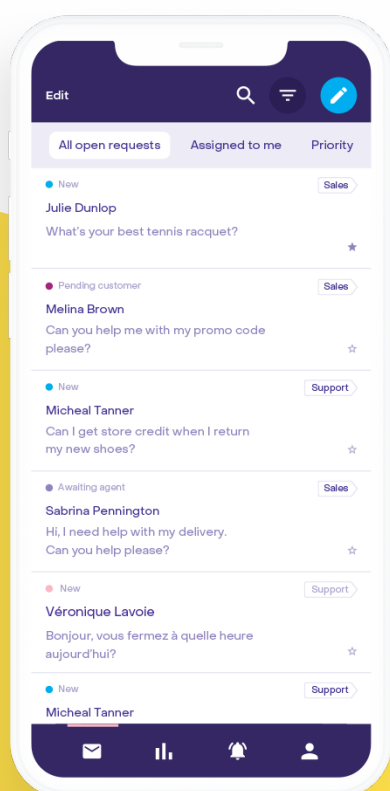




One tool for your sales and customer support team

Salesforce's core business is to build CRMs, not conversational AI and chatbot, nor tailored specifically for retail. Indeed they offer a chat, but it's limited to live support and ticketing. What if ready-to-buy customers need a bit of help from AI to finalize their choice and make their purchase? Nada, not offered. Heyday blends AI-powered automation for both sales and support needs, with live chat and video consultation, so that your customer gets served faster and on their preferred channels.



Salesforce versus Heyday

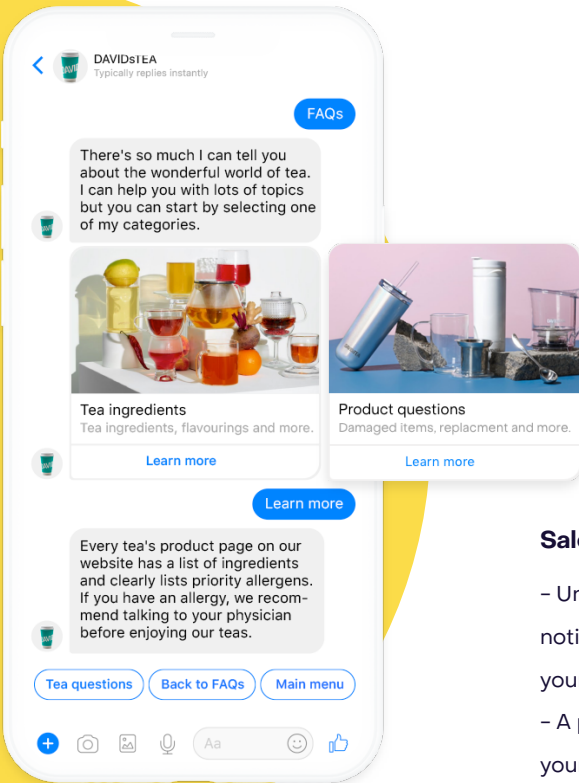
- Unlike Salesforce, Heyday don't charge per user, we rather help you scale effortlessly with unlimited seats for all your sales & customer service teams
- While Salesforce only supports Facebook Messenger and WhatsApp, as we do, Heyday supports in addition Instagram and Google Business Messaging, two of the most popular channels for shoppers to engage with brands
- Heyday offer an always-on virtual assistant for the best CX, to answer questions and capture leads 24-7 with the help of AI
- Our analytics and reports are included with all packages, no additional fees

Put eCommerce sales on autopilot

With Heyday, you can connect shoppers with products faster. Unlike Salesforce, Heyday has an AI chatbot that syncs with your eCommerce platform's product catalog and automatically suggests items, with rich messaging, that match a shopper's search intent. Before routing conversations to store associates for assistance, our AI chatbot has the ability to prequalify the customer or even to suggest products for sales opportunities.

Salesforce versus Heyday comparison:

- Unlike Salesforce, Heyday think marketing and clienteling, with back-in-stock notifications, newsletter and advertising integration, as so connecting smoothly to your CRM
- A picture is worth a thousand words, Heyday shows images, GIF, emojis to showcase your products - No 3rd party extension required, all included out of the box
- Evaluate your ROI with sales attribution metrics
- In addition to offering the same video chat functionality, Heyday offers further flexibility to your customers and embraces virtual shopping with appointment booking



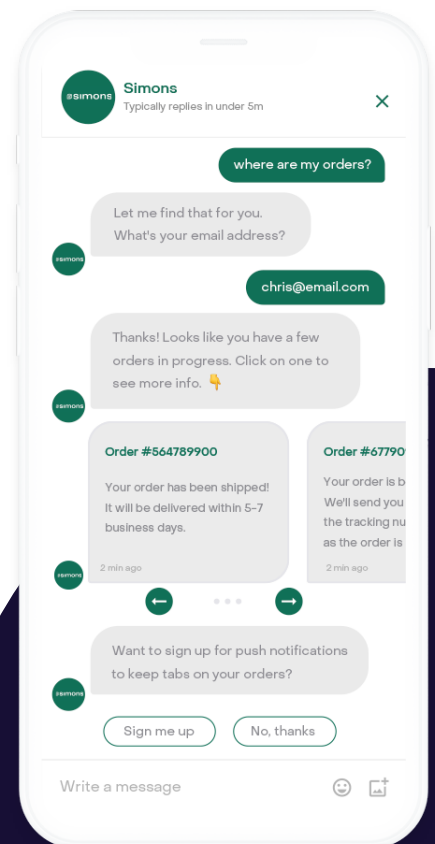
Customer support automation

Automate over 80% of customer queries

Salesforce doesn't offer the same level of automation — Heyday's AI-powered chatbot understands and resolves most customer support requests instantly, related to order tracking, return policy, opening hours, store locators, etc. It can also automate complex ones, like "Do you speak French?", "Can I talk to an agent?". Our conversational AI goes above and beyond your regular chatbot.

Salesforce versus Heyday comparison:

- Unlike Salesforce, 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.
- Seamless experience, means higher customer satisfaction score to the tune of 90%



Give online shoppers white-glove service

Some things call for a more human connection. Heyday helps shoppers get in touch with your teams in real-time—no tickets and delayed responses. When a shopper initiates a request, our AI will either resolve the issue immediately or route the conversation to the right team for immediate assistance via live chat or video.

Salesforce versus Heyday comparison:

- Heyday's AI acts as your first line of customer service, which drastically limits your teams' backlog of requests, then improve customer satisfaction
- That layer of automation assures that your live chat is scalable without needing to hire more workers to support incoming requests



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?

“Heyday was definitely a cost saver for us. It helped us save at least 50% on customer service resources, which we were able to reinvest into sales.”

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