

Syncanix for Hebrew B2C

Cinema chains, direct insurers, and parking/mobility apps in Israel run consumer journeys where the customer needs twelve clicks, three menus, and a phone-number search box to do something that should be one conversation. None of them ship an AI agent today. Syncanix does — in Hebrew, on the customer's own brand, with payment inside the chat.

Who it is

- Israel-first; Hebrew primary, English/Russian/Arabic secondary; mobile-first traffic.
- Israeli payment gateway in checkout (Tranzila / iCount / CardCom), Bit / Apple Pay, ILS pricing, consistent RTL.
- Buyer: Head of Digital / E-Commerce / CX Director at a 50–500-employee consumer brand.

The pain

- No incumbent, no AI — the largest Israeli cinema chain's site is email + contact form only, no chat widget at all.
- Twelve clicks per booking — every step bleeds conversion.
- Email-support backlog — deflectable tickets ("move my Wednesday booking to Thursday") go to a human queue.
- US-built AI doesn't fit — Sierra/Fin/Decagon are LTR-first, USD-priced, and built around US payment rails.

How Syncanix solves it

- Drop one script tag — the Shadow-DOM widget auto-themes to the host's design tokens (the brand's blue stays the brand's blue).
- Hebrew RTL is first-class — bidirectional rendering, RTL-aware UI, multilingual retrieval embeddings; Arabic, French, German, and Spanish ship on the same pipeline.
- Federated discovery maps the booking/claims/parking-session API surface from your code and runtime traffic — no upload.
- Checkout happens inside the chat — the assistant drives your existing payment flow (Tranzila/iCount/CardCom, Bit, Apple Pay) through your registered checkout component; pick the seats and confirm in one conversation.
- Stored data stays in the EU (Frankfurt) — EU residency at rest from day one.

The wedge

- Hebrew RTL + an auto-themed widget that drives your existing ILS checkout, on a greenfield site.
- US incumbents under-invest in RTL because the US TAM doesn't reward it — the cheapest defensible moat in Israel.

Pricing path

- Reverse trial — Growth for 14 days, downgrade to Starter anytime.
- Entry: Growth (\$799/mo, 15,000 MAEU — monthly active end users) — one production surface, auto-discovery + auto-theming + write governance.
- Volume: Scale (\$2,499/mo, 50,000 MAEU) — high-traffic consumer surfaces (cinema, parking, insurance) are sized by monthly active end users, not seats.
- Works with your existing Israeli payment stack — the assistant drives your checkout; no separate SKU.