



OMNIBOT

From dispersed documents to conversational business enablement

OMNIBOT is **OMNILIFE's** conversational commercial enablement tool, created to help Independent Business Owners and internal teams access official, market-specific information in seconds through WhatsApp. In a direct selling environment with multiple countries, languages, product lines and commercial programs, the initiative turns static documentation into guided, always-available support for everyday business conversations.

847,946

Interactions served
by OMNIBOT

70,000+

Average monthly
consultations

20+ Countries or markets
supported

The business challenge

Critical information was distributed across PDFs, images, spreadsheets, websites and internal documents. The salesforce needed the right answer, for the right country, in the right language, at the exact moment a customer or team member asked.

The strategic objective

Build a scalable enablement platform that provides quick access to official, approved and contextualized information, while reducing inconsistent answers and repetitive manual consultations.

Why it matters in direct selling

Trust is built through clear, repeatable and reliable information. OMNIBOT supports sales conversations with stronger confidence and a more consistent business message across markets.

What changed

OMNIBOT evolved from a document repository into a structured knowledge assistant that identifies user intent, market context, topic and source before delivering an actionable response.



CORE IDEA:

give the salesforce a practical way to learn, sell, share and serve with official information at scale.

Official Brand Identity

OMNIBOT is part of OMNILIFE's digital enablement ecosystem for Independent Business Owners.



OMNIBOT

A structured knowledge model designed for scale

OMNIBOT was built around the way Independent Business Owners actually work: through WhatsApp, natural-language questions and quick answers that can be used

immediately in customer or team conversations. The development focused on transforming official materials into a governed, searchable and context-aware knowledge base.



MODEL COMPONENT

DESCRIPTION

Official assets

Catalogs, price lists, flyers, incentives, events and operational documents.

Metadata layer

Country, language, category, file type and market-specific context.

Conversational access

Natural questions through WhatsApp in the daily work channel.

Guided answer

Brief, relevant guidance grounded in approved sources.

Specific objectives

- Increase access speed to official business information across countries and teams.
- Standardize responses in sensitive topics such as prices, discounts, availability and incentives.
- Reduce dependency on manual searches across dispersed documents and channels.
- Support country-specific execution for catalogs, events, CEDIS, shipping and business guidance.
- Create an analytics feedback loop to identify frequent questions and content gaps.
- Scale enablement without requiring the salesforce to learn a new platform.

Before OMNIBOT

Information distributed across many formats. More manual searching and dependence on internal support. Higher risk of inconsistent answers by country or channel. Limited visibility into what the field was asking most often.

With OMNIBOT

Information distributed across many formats. More manual searching and dependence on internal support. Higher risk of inconsistent answers by country or channel. Limited visibility into what the field was asking most often.

THE KEY INNOVATION WAS NOT ONLY DIGITIZING CONTENT; IT WAS CONVERTING DOCUMENTATION INTO MARKET-AWARE GUIDANCE.

**VISUAL EVIDENCE:
MULTILINGUAL ACCESS
AND MARKET-SPECIFIC
MATERIALS**

- Portuguese purchase guidance through WhatsApp.
- Ecuador catalog delivery with official PDFs.



OMNIBOT

A practical business assistant for daily direct selling conversations

The solution integrates official materials that entrepreneurs and internal teams need to operate, train, sell and support the business. Each content group is structured so the assistant can retrieve the correct source according to the user's market and question.

CONTENT GROUP	WHAT IT DELIVERS
Multi-country catalogs	Official Nutrition and SEYTU Beauty materials organized by country and language for faster consultation and sharing.
Price lists and market variants	Country-specific price documents and guidance for variants such as market zones, channels and discount levels.
Shareable product assets	Product flyers and documents that support conversations with customers and teams using approved information.
Events and incentives	Dates, venues, mechanics and official documents organized by market to support timely participation and qualification.
Operational support	CEDIS information, contact guidance, shipping support and frequently asked business questions.
Analytics-ready interactions	Questions and usage patterns help identify the most consulted products, recurring doubts and market-specific needs.

Governance principles embedded in the solution



Official
Grounded in approved OMNILIFE sources.



Contextual
Country, language and category drive relevance.



Actionable
Short answers support real conversations.



Scalable
Reusable structure for multiple markets.

OMNIBOT MEETS THE SALESFORCE WHERE THEY ALREADY ARE: WHATSAPP, IMMEDIATE QUESTIONS AND PRACTICAL NEXT STEPS.

**VISUAL EVIDENCE:
PRODUCT EDUCATION AND
SHAREABLE MEDIA**



Product explanation supported with video and image assets



English mobile experience.



OMNIBOT

Measurable impact and a stronger enablement foundation

OMNIBOT reduces friction between official information and daily sales conversations. For entrepreneurs, it provides faster answers and greater confidence. For OMNILIFE, it creates a measurable operating layer that connects content, commercial execution and data-driven improvement.

DIMENSION	BUSINESS IMPACT	EVIDENCE / KPI
Salesforce enablement	Faster access to official answers in the channel entrepreneurs already use every day.	70,000+ average monthly consultations
Consistency and trust	Market-specific responses reduce ambiguity in products, pricing, incentives, events and operational guidance.	Structured by country, language, category and file type
Scale	A single knowledge model supports multiple markets without duplicating manual assistance.	20+ countries or markets supported
Continuous improvement	Interaction data reveals frequent questions, product demand signals and knowledge gaps for Marketing and business teams.	847,946 interactions served

Evidence assets recommended for final submission



DIMENSION

- WhatsApp screenshots showing natural-language product, price, event or shipping questions.
- Knowledge library index or sample metadata view by country, language, category and file type.
- Power BI or analytics dashboard with interaction volume and topic trends.
- Examples of official catalogs, price lists, event materials and incentives connected to OMNIBOT.

BUSINESS IMPACT

- Demonstrates the end-user experience and speed of access.
- Shows that the initiative is structured, scalable and governed.
- Supports the measurable impact and continuous improvement narrative.
- Validates that answers are grounded in approved sources.

BUSINESS OUTCOME: OMNIBOT helps OMNILIFE move from dispersed information to scalable, conversational enablement with measurable adoption.

SUBMISSION EVIDENCE INCLUDED

The screenshots included in this Supporting PDF demonstrate OMNIBOT's ability to answer natural-language questions, provide multilingual purchase guidance, explain products, share media assets and deliver official

country-specific catalogs directly through WhatsApp. Together, the evidence supports the business outcome: faster, more consistent and scalable access to official information at the point of need.

Note for final design: Replace or complement the evidence table with actual WhatsApp screenshots, dashboard captures, QR links or approved digital materials before submission, if available.