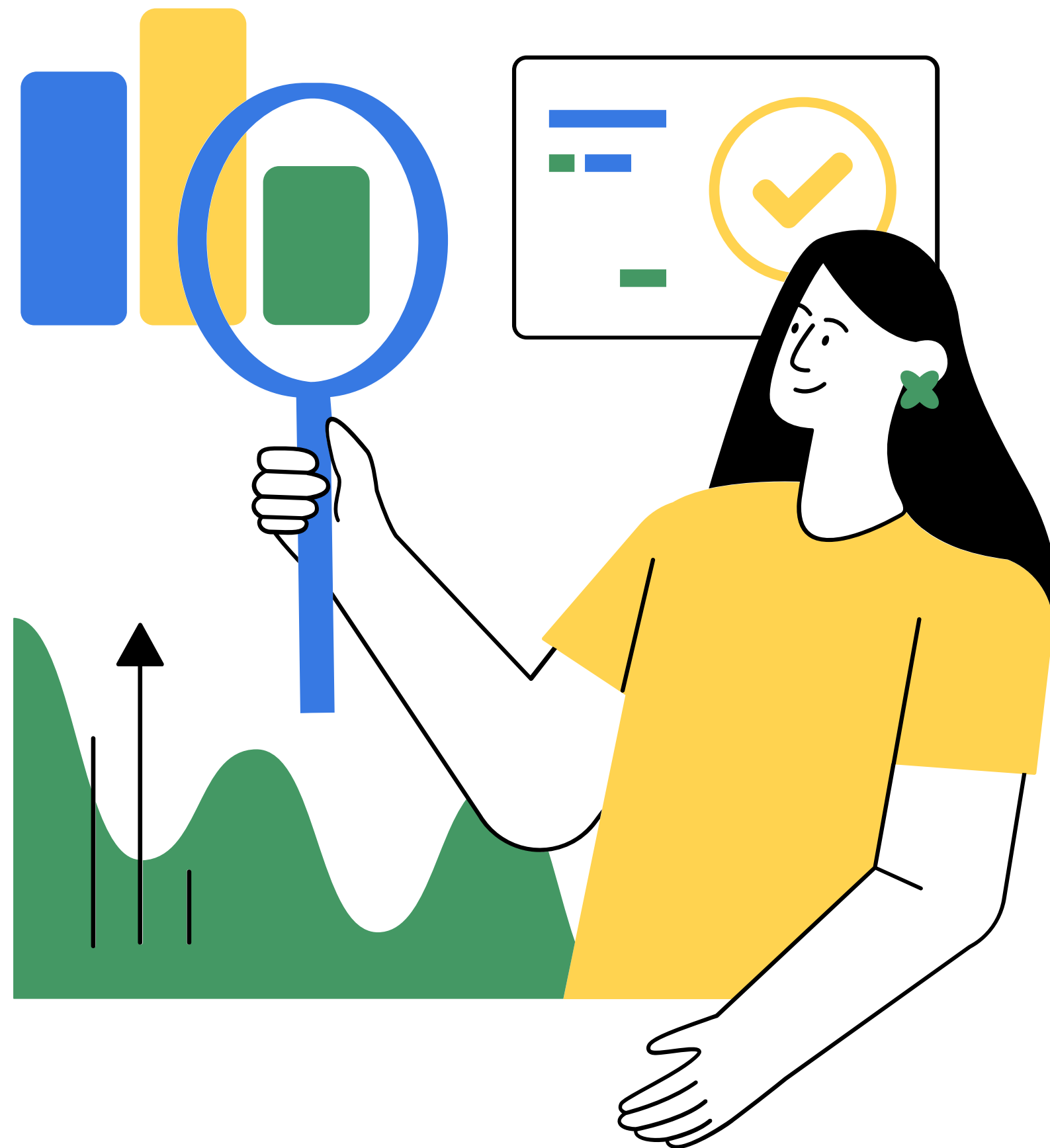




Grande Mercado

<> FLY

Presented by Bianca Inocencio

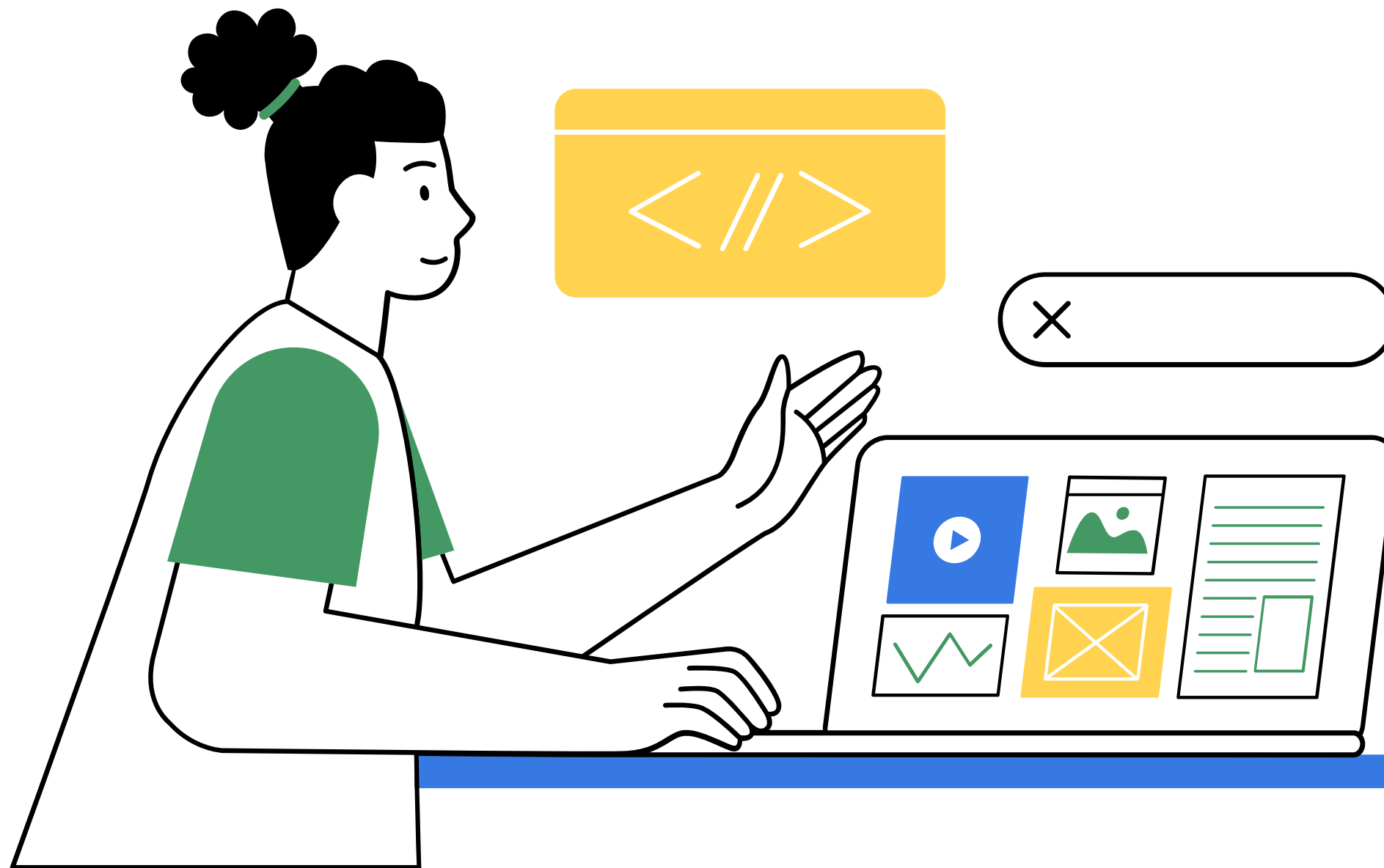
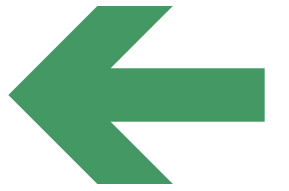




Hello! I'm Bianca

SENIOR PRODUCT MANAGER @**FLY**





What is FLY?

Technological Solutions Suite = software that solve your problems!

- FLY AI
- FLY Analytics
- FLY Support
- FLY Orders



FLY

1. FLY A.I.

- Intro
- Example automations

3. FLY Support

- Why we do it
- What pain does it solve?

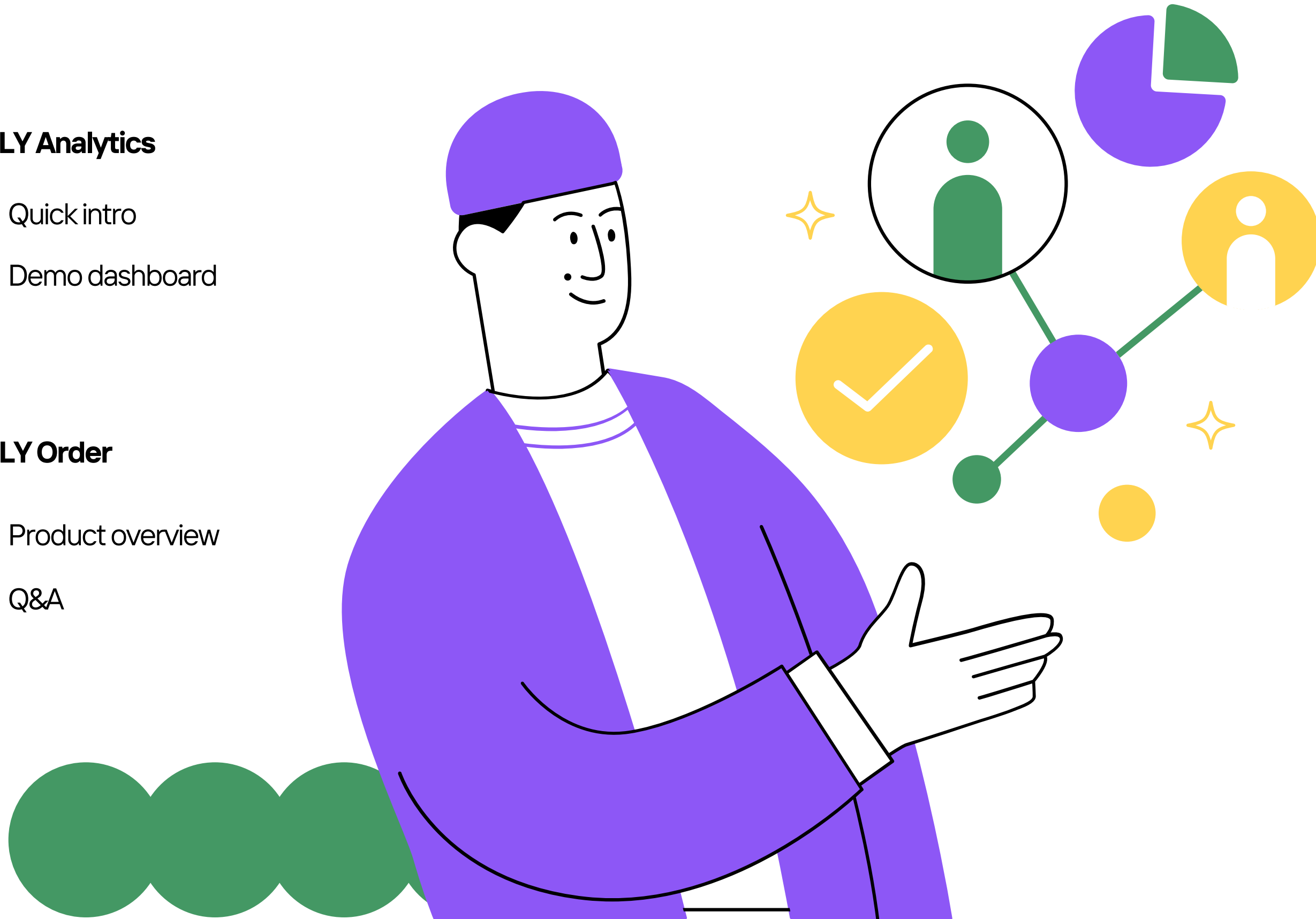
2. FLY Analytics

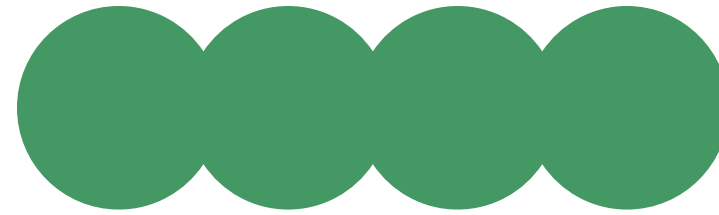
- Quick intro
- Demo dashboard

4. FLY Order

- Product overview
- Q&A

Agenda





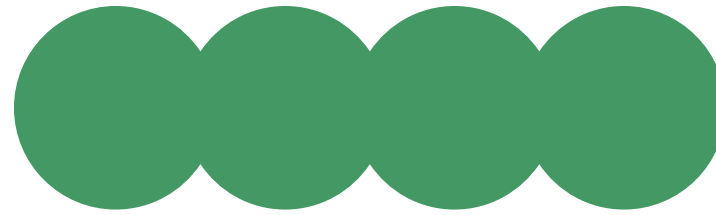
FLY AI: Intro

Powerful AI tool to unleash your team's potential by automating workflows and tasks based on actual data.

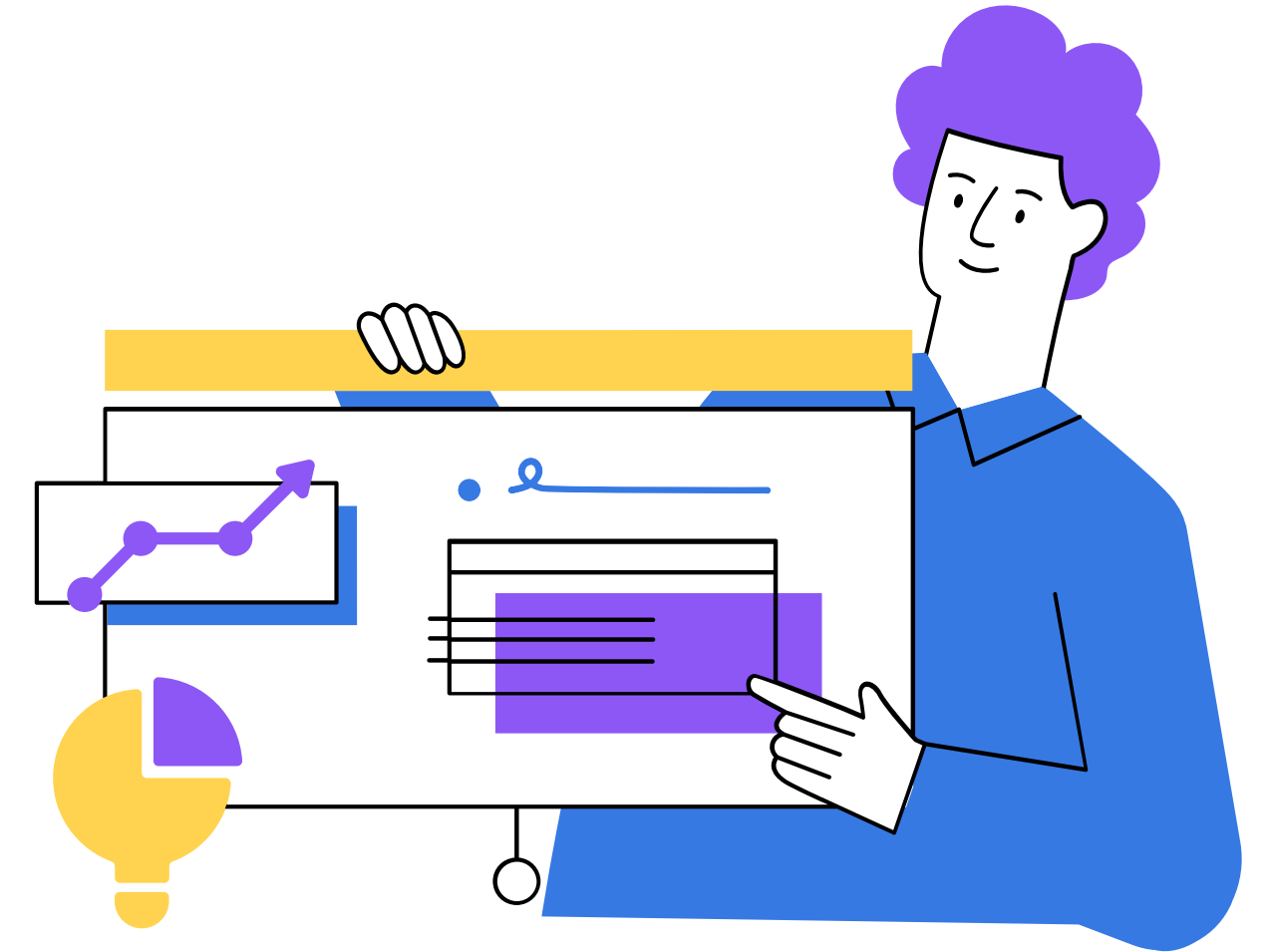
VISION

A reality in which no rework or repetitive tasks stand in the way of your business growth.





FLY AI: Example automations



- Integrates seamlessly with FLY Analytics
 - A generative module that can provide insights from the data based on natural language prompting.
- Set up task triggers and workflows for FLY Support and FLY Order based on data
 - Automatically tag certain orders or support tickets.
 - Identify and group high-risk orders based on previous data.
 - Notify underperforming sellers, indicating key areas for improvement.



FLY Analytics: Intro

VISION

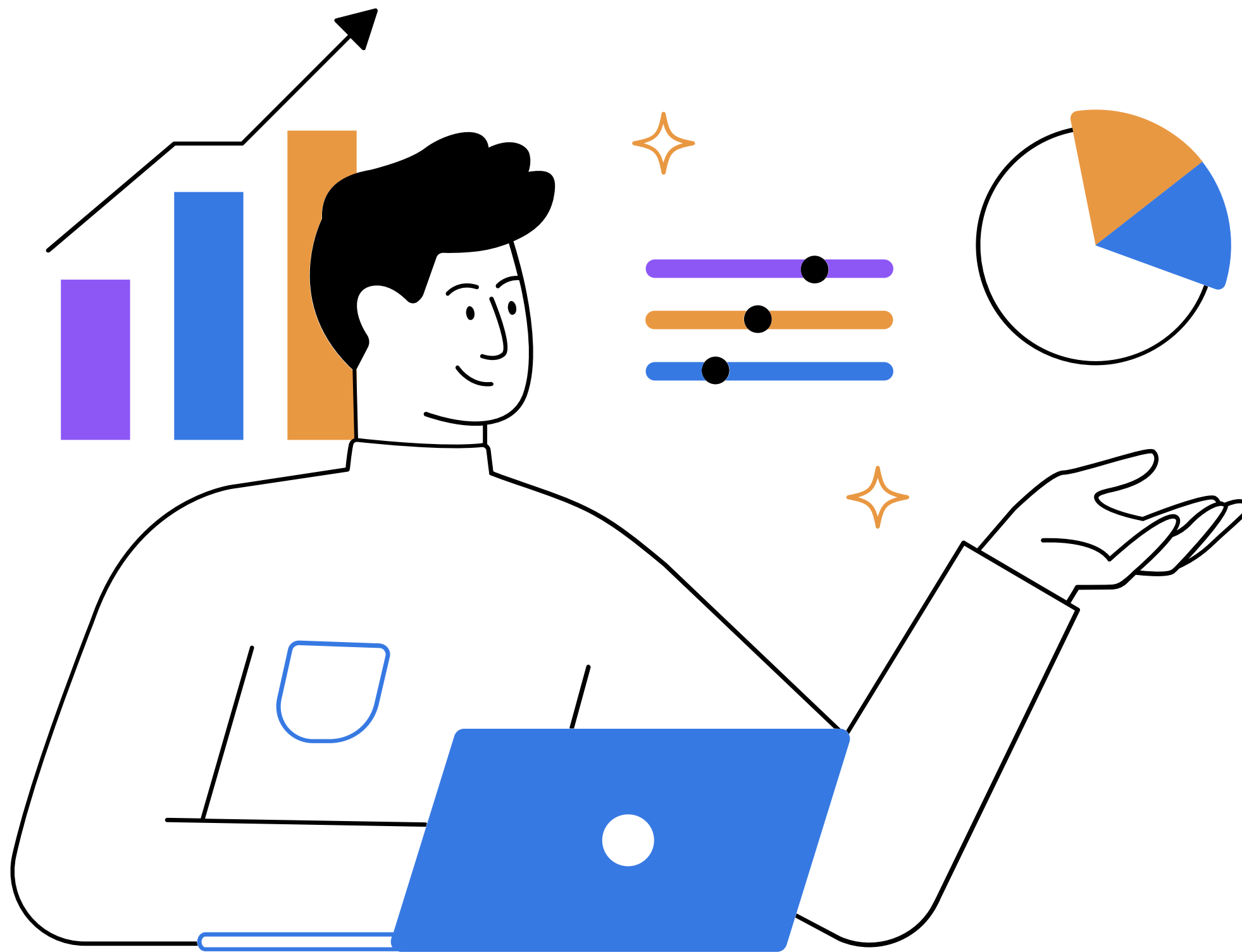
To be the best analytics tool in the world and erase business data blindness. We aim to build the most robust yet fastest data analytics product possible so that our customers can make well-informed decisions at all times.



Demo analysis scope:

- Business health metrics
- Customer overview (both shoppers and sellers)
- Regional analysis
- Opportunities for growth
- Gaps and issues to be tackled

FLY AI integrates with FLY Analytics so the data can be used to trigger tasks or workflows.

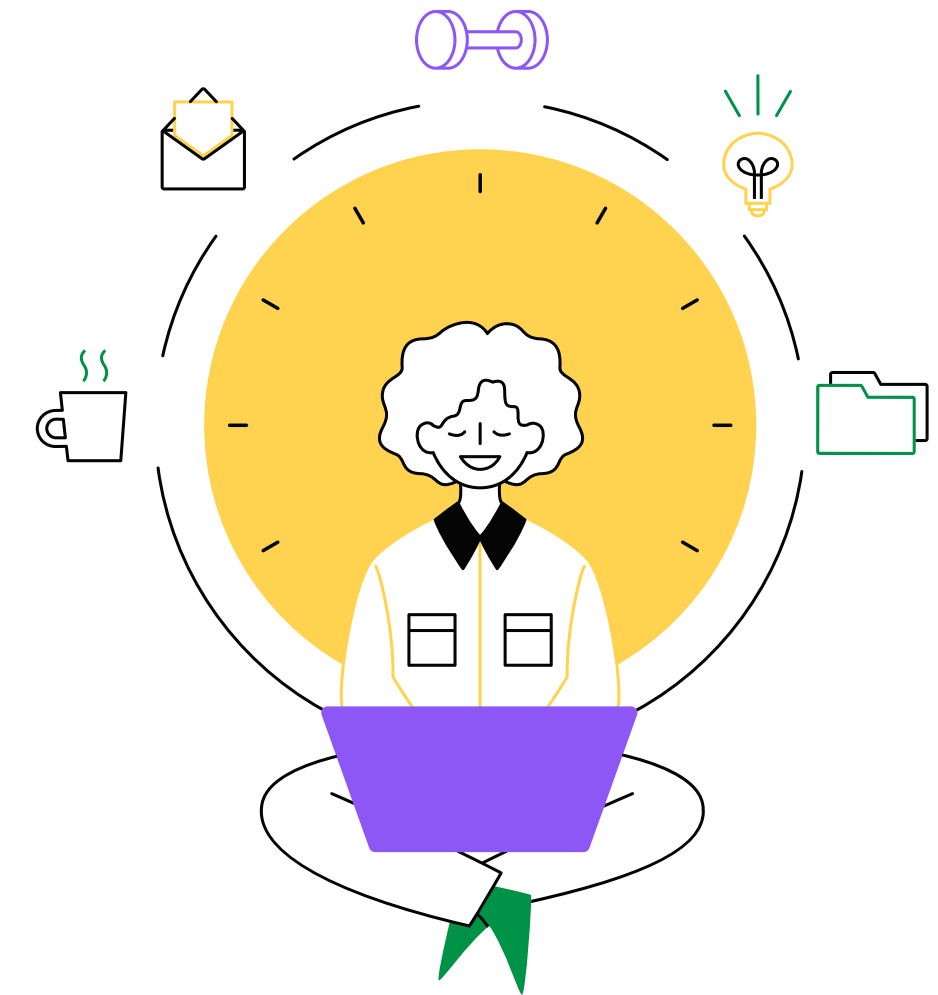


Demo dashboard

FLY Support: Why we do it

VISION

We envision with FLY Support a world where all of **your customers have the support they need when they need it**, and your Customer Success teams are not burnt out. And we're building that world!



Customer support & loyalty

Research indicates that:

- 90% of customers believe support is essential¹.
- 50% would switch brands after a poor customer support experience².



Revenue growth

- Effective customer support can reduce churn rates. Statistics show that 67% of customer churn is preventable if issues are resolved during the first interaction with support.¹



Competitive advantage

Great customer support can become a competitive advantage.

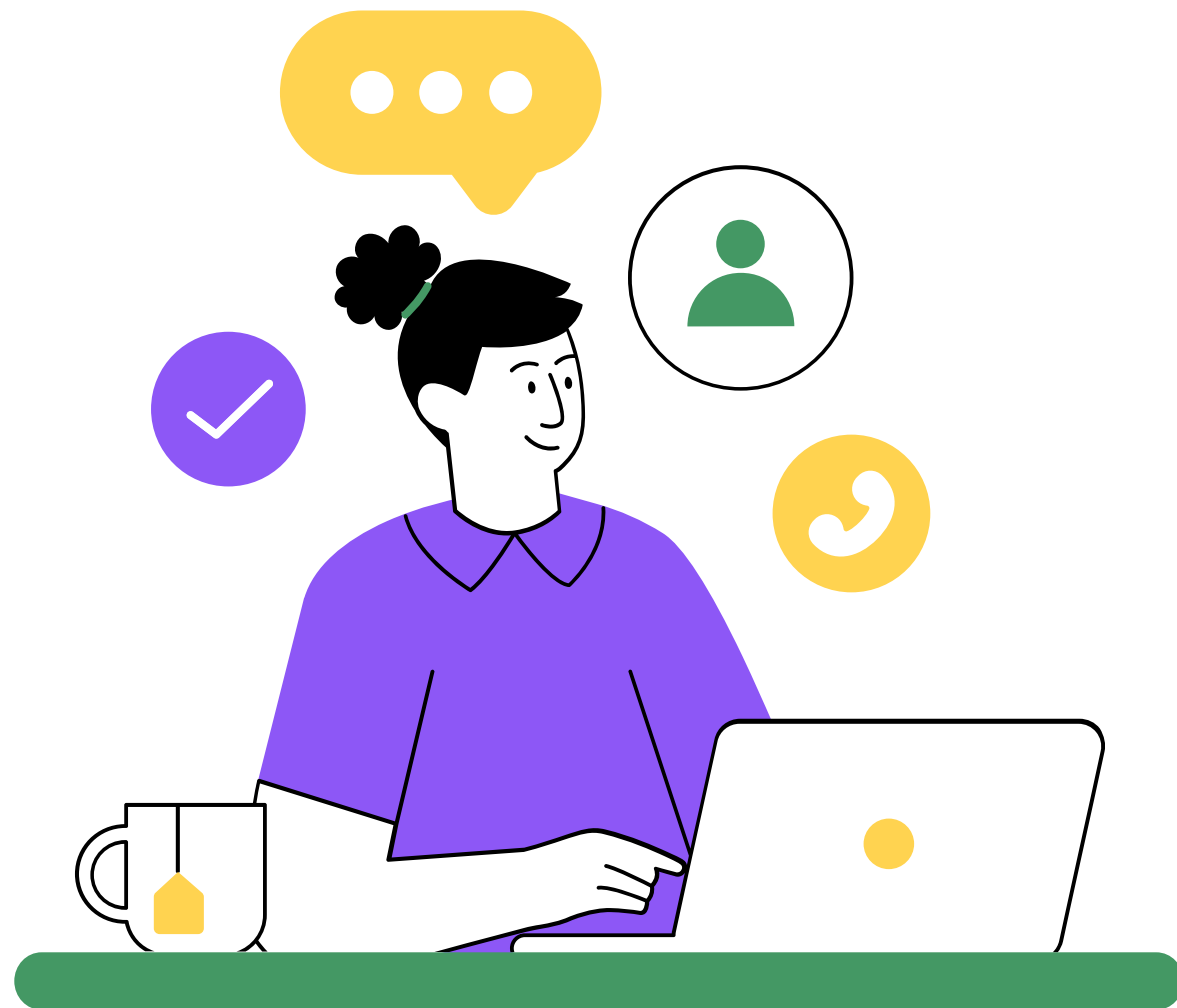
- User feedback loop for better product development.
- Differentiator with respect to competitors.

¹ Khoros (2024)

² CX Trends, Zendesk (2025)

¹ Hubspot (2024)

FLY Support: Key features



Which pains are we solving?

We cater to businesses with both B2C and B2B products, handling all of their specific needs:

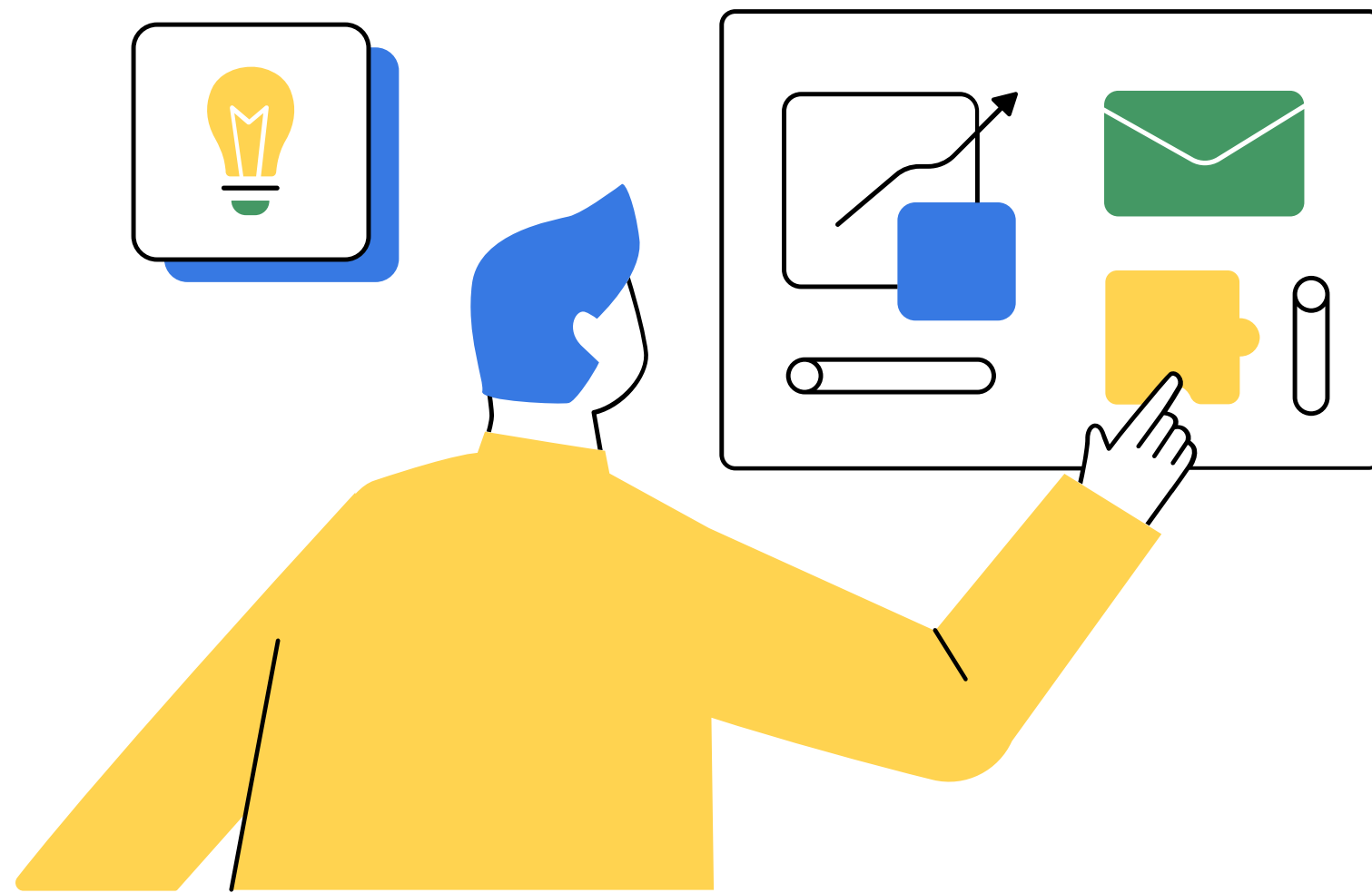
- Multiple communication channels
- Different types of issues (scope and technical difficulty, agility)
- Multiple contact points for one business customer vs one for a B2C customer

Common ground: *customers want their problems solved and they want it fast.*

Key features:

- Omni-channel communication (email, chat, social media, phone)
- Ticket automation (AI-powered)
- Insights (response time, number of open tickets, etc)
- Ticket clustering
- Live chat support (AI-Powered)
- Separate self-service options
- Separate self-service options

FLY Order: Overview



Multi-seller Order Management System

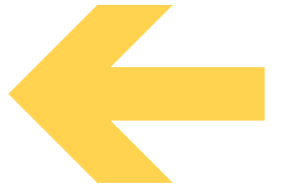
Platform to easily process, review, and fulfill orders placed online. You can control inventory levels for each product (product catalog) and follow the progress of each order placed in real-time.

Digital high-conversion checkout

FLY Orders allows for shoppers to place an order online. We focus heavily on building the best-performing checkout experience to drive conversion-to-sale at the bottom of the customer's journey funnel.

Automated order routing

Automatically determine to which distribution center or which carrier will be used for each order, using data to determine optimal rules.



Q&A



Thank you Obrigada

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