Flyfish

Generative AI for Sales

![Salesforce logo]

71% of customers expect businesses to offer real-time assistance while buying online*

*Salesforce Research

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Customer context is complex and highly nuanced

I run a restaurant. I think the kitchen needs deep cleaning on a weekly basis. Also, my countertop always gets greasy, and the corners are stained with oil. What products do you suggest?

Suggest a few nutritious snack options for my 10-year-old son when he comes back from school in the evening?

I'm looking for a new skincare routine. I have combination skin, and I've been experiencing some dryness and occasional breakouts. Do you have any recommendations?

Consultative Sales AI
At Scale. Everywhere.

Flyfish Consultative Sales AI can provide right product advice based on consumers' unique needs, goals and context.

Flyfish – First-ever Generative AI for Digital Sales

Flyfish is a 360-degree Generative AI platform for digital sales, which enables brands to create their own Consultative Sales AI, and deliver a high touch experience on every channel.

Challenge:

Impersonal online experiences characterized by limited information and lack of assistance have become a common problem. Without personalized advisory, consumers feel hesitant and make uninformed choices that they might regret later.
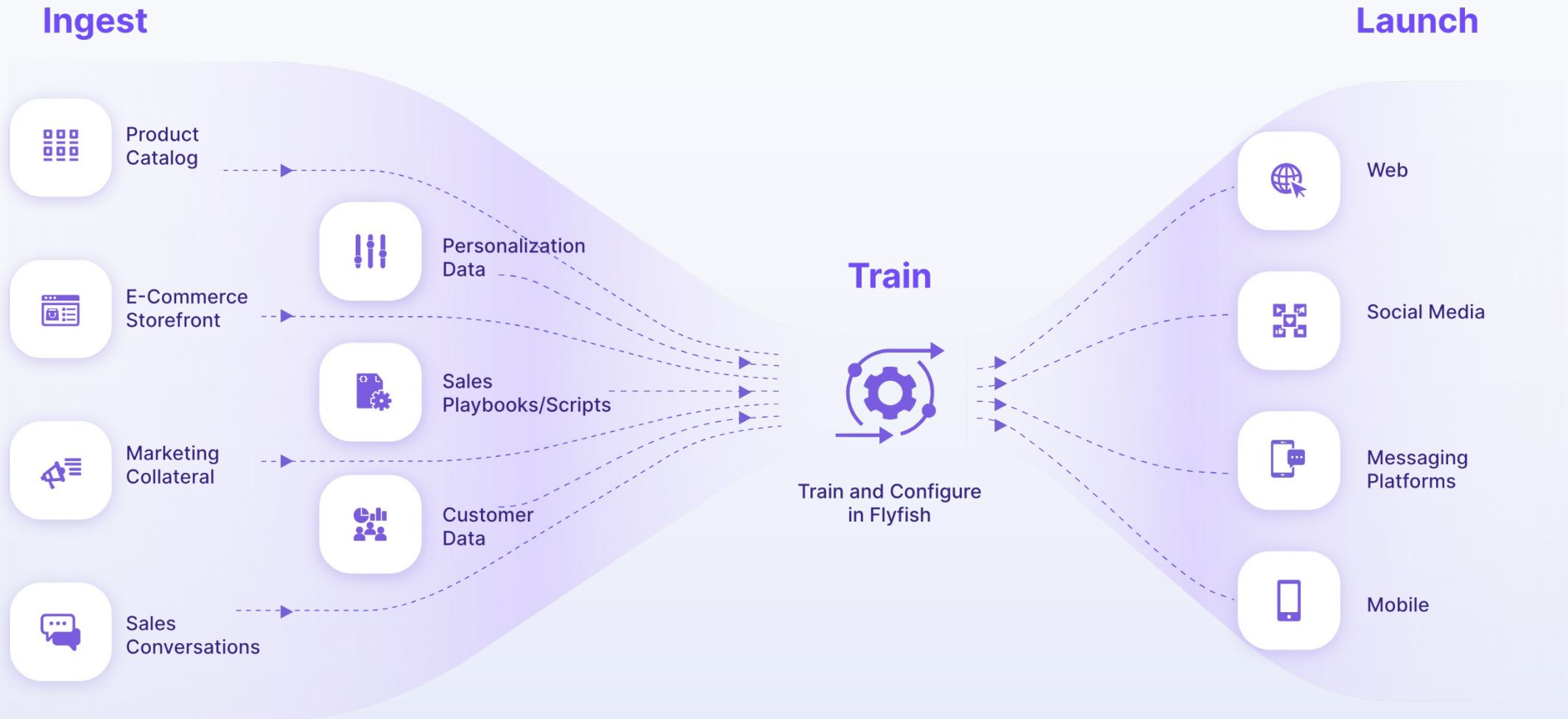
Key Features

- First of its kind platform to provide Consultative Sales Experience using Generative AI

- Advanced dialog management – supports multi-turn conversations

- Ready Integrations with CRMs and other 3rd party systems.

- Custom workflows for sales and after-sales use cases

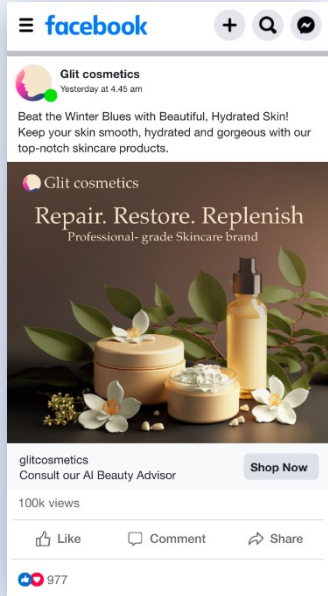- Built-in expert-in-the-loop module

Benefits

- Improve sales conversion rates on digital stores

- Reduce acquisition costs
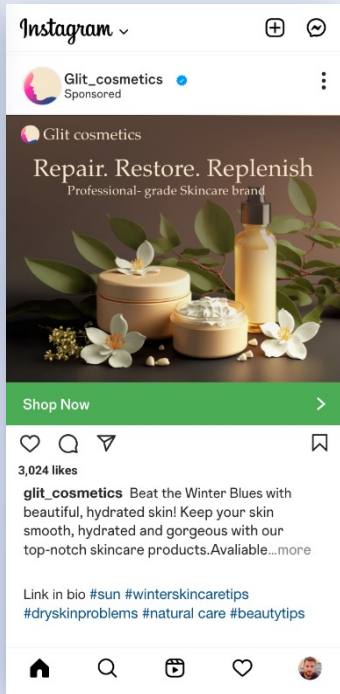
- Enhance self-service experience across multiple channels

How does **Flyfish** work

Ingest

Launch

Product Catalog

E-Commerce Storefront

Marketing Collateral

Sales Conversations

Personalization Data

Sales Playbooks/Scripts

Customer Data

Train

Train and Configure in Flyfish

Web

Social Media
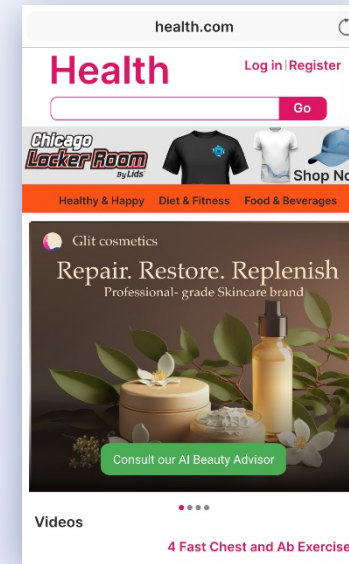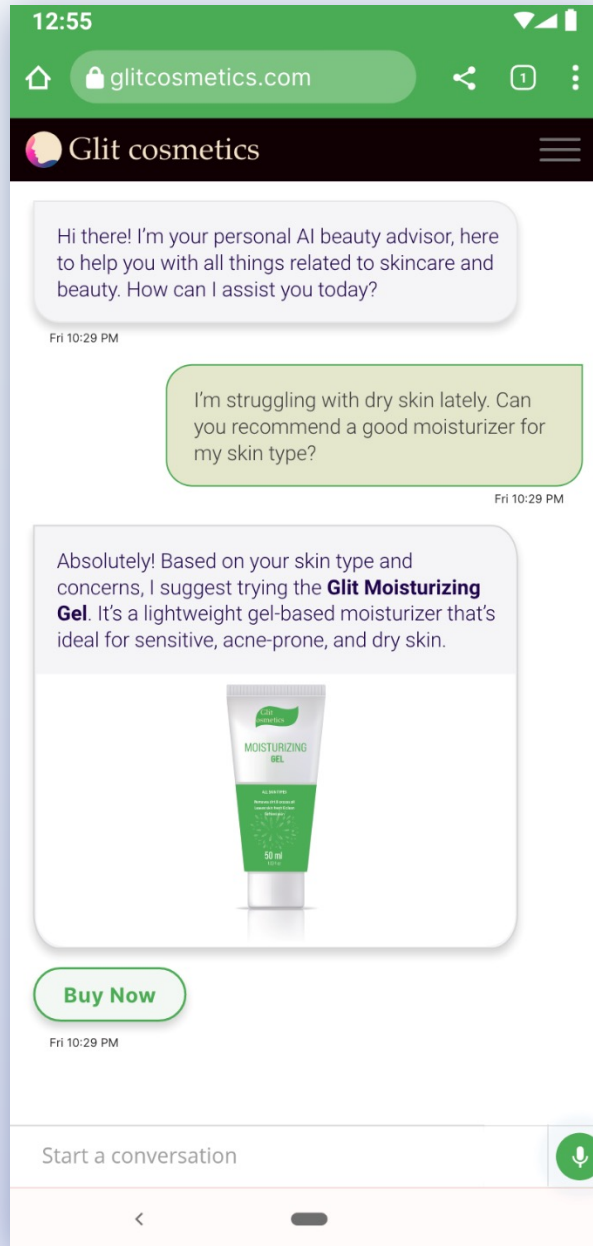
Messaging Platforms

Mobile

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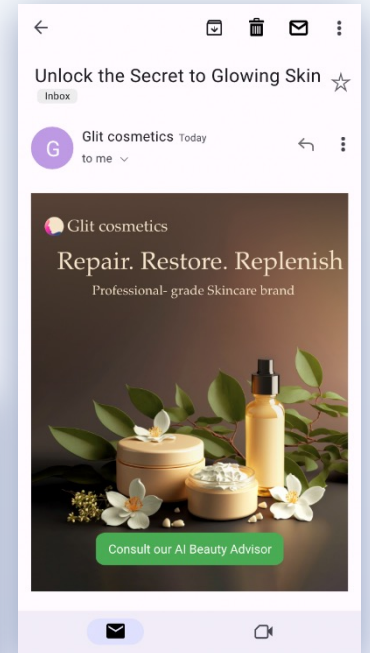# Turn Every Interaction into a Sales Opportunity

Facebook Ads

Instagram Ads

Display Ads

Email

Flyfish

Turbocharge growth with Generative AI

Improve Sales Conversion Rate

Assist buyers during their 'moments of struggle' and guide them to a purchase without ever being pushy.

Reduce Abandoned Shopping Carts

70% shoppers abandon the cart. Send reminders and check-in to re-engage and complete the purchase.

Increase Average Order Value

Offer products that complement their purchases and recommend products that customers love.

Increase Repeat Purchase Rates

A study shows that 52% customers make repeated purchases if the brand offers real-time assistance.

Reduce Customer Acquisition Cost

Achieve up to 30% higher ROI compared to retargeting ads and traditional social media advertising.

Drive up Net Promoter Scores

Guide customers at every step of their journey, right from product discovery to after-sales support.

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Let's discuss your use case

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