

# Autopilot: a smart sales assistant

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## Abstract

In the evolving landscape of digital commerce, the integration of Artificial Intelligence (AI) into widely-used communication platforms like WhatsApp represents a significant advancement. This paper presents the 'Autopilot: a smart sales assistant', an AI-powered chatbot designed to enhance the shopping experience and boost sales through WhatsApp.

## 1 Introduction

In the dynamic and ever-evolving domain of digital retail, our initiative focuses on integrating Artificial Intelligence (AI) into WhatsApp, a widely used communication platform, to enhance sales dynamics. This paper outlines the development and deployment of the 'Autopilot', an AI-driven chatbot, utilizing Large Language Model (LLM) technology, specifically designed to enrich shopping experiences within WhatsApp.

Echoing the insights of Vinuesa (Mohanty et al., 2023), our approach is indicative of the broader trend in employing AI for customer service management, where AI tools like chatbots and sentiment analysis play a pivotal role in enhancing customer interactions and satisfaction. This paradigm shift towards AI-driven solutions reflects a commitment to delivering more personalized and efficient shopping experiences, hinting at a future rich with predictive analytics and advanced personalization.

The Autopilot initiates its role when a potential customer interacts with a social media advertisement, leading them to a dialogue on the company's WhatsApp platform. This system goes beyond traditional chatbot functionalities, not just by interpreting customer inquiries but also by tailoring product recommendations to user preferences in a conversational manner.

Our work details the intricate integration of an LLM with WhatsApp, highlighting the AI's versatility in understanding and addressing a wide range

of customer needs within a sales context.

## 2 Autopilot Architecture

In this research, we utilize the most advanced technology available in the market in terms of chatbots. Therefore, we make use of Large Language Models (LLMs) integrated into WhatsApp through the Blip<sup>1</sup> platform. The integration with the LLM is carried out in Python, and the behavior of the Autopilot is determined by the prompt used by the LLM, which was specially developed for this specific sales case.

We meticulously navigate through the sales journey, from the initial interaction to the completion of the transaction, emphasizing the AI's ability to smoothly transition customers to human representatives for finalizing payments, thus blending the precision of AI with a human touch.

The aim of this implementation is to generate a significant increase in customer engagement and sales conversion rates, demonstrating the effectiveness of AI-driven sales strategies. This research not only contributes to the corpus of AI applications in e-commerce but also paves the way for future explorations in enhancing AI-assisted communication platforms for business growth.

## 3 Demonstration

We will present a practical and dynamic demonstration of the Autopilot, an innovative system that integrates artificial intelligence into the sales process through WhatsApp. The presentation will be anchored by a detailed video that portrays the consumer's journey from the first point of contact to the completion of the purchase.

The video starts with a consumer browsing a social network, where he comes across and interacts with an attractive ad. This initial click is the

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<sup>1</sup><https://www.blip.ai/>

starting point for a unique and personalized shopping experience. The user is then redirected to the company's WhatsApp, marking the beginning of their interaction with the Autopilot. This point of the demonstration highlights how our solution captures the customer's attention in a familiar environment and smoothly leads them to an integrated sales channel.

Once on WhatsApp, the video illustrates the conversation between the consumer and the Autopilot. The assistant, equipped with a Large Scale Language Model, analyzes the customer's needs and preferences, offering precise and personalized product recommendations. This part of the demonstration is crucial to show the system's ability to understand and effectively respond to customer inquiries, thereby improving the user experience and increasing the chances of sale.

An innovative aspect of our system is its ability to handle more complex requests, such as a discount. In the video, we will demonstrate how the Autopilot recognizes the need for human intervention and redirects the customer to an attendant, who then offers a special offer and facilitates the payment process. This transition from AI to human service is done smoothly, ensuring that the customer feels constantly supported and valued.

The completion of the purchase is facilitated by a payment link generated by the attendant, allowing the customer to complete the transaction conveniently and securely. The video highlights how the entire process, from the click on the ad to the completion of the purchase, occurs in a single channel, simplifying the customer's journey and increasing the efficiency of the sales process.

#### **4 Conclusion**

In summary, this article introduced the innovative concept of the Autopilot, integrating LLM into WhatsApp, as a promising approach in digital commerce. The perspectives presented suggest significant potential to enhance the shopping experience and optimize sales strategies. This pioneering initiative highlights the interaction between AI and customer service, paving the way for future innovations in the sector.

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#### **References**

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