Getting Started Guide

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Alby is an embeddable AI agent that anticipates and answers customers' questions to drive sales on your website. It uses conversational AI to answer customers' freeform and predicted questions to improve website conversation, using information from your existing product catalog. You can also feed it other sources of information, such as instruction manuals, warrantees, and customer reviews.

There are a few steps to getting alby on your site to begin the conversation with your customers.

Before you start any configuration, you'll need an alby account. For existing customers, talk to your Customer Success Manager for this, but if you're new to alby, this information will come from your onboarding manager.

Once you have an alby account, you're ready to begin the implementation process. We've broken this down into three phases:

- **Technical website integration**
  - Allow alby to run on your site
  - Establish a connection to SFTP, so you can provide different data feeds outlined below
- **Data feeds**
  - Evaluate what product data you want to send to alby
  - Provide alby the most up-to-date information on each of your products based on your evaluation
- **Voice and positioning of chat agent**
  - Match your company's scheme and aesthetic to your alby widgets
  - Adjust the tone and language alby will use when replying to customers, so alby can be an extension of your brand's voice
  - Create your first alby widget, choosing exactly where it will go on your site

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