

July 2025: Release notes

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Experiences

When using a [Single Button widget](#), you now can customize the the prompt sent to the LLM, independent of the text shown to customers.

Agents

- The [Product Advisor action](#) is now available. It guides customers through the sales process to help them find products that best suits their needs.
- The [Recommendation actions](#) are now available. These features help deliver smarter product suggestions to customers through Best Sellers, Co-purchase, and Co-view options.

Knowledge

- Survey Questions now display [pre-generated questions and answers](#) that are used when a customer asks about finding a product in a specific category.
- alby Context now [automatically captures](#) customer interactions, such as product browsing, searches, and purchases, to create more helpful responses without any additional setup.

alby Context is in beta and only currently available for brands integrating alby with Shopify.

Other feature releases

Self-serve clients now operate on a [performance-based](#) pricing model, based on assisted conversions.
