



OMNIBOT

AI-Powered Multi-Country Knowledge Assistant

OMNIBOT transforms fragmented product, price, event, incentive and business documentation into a governed conversational AI experience available through WhatsApp, enabling Independent Business Owners to receive official market-specific guidance in seconds.

THE TECHNOLOGY PROBLEM

In a global direct selling model, the right answer depends on country, language, catalog, channel, event, promotion, price list and business rule. Before **OMNIBOT**, official knowledge existed across PDFs, images, spreadsheets, catalogs and internal files. Traditional search could find documents, but it could not reliably understand context or guide a seller during a live conversation.

INNOVATION THESIS

The innovation is not only applying AI. It is combining conversational AI, WhatsApp access, metadata-driven retrieval, governed content and analytics into one operating model. **OMNIBOT** identifies intent, market context and the approved source before generating a concise, usable answer.

OFFICIAL BRAND IDENTITY

OMNIBOT connects **OMNILIFE's** governed content ecosystem with everyday WhatsApp conversations.

847,946

interactions served
in 2025

132,900

unique users
supported

20+

countries
or markets covered

5

languages across
official assets

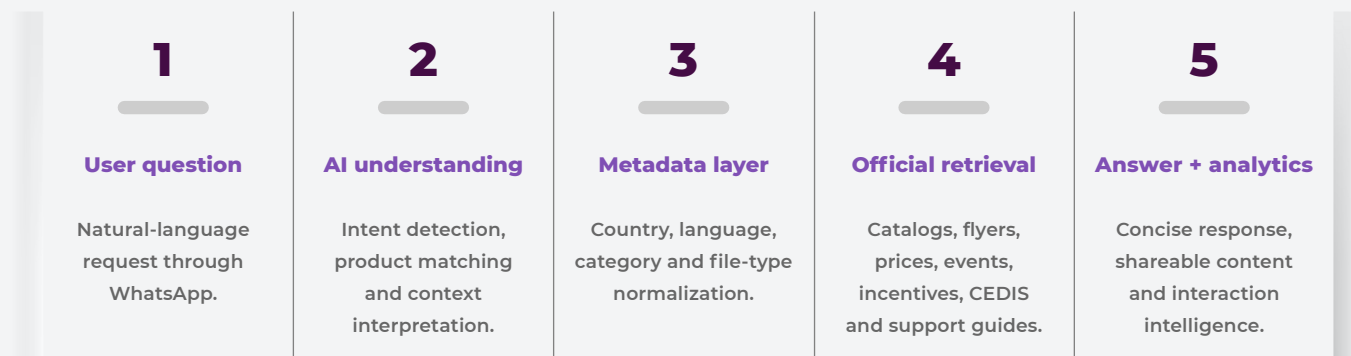


CORE IDEA

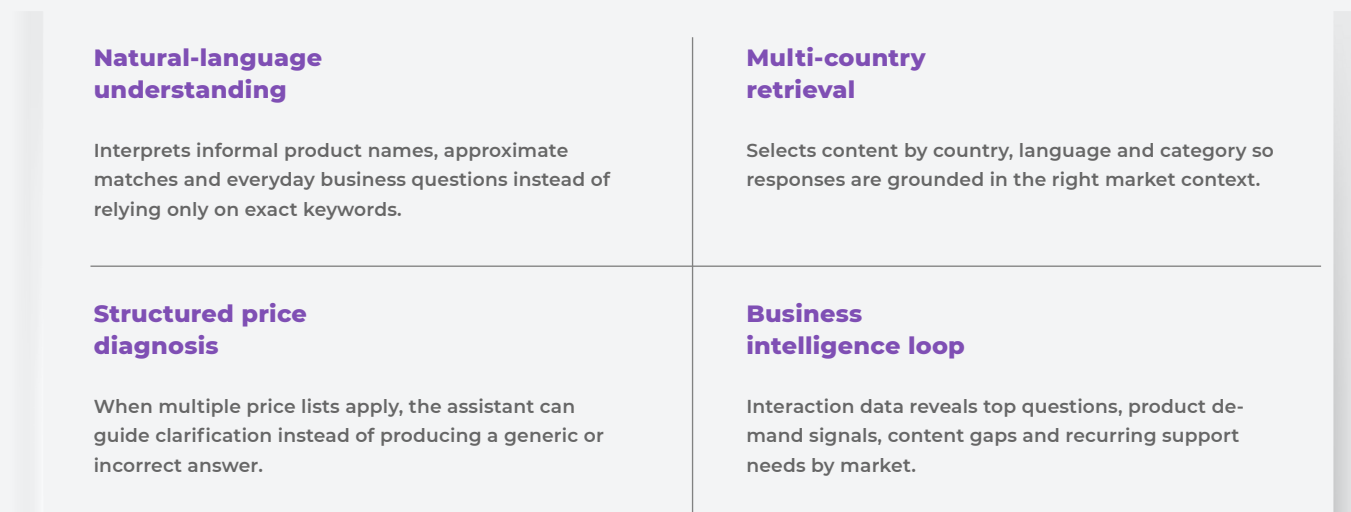
Move from a static library of files to an intelligent knowledge layer that delivers official, contextual and scalable business guidance at the exact moment of need.

1. HOW THE TECHNOLOGY WORKS

OMNIBOT uses a structured knowledge architecture so the AI can retrieve not just any answer, but the correct official source for each market and business context.



KEY TECHNICAL CAPABILITIES



DIFFERENT BY DESIGN

OMNIBOT improves on a chatbot or search bar by pairing AI conversation with strict content organization. This protects answer quality while preserving a natural user experience.

VISUAL EVIDENCE: MULTILINGUAL ACCESS + MARKET-SPECIFIC RETRIEVAL

The PDF includes examples of Portuguese purchase guidance and Ecuador catalogs delivered as official PDFs.

2. BUILT FOR GOVERNED SCALE

The platform was designed as a repeatable operating model: official content is structured, validated, retrieved and measured so the assistant can scale across markets without losing control of the source of truth.

1. Governed knowledge

Official catalogs, flyers, price lists, events, incentives, CEDIS information and support materials are organized into a controlled library.

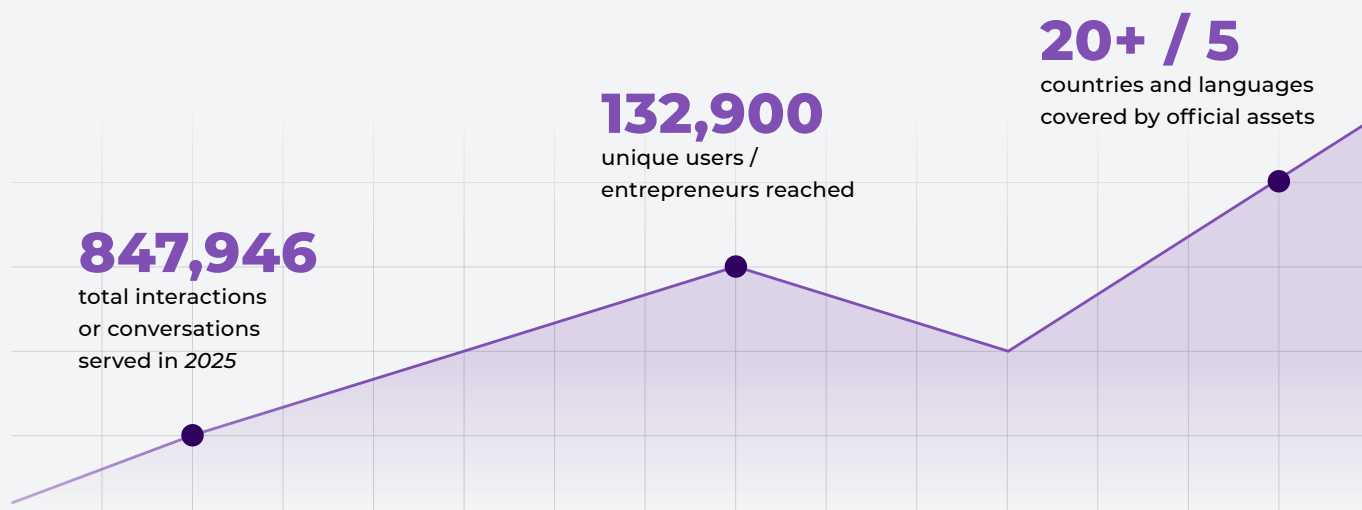
2. Contextual AI delivery

The assistant maps the user request to intent, country, language and business topic, then returns concise guidance or the right document.

3. Measurable learning

Every interaction becomes a signal for knowledge gaps, frequent needs, satisfaction patterns and market-specific improvements.

MEASURABLE RESULTS



BUSINESS VALUE CREATED BY THE TECHNOLOGY

- **Faster access** to official information for Independent Business Owners during real sales and support conversations.
- **More consistent guidance** across countries, helping reduce unsupported claims, outdated information and manual rework.
- **A scalable foundation** for content governance, country-specific enablement and continuous improvement through analytics.
- **Better visibility** for internal teams into what the field needs most: products, events, prices, catalogs and operational support.

VISUAL EVIDENCE: PRODUCT EDUCATION + SHAREABLE MEDIA

The PDF includes a product response supported with video and image assets.

3. WHY THIS INNOVATION MATTERS

OMNIBOT brings technology to the exact point of need: the conversation between an Independent Business Owner and a customer or team member. By combining AI, WhatsApp, governed multi-country content and analytics, **OMNILIFE** turns fragmented documentation into a scalable digital advantage.

ALIGNMENT WITH DSA VALUES

- **Promotes responsible** direct selling by grounding responses in official, approved content.
- **Strengthens seller confidence** without requiring each user to master every country-specific document.
- **Improves consistency** and transparency in sensitive topics such as prices, discounts, events and business rules.
- **Creates a practical example** of AI used to support people, not replace the relationship-based nature of direct selling.

EVIDENCE TO INCLUDE

- **Screenshots of WhatsApp** conversations showing natural-language questions and official responses.
- **Dashboard view** with interactions, active users, country distribution and top topics.
- **Example of the structured knowledge index** with country, language, category and file type metadata.
- **QR links** to approved catalogs, product flyers or event materials delivered through **OMNIBOT**.

AWARD NARRATIVE

OMNIBOT is technology innovation with operational discipline: AI that understands the question, retrieves the right market-specific source, supports the field through WhatsApp and turns usage data into continuous business intelligence.

TECHNOLOGY PROOF POINTS

The included screenshots show **OMNIBOT** understanding natural-language requests, answering in multiple languages, retrieving country-specific catalogs, explaining products and delivering official media assets through WhatsApp.

