Market America: UnFranchise® Copilot

AI-Powered Business Assistant for UnFranchise Owners

Background & Need

Market America identified an opportunity to empower UnFranchise Owners with an AI-driven tool that streamlines business operations, improves selling confidence, and enhances the customer experience. Customer feedback revealed a desire for faster, easier ways to manage their businesses. Many tasks required navigating multiple platforms, referencing training materials, or contacting support which creates friction and slows growth.

SOLUTION

UnFranchise® Copilot

UnFranchise Copilot is a 24/7, AI-powered business assistant that delivers instant, reliable answers and proactive support for UnFranchise Owners.

01 Provides fast answers to business and product questions

02 Simplifies selling with AI-powered product education and upsell support

03 Available across multiple markets including the U.S., Canada, Taiwan, Singapore, Malaysia, & more

04 Empowers users to make real-time decisions and close sales confidently

Development & Technology

UnFranchise Copilot is powered by OpenAI's generative AI models and securely hosted on Microsoft Azure, with deep integration designed to ensure enterprise-grade compliance, real-time data access, scalability, and performance.

Deep integration with Market America's internal APIs for real-time access to customer data, orders, commissions, and product content

Modular, task-based tool architecture allows dynamic actions like pulling reports or creating QR codes

Supports complex, multi-step task execution through advanced "agentic" processing

Continuously improved through iterative development and cross-functional testing

Event Phases

EARLY 2024
PHASE 1
Launch of Copilot 2.0, featuring agent-based functionality and task automation

SPRING 2024
PHASE 2
Product page integrations and expanded AI training with internal data

FALL 2024
PHASE 3
Launched "Show and Sell" on product pages & improved search with AI fallback for failed queries

Customer Experience Improvements

UnFranchise Copilot is deeply integrated with Market America's internal APIs and has access to customer data to help enhance and personalize the customer experience.

- View full order history, details, and tracking—all in one place.
- Smart navigation (e.g., "Where is the direct deposit page?")
- Explore product details, get personalized recommendations, compare options, and generate shareable links

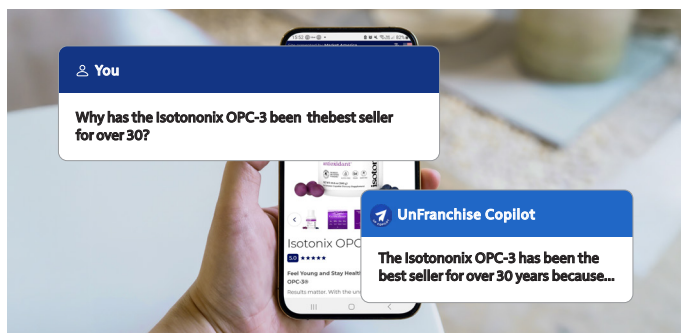- Converts company documentation into a searchable, AI-grounded knowledge base
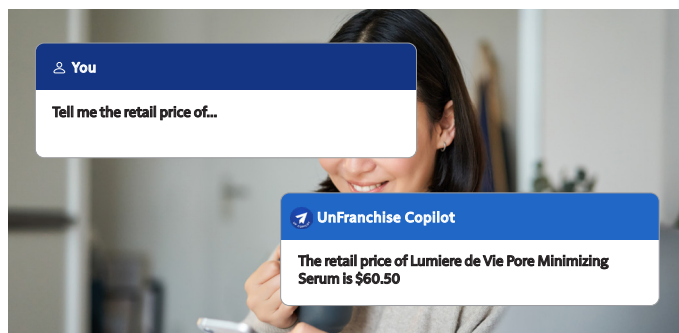- Identifies top-performing and at-risk UFO's customers, with follow-up suggestions
- Compare product options and create clickable product links for easy sharing or purchasing
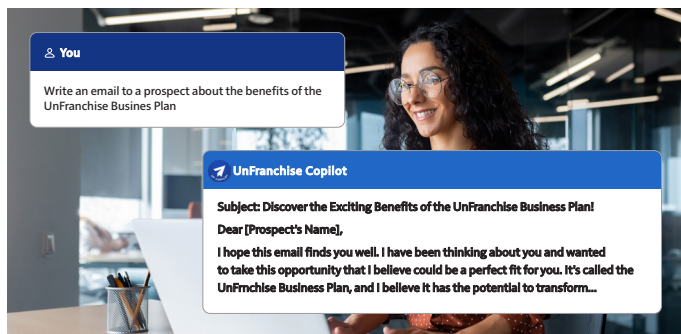
Featured Content & Engagement

Show and Sell Module
- → Live on product detail pages, answers shopper question in real time
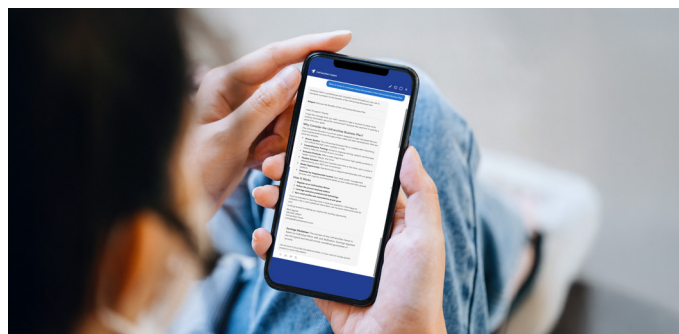- → Increases product confidence and reduces page abandonment

Smart Suggestions
- → Surfaces relevant questions based on the product being viewed
- → Encourages discovery and natural engagement

Marketing Tools
- → Generate QR codes with brand assets
- → Use built-in AI image editing to create promotional graphics
- → Create emails, social content, and outreach messages using real-time product data

Training & Coaching
- → Interactive business coaching with frameworks like the ABC Pattern and Basic 5
- → Learn through conversation rather than static PDFs or videos

Measurable Objectives & Results

Key Outcome	Impact
🕐 Time Savings	Offers AI-generated explanations, making product features easier to understand and sell
🎧 Reduced Support Tickets	Fewer repetitive support queries due to AI-based resolution
📱 AI-driven Internal Media Management	Ensures automated integration of updated media, resulting in several hours of saved time
💡 Training Engagement	Higher usage of coaching tools over static content
✉️ Social & Email Content Creation	Thousands of assets generated via Copilot tools
👆 Daily Engagement Growth	Consistent increase in monthly usage and retention
🎛️ Built in Widgets	Across all AI touchpoints, including error reporting

User Feedback

"It's like having an assistant who already knows everything about my business."

"Copilot helped me make a sale just last week by explaining a product better than I could have."

"I asked it how my business was doing, and it just knew. It pulled reports, explained them, and gave me next steps."

"Even if I wake up at 3 a.m., Copilot is ready to go. It's always there and always helpful."