

CONVERSATIONAL AI + dRyZe CRM

*Building Chatbots That Drive
Conversions*



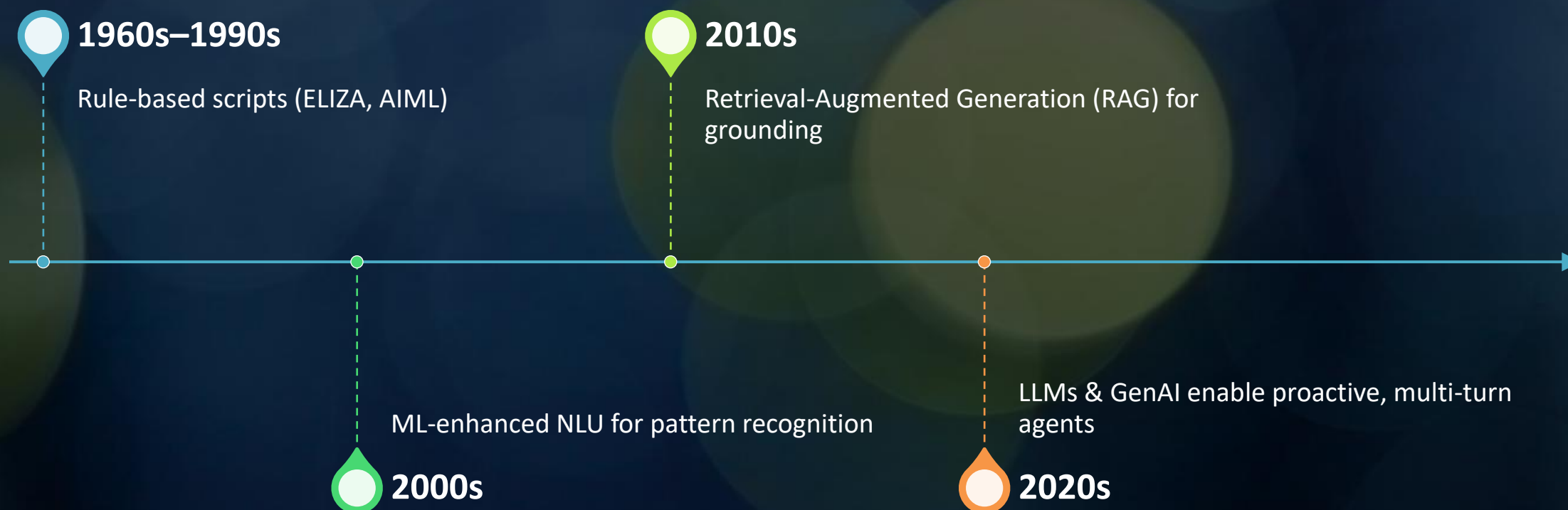
Agenda

Artificial intelligence

- Evolution of Conversational AI
- Value Proposition for dRyZe CRM
- Core Technologies & Architecture
- Integration Blueprint
- Five Conversion-Driving Use Cases
- Implementation Roadmap
- Best Practices & Governance
- Expected Impact & ROI
- Next Steps & Q&A



Evolution of Conversational AI



Value Proposition for dRyZe CRM

- Proactive Lead Engagement: 24/7 chat invites on real-time CRM signals
- Hyper-Personalization: Recommendations using customer history
- Seamless Workflow: Automated qualification, routing, task creation
- Insight Generation: Chat analytics inform marketing & product strategy



Core Technologies & Architecture

- NLP & NLU: Intent parsing & entity extraction
- Machine Learning: Continuous model refinement with chat data
- Generative AI (LLMs): Dynamic, context-aware response generation
- Retrieval-Augmented Generation: Grounding responses in dRyZe KB
- API Orchestration: Bi-directional data flow between bot & CRM



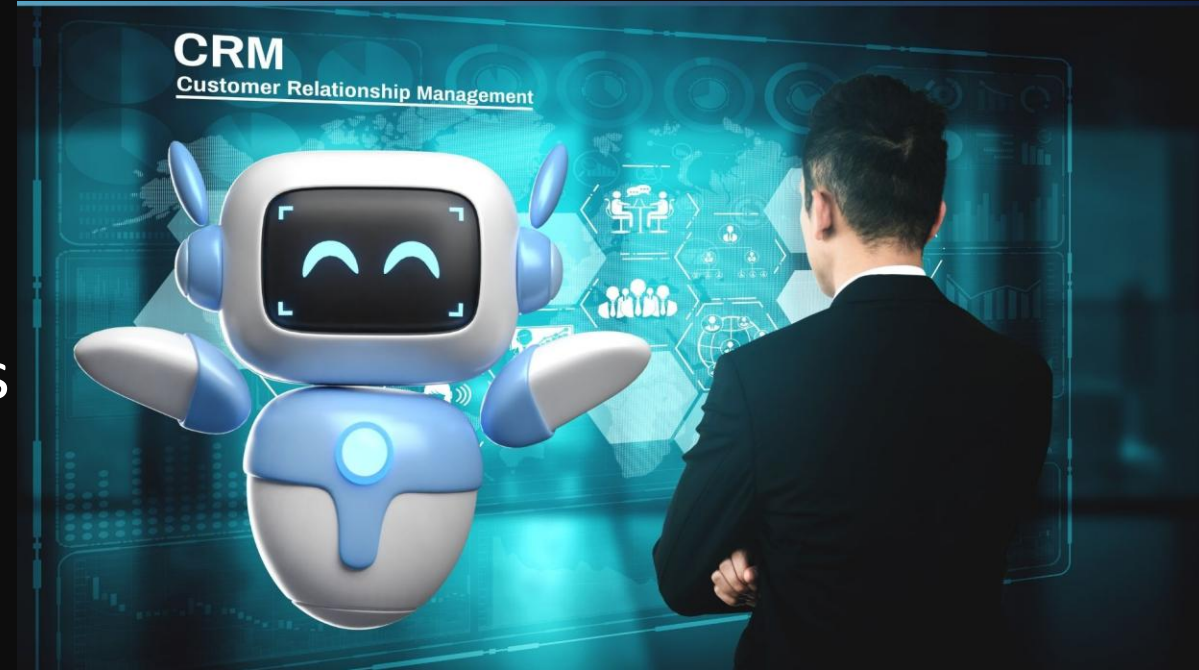
Integration Blueprint

- Channels: Web widget, in-app messenger, WhatsApp
 - AI Engine: LLM + NLU + orchestration logic
 - CRM API: Pull context → Push transcripts & updates
 - Retrieval KB: Product docs, pricing, support articles
 - Data Store: Unified audit trail in dRyZe
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```
mirror_mod = modifier_ob.  
set mirror object to mirror  
mirror_mod.mirror_object  
operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation == "MIRROR_Z":  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True  
selection at the end -add  
ob.select= 1  
modifier_ob.select=1  
context.scene.objects.active  
("Selected" + str(modifier_ob.  
mirror_ob.select = 0  
= bpy.context.selected_object  
data.objects[one.name].select  
print("please select exactly  
OPERATOR CLASSES -----  
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"  
mirror X"  
context):  
context.active_object is not
```

Five Conversion-Driving Use Cases

- Lead Capture: Bot qualifies visitors & creates Leads
 - Next-Best Action: Suggests follow-up tasks & reminders
 - Knowledge Q&A: Answers via RAG, logs transcripts
 - Automated Follow-Up: Triggers emails/SMS sequences
 - Escalation Handoff: Routes complex chats to reps
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Implementation Roadmap

- Discovery & Data Readiness: Audit CRM & KB
- Pilot Deployment: Configure intents & RAG sources
- Validation & Optimization: Track KPIs, A/B test flows
- Scale & Governance: Roll out omni-channel, establish AI policy
- Continuous Improvement: Monitor dashboards, retrain models

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Best Practices & Governance

- Data Governance: Single source of truth, update cadence
- Ethical AI: Bias audits, transparency, consent
- Human-in-the-Loop: Escalation paths, feedback loops
- Security & Compliance: Encryption, role-based access
- Platform Selection: Orchestration, multi-LLM support

Expected Impact & ROI

Next Steps & Q&A

- Conversion Rate Uplift: +20–60% within 3 months
- Average Deal Size Increase: +10–15%
- Time-to-Close Reduction: –10 to –20 days
- Rep Productivity Gain: +30%
- Pilot: Lead-qualification bot this quarter
- Scale: Omni-channel rollout by Q4
- Full enterprise deployment by Q1 next year