Actions: Enabling alby Agent capabilities

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Actions (previously called skills) define how the alby Agent can respond to customer inquiries.

They help guide and influence how your alby Agent uses your defined Playbook. The Actions you can enable for each Agent include:

Action	Use case	Prerequisites
Compare products	Uses the facets of the product being viewed to compare with similar options. Creates a table to help customers see the differences between products.	None, automatically enabled for all brands using alby.
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.
Get co-purchased products	Recommends products people often buy together with the product being viewed	A required backlog of data is required to enable this action. See Leveraging Co-purchase and Co-view actions for more.
Get co-viewed products	Recommend products that customers frequently view together with the current product	A required backlog of data is required to enable this action. See Leveraging Co-purchase and Co-view actions for more.
Get personalized products	Combines the purchase and view data to predicts and recommend products a customer is likely to be interested in.	A required backlog of data is required to enable this action. See Leveraging Co-purchase and Co-view actions for more.
Ask product advisor	The default alby Action. Helps the customer find products within the brand's catalog.	None, automatically enabled for all brands using alby.
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 Add reviews and customer Q&As to your alby responses for more.

Once an Action is enabled in the Actions tab, use them within a Playbook by typing **/Action**, for example:

"Use **/Ask product advisor** to help the customer narrow down suitable ski or snowboard options based on their needs."

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Turn on Actions

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.

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