

ALWAYS-ON SUPPORT

YOUR CUSTOMERS DON'T KEEP OFFICE HOURS.

A lot of people reach out after you've closed. This is an assistant that answers them instantly — any hour — using only your own info. Save this.



NIKITA & ARTEM
we build these agents at FORMA

WHILE YOU SLEEP, THEY'RE STILL SHOPPING

A QUESTION LANDS AT 11PM. WHO ANSWERS?

74%

of customers now expect support at any hour — because instant replies have become the norm everywhere else.

SOURCE: ZENDESK CX TRENDS 2026 · SURVEY OF 11,000+ PEOPLE, 22 COUNTRIES (VENDOR DATA)

Miss the evening and weekend window and you're not just closed — you're handing those buyers to whoever replied first.

→ "But won't a chatbot just annoy them?"

WHY MOST BOTS ANNOY PEOPLE

A SCRIPT CAN'T ANSWER **YOUR** QUESTIONS.

A GENERIC CHATBOT

Follows canned scripts.

Plain self-service tools fully resolve just 14% of issues on their own — the rest hit a dead end or “please hold.”

AN ASSISTANT ON YOUR DATA

Reads your real info.

Your FAQ, prices, policies and order statuses — so it answers the actual question, or hands off to a human.

14% FIGURE: GARTNER, 2024 · SURVEY OF 5,728 CUSTOMERS

→ So what does that look like for a real customer?

A REAL EXCHANGE, IN SECONDS

INSTANT. ACCURATE. YOURS.

● Your store · live chat SUN 11:42PM

Hey, where's my order #1847? Ordered Tuesday and it's gone quiet.

Hi! Order #1847 shipped today via DHL — landing Thursday. Here's your tracking link. Anything else I can check?

Answered in 4s · no human awake




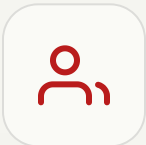
✓ Answered from: your order system + shipping data — nothing invented.

ILLUSTRATION OF THE FORMAT. IT REPLIES ONLY FROM THE DATA YOU CONNECT.

→ Here's the simple path it follows every time

HOW IT ACTUALLY WORKS

QUESTION IN → RIGHT ANSWER OUT.





-  **STEP 01**
Customer asks
On your site, WhatsApp or Instagram — wherever they already message you.
-  **STEP 02**
Reads your own info
FAQ, prices, policies, order status — the data you connect, and nothing else.
-  **STEP 03**
Answers in seconds
Plain, on-brand, any hour — and in the customer's own language.
-  **STEP 04**
Hands off when unsure
Not confident? It passes the full thread to a human — it never guesses.



ARTEM AKHRAMENKO
growth & rollout — FORMA

73% OF BUYERS ARE FINE WITH A BOT – IF IT KNOWS THE ANSWER
(QUALTRICS, 2024)

WHERE IT EARNNS ITS KEEP.

	Online stores	“Where’s my order?”, sizing, returns – answered at 11pm so the sale doesn’t walk.
	Local services	Hours, pricing, “do you do X?” – caught on the spot instead of going to voicemail.
	Clinics & salons	Bookings, prep questions, reschedules – handled after-hours, front desk stays free by day.
	SaaS & apps	Setup, “how do I...”, plan questions – tier-1 tickets resolved before they pile up.

→ Before you worry – here’s what it will *never* do

THE HONEST PART

WHAT IT WON'T DO.

-
- NO** **It won't invent answers.** If it's not in your data, it says so and passes you to a human — it never makes something up to look helpful.
-
- NO** **It won't pretend to be human.** Customers know they're talking to your assistant — honesty keeps the trust.
-
- NO** **It won't replace your team.** It takes the repetitive questions so people handle the ones that actually need a person.
-
- NO** **It isn't one more subscription.** It runs on your own setup — a system you own and keep, not rent.
-

SEE IT ANSWER YOUR REAL QUESTIONS

WHAT DO CUSTOMERS ASK YOU **AFTER HOURS?**

Send us your 5 most-asked questions and your FAQ. In 48 hours we'll send back a working assistant that answers them from your info. No pitch.

→ agencyforma.com

→ hello@agencyforma.com



NIKITA & ARTEM
we'll build it ourselves — FORMA

↗ SAVE & SEND THIS TO WHOEVER ANSWERS YOUR DMS