



SERVICE GUIDE · 2026

Conversational AI

AI assistants that talk naturally, work tirelessly, and stay on-brand.

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WHAT IS CONVERSATIONAL AI

AI that talks naturally — and gets things done

Conversational AI is AI that **holds natural conversations with people** — by text, chat, or voice — and gets real work done in the process. Customer support, internal help desks, sales assistance, appointment booking — all handled accurately, in your brand voice, around the clock.

THINK OF IT LIKE THIS

Imagine a team member who can talk to thousands of customers at once, in any language, never gets tired, always stays on-brand, and knows exactly when to bring a human in. That's a well-designed Conversational AI system — and it works alongside your team, not against it.

01**How It Works**

A plain-English overview

• People Ask Naturally

Users ask questions or make requests in their own words — by chat, email, voice, or messaging app.

• The AI Understands & Acts

The system understands intent and context, finds the right information, and takes action — across your systems if needed.

• You Stay in Control

Complex or sensitive cases are escalated cleanly to your team, with full context — every conversation is logged and reviewable.

02**What It Can Actually Do**

Real-world examples

• Customer Support Chatbots

Handle tier-one customer questions automatically — order status, account queries, troubleshooting — escalating only what really needs a person.

• Sales & Pre-Sales Assistants

Engage website visitors, qualify leads, answer product questions, and book demos with sales — at any time of day.

• Multilingual Service

Offer support and engagement in any language your customers speak — without needing native-speaker staff in every region.

• Internal Help Desk

Answer IT, HR, and policy questions for staff instantly — drawing on your real internal documentation.

• Appointment Booking

Let customers book, reschedule, or cancel appointments through natural conversation — synced to your calendar systems.

• Voice Assistants

Phone-based AI that handles call routing, basic enquiries, and even structured conversations — freeing your contact centre.

INDUSTRY USE CASES

Real scenarios, real outcomes

Below are examples of how Conversational AI is being applied across different sectors and departments. Each one replaces hours of manual work or unlocks insight that was previously out of reach.

A**Customer-Facing Conversations**

Better experience, lower cost, faster resolution

• Support Chatbot

On-site chat that handles common questions instantly — refunds, order tracking, account access — with seamless human handoff when needed.

• Lead Qualification

Engages website visitors in natural conversation, qualifies their intent, and books meetings with sales — capturing leads 24/7.

• Booking & Scheduling

Customers book appointments, services, or consultations through chat — instantly synced to your calendars and back-office.

• Post-Purchase Support

Order tracking, delivery questions, returns initiation — handled in conversation, integrated with your fulfillment systems.

B**Internal & Workforce Conversations**

Helping your own team work faster

• IT Help Desk

Staff ask IT questions in chat — password resets, software issues, access requests — handled or routed automatically.

• HR Self-Service

Employees ask about policies, benefits, leave, or onboarding through chat — getting accurate answers from your real HR documentation.

• Sales Enablement

Salespeople get instant pricing, product, and competitive info through a chat assistant — without searching SharePoint or pinging colleagues.

• Frontline Support

Field, retail, or operational staff query process docs, troubleshoot equipment, or get supervisor guidance via mobile chat.

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Voice & Specialised Conversations

Where conversation needs to feel completely natural

- **Phone-Based Assistants**

Voice AI handling inbound calls — answering queries, taking bookings, routing complex calls — at scale and around the clock.

- **Industry-Specific Assistants**

Conversational AI tuned for sectors with strict requirements — healthcare triage, legal intake, financial guidance — always with proper oversight.

- **Multilingual Engagement**

Customers served in their own language, with consistent quality and tone — without growing your team for every market.

- **Accessibility Channels**

Voice-first, text-first, or screen-reader-friendly conversations — making your services accessible to a wider audience.

A CLOSER LOOK

How Conversational AI actually works

Every conversation, however natural it feels, runs through a careful sequence — from understanding what was said, to producing the right response or taking the right action.

- **1. Listen**

The system receives the user's message — text or transcribed voice — alongside the conversation history so far.

- **2. Understand**

It works out what the user is trying to do — the intent — and pulls out key details like names, dates, or order numbers.

- **3. Look Up**

If your data is needed, the assistant queries your systems or documents through secure integrations to get the real answer.

- **4. Decide**

Based on what it knows and what it's allowed to do, it decides whether to answer, take action, ask for clarification, or escalate.

- **5. Respond**

A reply is composed in your brand voice — clear, accurate, and natural — and sent back to the user.

- **6. Learn**

Every interaction is logged and reviewed — improving accuracy, expanding coverage, and catching patterns to refine over time.

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What We Build For You

The key components of your system

- **Brand-Aligned Personality**

Assistants tuned to sound like your brand — tone, vocabulary, and style — so conversations feel consistent and on-brand.

- **Integration with Your Tools**

Connected to your CRM, ticketing, calendar, and back-office systems — so the AI can actually take action, not just talk.

- **Analytics & Insight**

Dashboards showing what users are asking, where issues recur, and where the assistant is — and isn't — performing well.

- **Intent & Context Handling**

Robust understanding of what users actually mean — handling clarifications, follow-ups, and multi-turn conversations naturally.

- **Smart Escalation**

Clear handoff to human agents at the right moment — with full conversation context attached — so customers never feel handed off cold.

- **Multi-Channel Deployment**

One assistant, deployed across web, mobile, WhatsApp, SMS, voice, or wherever your customers are — with consistent behaviour.

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Oversight, Governance & Responsible AI

Built-in accountability — always included

- **Full Visibility**

See exactly what your Conversational AI system is doing — every action, decision, and outcome — through a clear activity log.

- **Audit Trails**

Every action recorded with timestamp and reason — a searchable record for compliance and review.

- **Continuous Improvement**

Your system gets better over time. We review outcomes, identify improvements, and update it.

- **Guardrails & Boundaries**

Clear rules for what your system can and cannot do. Sensitive actions always require human sign-off.

- **Ongoing Monitoring**

We monitor performance over time, flagging anything unusual and ensuring continued accuracy.

- **Data Privacy & Security**

Your data stays yours. We follow rigorous practices and work within your security policies.

07

Hosting & Deployment

We handle the technical side — you focus on the results

Once your Conversational AI system is built, it needs somewhere to live and run reliably. We take care of all of that for you.

- **Cloud Hosting**

Hosted on secure, enterprise-grade cloud infrastructure. Your Conversational AI runs 24/7, scales with usage, maintained by our team.

- **Hybrid Setup**

Hybrid deployments combining cloud convenience with on-site control, tailored to your requirements.

- **On Your Own Systems**

If data must stay on-premises for compliance or security, we deploy your system entirely within your environment.

- **Ongoing Management**

Managed packages include monitoring, updates, performance tuning, and ongoing support as your system matures.

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Consulting & Advisory

We help you figure out what you actually need

Not sure where to start? Most organisations know Conversational AI could help — but not where, how, or what to prioritise. We work through that with you honestly, without jargon.

- **Discovery & Scoping**

We understand your operations, challenges, and goals — then identify where Conversational AI delivers the most value first.

- **Roadmap Planning**

A phased plan — starting with a focused pilot that delivers early results, then expanding as confidence and ROI grow.

- **Feasibility & Risk Assessment**

An honest view of what's achievable, the risks involved, and a realistic timeline. No overpromising, no jargon.

- **Stakeholder Alignment**

We help communicate the plan internally — leadership, operations, compliance, IT — with materials for non-technical audiences.

09

Training & Adoption Support

Making sure your team feels confident

The best system only creates value if your team knows how to use it, trust it, and get the most from it. We provide tailored training and support to make adoption smooth.

- **Team Onboarding**

Practical, jargon-free sessions for people working alongside the Conversational AI system every day — what it does and when to step in.

- **User Guides & Playbooks**

Clear, plain-English documentation tailored to your system — a reliable reference whenever your team needs it.

- **Leadership Briefings**

Focused sessions for senior stakeholders covering outcomes, governance, risk, and measuring success.

- **Ongoing Support**

As confidence grows and workflows evolve, we're available for follow-up sessions, Q&A, and improvements.

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Our Delivery Process

From first conversation to live system

- **01 — Discovery Call**

We learn about your business, challenges, and where we can help most.

- **02 — Scoping & Proposal**

We map the solution, confirm feasibility, and agree on clear outcomes.

- **03 — Build & Test**

We build your system, test it thoroughly, and refine it with your input.

- **04 — Deploy & Integrate**

We go live — connecting it to your tools on your chosen infrastructure.

- **05 — Train Your Team**

Onboarding sessions and documentation so your team is ready to use it.

- **06 — Monitor & Improve**

We track performance, maintain governance, and keep improving over time.



NEXT STEP

Ready to put AI to work in your business?

Let's start with a conversation. We'll listen to where you are, what you're trying to achieve, and show you what's possible.



GET IN TOUCH

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