

Heyday

vs.

Kustomer

Build unified customer experiences with our all-in-one customer messaging platform

Unlike Kustomer, Heyday's end-to-end customer messaging platform helps you both sell to and support shoppers via chat, social media, and video across all messaging channels. Accelerate online sales, shorten customer support queues, and deliver a truly frictionless customer experience.

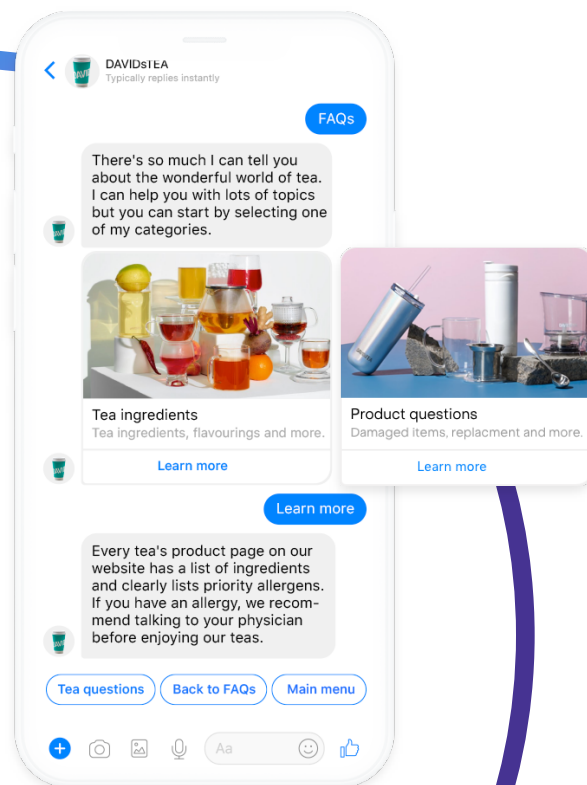
Built for retail & ecommerce

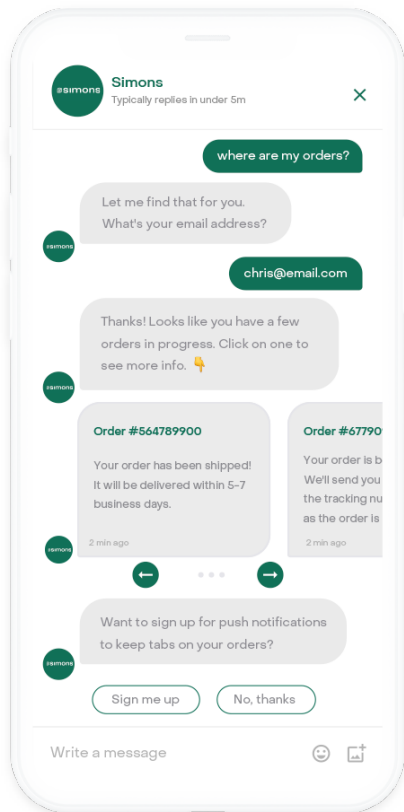
Power up your store with retail-specific AI

Heyday comes pre-trained with thousands of variations of retail-specific customer intents and can answer up to 80% of incoming questions in real-time. Our AI model combines information from your databases with our natural language understanding (NLU) frameworks to give personalized, accurate responses to your customer's questions — whether they're browsing, buying, or want support.

Kustomer comparison:

– While Kustomer serves multiple industries, Heyday AI is **tailored exclusively for retail and ecommerce** merchants. The result? We detect tens of thousands of (even the vaguest) customer intents with unparalleled accuracy, and your customers get accurate, timely automated service. Your customers don't want help from a generalist, they want a specialist.





Free your support team from answering FAQs

Since Heyday is built specifically for retail and ecommerce merchants, our AI is trained and understands more types of questions customers ask than Kustomer. Deflect more FAQs away from your support team with AI-powered automation built for your industry.

Customer comparison:

- While Kustomer can deflect common questions your customers may ask via chat, Heyday's retail-specific natural language understanding (NLU) and semantic analysis is far more robust. With Heyday, fewer FAQs get escalated to human teams because our AI understands (and automates) more.

Smart(er) conversation routing

For those tough questions where an automated response simply won't do, our AI uses sophisticated machine learning algorithms to automatically route conversation to the department that can provide the best answer. Support agents can focus on supporting, sales associates can focus on selling, and customers get a real-time, frictionless experience.

Customer comparison:

- Unlike Kustomer's conversation routing, Heyday AI can **detect and route both sales and support-related queries** with precision. No need to juggle multiple platforms, Heyday can handle everything your customers throw your way.



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?

Pay per conversation, not per agent

With Heyday, you pay per conversation rather than per agent. Why? Because we want our pricing to align with your support automation goals. Our AI works so well that it reduces the number of customer service reps you need to assure your customers have around-the-clock assistance.

Customer comparison:

- Customer is financially incentivized for you to have as many support agents as possible (the more active seats you have, the more money they make), but with Heyday's best-in-class conversational AI and automation, our goal is to help you give every customer real-time, 1:1 support without needing to grow your team.
- Customer has an 8 seat minimum – but with Heyday AI, you get **unlimited agent seats** across all of our pricing plans. Improve your customer service without increasing labor costs or encountering paywalls down the road.

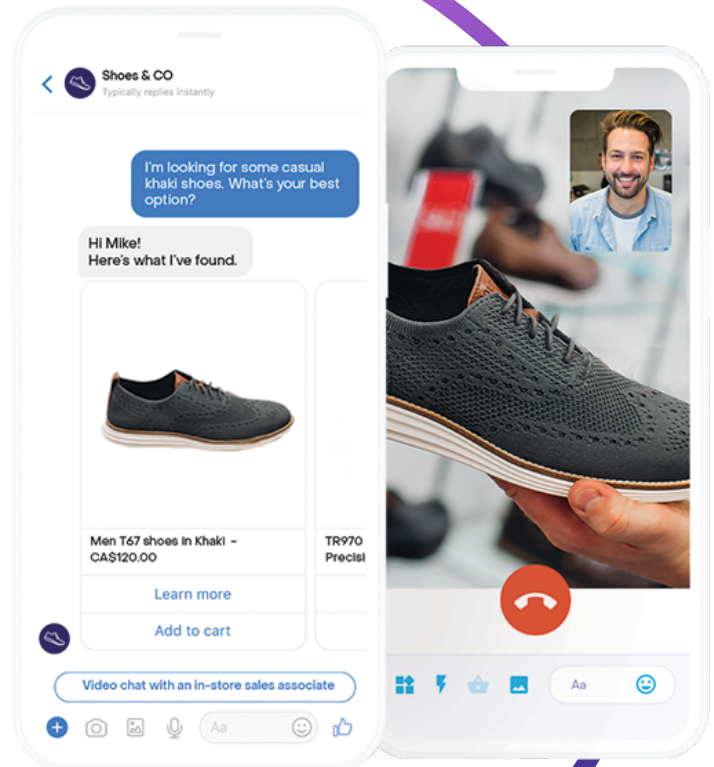
AI product search and recommendations

Connect customers with products faster

Heyday integrates with your ecommerce platform product catalog and helps customers find, compare, and buy products faster. If they want more hands-on service, they can talk to an in-store sales associate in real-time via **live chat or video**. The result? Less friction, and more online sales.

Customer comparison:

- A key to converting more website traffic into sales is speed and convenience. With Heyday, you can close more sales faster with AI-powered product searches and recommendations. For those customers who need more hands-on service, your sales reps can proactively start a conversation and seal the deal. Customers get faster service, you make more sales. Everyone wins.



“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