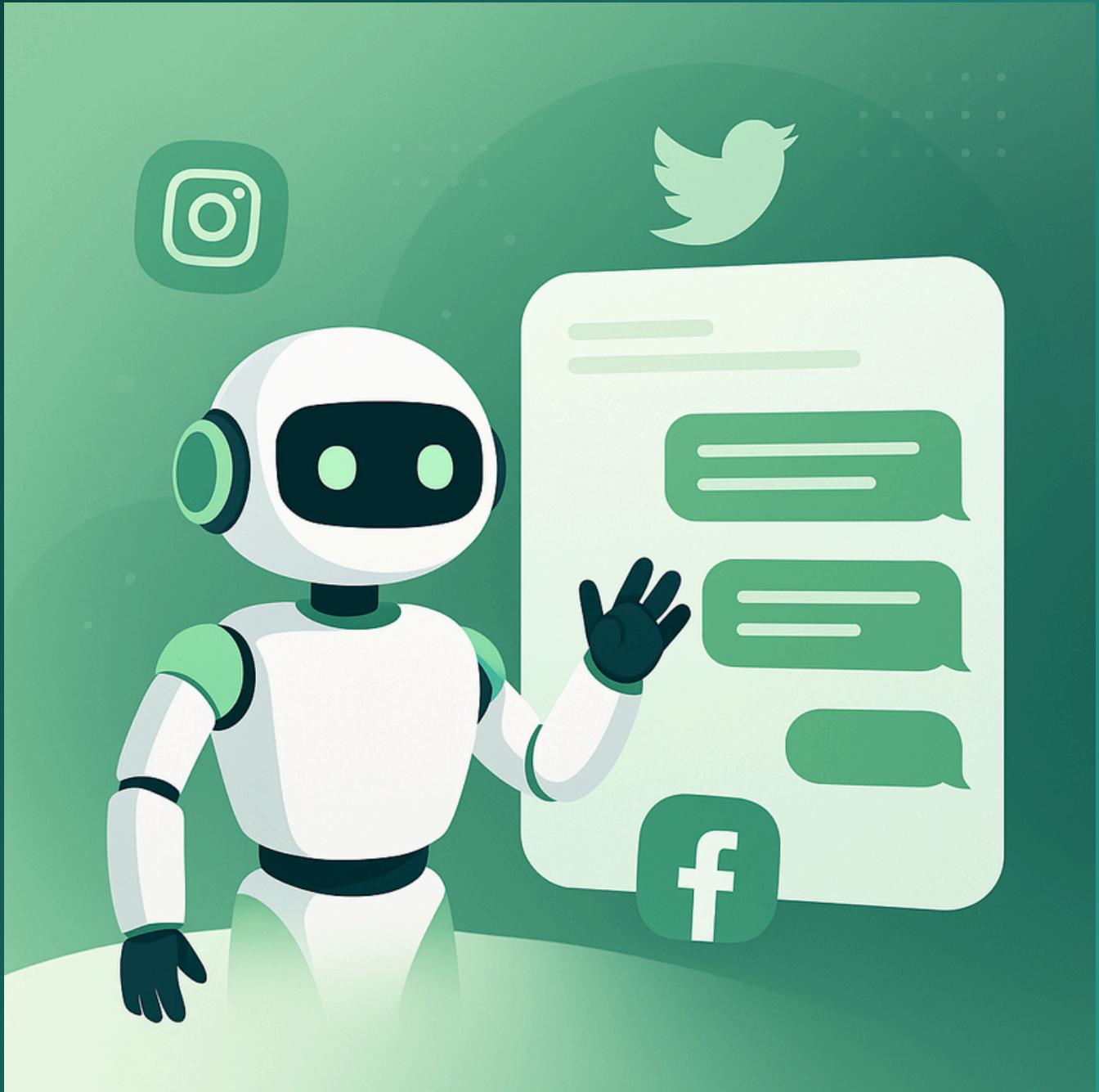


Interactly

Manage your social media brand



Businesses struggle to maintain consistent, responsive, and personalized interaction with customers on social media.

Impact: Lost engagement, missed leads, poor customer experience.

What's interactly?

- 1.la revolutionary AI-powered customer service platform that transforms how brands interact with their customers.
2. It combines advanced language models with brand-specific personalities,
3. Interactly creates authentic, engaging, and sales-focused conversations that drive customer satisfaction and revenue growth.

Traditional customer service solutions face several challenges

Why?

- Generic responses that lack brand personality
- Limited product knowledge across team members
- Inconsistent customer experiences
- High operational costs for 24/7 support
- Difficulty scaling personalized interactions

How?

- Rich Product Knowledge
- Conversational Intelligence
- Brand-Specific Personalities

Key Features

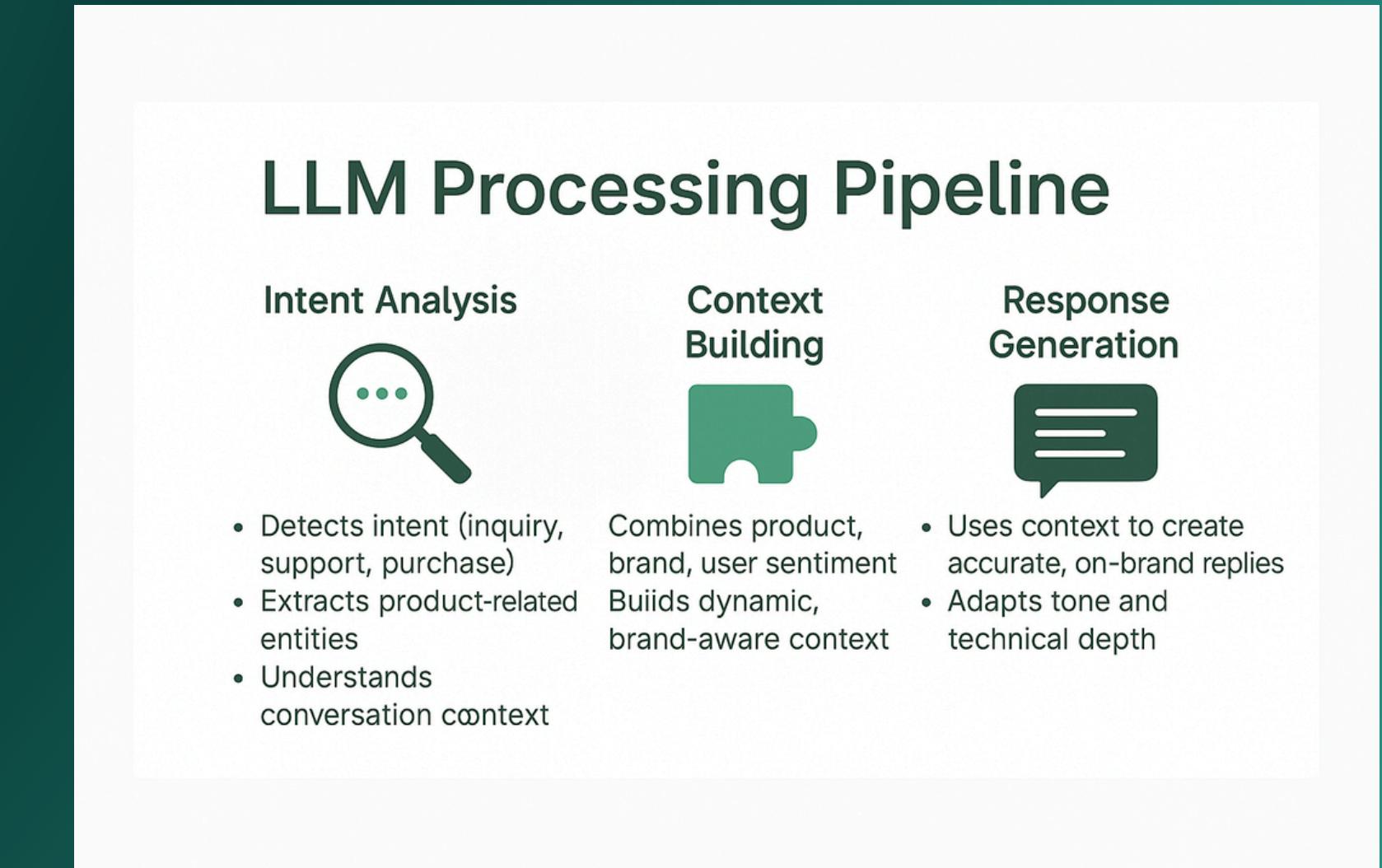
- Conversational AI trained on brand-specific tone
- Sentiment analysis for prioritizing messages
- Multi-platform support

Data

- Sentiment Analysis:
 - Amazon Review Dataset
- Intent Classification:
 - Customer Service Dataset

Components

- LLM Processing Pipeline
 - Intent Analysis
 - Extracts product-related entities
 - Understands conversation context
- Context Building
 - Combines product, brand, user sentiment
 - Builds dynamic, brand-aware context
- Response Generation
 - Uses context to create accurate, on-brand replies
 - Adapts tone and technical depth



Workflow

UI → Processing → LLM

Backed by store/product data and context modules

Outputs personalized, brand-aligned responses

Interactly Technical Overview

Processing Pipeline Overview

3-Stage Pipeline

1. Intent Analysis
2. Context Building
3. Response Generation

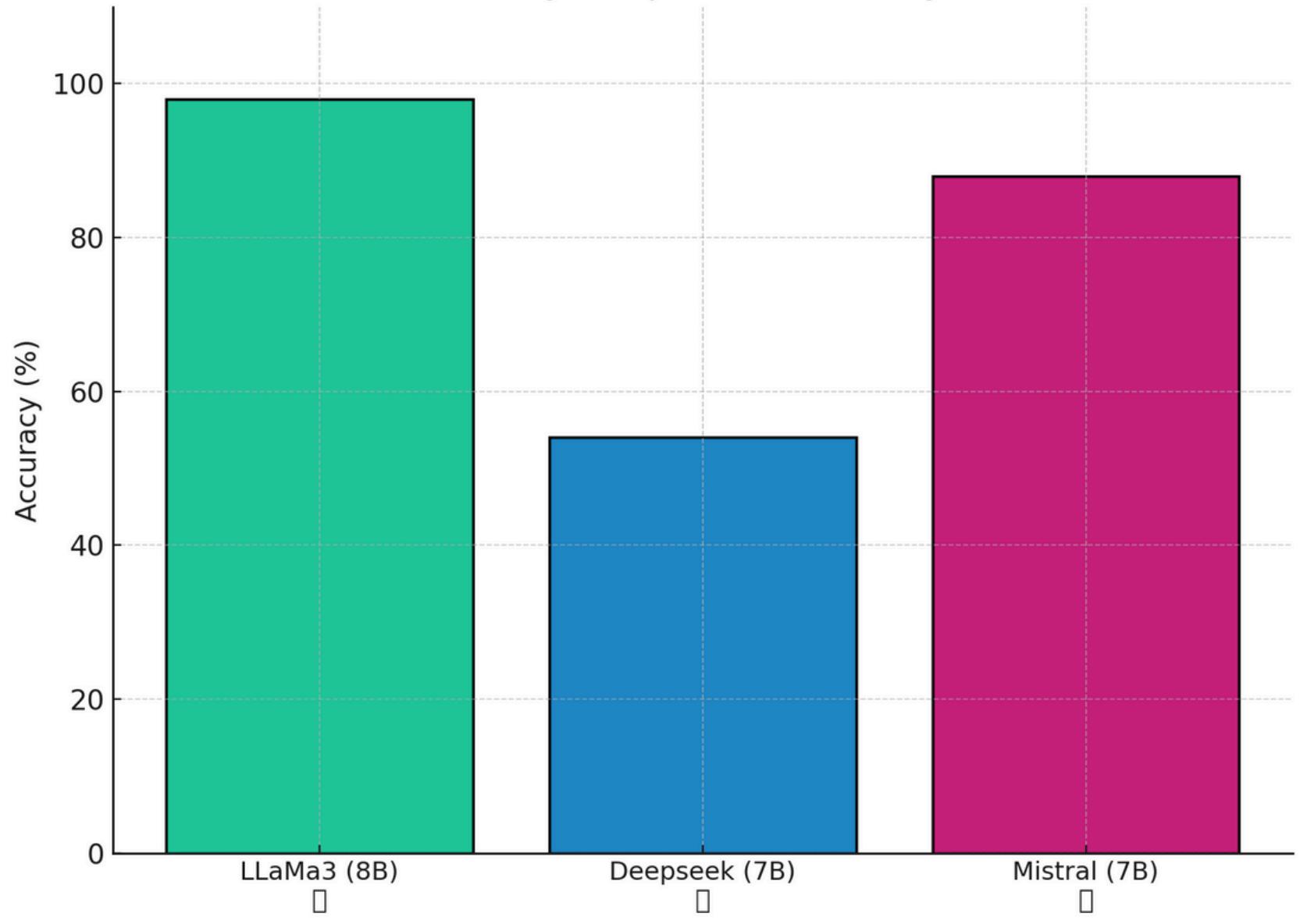
Intent Analysis

Context Building

Response Generation

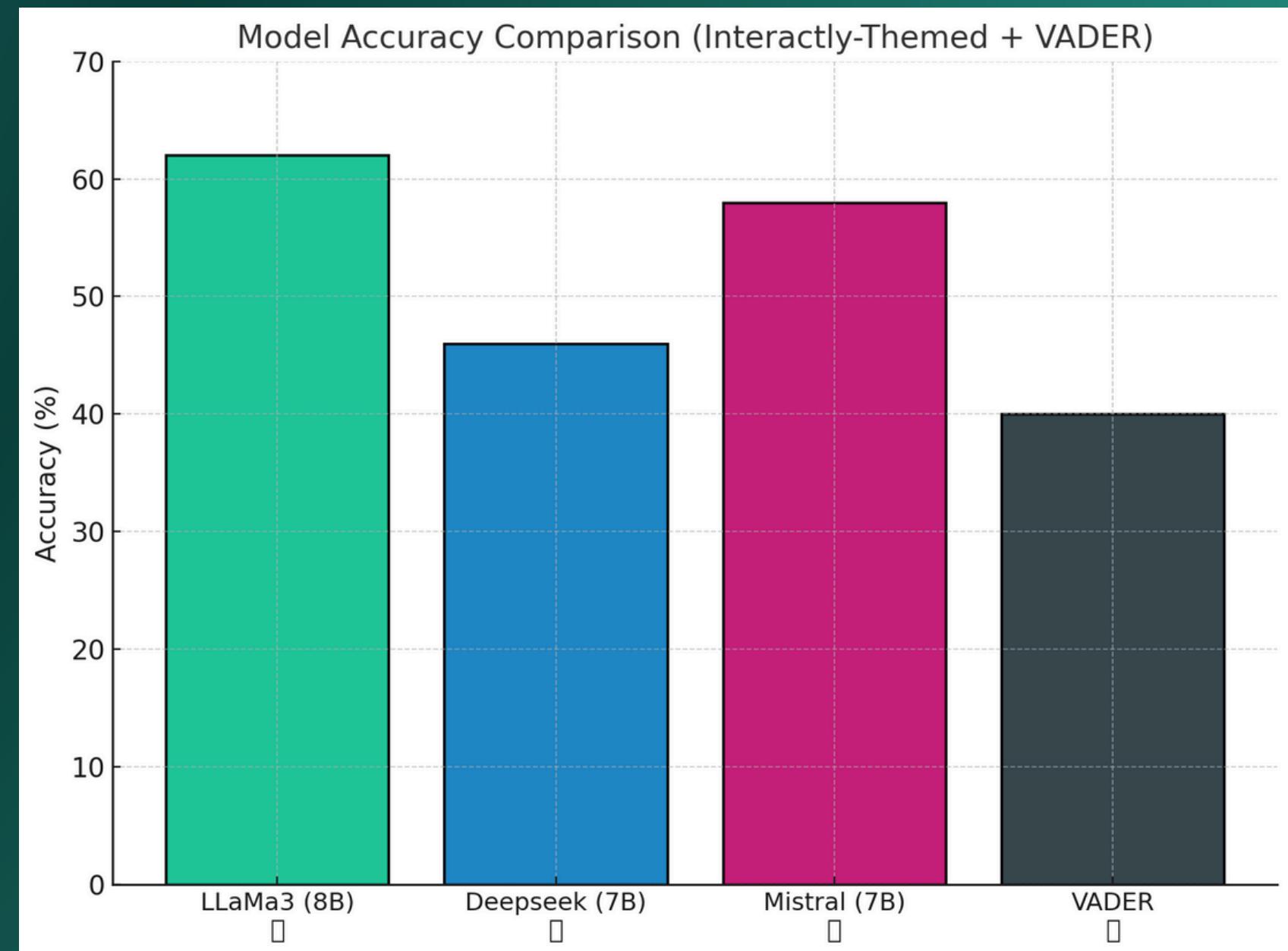
Results

Model Accuracy Comparison (Interactly-Themed)



Intent Classification

Sentiment Analysis



Demo