

DSA Awards – Technology Innovation 2024

OMNIBOT: Transforming Communication with AI

A Good Challenge in our hands

As our distributor network expanded across Mexico, US and Latin America, traditional customer service became overwhelmed with repetitive inquiries ranging from product recommendations to business operations questions.

This AI-powered assistant was developed to provide 24/7 support, delivering fast and relevant information while strengthening the connection between entrepreneurs and the brand—all while reducing pressure on human support teams.

What We Set Out to Solve

- Provide 24/7 Support System
- Fast, Relevant Information
- Strengthen Brand Connection
- Reduce Support Team Pressure

“Empresario”: How Omnilife refers to our distributors



Meet Omnibot



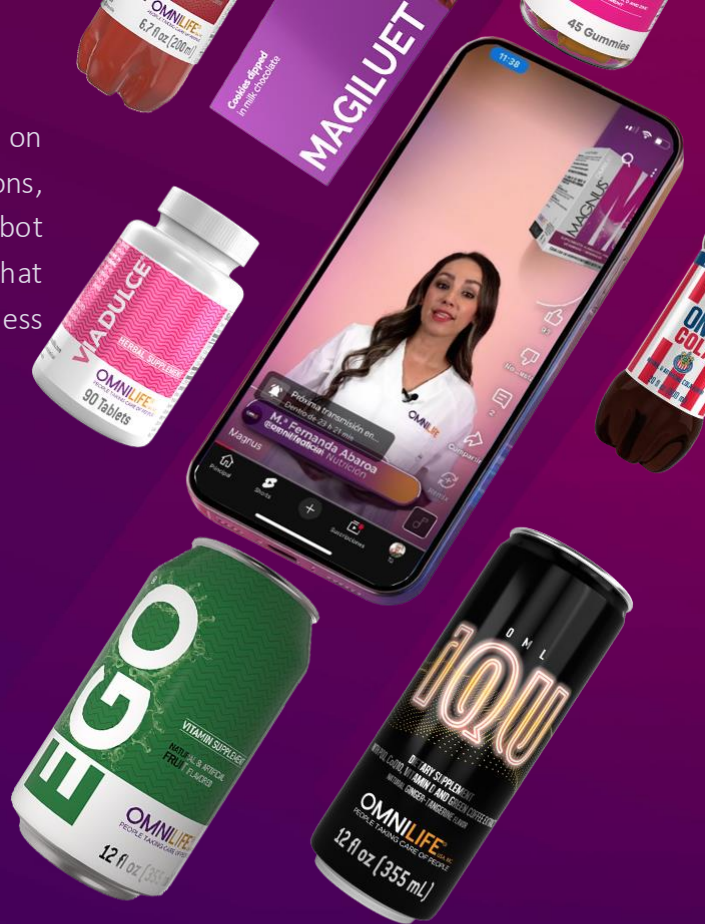
A sophisticated conversational AI trained specifically on OMNILIFE's business model, product catalog, promotions, and brand language. It transcends basic chatbot functionality, serving as a multilingual assistant that educates, motivates, and provides real-time business solutions to our distributors.

Contextual Understanding

Comprehends user intent even with typos or informal language, delivering accurate responses to varied queries.

Localized Responses

Tailors' information based on country-specific offers, promotions, and cultural tone for relevant engagement.



Omnibot's Core Capabilities

■ Multimedia Sharing

Delivers videos, flyers, and visual guides instantly to support sales conversations and training.

■ Document Access

Provides immediate access to catalogs, rulebooks, and other essential business documents.

■ Cross-Market Scaling

Effortlessly adapts across different markets while maintaining consistent quality and brand voice.



OMNILIFE
PEOPLE TAKING CARE OF PEOPLE

Impact to Date

Month 1

Over 500,000 automated interactions processed

Month 90 days

5% adoption rate across entrepreneur network

Month 2

Sub-second average response time achieved

Month 3

10% of usage outside regular service hours

"I don't wait for answers anymore—now I get them in seconds and share them right away."

- Joffre Pereira

"It's the OMNILIFE vibe... but automated."

More Than a Chatbot

Omnibot transcends typical chatbot functionality to become a true brand ambassador.

Every conversation is fast, accurate, and infused with the distinctive **OMNILIFE** spirit. Our distributors feel empowered, informed, and motivated to grow their businesses independently.

It transforms routine questions into business-building moments and creates daily habits around learning and sharing. As one user noted:

"It's like having a coach and a marketing team in your pocket." - Ari Arroyo



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