



Virtual shopping that doesn't break at scale

HERO claims to give shoppers instant service — but what happens when you have a backlog of live chat and video consultation requests? Your customers wait. Heyday blends AI-powered automation with live chat and video so that your teams don't get overwhelmed and your customers get served faster.

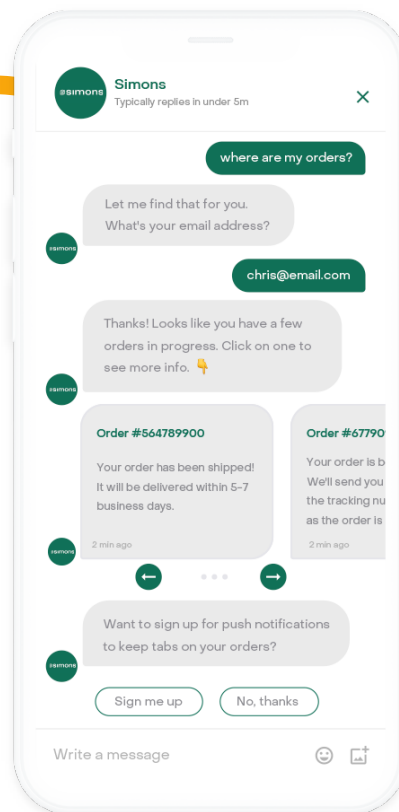
FAQ automation

One tool for sales and customer support teams

HERO doesn't help you support customers — in fact, HERO recommends disabling their tool on homepages and support pages because their platform can't resolve those conversations. But Heyday's AI-powered chatbot understands and resolves most customer support requests instantly. So go ahead, enable chat on your home page, product and customer service pages. We can handle it.

HERO comparison:

- Unlike HERO, Heyday helps you tackle both online sales and customer support. Our AI chat instantly detects support-related intents like "where's my order?" and resolves them on the spot.
- For more complex support requests (or when a shopper really wants to talk to a human), conversations are routed to support teams for real-time service via live chat or video.
- Rather than integrate with a 3rd party customer support tool or redirect them to your customer service page, give shoppers real-time support that blends the best of automation and the human touch.



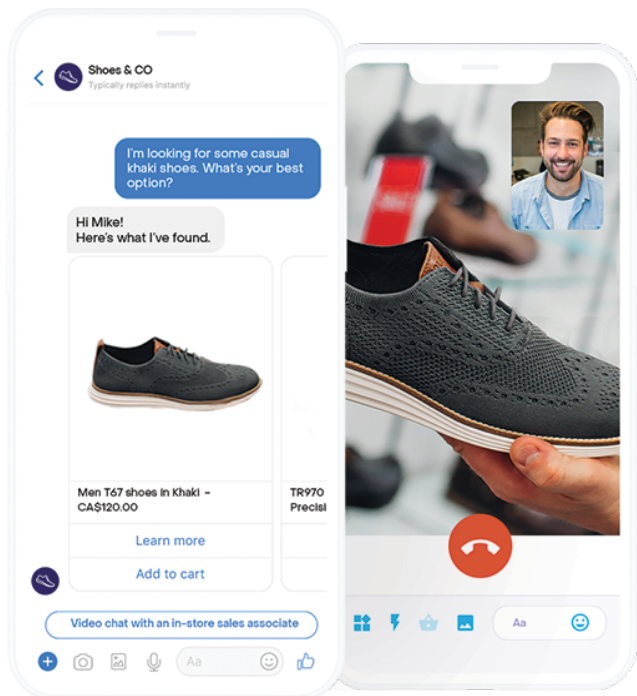
One-to-one service that doesn't break at scale

With HERO, merchants who open the virtual shopping floodgates find themselves with a backlog of chat requests and not enough store associates to support them. The result? High first response times and no virtual assistance outside of store hours.

With Heyday, you get an AI-powered chatbot as your frontline of customer service. While it resolves most incoming chats and routes conversations to the right department, your human teams can give shoppers one-to-one service via live chat and video.

HERO comparison:

- Unlike HERO, you don't have to scale your human teams (and labor costs) with Heyday. Our AI-powered virtual assistant acts as your first-line of customer service, freeing up store associates to invest their time into serving high-value shoppers.

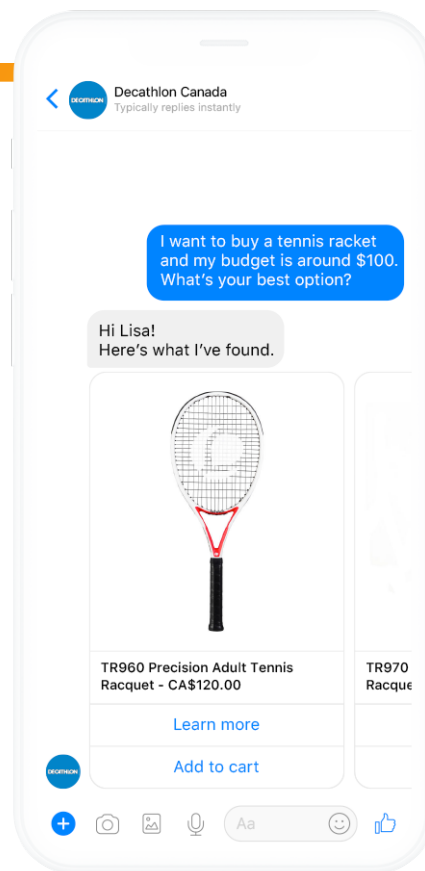


Put eCommerce sales on autopilot

With Heyday, you can connect shoppers with products faster. Unlike HERO, Heyday has an AI chatbot that syncs with your eCommerce platform's product catalog and automatically suggests items that match a shopper's search intent. Rather than route conversations to store associates for assistance, our AI chatbot can close straightforward sales opportunities on its own.

HERO comparison:

- With HERO, your sales via chat are entirely dependent on your store associates, but with Heyday, our chatbot serves shoppers relevant product recommendations and closes sales. The result? Your sales associates can focus on higher-value shoppers who actually need their expert assistance.



Hey Sarah!
I'm transferring you to my human bestfriend!
Thank you



Hey Sarah!
I saw that you're shopping for a glitter hand sanitizer, how can I help you with that?



Connect shoppers with the right experts

With HERO, store associates find themselves handling all types of live chat scenarios. But with Heyday, our chatbot detects a shopper's intent and routes them to the right department, every time. Sales associates only chat with shoppers with buying intent, support teams only handle support requests, and customers get what they need faster.

HERO comparison:

- Since Heyday handles both sales and support use cases, our AI-powered conversation routing connects shoppers with the team that will serve them best.
- Rather than send your teams irrelevant chats, each department only handles cases they're suited for. That's a better experience for customers and a better work experience for your employees.

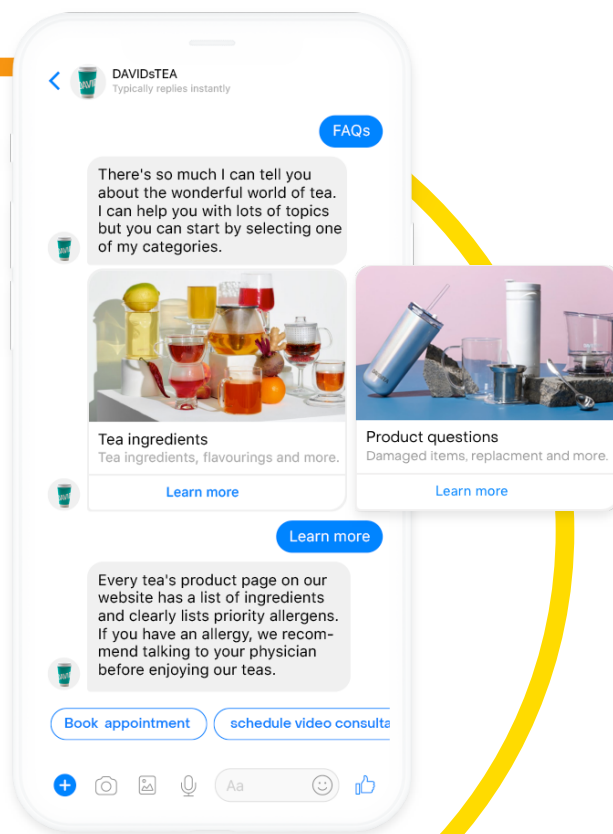
Always-on virtual assistant

Actually capture leads 24/7

Even when your stores are closed, your chat isn't. Turn on live chat and video consultations during store hours, and keep your chatbot running 24/7. Book in-store appointments, schedule video consultations, answer FAQs, recommend products and never miss an opportunity to serve your customers again.

HERO comparison:

- With HERO, shoppers can't use chat outside of business hours. But with Heyday, you can serve customers via chat around the clock. It's virtual shopping that doesn't take breaks.



"Heyday was definitely a cost saver for us. it helped us save at least 50% on customer service resources to refocus them on sales."

Philippe-Antoine Defoy | General Manager, Popeye's Supplements