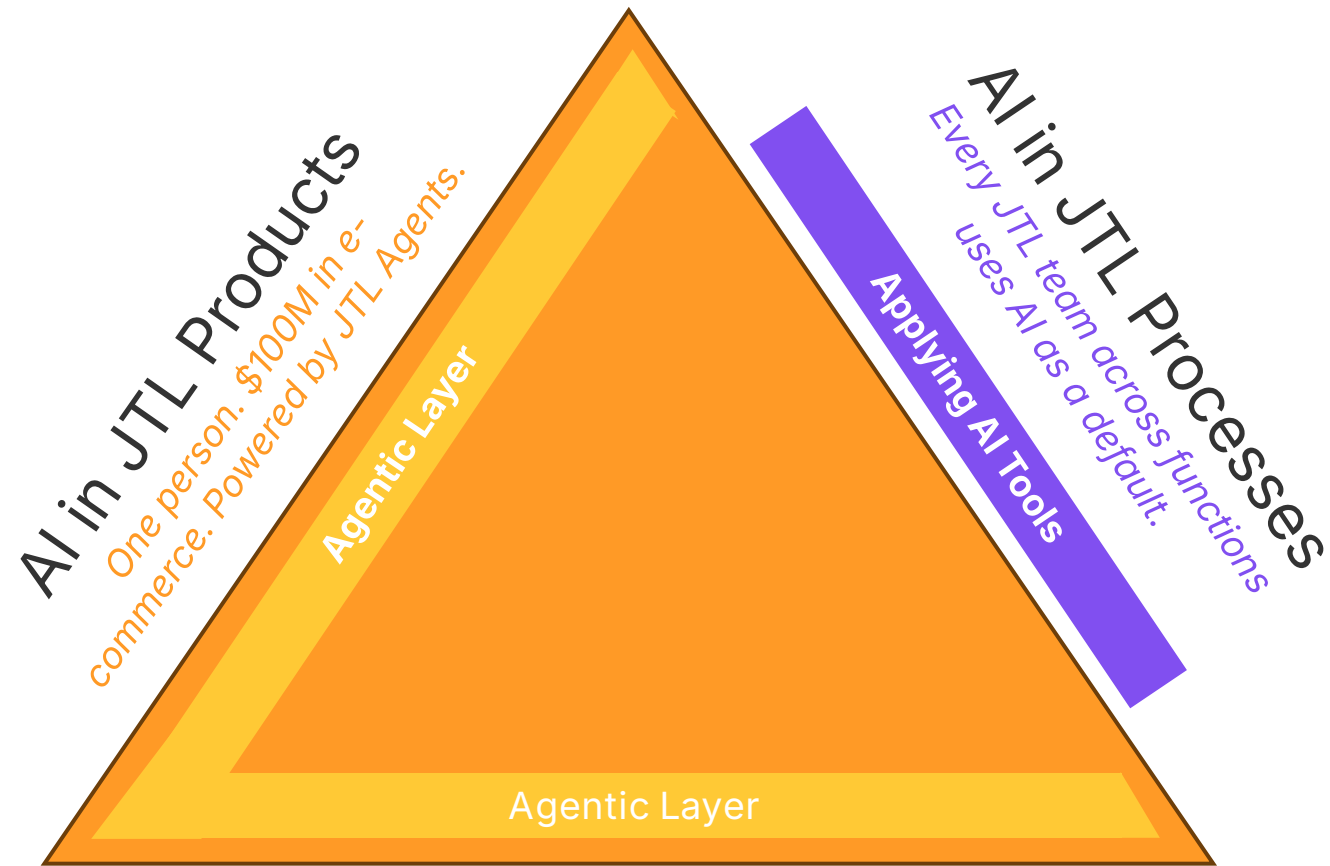
With JTL Agents, merchants will no longer manage operations – they will define outcomes. JTL Agents execute autonomously: from marketplace selection and pricing to inventory allocation and fulfillment routing.

Merchants who build on JTL won't manage complexity.

They will orchestrate growth.

Path to the Product Vision

From AI in products to AI in processes, powered by a central agentic layer

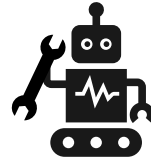


JTL Agentic Platform

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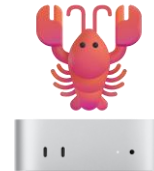
JTL Agents
Cloud Platform built-in



Custom Agents
Built by merchants



Agentic Commerce
ChatGPT • Perplexity • Gemini



Personal AI
Agents + Personal Data

Agentic Layer

Deep-Dive

LLMs

Agent Loop + Runtime

Data Access

Triggers & Schedules

Observability

ACP + UCP

AI Gateway

Security Layer



Models
OpenAI



Models
Anthropic



Models
Custom

ERP API



Customer Data Context
Wawi + RAG

Integrations

Marketplace



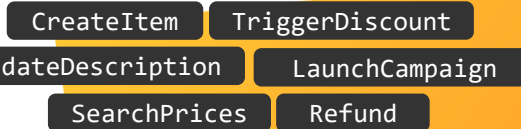
JTL Products
1st Party



Community Plugins
3rd Party

Tools & Skills

MCP Servers

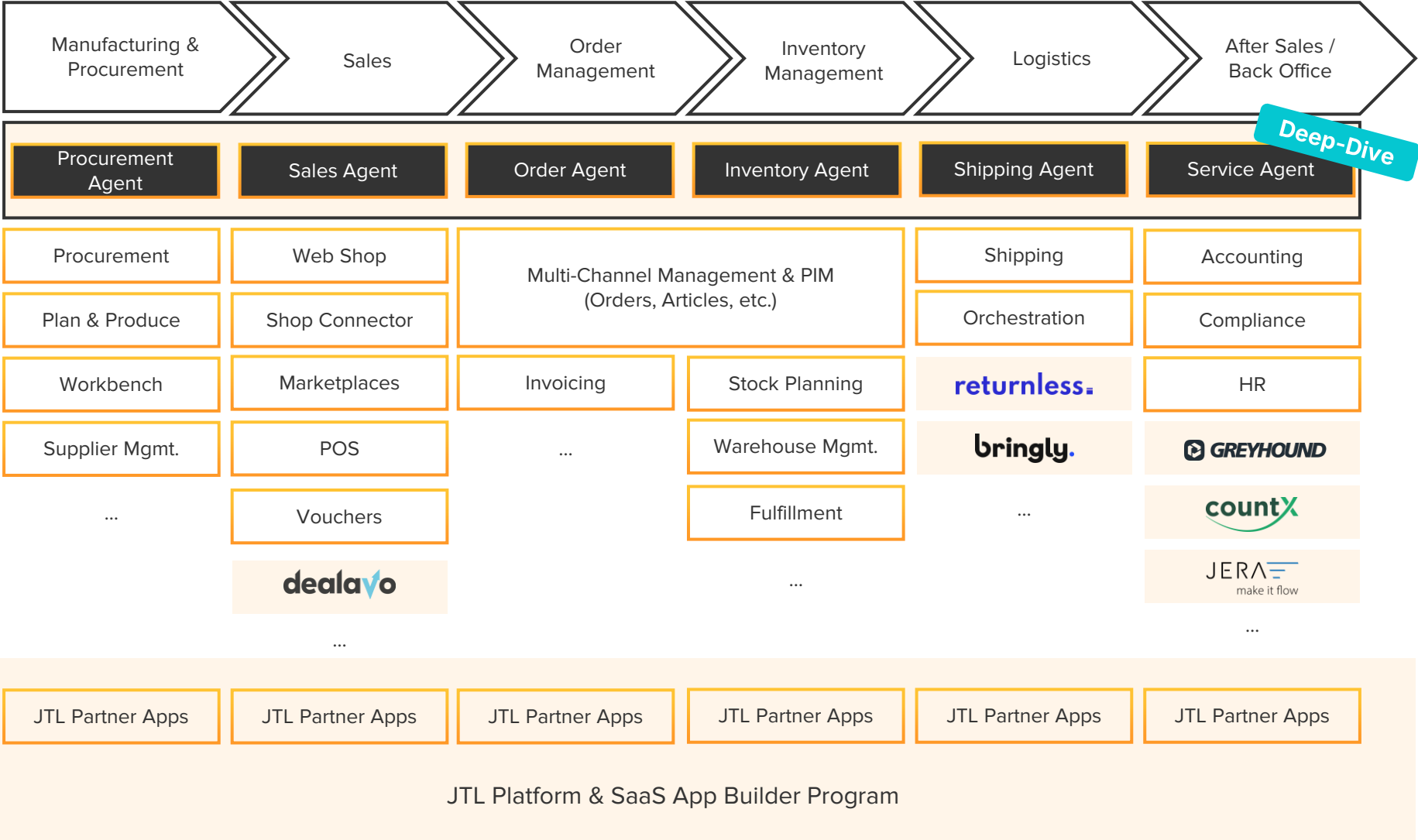


Actions
Across the Ecosystem





The Most Complete Agentic E-commerce Suite



KI-Agentenplattform

Erster Einblick in "Project Juno"

JTL-Händler haben viele Friktionen beim Betrieb Ihres e-Commerce Geschäfts.



Neue Fähigkeiten mit KI

Mit KI und insbesondere LLMs haben wir neue Fähigkeiten, diese Friktionen zu lösen.



01

Verstehen

Wir können unstrukturierte Daten verstehen.



02

Entscheiden

Wir können Entscheidungen automatisiert treffen oder vorbereiten.



03

Handeln

Wir können Aktionen innerhalb der JTL Apps autonom ausführen.

JTL nutzt diese neuen Fähigkeiten – sowohl auf der Kunden-, als auch auf der Händler-Seite

Consumers

Discover /
Buy via
ChatGPT &
Co

Enable agentic
commerce via
UCP, MCP, ACP,
...

Improved
User
Experience
on Shop

Natural language
search, agentic
recommendations
, ...

Merchant

New "Agents
first" User
Experience

Sidekick
Agent in
existing JTL
apps

See Shopify
Sidekick

Enable 3rd
party agents

Via MCP or via
using our agent
platform

Additional AI
features in
apps

e.g. fill out this
text field for me
... like Shopify
Magic

Focus "Project Juno"

„Project Juno“ fokussiert sich auf die KI-Agenten auf der Händler-Seite

Consumers

Discover /
Buy via
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Enable agentic
commerce via
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Merchant

New "Agents
first" User
Experience

Project Juno –
web app

Project Juno –
technical agent
platform

Sidekick
Agent in
existing JTL
apps

See Shopify
Sidekick

Enable 3rd
party agents

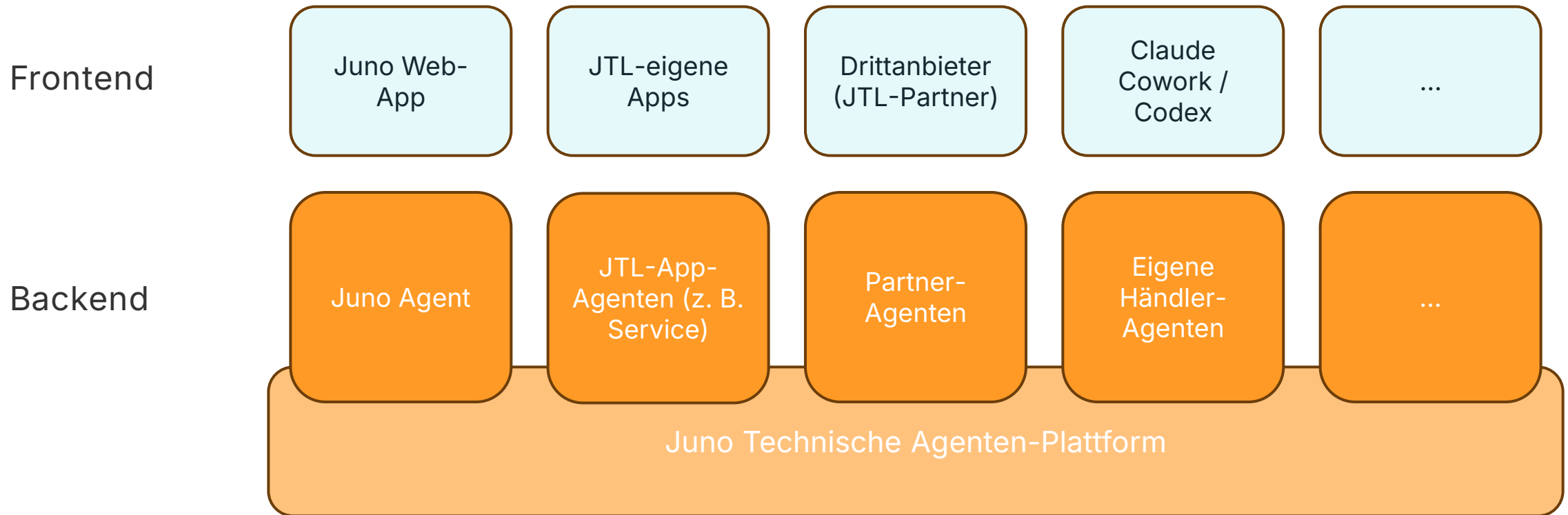
Via MCP or via
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Technischer Ansatz

JTL-Partner und -Händler können zukünftig Agenten auf derselben technischen Plattform bauen wie JTL selbst.



Value Proposition

Project Juno ermöglicht Händlern, ihr komplettes Business mit Agenten zu steuern.

AI agent for JTL merchants

Grow your e-commerce business, *not your overhead.*

The all-in-one AI platform to run a €100M e-commerce business —
without hiring humans for admin work.

Get started with Juno →

See how it works

Sign in with your JTL Account — no setup required.

Built to run your shop

Operations that run themselves.

Juno's AI agents handle the work that used to need a team — quietly, around
the clock.



Less admin costs

AI agents take over admin work — no need to hire headcount for finance, ops, or customer service.



Better business decisions

Business intelligence, proactive checks, and early warnings — with decision support, not just dashboards.



Easy all-in-one

Works across all your apps via a simple chat — in the web app, on WhatsApp, or wherever you already are.

Preview Video von dem Vision-Prototype von Project Juno

Good morning ☀️

How can I help you today?

Product Vision Prototype v75 — Apr 24, 2026

Your Key Numbers

Orders Today 247 ↑+8%	Avg Order Value €155.52 ↑+3%	New Customers 81 ↑+12%	Return Rate 2.1% ↓-0.3%
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All KPIs >

New Activity

/bestseller-health-check /negative-review-triage /daily-summary *recommended actions based on your situation*

What should we get done next?

Featured Needs review 17 Calendar 3 Audit log

[excited] Welcome to Project Juno's product vision

📅 Starts in 3 minutes Quick sync: Amazon DE account health review

20:54 – 21:24 · Google Meet · 2 attendees

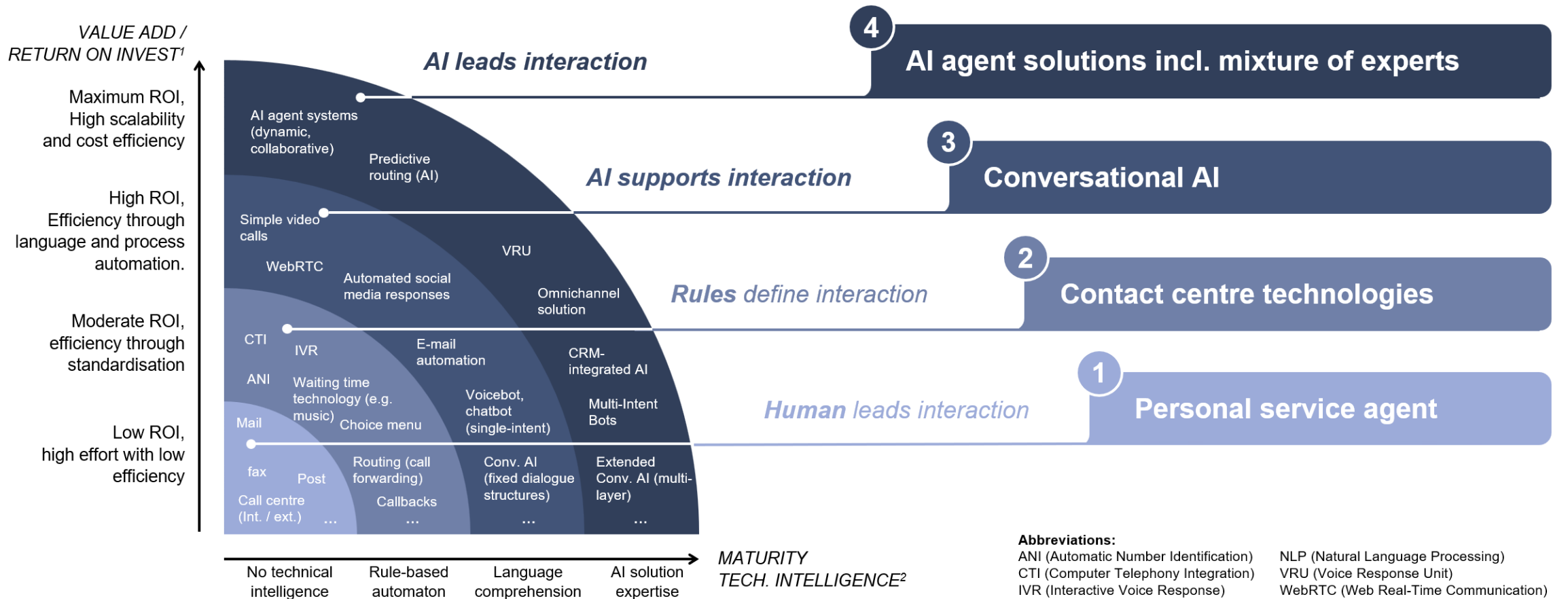
👤 Join 🗣️ Transcribe

AI ServiceDesk

Kundenservice der Zukunft

Next Gen Customer Service

AI allows us today to transfer the resolution of customer concerns to technology utilizing "Agentic AI" or "Mixture of Experts" approaches

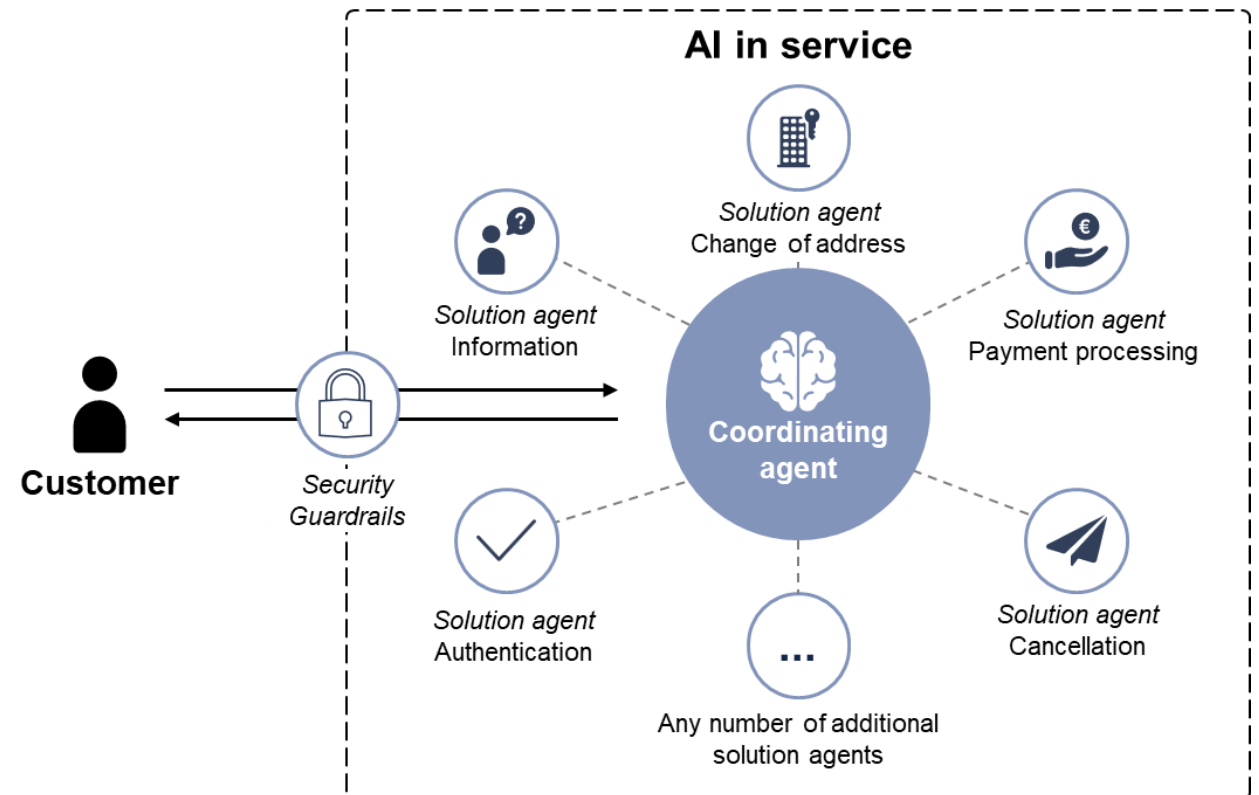


1) Describes the value contribution through the degree of efficiency, scalability and solution quality; 2) Describes the maturity levels of technological intelligence and automation.

AI agent systems

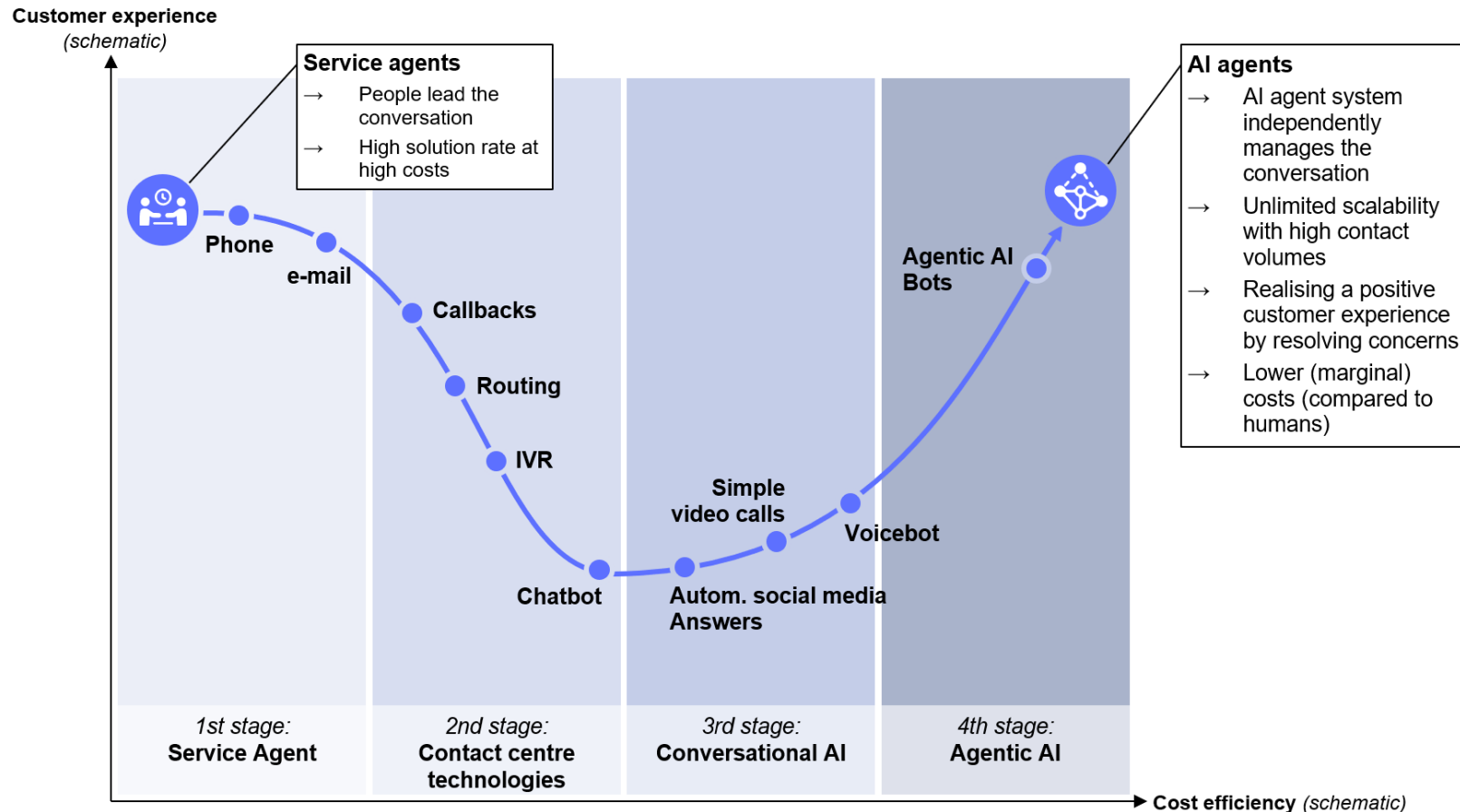
Interaction between coordinating AI and specialized AI agents leads to case-closing solutions for customers

- AI agents master human-like language skills and are geared towards solving specific tasks
- The coordinating agent conducts the conversation or interaction with the customer, recognises the customer's concerns and manages the specialised solution agents
- Solution agents are focussed on a specific task and assess APIs of the internal systems for the solution
- Interactions between customer and AI are secured by guardrails to ensure the highest security standards



AI technology enables outstanding customer service

Possible to increase quality and efficiency at the same time by offering service experience close to human interaction



AI SERVICE DESK - VISION

Der AI Service Desk löst Service-Requests weitgehend autonom, integriert den Menschen nur bei Bedarf, lernt kontinuierlich aus Interaktionen und Feedback und verbessert sich systematisch durch den Austausch von Wissen im Netzwerk aus Agenten, Menschen und Systemen.

HANDOVER ONLY
WHEN NEEDED

FROM "PULL" TO
"PUSH"

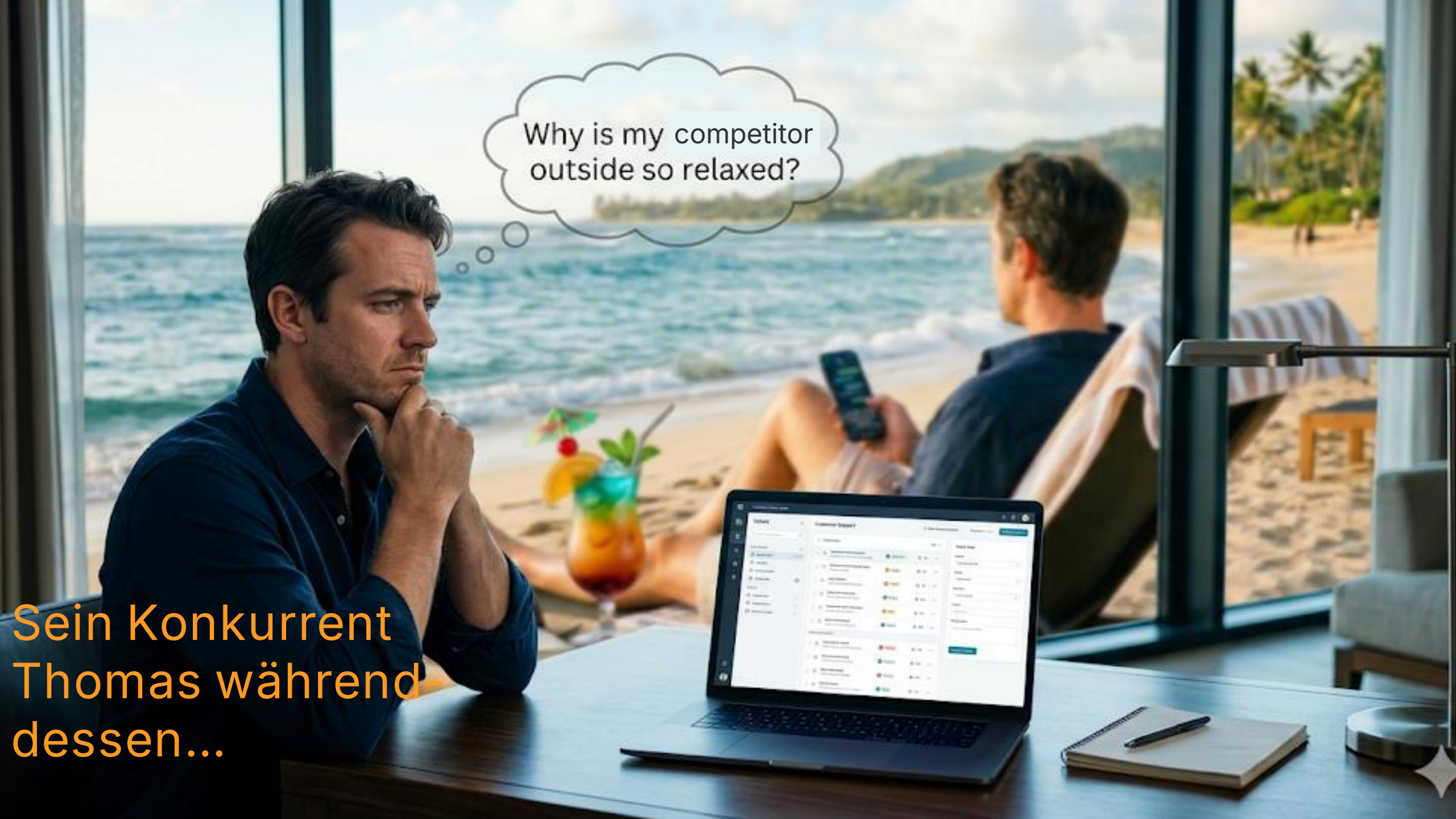
ANSWER FIRST

EASY LEARNING

Sebastian von Sportbedarf Sommer
sitzt am Strand...







Why is my competitor
outside so relaxed?

Sein Konkurrent
Thomas während
dessen...

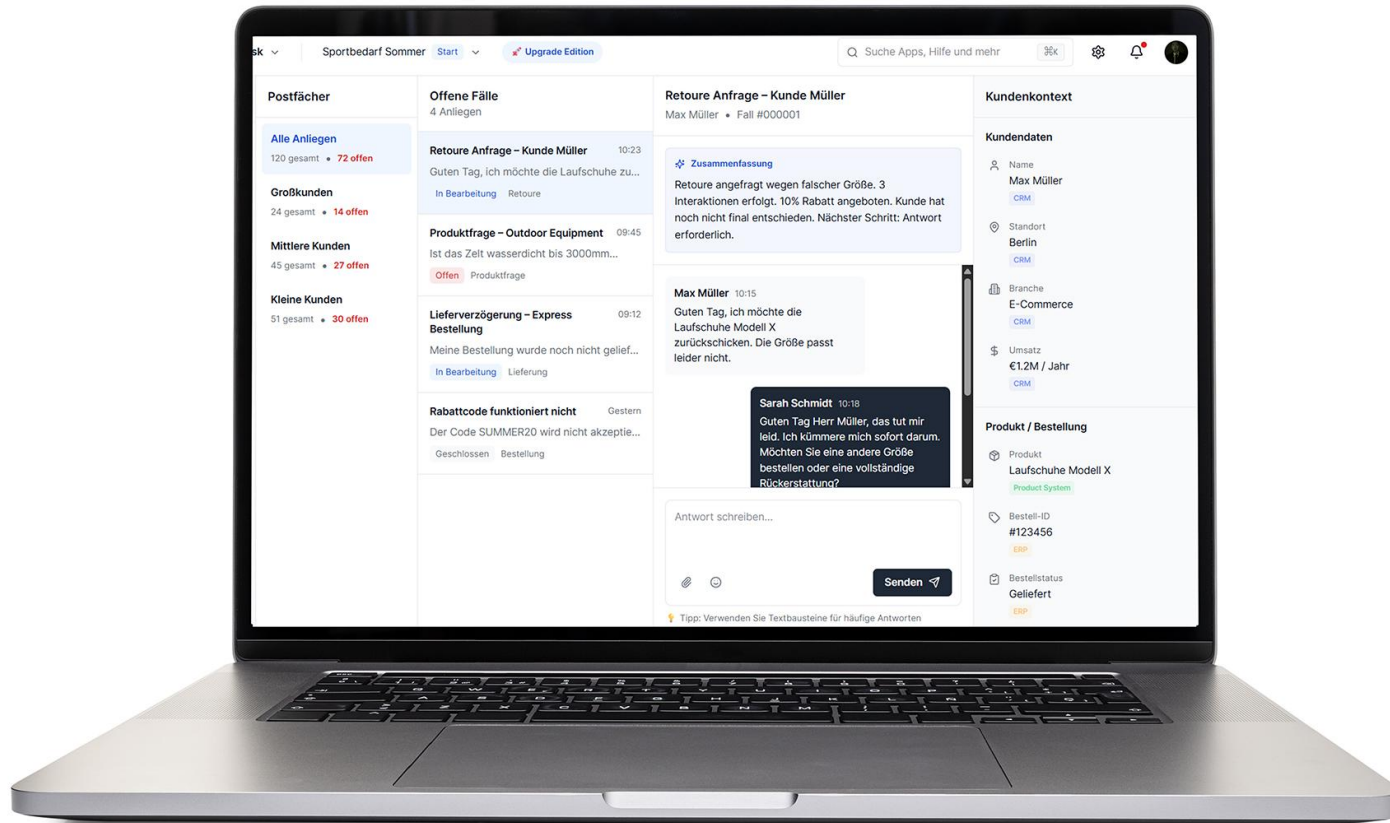


WIE IST DAS MÖGLICH?

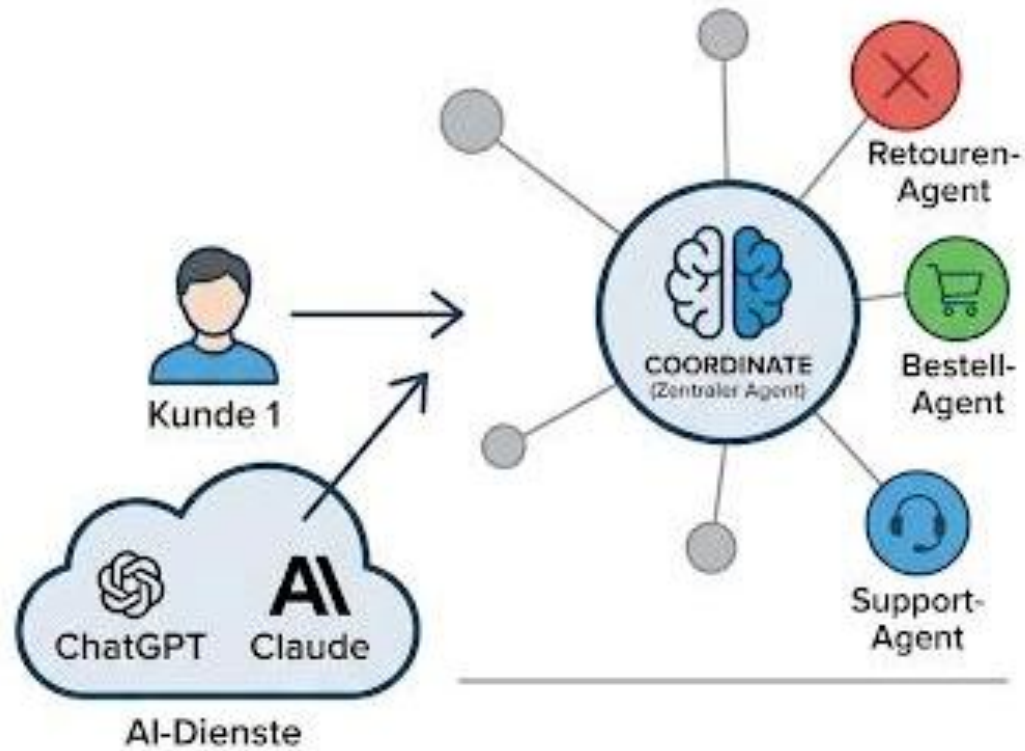
FROM
"PULL"



TO
"PUSH"



JTL AI Service Desk



Ab sprung in Live Demo

Agenten
4 konfiguriert

- Return Agent**
Automatisierte Bearbeitung von Retouren und Rückstellungen
- Order Status Agent**
Echtzeit-Updates zu Bestellstatus und Lieferungen
- Product Question Agent**
Produktinformationen und technische Details
- Agent X**
Allgemeiner Support-Agent für verschiedene Anfragen

+ Neuen Agenten hinzufügen

Unternehmensrichtlinien
Globale Regeln und Einstellungen

Return Agent

Kurzbeschreibung
Automatisierte Bearbeitung von Retouren und Rückstellungen
Diese Beschreibung wird in der Agentenkarte angezeigt

Instructions
Du bist der Return Agent und hilfst Kunden bei Retouren und Rückstellungen. Erfrage immer den Grund der Retoure und prüfe die Berechtigung.

Schreiben Sie spezifische Anweisungen für diesen Agenten. Das Textfeld kann durch Ziehen am unteren rechten Rand vergrößert werden.

Best Practices

- Erfrage den Grund der Retoure
- Prüfe, ob der Kunde wiederkehrend ist
- Biete eine Alternative zur Retoure an
- Prüfe Anspruch auf Rabatt oder Kulanz
- Dokumentiere alle Kommunikationsschritte
- Informiere über Rückstellungszeitraum

Search

- Dashboard
- Cases
 - Open Cases
 - All Cases History
- Agent Configurator
- Agent Optimizer
- Feedback Awards

Agents 4 configured

- Return Agent**
Automated processing of returns and refunds
- Order Status Agent**
Real-time updates on order status and deliveries
- Product Question Agent**
Product information and technical details
- Agent X**
General support agent for various inquiries
- + Add New Agent

Company Policies
Global rules and settings

Return Agent

Short description

Automated processing of returns and refunds

This description will be displayed in the agent card

Instructions

You are the Return Agent and help customers with returns and refunds. Always ask for the reason for the return and check eligibility.

Write specific instructions for this agent. The text field can be enlarged by dragging the bottom-right corner.

Best Practices

- Ask for the reason for the return
- Check if the customer is a returning customer
- Offer an alternative to the return
- Check eligibility for discount or goodwill
- Document all communication steps
- Inform about refund timeframe

Predefined best practices derived from company policies. Click to enable/disable.

Nun fliegt Sebastian nach Hause und freut sich schon, seine Agenten am Montag im Büro weiter zu optimieren, sodass er beim nächsten Urlaub noch weniger am Handy sein muss!





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4 configured



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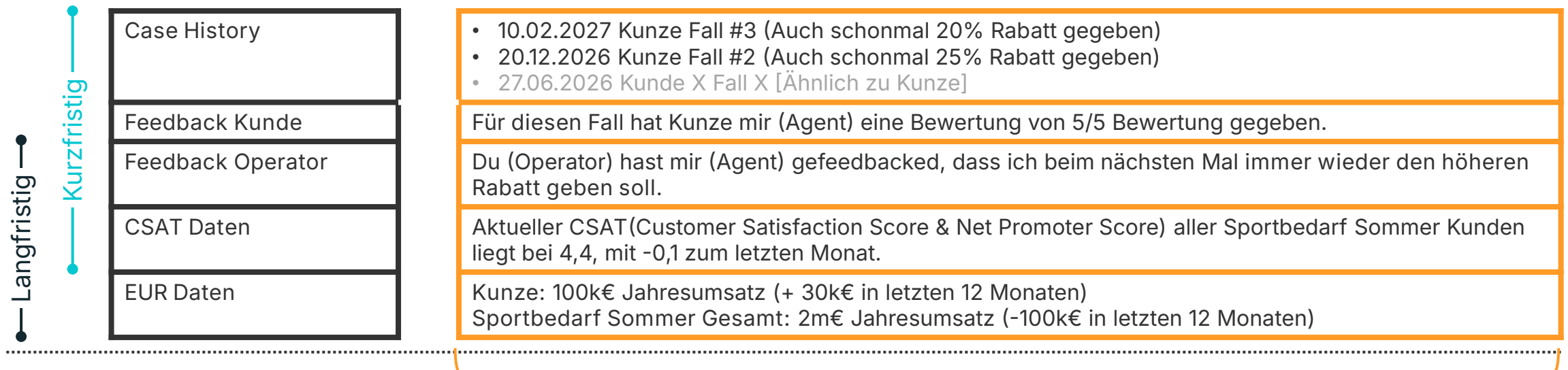
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Wie lernt der Agent eigentlich?


Das Learning ist natürlich nicht so "simple"....

Der Agent guckt sich immer fünf Quellen an und leitet daraus neue Learnings ab.




Aktuelles Agenten-Wissen

Vs.


Neue Learnings

Kunde Kunze: bis zu 25 % Rabatt bei Retouren aufgrund hoher Relevanz (>100.000 € Umsatz/Monat)
Quelle: Return Agent vor 5 Minuten Approval erforderlich Q
Aus Live Demo

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