

SWIRL

AI Sales Platform for B2C Enterprises

Make Your Buyers Extraordinarily Confident



BYD

LENNOX

ALBADIA
ألباديا®
A TASTE OF NATURE

Al-Futtaim

DENZA

YANGWANG

vivo

Commerce Is Changing From Pages To AI Agents



Buyers don't want to hunt through filters, pages and forms.



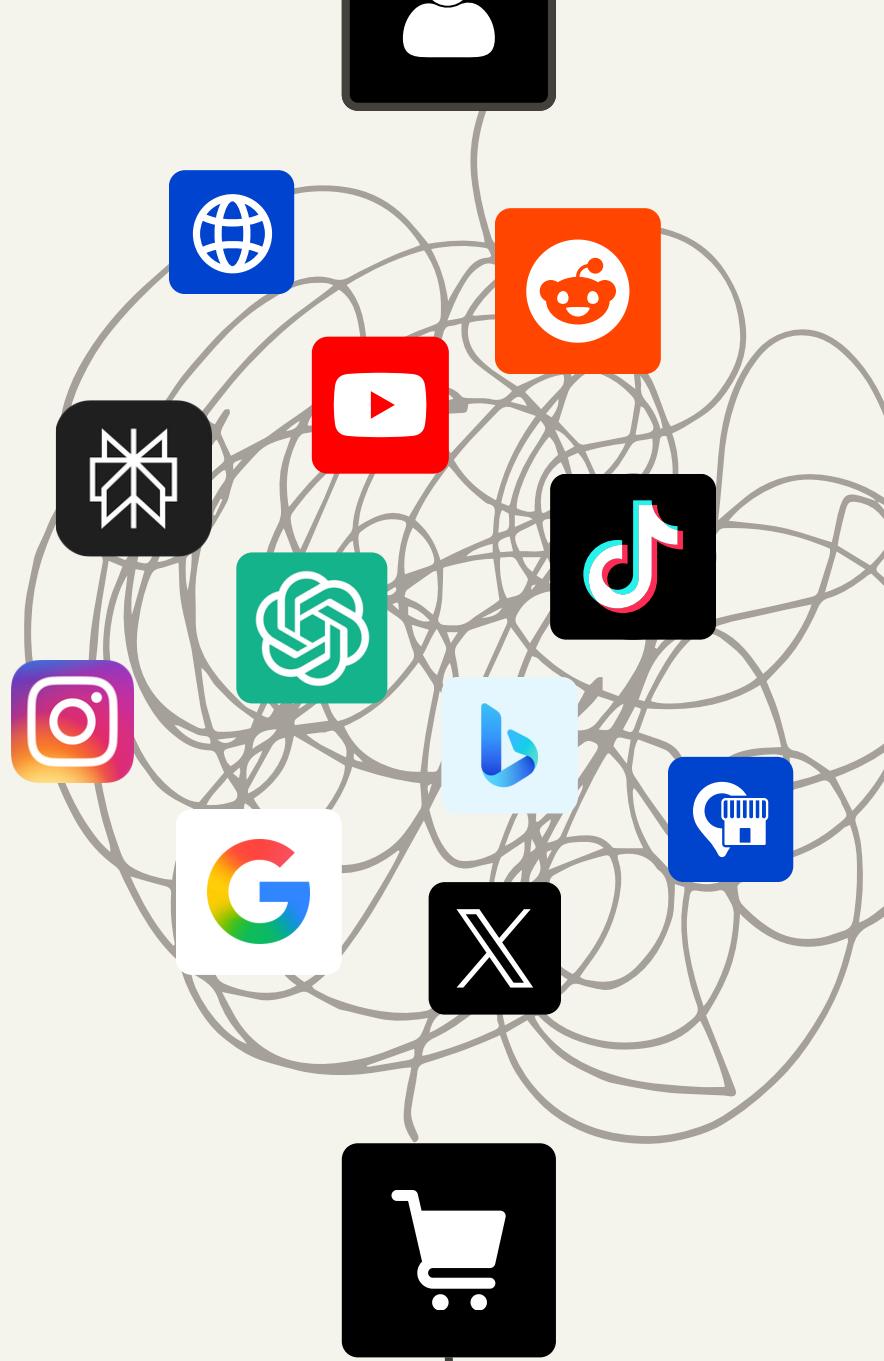
Call centers and in-store teams can't cover every question **24*7**.



They want the right answer, and the next step—fast.



Most visitors "**research and bounce**" instead of deciding and buying.



Buyers have a new habit: Talk to AI. Old UI now feels slow.

Pages and forms feel outdated. Buyers want:



Someone who **understands their constraints** & use cases



A short list of the **right 2–3 options**, not 200 SKUs

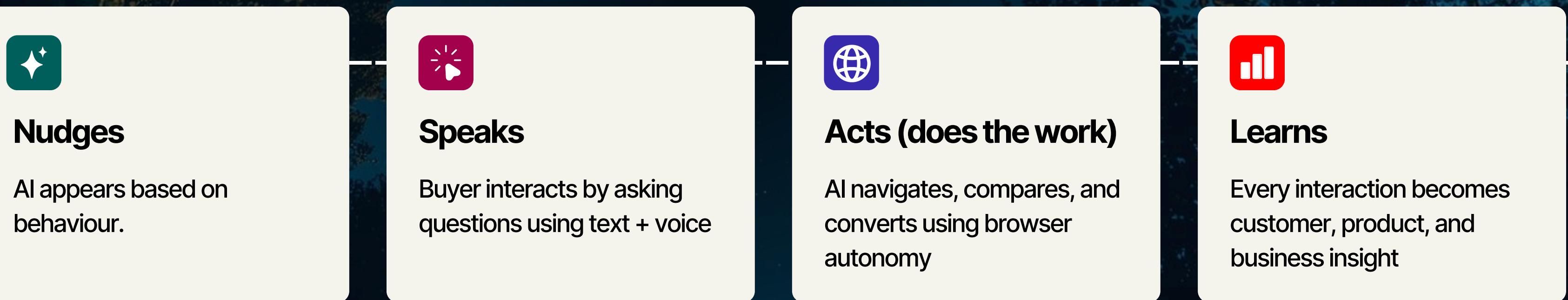


Clear trade-offs in **plain language**, not marketing jargon

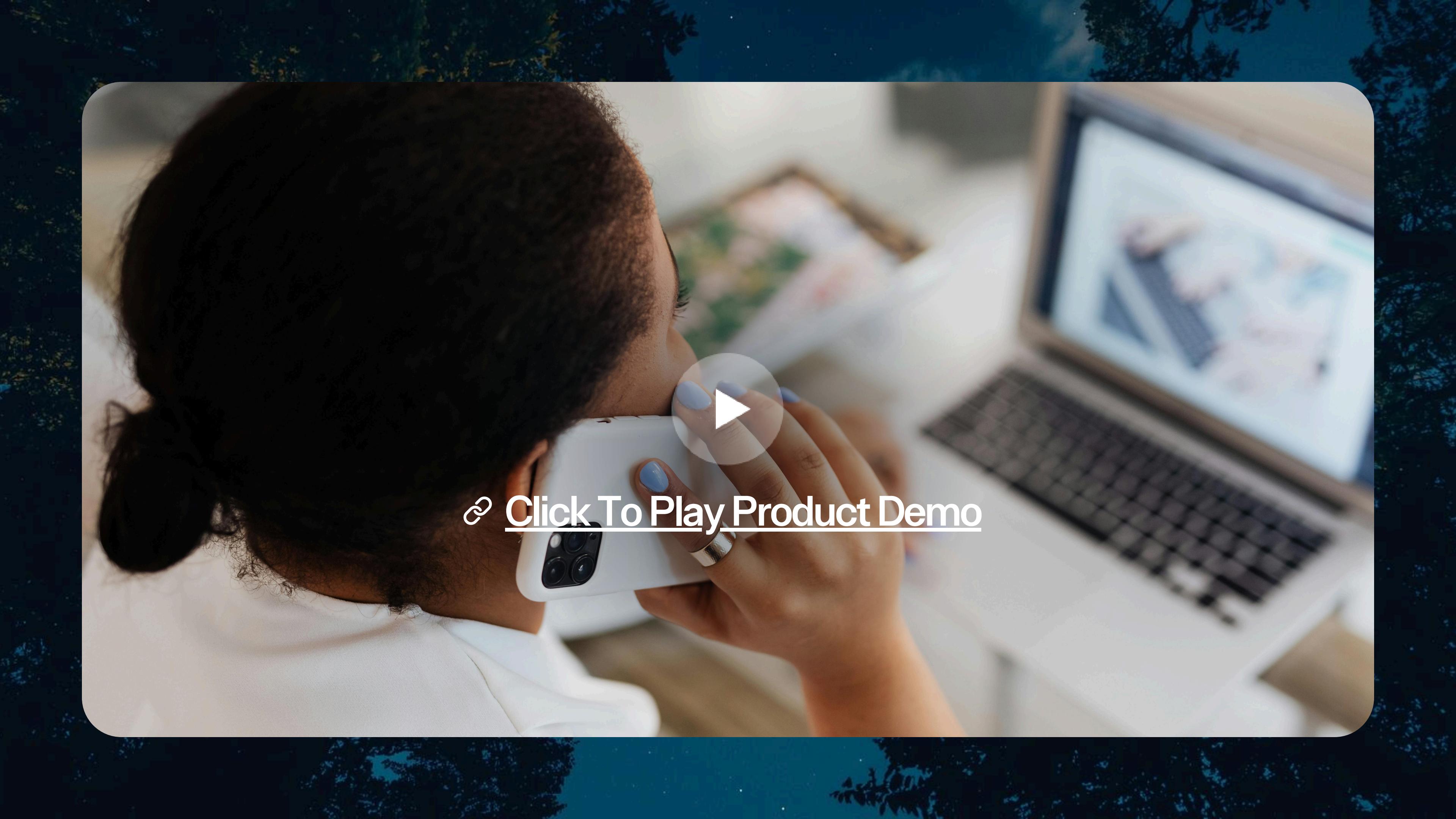


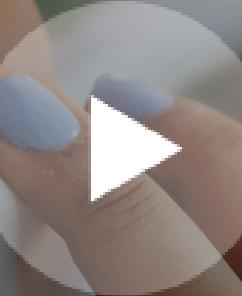
Help **finishing the steps**: Compare, configure, finance, install, trade-in, booking

How Swirl Enables Touchless Commerce



Less effort. More done.



 [Click To Play Product Demo](#)

◆ STEP1

Nudges



The Nudge System

An intelligent system that automatically triggers engagement actions based on real-time user behavioral signals.

⬇️ **Scroll depth:** Buyer lingers on a specific product

👉 **Hover intent:** Mouse hovers over features or comparisons

⌚ **Idle time:** Visitor stops browsing, appears lost

➡️ **Exit intent:** About to leave the page

ON SCROLL DEPTH

Want to know the real-world range in Texas heat?

ON HOVER INTENT

Looking for the best 65-inch TV for a bright living room?

ON IDLE TIME

Want units with maid's room + balcony?

ON EXIT INTENT

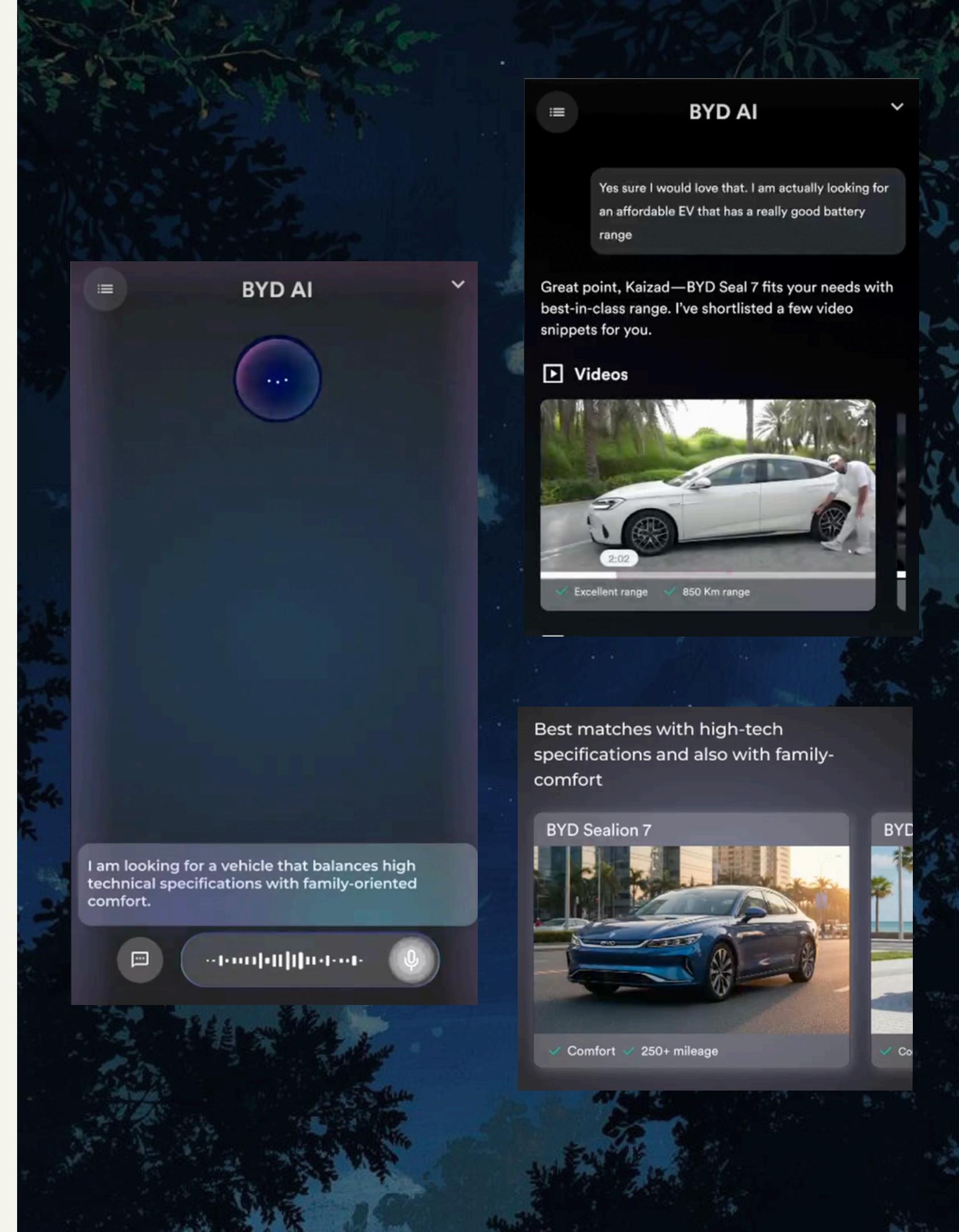
Want total price with installation included?

STEP 2

Speaks

From "Which model fits my family?" to "Book a test drive" in one conversation

VOICE FIRST EXPERIENCE	USER BENEFIT
One-Way Communication AI answers your query in both Text & Voice	✓ Hands-free browsing, accessibility (Text + Voice)
Two-Way Communication AI speaks in full Voice only mode	✓ Natural, human-like buying experience (Voice only)
 Understands intent from messy, natural language	 Builds expert-grade shortlists with clear reasons to buy
 Supports 50+ languages (both voice & text)	 Speaks in buyer language, trained on 100M+ real customer signals



STEP 3

Acts

AI doesn't just answer. It completes the journey.



Browser Autonomy (Showroom-like experience)

No more clicking through 10 pages. No forms to fill. Just one conversation.

- Navigates pages and applies filters for the buyer
- Compares products side-by-side with trade-offs explained
- Checks real-time inventory across dealerships or locations
- Completes multi-step tasks: search → filter → compare → book

AI Suggestions

Sort Filter 4 Family SUV X Suitable for Weekend X Suitable for City X Has

BYD Sealion Monthly payment from **USD 1,331**

BYD Seal Monthly payment **USD 1,331**

Compare View full details Book Test Drive

Compare View full details Book Test Drive

Comparing Models

Swirl suggests the Ioniq 6 for better warranty coverage, though Model 3 offers superior range performance.

BYD Sealion 7- sleek sedan Best

Range 510–650 km (CLTC)

Battery 61.4–80.6 kWh Blade Battery

Performance RWD: ~313 hp, 0–100 km/h 3.8 ss

AWD: ~204 hp, 0–100 km/h ~7.5 ss

Read More →

Book Test Drive

Swirl AI found the nearest availability for you at the Downtown center based on your current location

Dealership Location

Tesla Center - Downtown Change

1.2 Miles Away

Select Date & Time

Mon 12 Tues 13 Wed 14 Thurs 15 Fri 16 Sat 17

09:00 AM 10:00 AM 11:00 AM 12:00 PM

01:00 PM 02:00 PM 03:00 PM 04:00 PM

Confirm Availability

Learns

STEP 4

Every conversation becomes actionable customer, product, and revenue intelligence within our Insights Hub



Customer Intelligence

Who's buying, what they need, next best action

Lead Score

Based on recent Interactions

92 / 100

↗ Very High Probability

Next Best Action

❗ Call within 2 hours with two finance options.
High urgency

Recent Activity

Today, 9:41 AM

AI Conversation

Discussed trade in value. Customer is motivated but shopping around.



Product Intelligence

Top questions by SKU, content gaps, objections

Top Topics

⌚ Charging Time ↗ 22%

🔋 Battery ↘ 31%

🛣 Range ↗ 12%

What's Hurting?

❗ 22% of chats ask about Charging Time.
High urgency

AI Suggested Actions

💡 Add Charging Section in a 30 sec explainer video.



Business Intelligence

Revenue signals, funnel leakage, market trends

Total Interactions

1,239

+18%

CTA Clicks

362

-2%

Average

6.8

What's Helping?

✅ Bundle with install converts 2x higher in Tex
High impact

AI Suggested Actions

💡 Make 'install included' the default offer in UAI

Push insights back into your CRM, marketing automation, and dashboards with one click.

Trained On What Customers Actually Say

MOST AGENTS

Train on FAQs and internal docs

Speak in brand language, domain expert tone, tonality, and persona

SWIRL AGENTS



Customer Signals

Learn from 100M+ real customer signals across YouTube, Reddit, TikTok, Amazon, industry forums and internal data.



Brand Data & custom workflows

Enrich that with your chat logs, call transcripts, and CRM notes to learn brand tone, guidelines, and internal workflows

Case Study: How Swirl built the worlds first BYD AI Advisor

 BYD Website

 Blue Rewards App

 Email Campaign

27%
Engagement Rate

+75%
Time On Site

2.5x
MoM AI sessions

\$10M+
Sales lift in < 4 months

"The Swirl advisor turned our BYD model pages into a real conversation. Instead of hoping visitors understand EVs, we now see what they actually care about and move them to test-drives faster — without replatforming anything."



Himanshu Shrivastava,
CTO/CIO/CDO, Al-Futtaim

SWIRL


المجموعة الفطيمية
Al-Futtaim group

 BYD



Why Teams Choose Swirl



Purpose-built for high-consideration B2C

Automotive, electronics, appliances, real estate & more



Co-creation, not black box

Your team can see and shape how the agent sells



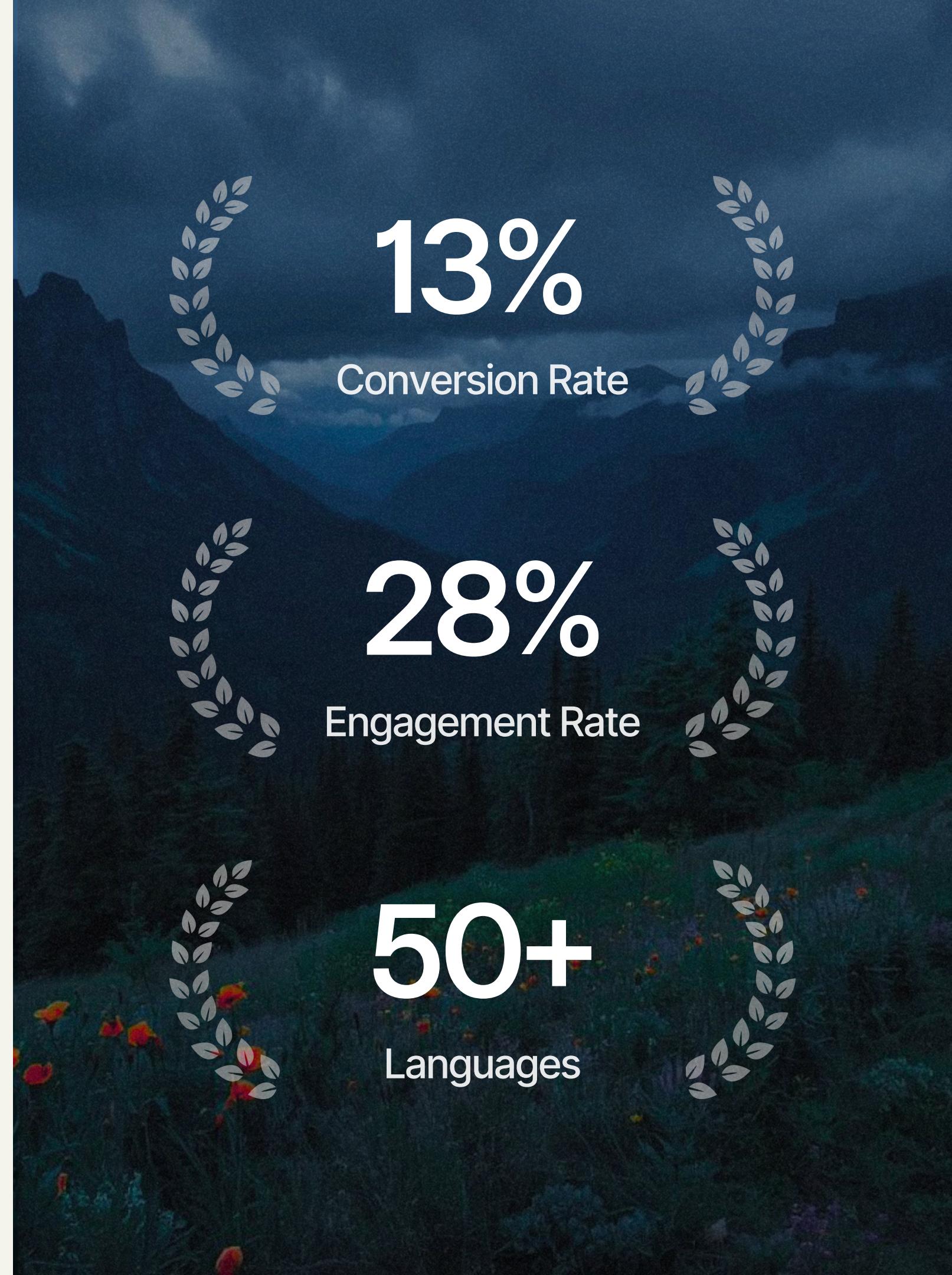
Enterprise-ready

Guardrails, observability, Salesforce / SAP C4C / data integrations



Fast time to value

Go live in 2 weeks, not quarters



SWIRL

Give Your Brand An AI Salesforce That Works 24/7



Pick Journey

One high-value path



Prototype

We build a custom prototype using
your data & voice of the customer



Launch Fast

Launch to a subset of traffic
within two weeks



SWIRL

Thank you.

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