Nowsight™

What AI Can Do That a Chat Window Can't

AI can now find problems in your business that no one thought to look for, but only when it's built to do more than answer questions.

Nowsight whitepaper

The question you don’t know to ask

> The most valuable insights begin with questions you didn’t know to ask.

The costliest problems in a business are the ones nobody thought to look for. Questions you already know how to ask, such as which customers bought less last quarter or which products earn the best margin, are now answered in seconds.

- **A customer’s buying shifts in a way no report tracks**
- **Margin slips on one product group before anyone notices**
- **An account that looks healthy behaves differently from similar customers**
- **A product that sells well in comparable accounts never reaches the accounts that should be buying it**



The data needed to see all of this is usually already in your systems. What's missing is something that looks for these patterns, decides which ones matter, and puts them in front of the right person in time to act. AI can now do that, and it is a different job from answering questions.

Why a chat window isn't enough

Connecting a chat assistant (think ChatGPT or Claude) to your data is a good first step, but on its own it has limits including:

1 It waits to be asked.
It answers what you put to it, so the opportunity nobody thought to ask about stays hidden.

2 It doesn't know your rules.
What counts as a healthy account, which products to exclude, what a good margin looks like? A general AI model just has to guess.

3 It stops at the answer.
A finding in a chat window doesn't become an assignment with an owner, a target and a date.

4 It can't show that it worked.
Without a baseline and a record of what was done, no one can say whether an insight produced anything.

Fixing this takes more than a better model.
It takes connecting and validating the data, building in your rules, and creating the workflow that carries a finding through to a result.

AI that solves problems you couldn't before is built in layers, and each one depends on the one before it.

What it takes: five layers

1	**Connected, validated data**	Account, product and order history pulled from your systems and reconciled to an agreed-upon baseline.
2	**Your business rules**	Your thresholds, exclusions and definitions are set. Example: account health tiers based on weekly sales & profit, and certain products/categories excluded, if needed.
3	**Proactive detection**	The system looks for patterns without being asked: accounts whose buying has dropped, products missing from peer accounts, margin erosion. Results are ranked.
4	**Assigned work**	A finding becomes a plan or project with specific accounts and products, an owner, a goal and, where you use them, incentives.
5	**Measured results**	Orders, repeat buying and profit tracked against the baseline, so you can see what actually moved.

What it looks like when it works



WAREHOUSE PERFORMANCE

$280,000 annualized labor savings

Management knew picking wasn't as efficient as it could be, but handheld scanners weren't telling the story. Real-time screens showed each employee their efficiency against personal best and team performance, while meeting and beating internal targets.



FENCE MANUFACTURER

Divisions save days every month by not relying on inconsistent spreadsheets.

Automated importing and standardization created one apples-to-apples executive view so meetings could focus on improving the business instead of reconciling numbers.



DISTRIBUTOR PERFORMANCE

Sales rep hit 140% of target in 2.5 weeks

driving $9,000 in revenue from one additional item

Focused daily plans for each sales rep show where to concentrate effort for maximum impact

In all three, the gain came from the same place: a clear view, specific work assigned to a person, and a way to see the result.

Insight AI in practice

Insight AI is Nowsight's version of these five layers, built for businesses that sell many products to many accounts.

View	What it does
 **Account health**	Places every account in a tier using the customer's sales and profit thresholds; summarizes why.
 **Product gaps**	Shows items an account hasn't bought, with margin and what similar accounts buy.
 **Plans and projects**	Turns a gap into assigned work with products, targets, an owner, dates, and optional incentives.
 **New and quiet accounts**	Follows new accounts through first orders and flags accounts that stop ordering.

Managers see where coaching is needed by territory and project, and, for project-based plans, a record of which clients bought, whether the product reordered, and what revenue followed.

Getting started

Start with one problem, not the whole business: one territory, one product category or one recurring sales problem. Here is how a first project with Nowsight runs.



1

20 min conversation

We talk about your business, your data systems and your challenges.

2

Personalized Insight AI

We build a prototype around what we learned and talk through your goals, business rules, team reward structure and more.

3

Deploy and refine

We put it to work in your business, then refine it with you based on what you see and what matters most to you.

You bring your knowledge of the business. We handle the technical work.

We'll give you a version of Insight AI built on your specific business needs. Give us 20 minutes to learn how you sell, what you stock and where you want to grow, and we'll show you a demo built around how your business actually works, not a generic walkthrough.

Visit nowsight.com to get started.