Actions: Enabling alby Agent capabilities

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Actions define how your alby Agent provides initial prompts and responds to customer inquiries.

They also help guide and influence how your alby Agent uses your defined Playbook. In order for an Action to be enabled at the experience level, it must first be enabled at the agent level.

There are two places to enable Actions, at the agent level and the experience level:

- **Experience-level configuration:** Controls initial prompts and buttons customers see. Determines how conversations start.
- **Agent-level Actions:** Enables capabilities your agent uses to answer questions. Determines what your agent can do.

For example, if you enable the **Get review summary** Action at the agent level, your agent can answer questions about product reviews. But to display a button like "What do customers say about this product?" at the start of a conversation, you'll need to enable that Action at the experience level.

Some Actions are enabled by default at the agent level, meaning they can't be turned off.

The following table outlines the Actions you can enable:

Action	Use case	Prerequisites	Agent enabled by default
Check compatibility	Helps customers find products that are compatible with each other.	A compatibility file is required. See Enable the Compatibility Check Action for more.	Not enabled by default.
Get review summary	Allows alby to access and mention customers' opinions on the product discussed.	A minimum amount of review data is required to enable this Action. See Expand alby's capabilities through 3rd party integrations for more.	Not enabled by default.
Handoff to support	Allows transitions from your AI agent to live support while maintaining conversation context where available.	Setting up your chat platform is required to enable this Action. See Connect customers to human support team for more.	Not enabled by default.
Best Sellers	Helps customers discover top-selling products within specific categories.	A data backlog is required to enable this Action.	Enabled by default, as long as the data backlog is available.
Comparison	Helps customers find products that are compatible with each other.	None	Enabled by default.
Generative Q&A	Generate dynamic questions that customers might want to ask about products.	None.	Enabled by default.
Search Catalog	The default alby Action. Helps the customer find products within the brand's catalog.	None.	Enabled by default.

Action	Use case	Prerequisites	Agent enabled by default
CoRecommendations	Recommends products that customers frequently purchase or view together with the current product by combining purchase and view data. Helps predict items a customer is likely to be interested in.	A data backlog is required to enable this Action.	Enabled by default, as long as the data backlog is available.

How to enable Actions

Enable Actions at the Agent level

1. In the alby Dashboard, click **Agents**.
2. Select an Agent to modify.
3. Navigate to the **Actions** section.
4. Toggle any Actions this Agent could use in responses to customers.
    a. Click the caret to learn more about each Action.

Enable Actions at the Experience level

1. In the alby Dashboard, click **Experiences**.
2. Select an Experience to modify.
3. Navigate to the **Agent** section.
4. Toggle any Actions this Experience could use as initial prompts for customers.

If you have a custom, internally built API that you'd like to integrate with alby as an Action, reach out to support@alby.com.