

# Flyfish

## Conversational & personalized consultative selling AI agent

Online shopping is impersonal and can often be a frustrating experience. Usually, customers must navigate through seemingly endless list of options and generic product descriptions. This makes finding the best product for one’s particular needs a daunting challenge. The sheer number of filled but abandoned online carts that never go through to check out highlights this ever-growing challenge.

What if online retailers could offer an empathetic, customized, and more natural shopping experience like shopping in a physical store? What if they could have this experience on whatever communication channel they prefer: web, app, or through WhatsApp, Facebook Messenger, Instagram, or TikTok?

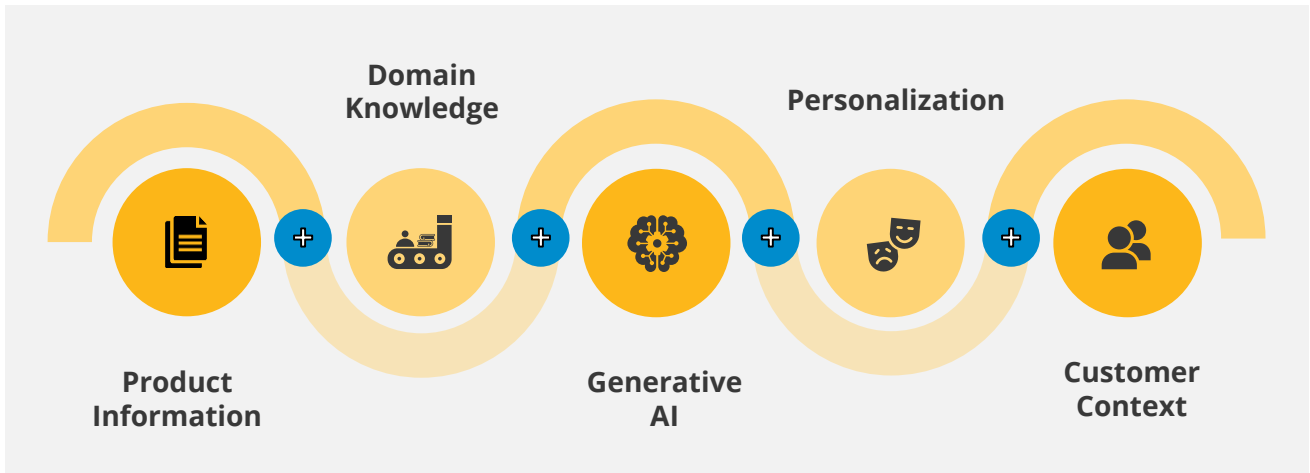
This is where Flyfish can help. By harnessing the latest capabilities of Azure OpenAI, GPT Large Language Models (LLM), Flyfish is disrupting the way brands sell online.

**Flyfish enables brands to craft a hyper-personalized customer experience akin to a chat with a friendly store associate.** With Flyfish, brands have personalized one-on-one customer conversations, connect with them on a deeper level, and suggest products tailored to each person’s unique needs.

 <p><b>Increased sales</b></p>	 <p><b>Cut Customer Acquisition Cost</b></p>	 <p><b>Increased NPS</b></p>
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Flyfish is applicable across any industry that interacts and sell digitally to its end users. Fractal is already seeing significant early momentum in e-commerce/retail, consumer packages goods (CPG), and financial services industries.

### Customizing Flyfish to your needs

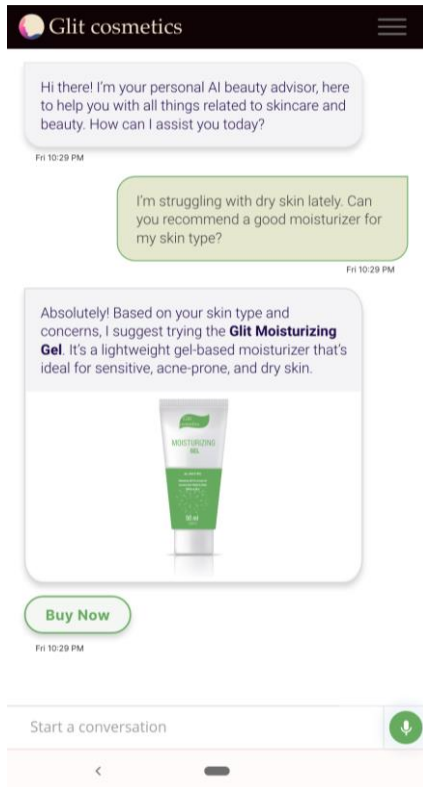
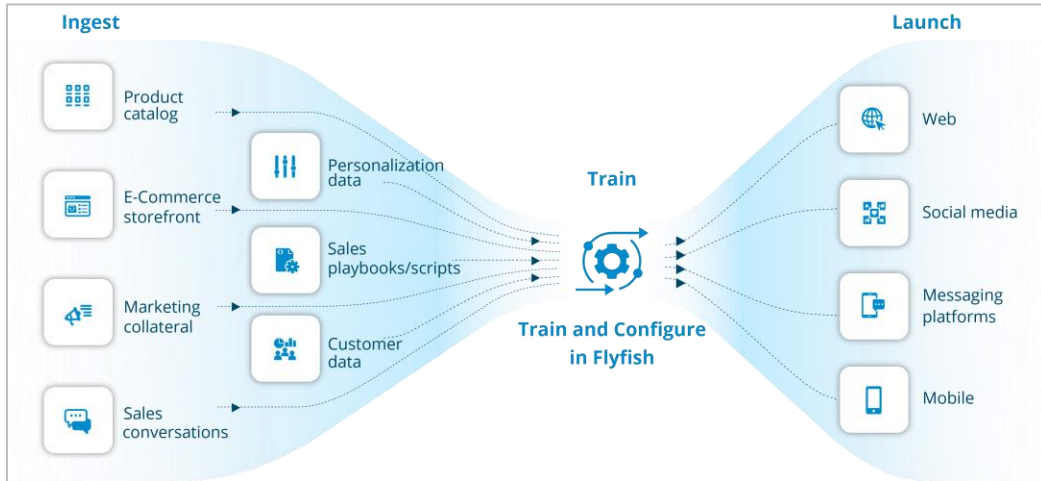


Built on the Azure cloud, Flyfish combines the Azure OpenAI foundation models (GPT) and Fractal proprietary technologies and IP.

Flyfish comprises a set of services and agents to build, connect (to external digital services), configure, analyze (BI), authenticate, and of course control the solution. Leveraging those and Azure OpenAI, the out-of-the-box Flyfish model is then customized using your content such as website product descriptions, marketing collateral, product catalogs, FAQs and support documentation, etc.

Once trained, Flyfish connects to your selected digital channels and is ready to sell for you, 24x7!

### Flyfish training and customization process



### Why Flyfish?

More than ever, adapting to consumer needs and preferred interaction modalities is key aspect of a company's brand identity. By adopting an online selling strategy that truly address their customer needs, companies will be able to increase their conversion rates, customer satisfaction, and, ultimately, their bottom lines.

With Flyfish, you can transfer the in-person **empathic selling motion** online by providing tailored advice based on your customers needs and your product expertise.

Leveraging the latest **Microsoft Azure OpenAI GPT LLMs**, those online interaction will turn the table for the customer. From having to adapt its interaction to match basic website search engine keywords and generic FAQs, the customer will now be able to **converse** with the Flyfish consultative selling AI agent, back-and-forth, **in plain English** (or any other language!) **in the most natural way possible.**

Flyfish will not ask your customers to adapt to your preferred channel, but it will **connect with your customers through their preferred digital channels.** Whether your customer wants to research, purchase, or ask for product support, they'll be able to do it from your website, app, but also Instagram, Facebook Messenger, WhatsApp, TikTok, Apple Business Chat and more.

With Flyfish, your customers get 24x7 access, to an empathetic and knowledgeable sales agent on their favorite communication medium.

Get Flyfish today on Microsoft Azure Marketplace: <https://go.fractal.ai/flyfish-Azure-marketplace>