

• INITIAL PILOT SCOPE

Retail Agent for Aviiana

A low-risk 3-month pilot that gives every woman browsing at 3am a knowledgeable, judgement-free guide – built only on Aviiana's own published products, categories and policies.

Delivered by Express Agent.

- 01 What she sees
- 02 How it works, from symptom to basket
- 03 Why Aviiana
- 04 The 3-month pilot
- 05 Goals and measured results
- 06 Commercials

Your customer just asks

No grid, no guessing. She asks in plain language – often at 3am, often about something she would rather not email – and the Retail Agent guides her through Aviana's own symptom doors to a considered basket.


Aviana
 • Online

EXAMPLE

I keep waking up drenched at 3am. What actually helps?

Those are the two busiest shelves at once – Hot Flushes and Sleep Support. Most women look at a supplement, a cooling tea and the cooling sleepwear. Want to see the options?

Yes – and can I take a supplement with my HRT?

That one belongs with your GP or pharmacist – not all supplements can be used alongside HRT. Here are the options with each brand's own description, and the sleepwear sizes:


Night sweats bundle · 3 items
 Published options only – free shipping over \$150

Example

Ask me anything...





Meets her where she is

A question or two, in plain language, in the warm voice the brand is built on.



Guides by symptom, compliantly

Navigates Aviana's own nine symptom doors and quotes only brand-published descriptions.



Builds the considered basket

Supplement, tea, sleepwear – the bundle that clears free shipping, assembled in one conversation.



Hands off when it matters

Quiz, app, telehealth, pharmacist or GP – the ladder is built in, and it never diagnoses.

From her question to her basket

The Retail Agent answers on aviiana.com.au the moment she asks, and joins the content she already reads to the shop it feeds.



On aviiana.com.au

PRIMARY

Answers product, shipping and returns questions around the clock, and guides symptom-led discovery through the store's own categories – anonymously, at the hour she is actually browsing.

- ✓ Quotes only brand-published descriptions and house policies
- ✓ Builds compliant bundles toward the free-shipping threshold
- ✓ Answers at 3am, when every other channel is asleep



From the content she reads

Linked from articles, the newsletter and the community – the missing join between an article about night sweats and the products behind it.

Real questions, real answers

A few more conversations, across the range. She asks in plain language; the agent answers from published information and hands anything clinical to a person.

What's the difference between these two menopause supplements?

- ✓ Presents both brands' published descriptions, side by side
- ✓ Never says which works better – claims stay exactly as the brands wrote them
- ✓ Offers the symptom quiz when she wants help narrowing down

I need something for dryness – is the packaging discreet?

- ✓ Answers anonymously, at 11pm, with no name attached
- ✓ Shows the sexual wellness range from published listings
- ✓ Confirms shipping and returns straight from the published policy

Does this tea contain black cohosh?

- ✓ Reads the ingredient list from the product label, verbatim
- ✓ Keeps to published facts – no commentary on safety or dosage
- ✓ Hands the is-it-safe-for-me question to a pharmacist or GP

Are these symptoms even perimenopause?

- ✓ Never diagnoses – says plainly that only a clinician can answer
- ✓ Offers the quiz for self-reflection and the app's symptom tracker
- ✓ Points to Aviana Telehealth or her GP for the real answer

Why Aviiana, and why now

Aviiana serves women weighing considered, personal purchases – almost always online, and often in the middle of the night. That is exactly where a Retail Agent earns its keep.



Her 3am is the store's quietest hour: insomnia and night sweats are top-level categories because she is awake, and every channel is asleep.



One inbox answers everything – support, returns and partnerships all wait on heysista@, with no phone and no chat anywhere.



Nine symptom doors, 618 products, 40+ brands and about 270 articles – the funnel exists, and nothing joins education to purchase.



The most personal purchases carry an asking barrier – anonymous, judgement-free chat removes it on the store's most sensitive categories.



The median item is \$59.95 and free shipping starts at \$150 – a guided, compliant bundle clears a gap the grid never will.



The app already ships a guardrailed AI chatbot; the store has nothing. The agent applies the same discipline at the point of sale.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

Live on the store

The Retail Agent goes live on aviiana.com.au, trained on the full catalogue, symptom map and policies, with guardrails signed off before launch and a baseline agreed up front.

 Guardrails signed off



MONTH 2

Tuned on real conversations

Symptom navigation and bundle-building tuned on live questions, with content links joining articles to the shop and a mid-pilot review of every handoff.

 Founder feedback

 Mid-pilot review



MONTH 3

Gated: telehealth handoff

The warm handoff into Aviiانا Telehealth and the newsletter and community links proceed only if month 1 and 2 targets are met and UAT is signed off.

 Conditional expansion

CONTROLLED ROLLOUT



Limited start

The website first, not every channel.



UAT before release

You sign off before each go-live.



Reviewed monthly

Performance checked every month.



Criteria-gated

Expansion only when targets are met.

What the pilot is designed to prove

The pilot proves the Retail Agent can lift discovery, answer customer questions instantly, and take pressure off your team, with the commercial impact measured against an agreed baseline.



More considered baskets

Symptom-led bundles that clear the free-shipping threshold, built compliantly.



The 3am shopper served

Peak-intent questions answered at the hour they are actually asked.



The inbox relieved

Routine product, shipping and returns questions handled without touching heysista@.



Guardrails proven

Every conversation inside TGA-safe bounds, with clean handoffs to quiz, app and telehealth.



The funnel joined

Content, community and quiz traffic guided into the shop they were built to feed.

Measured, real outcomes

The same agent platform is already live with real customers, and the standout lesson is that it makes the biggest difference where customers have questions to answer before they commit. Those are exactly the conversations this pilot targets.

MORE SPENT PER
TRANSACTION (+\$38)

+42%

ENGAGED CUSTOMERS WHO
PURCHASED

58%

AVERAGE RESPONSE TIME

8 sec



Double the big baskets

12% of agent-assisted transactions exceeded \$200, double the store average.



Any customer, any language

27 languages on day one: the agent answers in the customer's own language.



No new hardware

Activated by a QR code, with no new hardware and no POS integration.



Staff made it theirs

Frontline teams adopted the agent as their own on-demand expert.

Benchmark results from a previous live retail deployment of the same agent platform. They are the benchmark, not this pilot's baseline: Aviiana's own baseline is measured in month 1, and this pilot's measures are agreed at kick-off.

Why this works, and why us

Has this been done before, will it work here, and why are we confident. Five reasons.



It is already live

The Retail Agent is a working product in production today, not a prototype.

- ✓ A live agent you can try right now
- ✓ Conversational product advice over real retail data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, Aviiiana sees a live demo and anonymised deployment snapshot covering usage, feedback and handoff behaviour.



Enterprise-grade delivery

Built and run by AI Consulting Group, a Sydney data and AI consultancy delivering for BHP, Downer, Fremantle Ports, NRL and government, partnered with AWS, Databricks, Microsoft and Snowflake.



Built on your data

It answers from Aviiiana's own product, range and offer information with minimal integration, working alongside the systems you already run.



Guardrails built in

Only brand-published product descriptions and Aviiiana's own symptom-to-category map – no generated or compared therapeutic claims, and no diagnosis, ever. HRT, interaction and medication questions go to a pharmacist, GP or telehealth, and symptom mentions navigate the catalogue without ever being stored as a health profile.

The approval pack includes a live demo plus current deployment results and customer feedback before the kick-off is booked.

What it costs

Priced to be an easy yes: \$15,000 all-in to prove and deploy. That buys a white-gloved pilot with us in charge of making it successful – and if it does not earn its place, it ends there.

TO PROVE AND DEPLOY:
\$5,000 A MONTH FOR 3
MONTHS

\$15,000 all-in

ONGOING, SCALED TO USAGE

**\$100-\$400 /
month**

SETUP AND PLATFORM FEES

\$0

The 3-month pilot

Everything it takes to succeed: build, training on your full product catalogue, structured testing and UAT, go-live and hands-on tuning. \$15,000 all-in.

\$5,000 / month

Ongoing, after the pilot

A subscription that scales with usage. Continuing is a decision you make on the results, not a default.

\$100-\$400 / month

Setup and platform fees

No setup fee, no platform fee, no usage charges during the pilot.

\$0

\$15,000 all-in to prove it. From \$100 a month to keep it.

WHAT THE \$5,000 A MONTH BUYS



Tested before it's live

Structured testing and UAT with your team. Nothing customer-facing until you sign it off.



White-gloved throughout

We build it, run it and tune it hands-on through the pilot, with a review every month.



We own the outcome

Making the pilot successful is our job, not yours. Your team's only asks are data and sign-offs.



Go/no-go at three months

The pilot ends unless the evidence earns what comes next, with the ongoing price confirmed before you continue.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent on the website.



01 Kick-off meeting

Lock scope, success targets and timing with Mary.



02 Data request

Core inputs from Aviiانا.

- ✓ Product feed with each brand's published descriptions
- ✓ The symptom-to-category map, as published
- ✓ Shipping, returns and payment policies
- ✓ House disclaimer wording and the clinical handoff ladder
- ✓ Where captured enquiries and escalations should land



03 UAT

Mary signs off the guardrails before anything goes live.



04 Go live

The Retail Agent goes live on aviiانا.com.au.

THE ASK

Approve the pilot, share the product data, and book the kick-off. We handle the rest, and you see a working agent live within weeks.