

Meet MerlinX

by  DAXWAND

**Turning Conversations
into Revenue**



SMEs Are Going Digital — but Missing the **AI Advantage**

9 in 10 SMEs in digitization improves their operations.

Yet, **71%** of customer enquiries go unanswered or delayed, costing businesses **up to 50%** in lost revenue every year.

The average consumer expects a reply **within 2 minutes**, and will buy elsewhere if they don't get one.



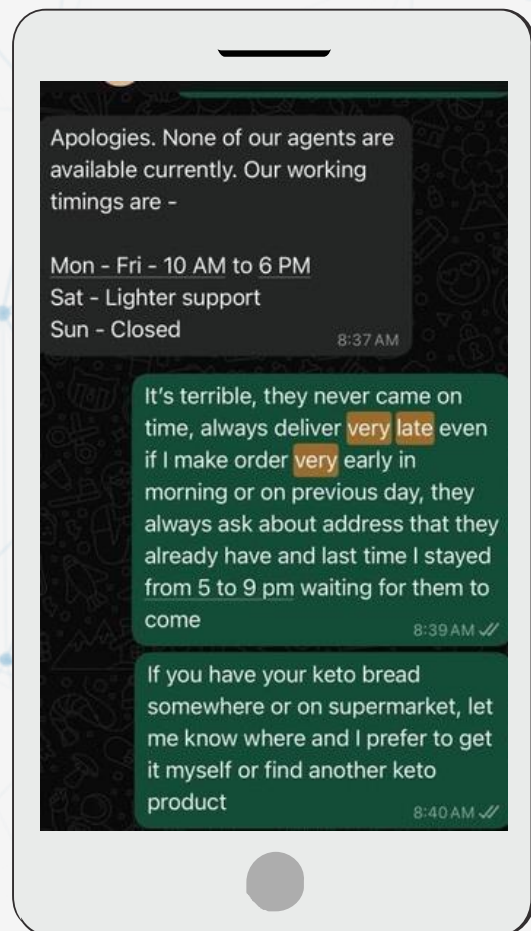
AI That Drives the **Top Line**

Companies using conversational AI report **15–20%** revenue growth and **30%** cost reduction (McKinsey, 2024).

SMEs using AI for customer engagement see **2X faster** sales conversion rates (Salesforce, 2024).

In MENA, **89%** of tech leaders say AI & automation increased profitability (KPMG, 2024).

Inaction is **Expensive**



If your business received 50 daily enquiries and misses even 10% — that's **150 lost opportunities per month.**

At an Average sale value of \$100, you're losing **\$15,000 monthly**, or **\$180,000 yearly.**

Every Unanswered Chat is Money Left on The Table!

Solutions on Market are **Tech Savvy** – not **Business Focused**

Large Language
Models

Vectors &
Embeddings

Chunking and
curation

The background of the slide features a light blue network diagram with interconnected nodes and lines. On the right side, there is a large, stylized circular graphic composed of concentric arcs and segments in various shades of blue, resembling a radar or a complex data visualization. The MerlinX logo is positioned at the top right of this graphic.

MerlinX

Meet MerlinX — Your AI Sales Agent That Never Sleeps

MerlinX doesn't answer questions — it **sells, persuades, and converts** like your best sales agent would.

It learns your products, understand your customers, and drives every conversation toward a sale. **Only ONE INPUT, YOUR PRODUCTS**

Built by DXWand — the regional AI powerhouse powering enterprises and governments since 2018.

Go Live in Minutes, Not Months

No AI background needed — just connect Merlinx to your favorite channels:

- WhatsApp Business
- Facebook & Instagram
- Website Chat
- CRM, Email, and eCommerce tools

Plug in. Load Products. Watch it **sell.**

The MerlinX logo is located in the top right corner. It features the word "MerlinX" in a bold, black, sans-serif font, with a small blue star icon above the "X". To the left of the logo is a large, stylized graphic consisting of concentric blue circles and arcs, with various blue dots and lines connecting them, resembling a network or a stylized 'M'.

Results That Speak for Themselves

+30%

More Sales Orders

12% of all conversations converted into completed purchases

+40%

Average Order Value (AOV)

Driven by intelligent upselling and personalized recommendations

100%

personalized offers

Tailored in real time to each customer's intent and behavior

49%

of Objections Resolved

Handled instantly by AI sales agents through pricing guidance and alternatives

While Others **Chat**, MerlinX **Sells**

MerlinX

Capability	Traditional Bots	General AI Agents	CX Platforms	MerlinX
Human-like Conversations	✗	✓	✓	✓
Takes Autonomous Sales Actions	✗	—	—	✓
Sales Pre-Trained (Persuasive, objection handling, upselling)	✗	✗	✗	✓
Understands & Auto Research of Products & Audience	✗	✗	✗	✓
Personalized Sales Journeys	✗	✗	—	✓
No-Code Setup & No tech background	✓	✗	✓	✓

Proven Success Records

30 Group

(Moemen, MoreIn, Pizza King)

"MerlinX AI agent has significantly improved our customer interaction efficiency at 30 Group, (More in, Pizza King Restaurants) automating thousands of inquiries and driving measurable conversions with minimal human intervention. The support team has been highly responsive, proactive, and collaborative in tailoring the system to our business needs, helping us scale faster and with more confidence."



DOUBLE ANNE®

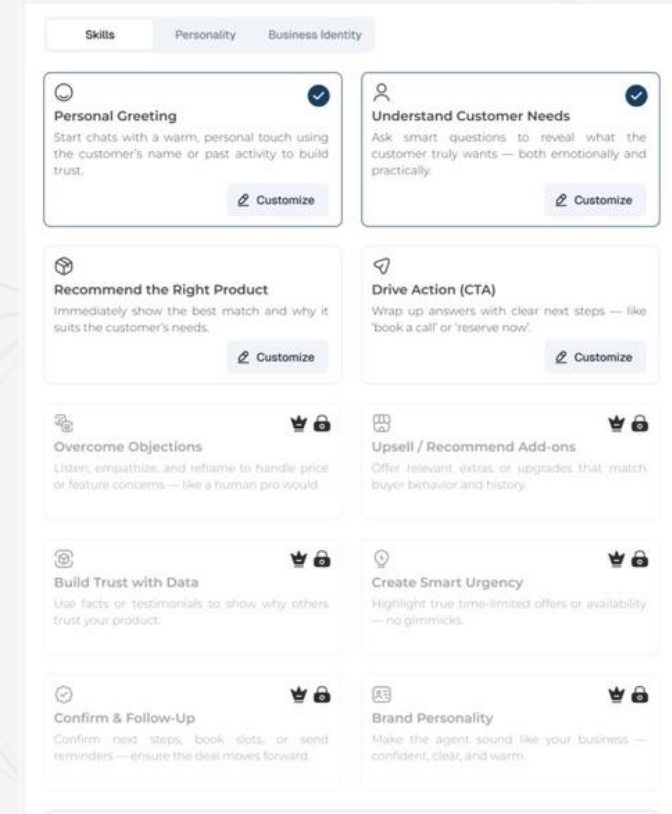
Wael Moustafa
Business Consultant

From Hello to Checkout - Fully Automated, Fully Human

Sales Focused, not tech: MerlinX doesn't ask you for AI model selection, it asks for which **Sales Skills** to use

Handles objections and **closes the sale** with persuasive dialogue.

Learns from every interaction to perform better next time.



Every chat makes Merlinx **smarter** —
and your business **stronger**.

From Hello to Checkout - Fully Automated, Fully Human

MerlinX needs only **ONE input** to start selling, your **products**. No technology jargons...

Create your agent in **one step**, just load products from eCommerce, website or files

Agent Name

Agent Name

General Files

Product Files

URLs

E-commerce Platforms



Connect your Shopify store
Import your product catalog and power your sales agent with live Shopify data for faster order support and recommendations.

Shopify shop URL

Access Token

https://your-store.myshopify.com

Enter your Shopify access token

Connect



Coming Soon

Magento
Work faster and smarter by integrating directly with Shopify, right in the app.

Vote



Coming Soon

Salla
Import your product catalog from Salla and use it as a data source for your bot.

Vote



Coming Soon

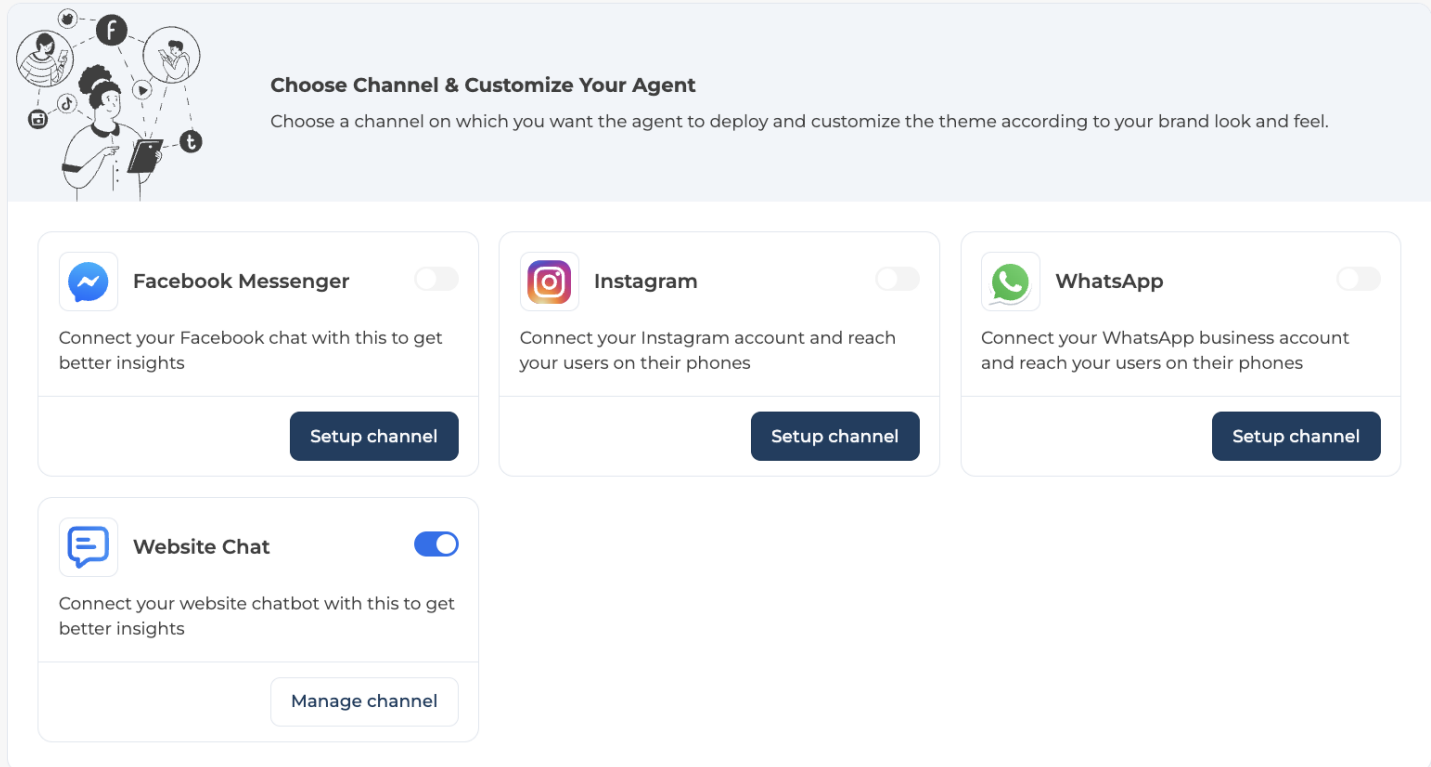
WooCommerce
Work faster and smarter by integrating directly with WooCommerce.

Vote

From Hello to Checkout - Fully Automated, Fully Human

Get your agent connected to your channels in seconds,
ready to sell...autonomously

Omnichannel
agents...**seamless experience**



The image shows a screenshot of the MerlinX user interface for channel selection. At the top left, there is an illustration of a person using a tablet, surrounded by icons for various social media and messaging platforms. To the right of this illustration is the heading 'Choose Channel & Customize Your Agent' followed by the instruction 'Choose a channel on which you want the agent to deploy and customize the theme according to your brand look and feel.' Below this, there are four channel selection cards. Each card contains a platform icon, the platform name, a description, a toggle switch, and a button. The first three cards (Facebook Messenger, Instagram, and WhatsApp) have toggle switches in the 'off' position and 'Setup channel' buttons. The fourth card (Website Chat) has a toggle switch in the 'on' position and a 'Manage channel' button.

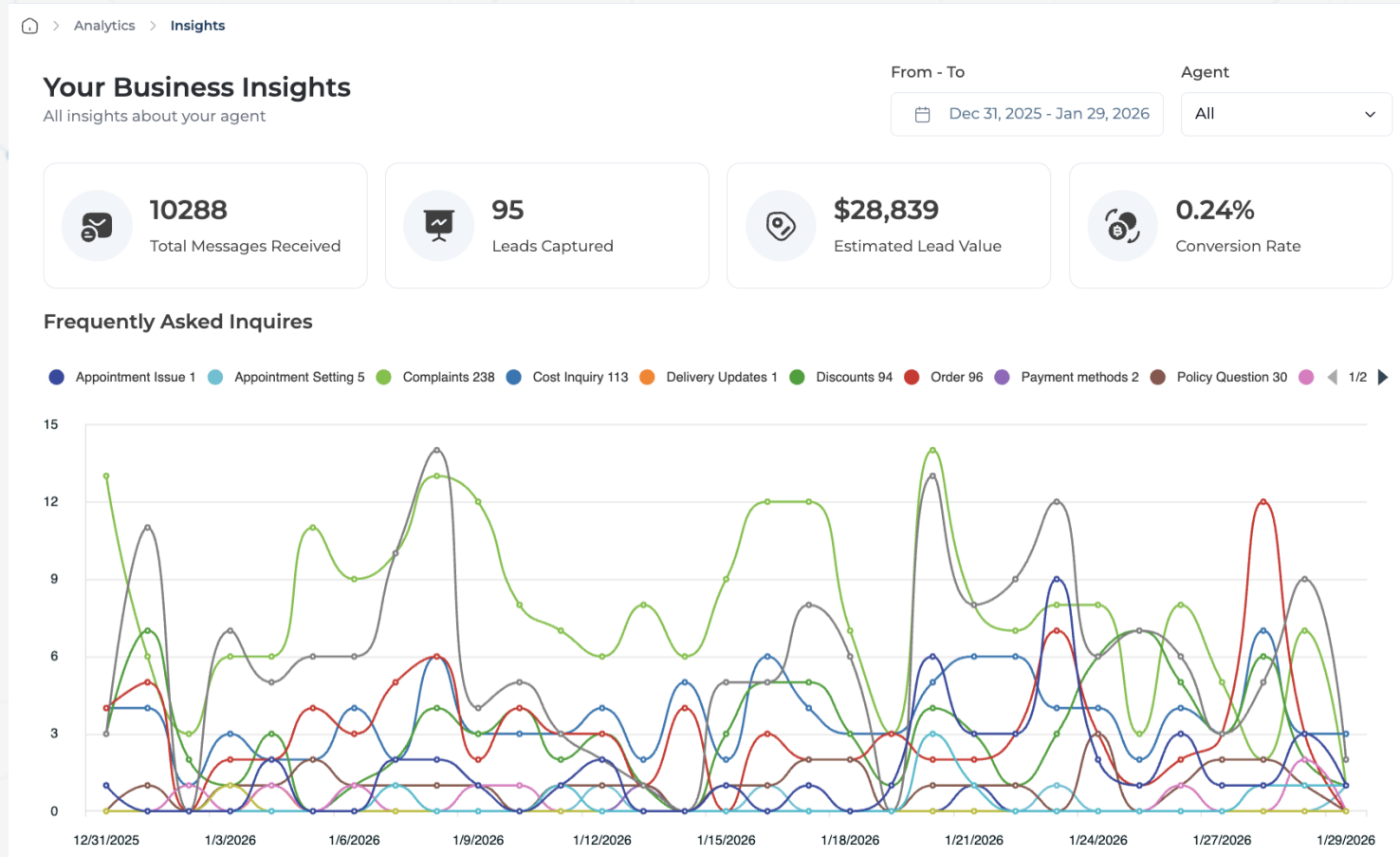
Choose Channel & Customize Your Agent
Choose a channel on which you want the agent to deploy and customize the theme according to your brand look and feel.

Channel	Description	Status	Action
 Facebook Messenger	Connect your Facebook chat with this to get better insights	☐	Setup channel
 Instagram	Connect your Instagram account and reach your users on their phones	☐	Setup channel
 WhatsApp	Connect your WhatsApp business account and reach your users on their phones	☐	Setup channel
 Website Chat	Connect your website chatbot with this to get better insights	☒	Manage channel

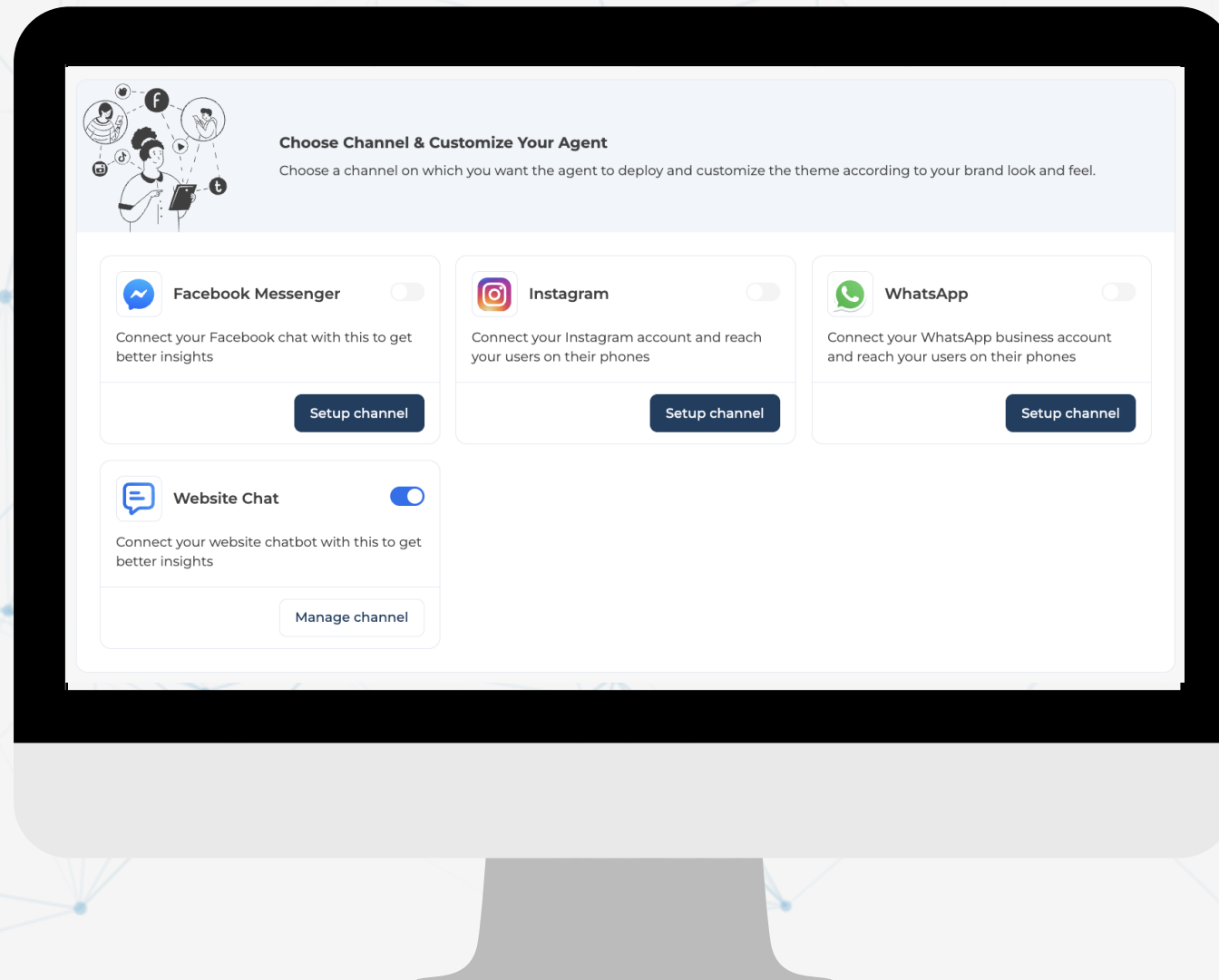
From Hello to Checkout - Fully Automated, Fully Human

Get to know your **audience insights**, your **leads**, **opportunities** and **learnings... instantly**

Measure your **convergence** and **ROI** to adapt and grow



See MerlinX in Action



Watch how MerlinX builds rapport, recommends products, and closes the deal — all in a **natural, human-like chat.**

Selling **smarter** starts here.

Play Video Demo
If the link doesn't open, [click here](#).

LET'S TURN INQUIRIES INTO **Revenue!**

Book Your **Free Demo**
Today.

We'll help you identify
missed revenue
opportunities and
launch your first AI
sales agent —
immediately.

Contact:
mxgtm@dxwand.com
<https://merlinx.ai>



Every message counts.
Make sure it counts for **you.**