

## **Zydon Revolutionizes B2B E-Commerce via WhatsApp at Web Summit Rio 2025**

Zydon, a leader in artificial intelligence for B2B sales, is set to unveil a groundbreaking advancement in e-commerce at Web Summit Rio 2025. The company will introduce Zoe AI, a cutting-edge solution designed to redefine the way industries, wholesalers, and distributors interact with their clients. A key feature of this new offering is the integration of B2B e-commerce into WhatsApp, enabling customers and salespeople to place orders, track status, and request second copies of invoices directly via the messaging app, using either text or voice commands.

### **Impact of Zoe AI:**

Currently active in 80 Zydon client stores (approximately 17% of the stores), Zoe AI has already demonstrated impressive efficiency gains, reducing order processing times by 30% for existing clients within the portal experience.

### **Preliminary Results of Zoe AI Integration with WhatsApp (active in 5 stores):**

- A 60% reduction in average order time (from 15 to 6 minutes) during tests with 50 purchasing companies.
- 80% of orders via WhatsApp were completed in under 10 minutes (compared to 45% on the web platform).
- Approximately 70% of participants showed high engagement with the new WhatsApp experience.

### **Relevance:**

This innovation highlights the growing trend of shifting everything to WhatsApp, the preferred communication and sales channel for users in Brazil. With 148 million users (over 93% of the online population), and 70% of businesses already utilizing WhatsApp for strategies, the platform is deeply embedded in the B2B landscape. Research shows that only about 17% of B2B sales were conducted digitally in 2023.

The shift in user behavior underscores the urgency for traditional e-commerce tools and sales flow automation systems (AFV) to adapt to conversational environments, or risk becoming obsolete.

This change signals the modernization of the sales process in industries like supplements, and more broadly, in the B2B sector.

### **How It Works:**

- Each Zydon client has a custom portal with their own branding, URL, and configurations tailored by the client.

- Clients, typically industries, wholesalers, and distributors, invite their buyers and salespeople to access the portal for the first time.
- Each WhatsApp number is linked to a registered user on the Zydon portal during the first access, ensuring that customers have access to price rules, personalized catalogs, and exclusive payment terms offered by the supplier.
- After interacting with Zoe AI (via voice or text), the customer receives a secure checkout link to confirm and complete the purchase.

**Security:**

- End-to-end encryption
- Integration with ERP systems.
- Auditable logs of all interactions for compliance.

**Looking Ahead:**

The future of WhatsApp as a corporate superapp, consolidating everything from orders to post-sale support, without the need for multiple systems, is on the horizon.

**About Zydon:**

Zydon is revolutionizing the B2B e-commerce landscape with advanced AI-driven solutions that streamline the sales process for wholesalers, distributors, and manufacturers. By integrating cutting-edge technology with platforms like WhatsApp, Zydon is paving the way for the future of B2B commerce.

**Spokesperson:**

Rafael Calixto, CEO and Co-founder of Zydon