

Pro Healthywayz is all-set to bring AI in the Direct Selling Industry



Hyderabad, Jul 10, 2020 ([Issuewire.com](https://www.issuewire.com)) - The consumer's behaviour and real-life habits when presented in a data format, brings huge input for the online FMCG market. Pro-healthywayz, a Hyderabad based direct-selling giant has taken the plunge into creating the utmost personalised experience

The world is moving ahead from mass customization to personalization. With people becoming more aware of their needs and requirements, their shift towards brands providing personalised experience can be seen, and the reason behind that is very simple. With finding the right products customers also want to feel unique and they appreciate a company that remembers them and wants to make their experience enjoyable.

Experts from the science and food industry believe that tailor-made nutrition is the future and personalised nutrition is going to be the next big thing. People will prefer to consume food and drinks catering to their exact needs and personal preferences in the near future.

Making an early jump on the wagon, Pro Healthywayz is the first one in direct selling developing an AI-based technology for their platform in order to provide the personalized experience to their consumers.

AI or Artificial Intelligence uses machine learning to mimic human intelligence. It works by combining large amounts of data with fast, iterative processing and intelligent algorithms, allowing the software to learn automatically from patterns or features in the data. Specific applications of AI include expert systems, a computer program that uses artificial intelligence (AI) technologies to simulate the judgment.

Through this technology, consumers will be able to provide Healthywayz with the information regarding what exactly they need and expect from the brand. Based on the AI data interpretations, Healthywayz would be able to provide specific products catering to the needs of consumers. This will also allow greater choice and flexibility to consumers to purchase to their exact necessity rather than making a decision based on word of mouth or without any expert knowledge.

Pro Healthywayz CEO Mr Rizwan further added, "Healthywayz empowers and embraces people's passion for choice and personalisation. We at Healthywayz truly believe that in future there is no place for mass satisfaction, so we have to respond individually to every single customer to satisfy their needs."

Our mission is to research & provide high-quality health & grooming products distributed nationwide through direct sales and creating a rewarding opportunity for our Independent Associates.

Media Contact

Pro Healthywayz International LLP

ceo@healthywayz.biz

Source : PRO HEALTHYWAYZ INTERNATIONAL LLP

[See on IssueWire](#)