# alby Context: Enhancing customer experience with session data

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alby Context makes your conversations relevant and personal for each customer. Your AI agent uses what each customer has viewed, clicked, purchased, or searched during their session.

alby captures when a customer does any of the following within their session:

- Adds an item to their cart
- Browse product pages
- Enters search terms
- Shares information in alby conversations
- Makes purchases

For brands using Shopify, alby Context is automatically enabled.

For brands not using Shopify, you will need to pass some behavioral events to alby to collect information on customer actions. For more information on the necessary adjustments needed, see Behavioral Events in the alby Developer Docs.

# alby Context examples

Below are a few examples of how alby Context can improve existing conversations and features:

| Customer Question | Corresponding Context |
|---|---|
| “What else should I get with this?” | alby looks at what’s in the cart and suggests relevant add-ons such as size in matching socks when ski boots are in the cart |
| “Recommend something for me” | alby remembers recently viewed products and recommends based on what is known about their preferences |