



Your *Buddy* for Sales and Customer Support

2026



01

Who We Are

BrightGroup

BRIGHT
GROUP



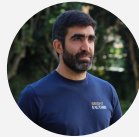
Tiago Coelho

About *Clarity*

Ensuring transparency, purpose, and strategic focus in every decision.



[linkedin.com/in/tcoelho](https://www.linkedin.com/in/tcoelho)



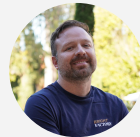
Jorge Teixeira

About *Consistency*

Driving precision, reliability, and excellence in every solution.



[linkedin.com/in/jorgefilipe Teixeira](https://www.linkedin.com/in/jorgefilipe Teixeira)



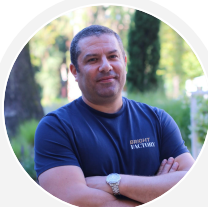
Luís Silva

About *Connections*

Building meaningful relationships that drive collaboration and growth.



[linkedin.com/in/luís-miguel-silva](https://www.linkedin.com/in/luís-miguel-silva)



Tiago Coelho

Technology
R&D

BRIGHT
FACTORY

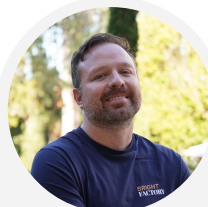


Vera Maia



E-Commerce
Logistics

BRIGHT
STORE



Luís Silva

Public Administration
Tourism
Education
Health

BRIGHT
SOCIALS



Luís Silva

IGaming

BRIGHT
PLAY

02

**What problem does
Buddy solve?**

AI-Powered Sales Agent

OUR VALUE
Impact with Intent

BRIGHT
STORE

What we deliver

A product that uses empathy to understand user intent, improving the customer experience and driving business goals.

How we deliver it

Through continuous analysis of user intent, we transform every conversation into a human, personalised experience oriented towards business goals.

03

What does *Buddy* Do?

AI-Powered Sales Agent

01

Real-Time Intent Analysis

Our solution instantly interprets every interaction to understand the user's true objective.

02

Emotional Intelligence

The system adjusts its response style to the user's emotional state, creating a more empathetic and personalised interaction.

AI
POWERED

03

Continuous Context Refinement

Through continuous context refinement throughout human-AI interactions, the platform evolves with every exchange, increasing precision and driving better business outcomes.

04

How does *Buddy* Work?

AI-Powered Sales Agent

THE PRODUCT

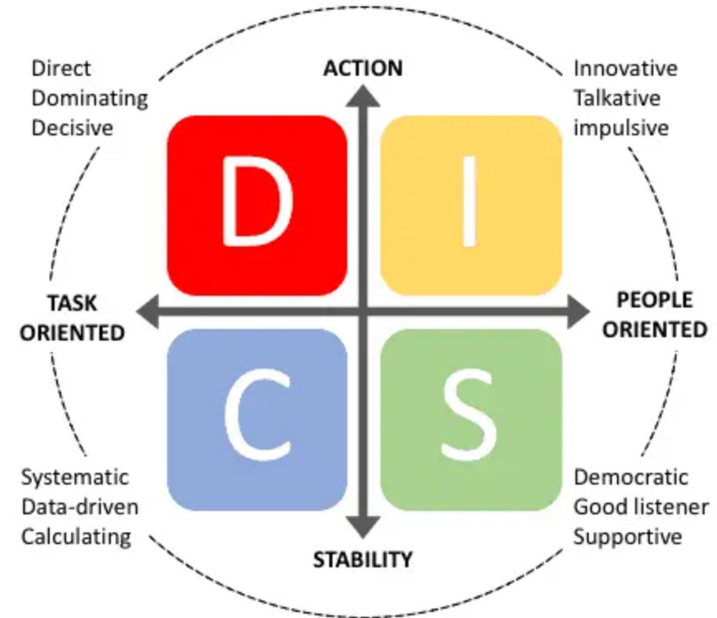
Uses DISC Profiles

BRIGHT
STORE

Evaluates and communicates with users according to their **DISC profile**.

Based on user inputs, it **evaluates the DISC profile and adapts Buddy's messages** accordingly.

This makes the conversation more **aligned with customer behaviours**.



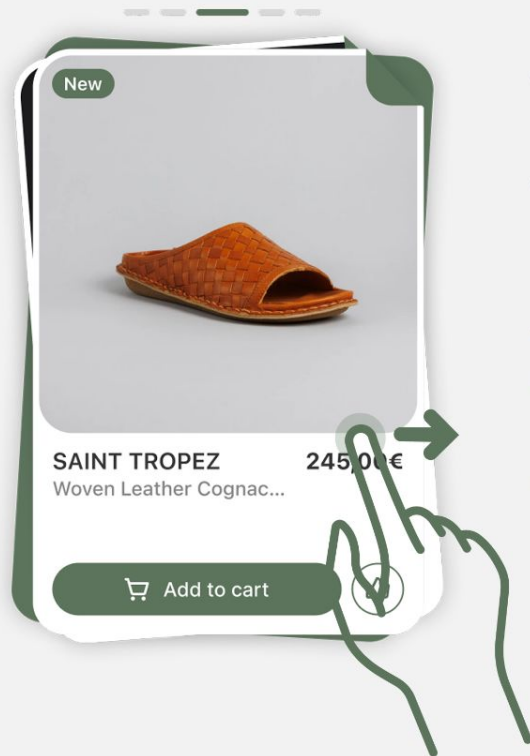
05

The Customer Journey with *Buddy*

AI-Powered Sales Agent

Guided Discovery

One Component, Endless Possibilities.



Product Card

The focal point for direct conversion.

Flip Card

Allows the user to explore the subject further without leaving the context.

Last Card

Where the journey continues, offering options such as "Redo" or "+10".

Feedback Card

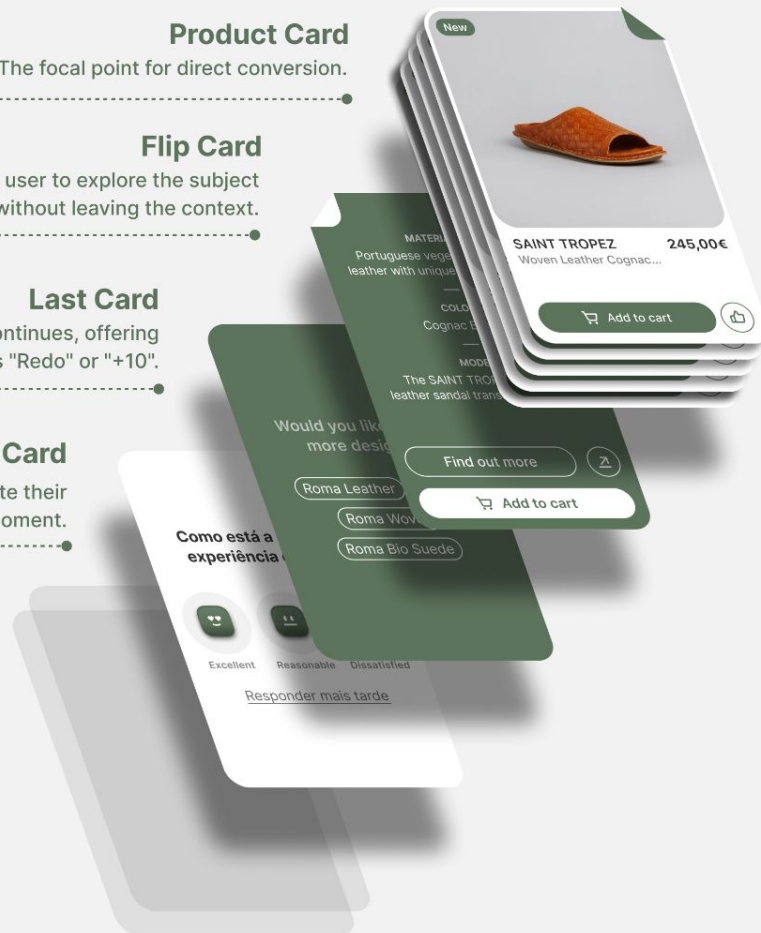
Allows users to evaluate their experience in the moment.

Cross-sell Card

Smart bridges between categories

Voucher Card

Interest-based triggers



HOW IT WORKS

The Customer Journey

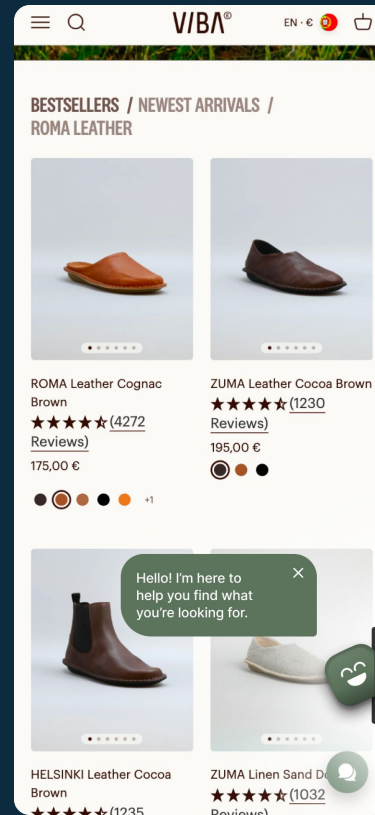
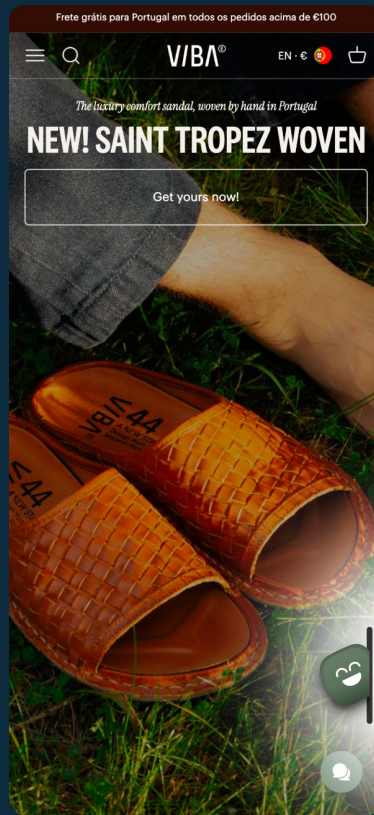


Susana
35 years

Susana is looking for slides for travelling and day to day use.

She decides to visit the Vibae online store. She knows the brand and values its price and quality. But she has trouble choosing the best shoes for her-

1/8

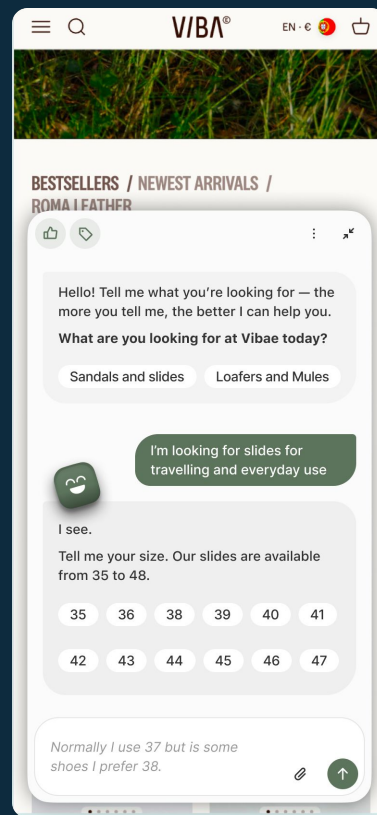
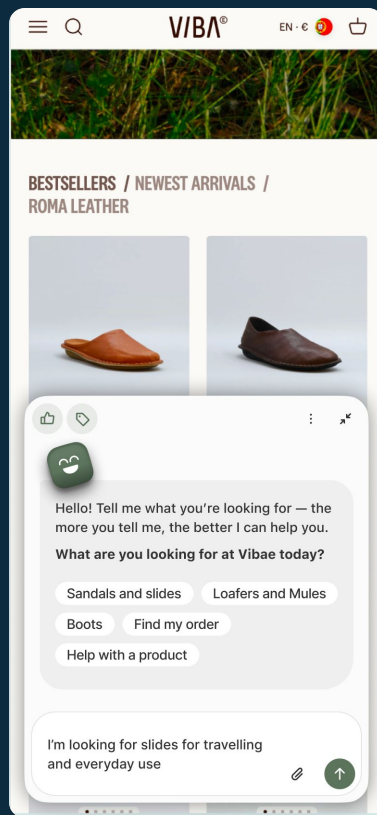


HOW IT WORKS

The Customer Journey

Real-time persona:

Identify customer needs in real time through smart questions that reveal their intent and lead to better outcomes.

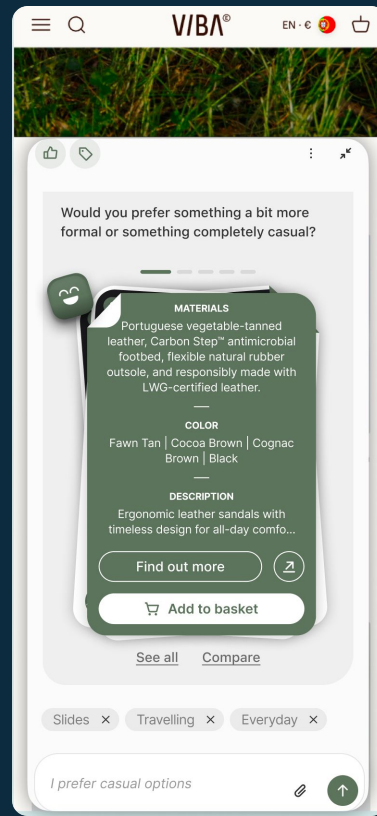
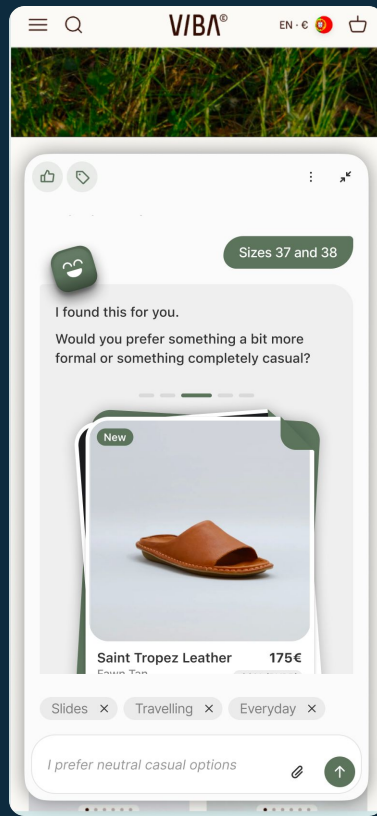


HOW IT WORKS

The Customer Journey

Real-time persona:

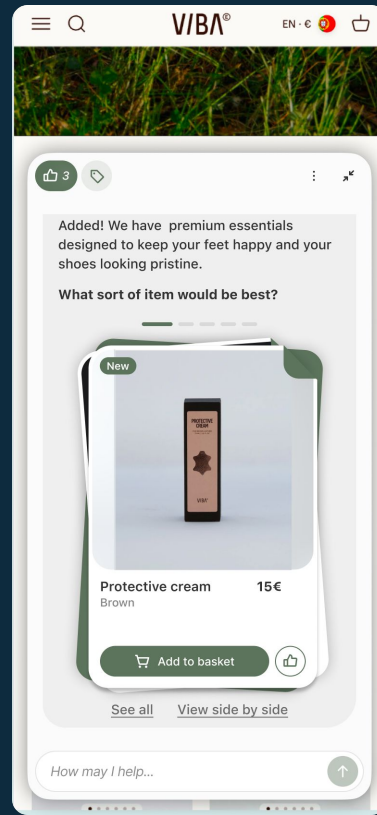
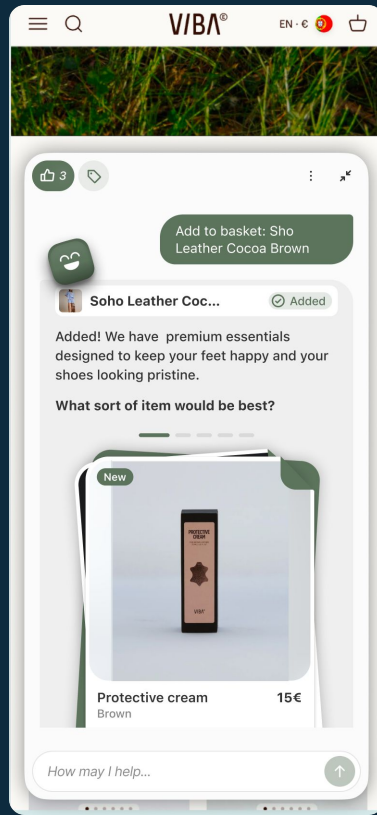
Identify customer needs in real time through smart questions that reveal their intent and lead to better outcomes.



The Customer Journey

Product recommendations:

Increase average order value through intelligent cross-selling of relevant products and complementary product recommendations.

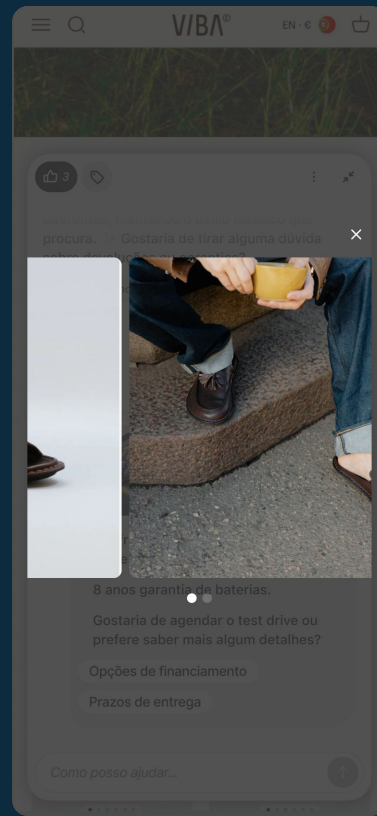
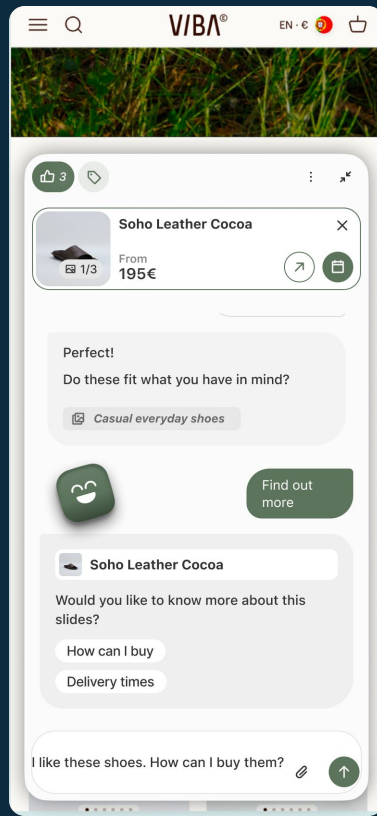


HOW IT WORKS

The Customer Journey

Product explanation and comparison:

Clearly explain product features and benefits, enabling customers to easily compare options, specifications and prices — supporting more informed and confident purchase decisions.

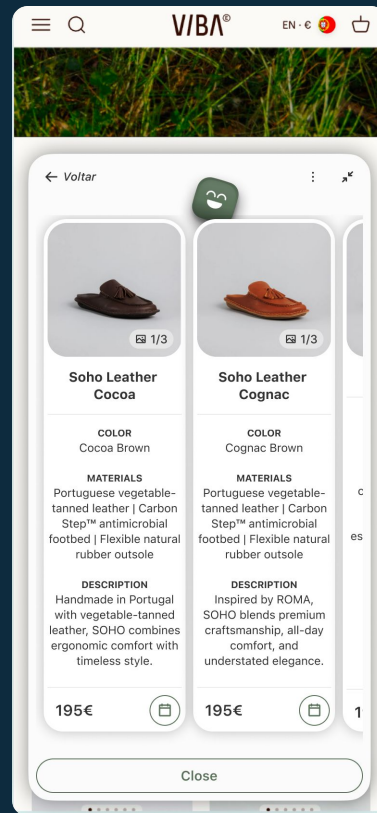
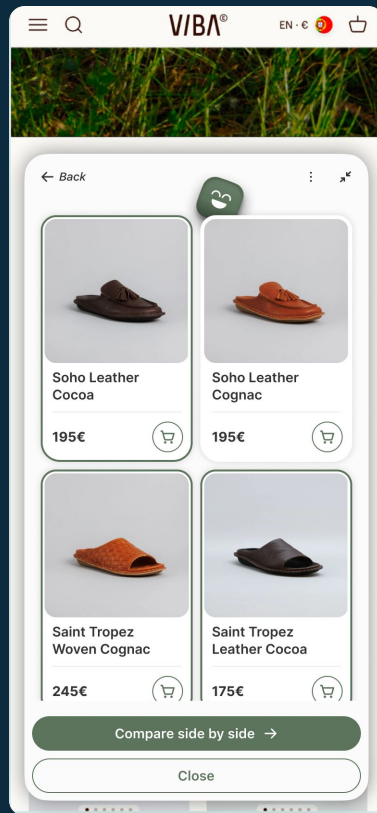


HOW IT WORKS

The Customer Journey

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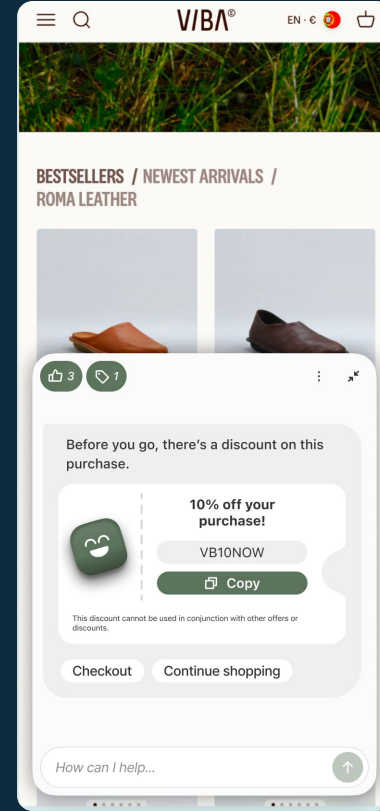
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The Customer Journey

Offer negotiation:

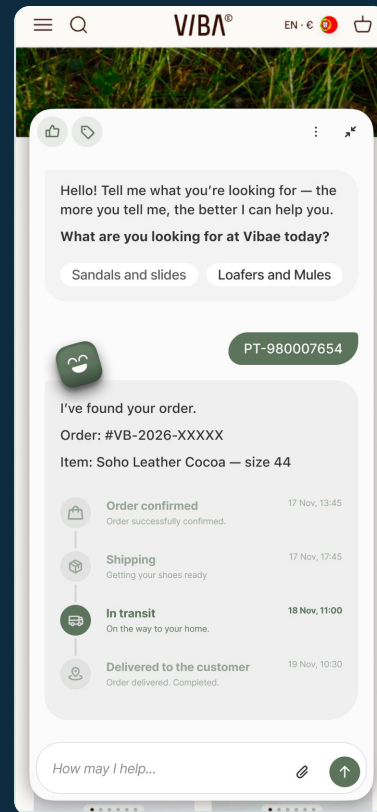
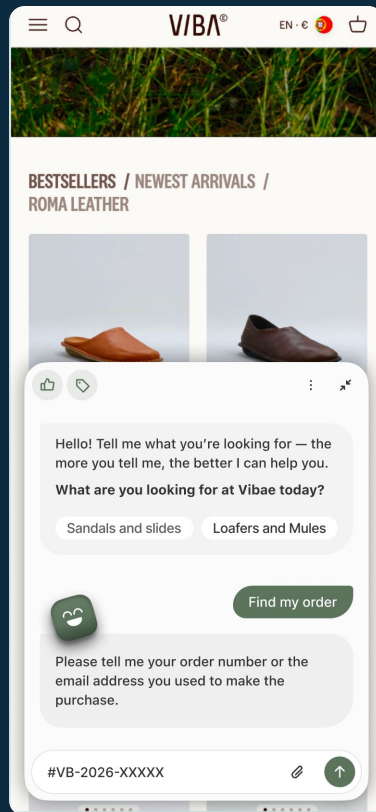
Intelligently present available offers and incentives to drive conversions.



The Customer Journey

Post-purchase support:

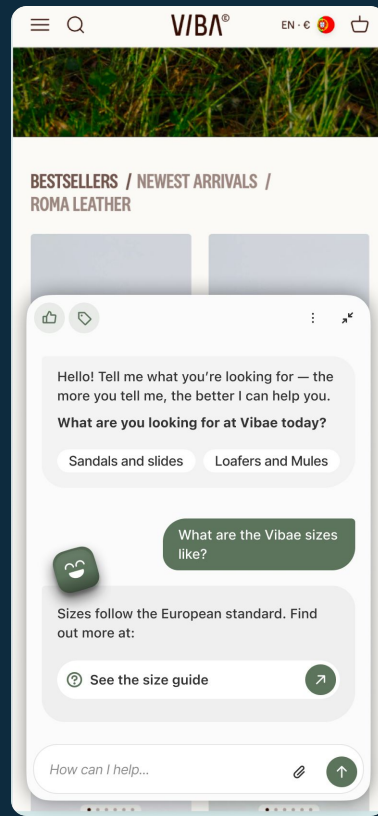
Ensure a positive post-purchase experience by helping customers with delivery-related questions and order enquiries.



The Customer Journey

Helper:

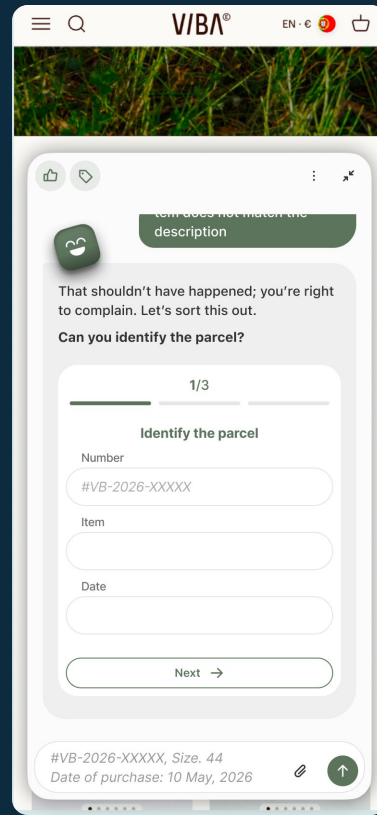
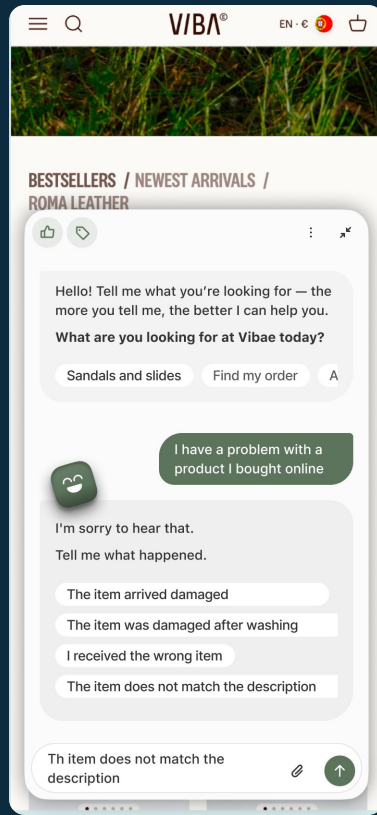
Answer customer questions using information available in the online store — whether through a direct *Buddy* response or links with additional information.



The Customer Journey

Complaint:

Receive customer complaints and log them directly into your ticketing system for handling by the responsible team.



The Customer Journey

Complaint:

Receive customer complaints and log them directly into your ticketing system for handling by the responsible team.

VIBA® EN · €

Item does not match the description

That shouldn't have happened; you're right to complain. Let's sort this out.

Can you identify the parcel?

2/3

Take a photo of the product

The photo should be well lit so that the product is shown clearly. If possible, please also include the item's box.

Upload your photo here

JPEG, PNG and PDF formats, up to 4MB

Next →

#VB-2026-XXXXX, Size. 44
Date of purchase: 10 May, 2026



VIBA® EN · €

Item does not match the description

That shouldn't have happened; you're right to complain. Let's sort this out.

Can you identify the parcel?

3/3

Summary of the complaint

- Item: Roma Leather Cognac Brown—size 44
- Problem: The item does not match the description
- Photo: ✓ Attached

Further details

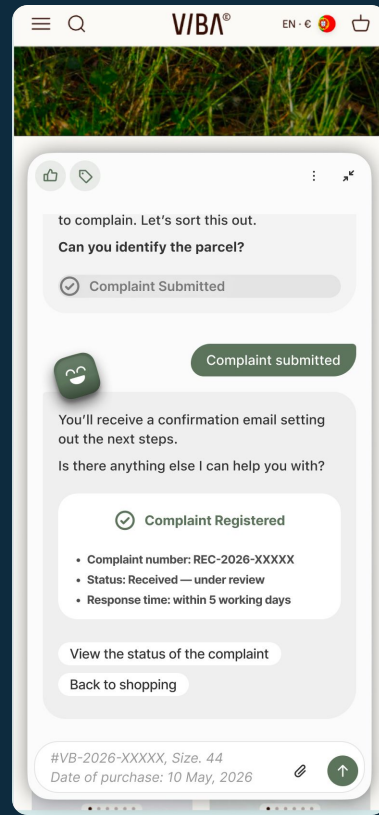
Submit →

#VB-2026-XXXXX, Size. 44
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The Customer Journey

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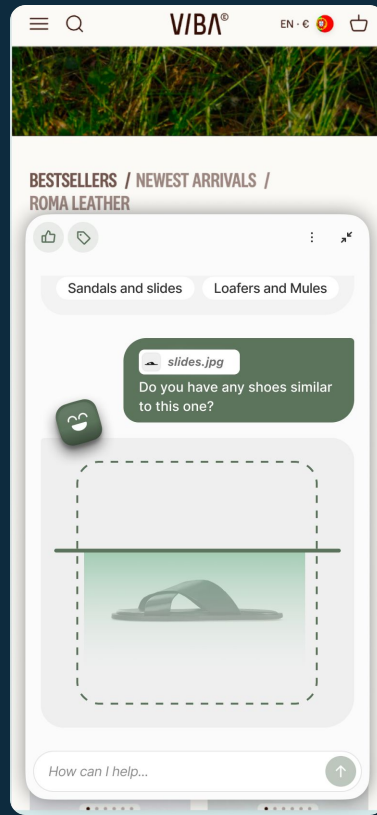
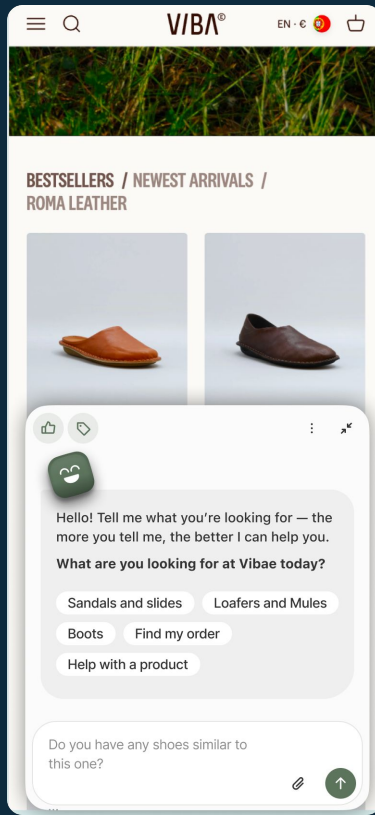


HOW IT WORKS

The Customer Journey

Search by photo

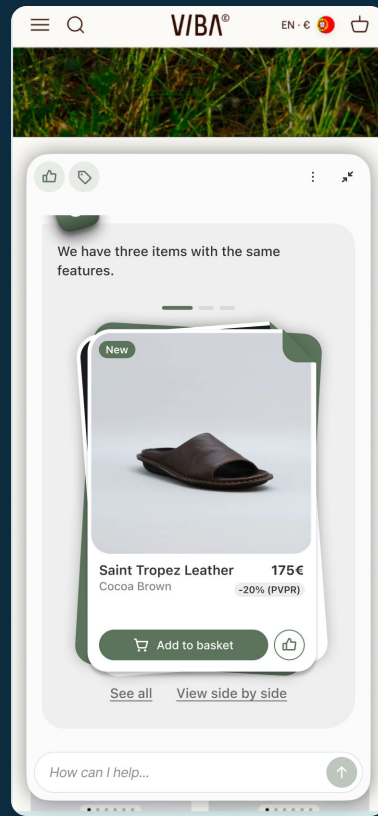
Customers can upload an image and instantly discover similar products in the catalogue, making product discovery faster and more intuitive.

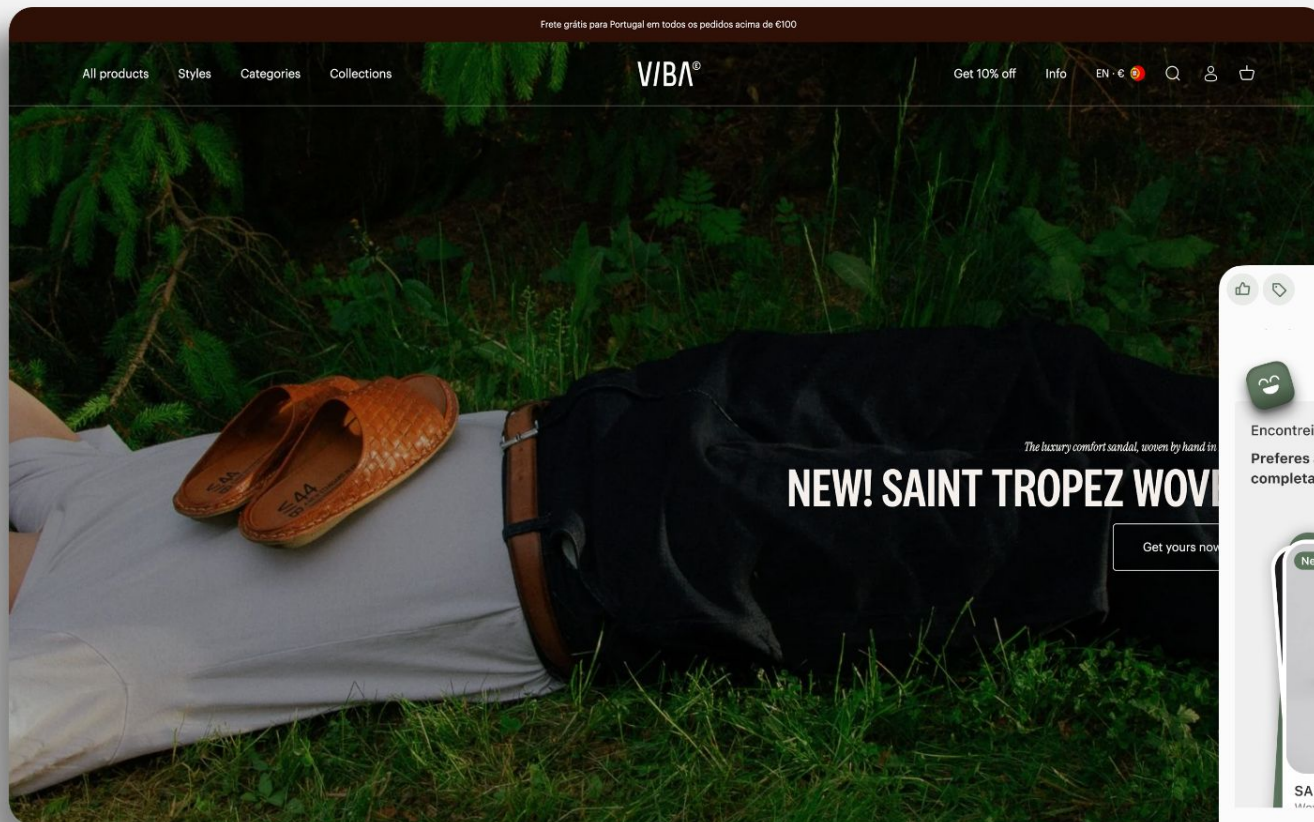


The Customer Journey

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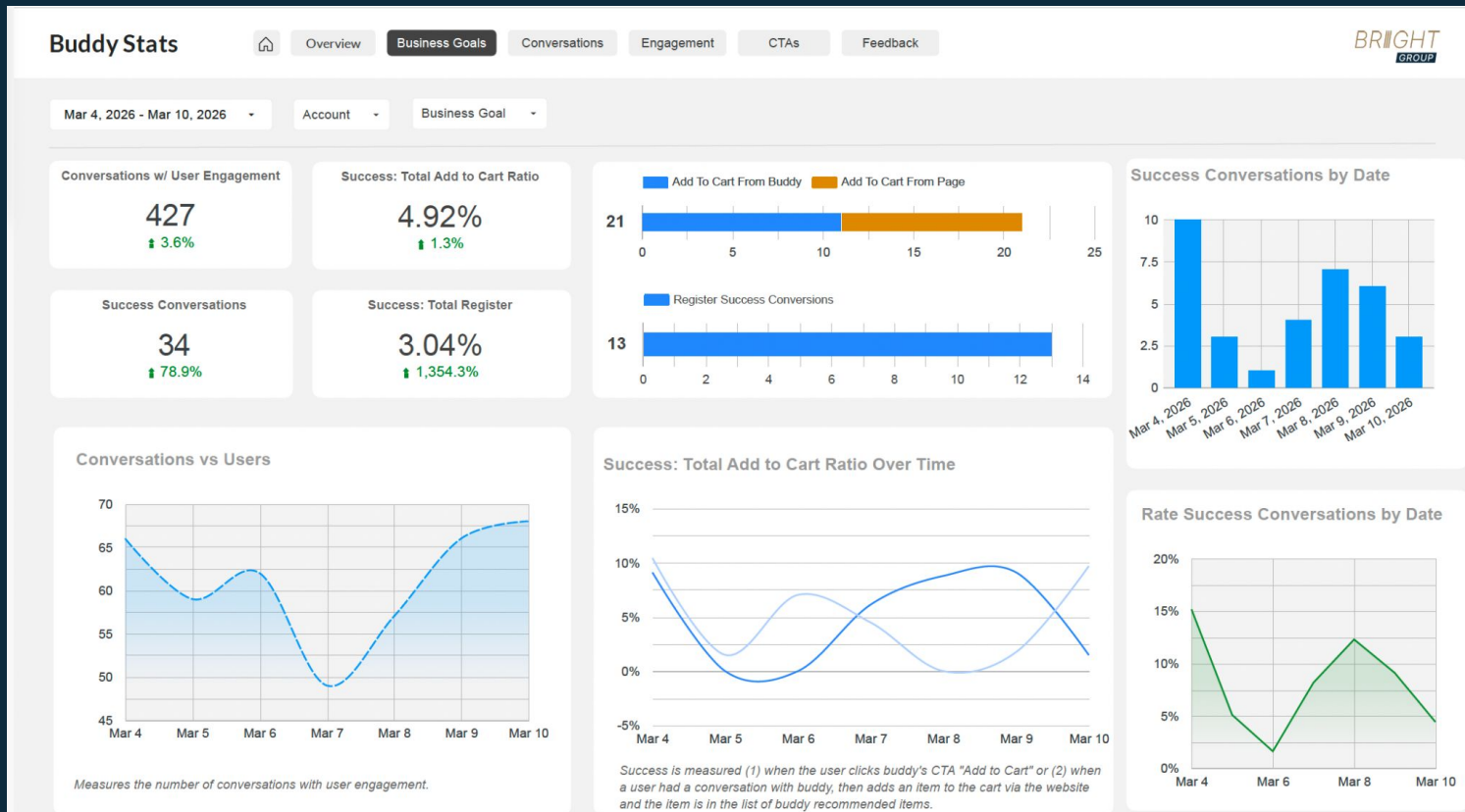


Banner Contextual



Product catalogue via XML file or API integration (similar to a Google Merchant Center or Meta Ads feed).

JavaScript code that can be deployed via Google Tag Manager.



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Thank you!

2026

