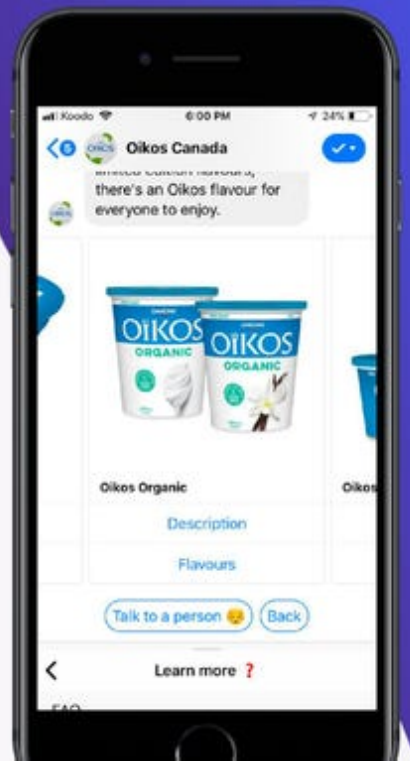
CONVERSATIONAL COMMERCE

AN AI-AUGMENTED LIVE CHAT SOLUTION FOR RETAILERS



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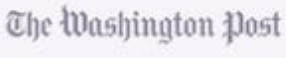
World leader in conversational AI

> In 2018, Heyday was named **Top 10 Global Vendor** in conversational marketing

opusresearch

Featured in



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The future of commerce is conversational and data-driven

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Customers' communication habits are changing

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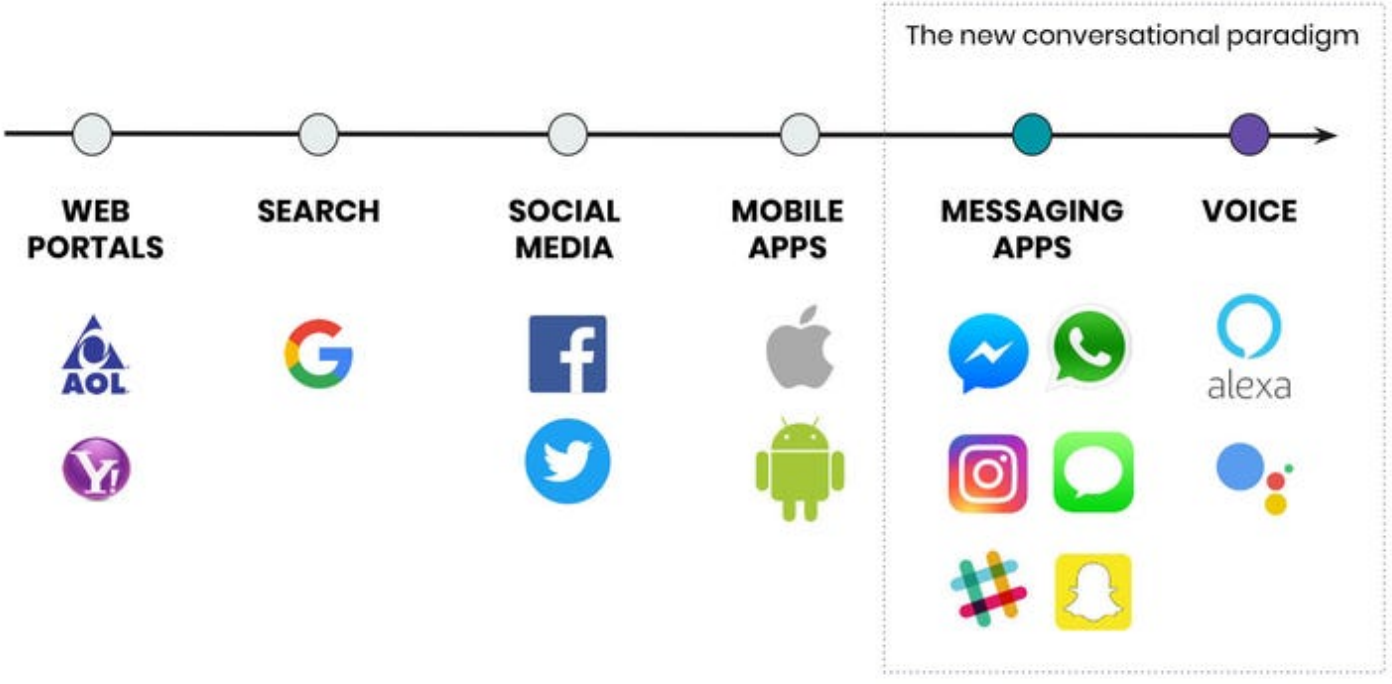
A revolution in communication
=
a revolution in commerce

The evolution of digital distribution



10 billion messages

are sent between people and businesses each month on Facebook Messenger alone

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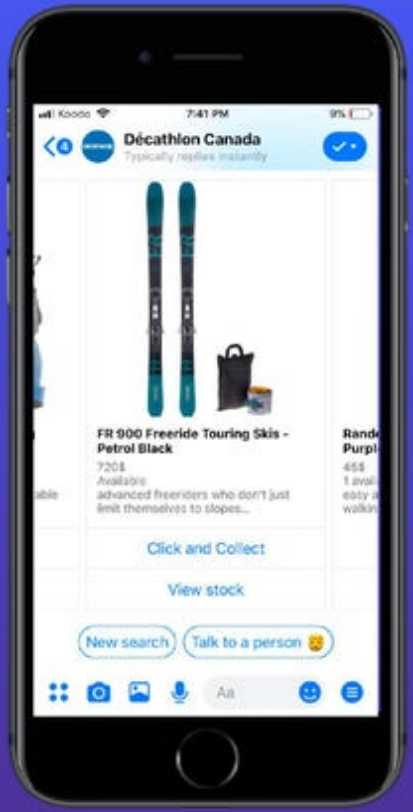

53% of people are more likely to shop with a business they can message directly

56% of people would rather message than call customer service

Source: Nielsen 2018

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The new customer expectations

Speed

Ease

Personalization

Always on

today's problem

Brands struggle to deliver a true omnichannel experience and a personalized level of service at scale.

As a result, customers are dissatisfied and disloyal, switching from one brand to another.

At Heyday, we're on a mission to make every customer feel like a VIP, thanks to the power of Conversational AI.

On their own, chatbots and humans can't deliver the ultimate customer experience

	Pros	Cons	What it means for brands
	• Available 24/7 • Instant response • Scalable • Cost-effective • Marketing automation	• Fallible • Insensitive • Needs tons of data to be effective	Despite all the hype, first-generation chatbots lacked the AI training and data to deliver an elevated customer experience.
	• Human touch • Subject matter experts • Brand-safe (ambassadors)	• Non-scalable (limited availability) • Expensive • Inconsistent level of service • Can't track and automate	Live chat is delivering great results but is not scalable. Human agents are only capable of handling a few conversations at a time and therefore can't deliver an instant and consistent service.

Heyday merges the best of both worlds to deliver the ultimate customer experience

- Lead generation & FAQ automation
- Customer triage and segmentation
- Routing to the right human agent.
- Predictive conversational recommendations to agents.
- Learns the brand's tone and manner from live human agent interactions.

+

- Take over the most complex & sensitive conversations.
- Supervises and reinforces the training of the AI with their know-how.
- Gets wealth of data and analytics to educate the brand's strategy & customer experience over time.

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value proposition

FOR BRANDS

We give superpowers to sales and customer service teams

FOR CUSTOMERS

Every customer is treated like a VIP

Powering 1:1 customer conversations at scale

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Value proposition KPIs

01

Boost sales

02

Reduce operating costs

03

Increase customer satisfaction

04

Collect highly personalized declared data

Software architecture

Product database

shopify · lightspeed · Magento · BIGCOMMERCE · salesforce commerce cloud

CRM + first-party data

SAP · salesforce · Agile CRM · ORACLE

Heyday conversational AI engine + agent dashboard

Conversational customer touchpoints

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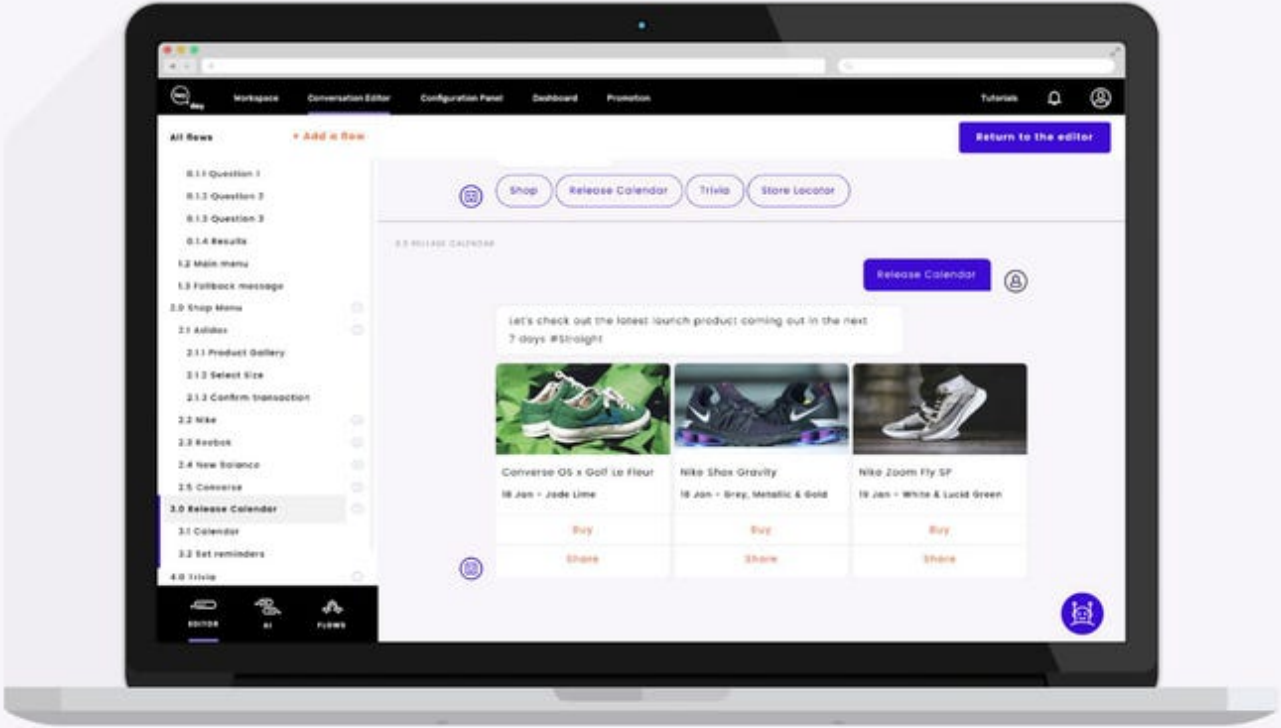
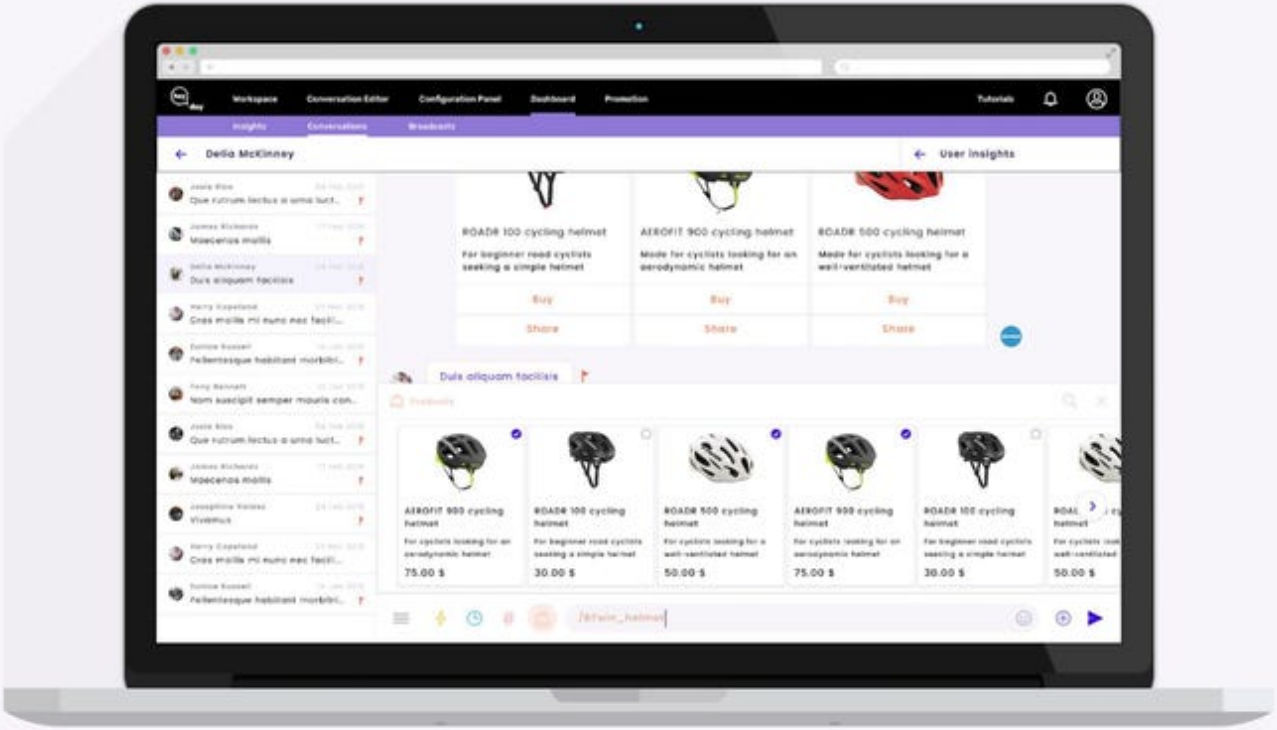
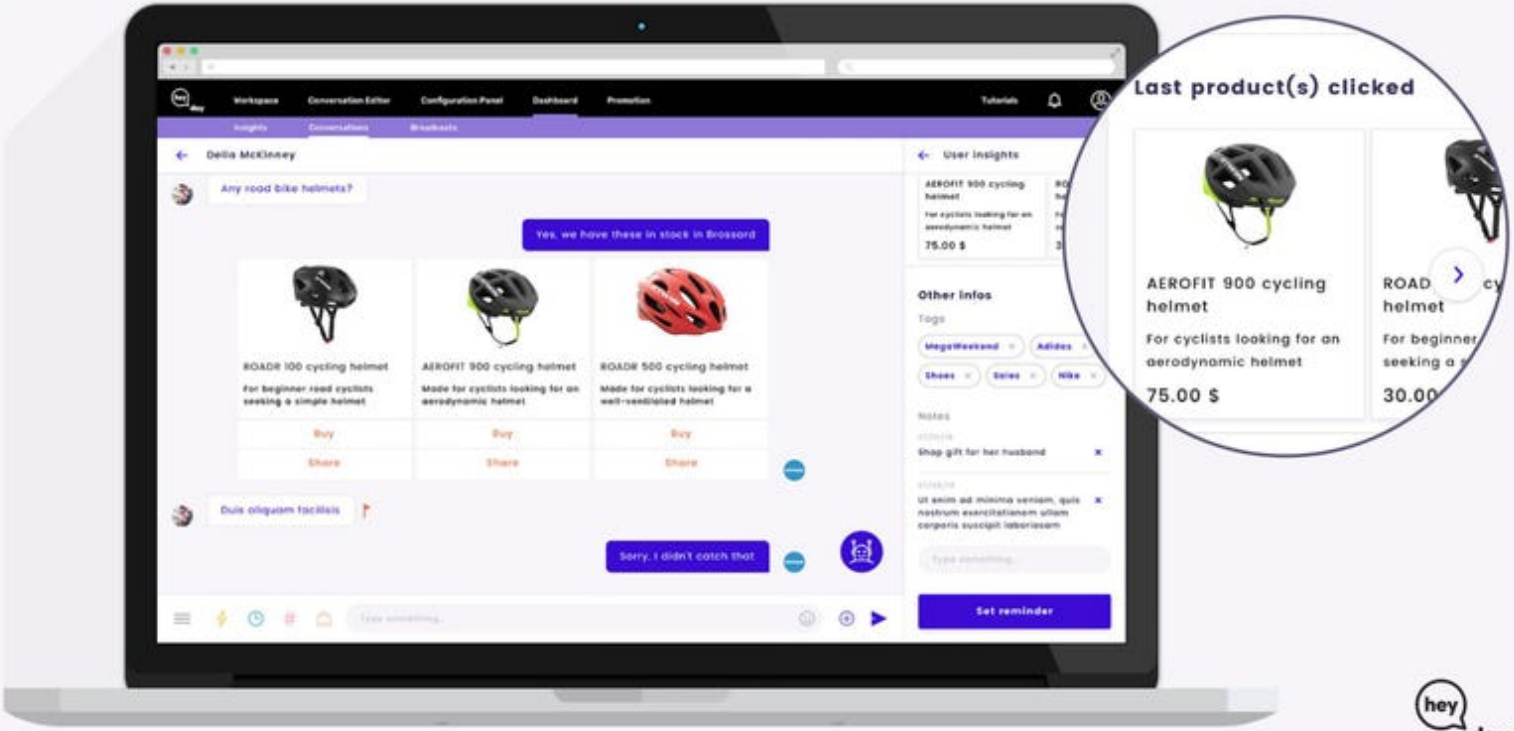
Conversational editor



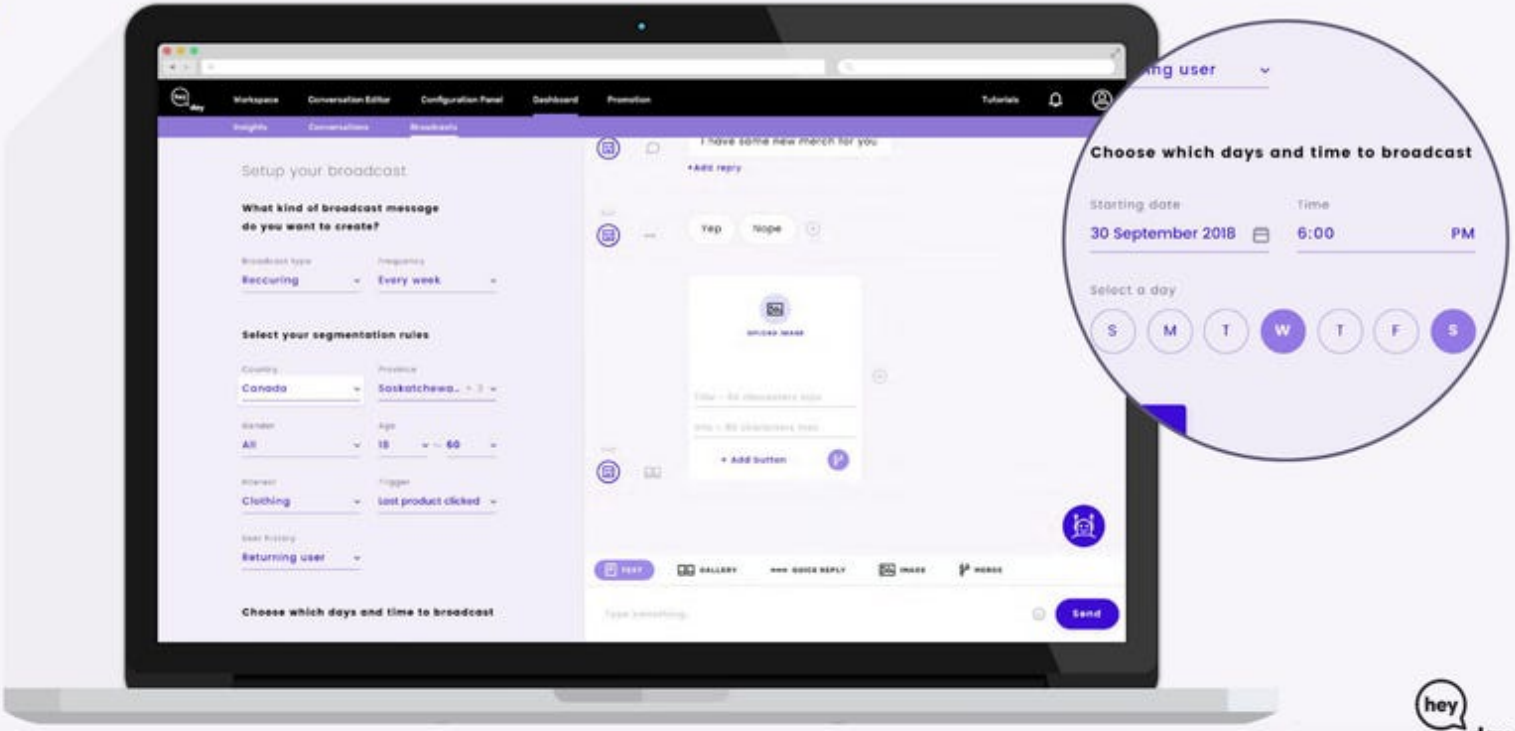
Product database integration



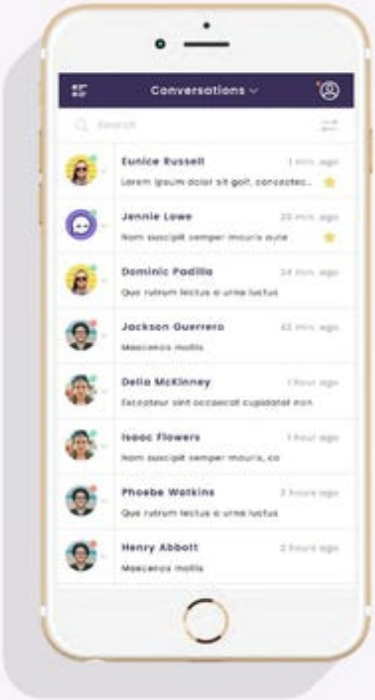
CRM (customer profile)

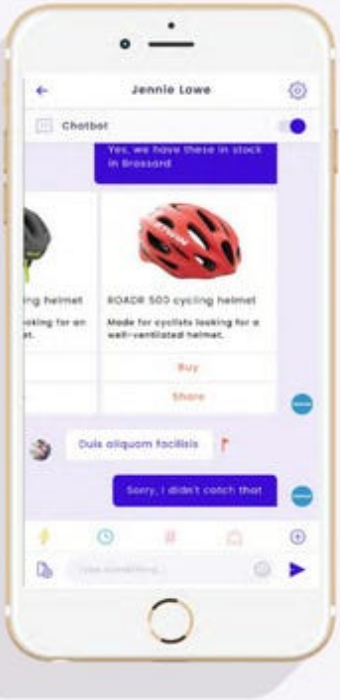


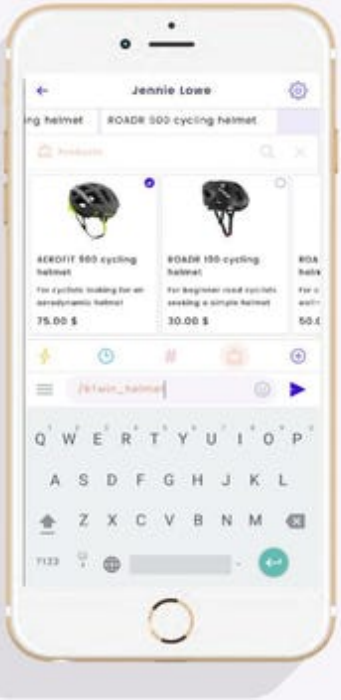
Retargeting (message broadcasts)



Multiplatform design







secret sauce

Two-way AI

Perfect interplay between AI assistant & human agent

Brand-safe

Our AI learns from the brand's most trusted ambassadors and proprietary data (alignment with brand's DNA and tone & manner)

Conversational CRM

We own the data and the AI. Compounding effect over time: brand clients are locked into the mutually beneficial relationship.

A unique niche at the intersection of two massive markets

Trusted by some of the world's most prestigious brands and advertising agencies

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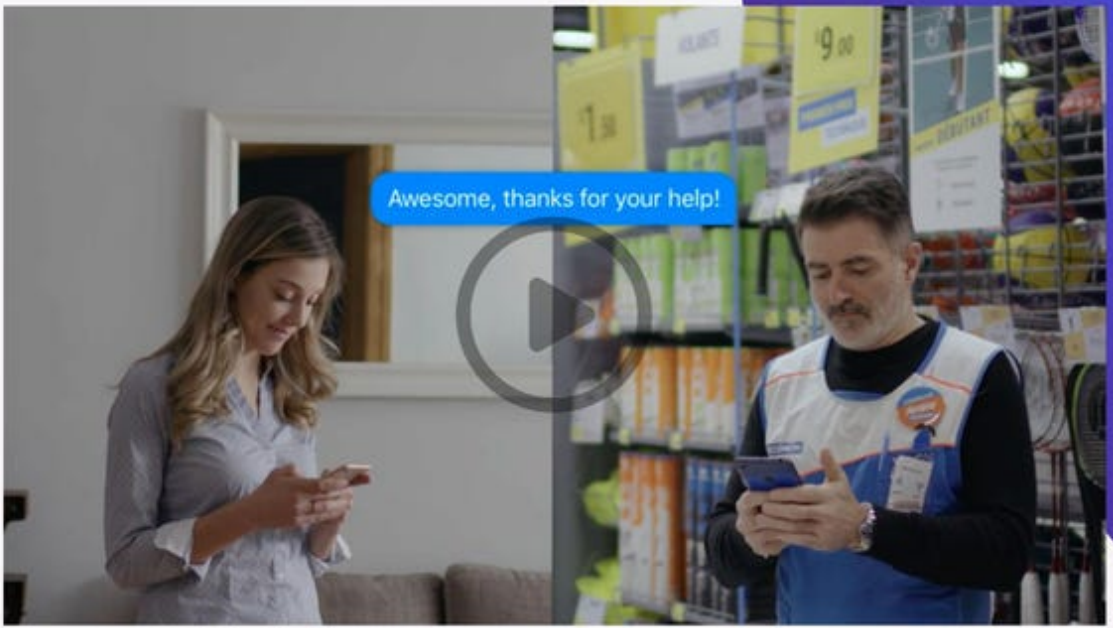
How it works



https://vimeo.com/325280152

Ultimate vision

1. Become the voice of brands in an AI-powered world
2. Create the world's leading database of conversational customer data to deliver the ultimate level of personalization in customer experience

Market & Traction

Market

Total Addressable Market

$24B

Global Chatbots Market by 2024

CAGR = 35%

Broader market

$248B

Mobile commerce market by 2020

CAGR = 40%

Sources: Chatbots Market, TechCrunch, BI Intelligence

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Market focus: high-value, high-involvement retail purchases that require product research and sales conversations

TARGETED SEGMENTS:

FASHION & LUXURY

AUTOMOTIVE

HOME & RENOVATION

SHOPPING MALLS

TRAVEL

SPORTS & ENTERTAINMENT

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Customer traction

Number of clients

25

Bookings

$750K

Pipeline

Weighted

$800K

Raw

$1.7M

So far, our marketing has been 100% organic

01
content

Forbes

VentureBeat

INFOPRESSE®

Chatbots Magazine

LinkedIn

02
press outreach

The Washington Post

BUSINESS INSIDER

VICE

YAHOO!

LE DEVOIR

les affaires

INFOPRESSE®

ELLE

LA PRESSE

03
speaking engagements

RDV_MARKETING®

Hop!

CAMPUS

Conférences INFOPRESSE®

BOTNESS ENTERPRISE

04
business communities

Forbes | Agency Council

F| FRENCH FOUNDERS

Forbes 30 UNDER30

MIT Bootcamps

THE WEBBY AWARDS

Founding team

Steve Desjarlais

Co-founder, CEO

- 17 years of experience in software development & management (managed 60+ employees)
- Ex-Director of Product @ Ubisoft (Development Manager part of the Ubisoft Online backend technology department integrated with some of the world's best selling games including Assassins's Creed, Watch Dogs, Just Dance & Ghost Recon)

matrox

UBISOFT

Étienne Mérineau

Co-founder, CPO

- Forbes 30 Under 30 - Marketing & Advertising 2018
- Contributing Writer @ Forbes & VentureBeat
- Judge @ Webby Awards & Mobile UX Awards
- 12 years of advertising experience
- 40+ brands including Adidas Originals, Home Depot, McDonald's, Coca-Cola, Lexus, Hitachi, SONOS, Air Canada, GM, Learjet & Reebok CCM
- 50+ creative advertising awards at top award shows including the Webby Awards, One Show, Interactive Applied Arts, Marketing Awards, etc.
- Mentor @ MIT Launch & Member of the International Academy of Digital Arts & Sciences in New York
- MIT Global Entrepreneurship Bootcamp alumnus

sidlee dentsu AEGIS network McCANN

Hugues Rousseau

Co-founder, CTO

- 18 years of experience in software development (8 years as a manager of 60 developers)
- ex-Technology Director at Lightspeed, a leading cloud-based POS solution for retailers (valued at $1 billion)
- ex-Development Director of technology team involve in some of the world's best selling games including Far Cry, Splinter Cell, Watch Dogs & Rainbow Six

lightspeed

UBISOFT

David Bordeleau

Co-founder, COO-Head of Engineering

- 18 years of experience in software development
- 12 years of experience in management and client relationship
- ex-Director of real-time audio, video processing at Octasic, Matrox & Genband
- Scrum Master & PMP
- Launched Genband's global R&D lab

GENBAND matrox

Founding team's past experience

Thought leaders in Conversational commerce

Questions?

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