Xanite Agent Crew

Your team sets the strategy. The crew does the heavy lifting.

Agent Crew is a team of AI agents inside Xanite. Your marketers set the goals and the limits. The agents find the audience, choose the offer, write and design the messages, build the journey and report on what it achieved.



What the crew does for your business

Strategy reaches customers the same day it is set

A marketer describes the outcome in a sentence. The crew returns a finished campaign: the audience and its size, the offer, the push, email and SMS copy, the branded email and the journey that sends them in order.

Customers who drift away are noticed and brought back

The win-back specialist tracks customers by how long since they last ordered. The lifecycle specialist turns first orders into second orders. Both plan from your figures, not from a calendar.

Every campaign shows what it earned

Each offer holds back 10% of its audience unless you choose otherwise, and ends on the event that means success. The gap between the two groups is what the campaign made.

The best option for each customer

An agent step picks free delivery, 10% off or a plain reminder per person, against a control group.

A programme that stays clean

Stale drafts and overlapping journeys are found and fixed, every change saved as a draft.

Autonomy that grows with results

Every agent starts by proposing. A record of kept plans earns it more room.

Your data, brand and rules

Consent, quiet hours and channel rules apply on every send, whatever an agent proposes.

Bring back customers who haven't ordered in two months. Keep any discount under 15%.

Win-back specialist

Settles on the 60 to 90 day group, counts it, picks an offer under 15% and says why, writes a push and an email, holds back 10% and ends the journey on purchase. Approve creates it all as drafts.

The crew



Account manager

Your one point of contact. Takes every request and posts a Monday stand-up.



Win-back specialist

Brings back customers who bought before and have stopped.



Lifecycle specialist

Turns first-time buyers into repeat buyers.



Analyst

Answers from your own figures, with the period for every number.



Offer decisions agent

Chooses the best option for each customer inside a journey.

See the crew working on your own customers.
xanite.ai/demo

DSG broadbrand