

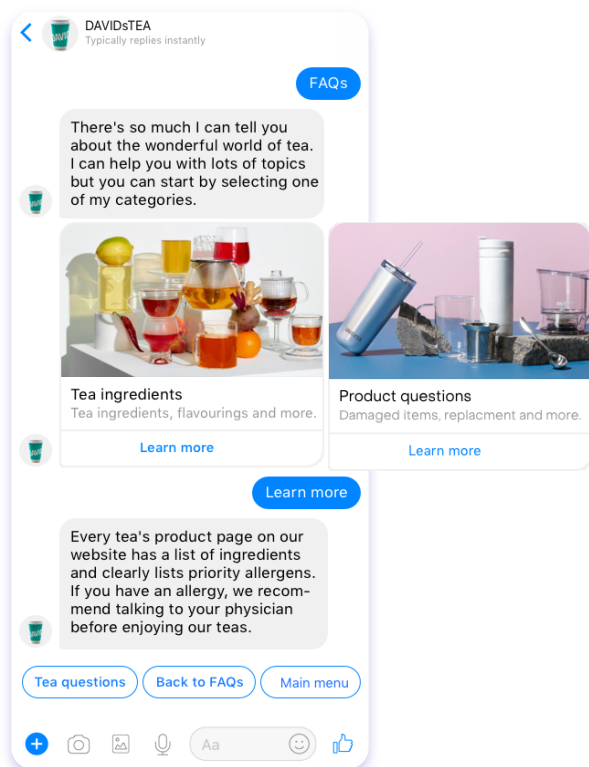
Heyday

vs.

iAdvize

Augment the experience on your ecommerce store for every shopper.

Unlike iAdvize, Heyday is a multichannel conversational AI solution built for retail & ecommerce complete with Turn-key service for enterprises.



Built for ecommerce & retail

Power up your store with real AI

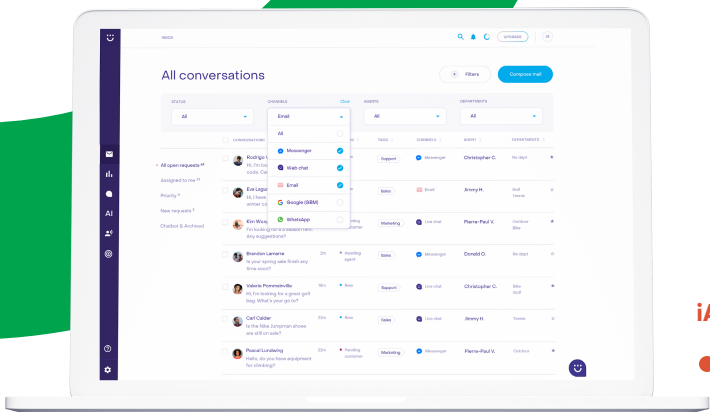
Our AI model combines information from your databases and our natural language understanding (NLU) frameworks to provide personalized, accurate responses to your customers' questions. Plus, the chatbot detects over 1000 customer intents and is trained on different retail-specific verticals like beauty, furniture, sporting goods and more to deliver the best conversational experience.

iAdvize comparison:

- Lengthy DIY setup for your customer conversation flows.
- No specialization in retail-specific context or scenarios.
- Automation solely via endless conversation trees.

All channels on all devices, without losing context

With Heyday’s multichannel chat connection, you seamlessly connect with your shoppers on webchat, Google’s Business Messages, Facebook Messenger, WhatsApp, and email. You can view, track, and resolve all conversations inside a unified hub—the Heyday inbox. The best part? You retain full context, even when your shopper changes channels or devices.



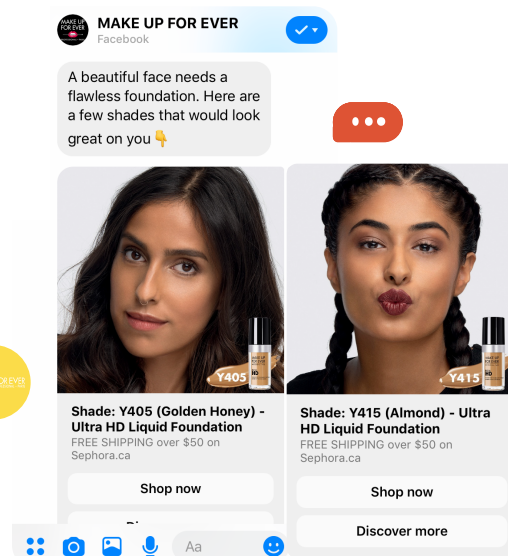
iAdvize comparison:

- “iAdvize Messenger” is a web chat widget on your online store, not a full integration with Facebook’s powerful platform.
- There is no integration access to key customer messaging channels such as Google’s Business Messages, WhatsApp and more.
- Your team will not get contextual data when a customer moves from desktop to mobile or vice-versa.

Ecommerce Integration

Make personalized product recommendations

Heyday integrates tightly with your ecommerce platform, so our smart(er) chatbot can automatically recommend personalized products based on unique customer preferences like product name, colour, size, material etc. Plus, your agents can also create and share personalized shopping carts with customers directly inside the conversation to accelerate the sale.



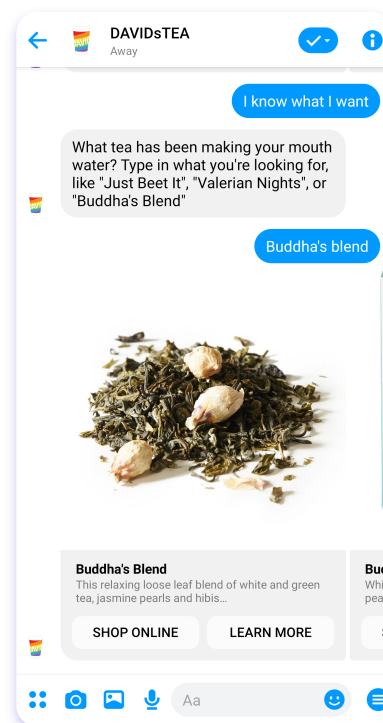
iAdvize comparison:

- No integration with your ecommerce platform, which means no access to exclusive sales features like AI-powered product search, product recommendations, and agent cart creation.
- Conversations are based on agent availability, in-house or through ibbū community; no option for around-the-clock sales or support conversations that are backed by powerful AI.
- No connection with your product catalogue which hinders your agents’ capability to recommend products inside a customer chat.

Enterprise-friendly solution

Brand-safe experiences, designed exclusively for your business

Our conversational design experts and customer success managers work closely with your team—right from migration to deployment—to ensure a top-notch conversational experience that is fully customized to match your brand voice and tone. At Heyday, we design conversational experiences that deliver on your business objectives.



iAdvize comparison:

- Extra costs for designing rule-based chat trees that only work when a shopper follows the pre-designed conversation path.
- Conversations run by an external community of experts that don't understand your branding guidelines or business objectives.
- A DIY model that doesn't help you automate your sales or support conversations based on retail-specific AI.

Capterra

<p>“BEST DECISION OF 2019”</p>	Overall Rating	★ ★ ★ ★ ★	5/5
	Ease of Use	★ ★ ★ ★ ★	5/5
	Customer Service	★ ★ ★ ★ ★	5/5
	Features	★ ★ ★ ★ ★	5/5
	Value for Money	★ ★ ★ ★ ★	5/5
	Likelihood to Recommend	██████████	10/10



Riccardo Boccia
Customer Service Leader, Decathlon UK