AI SYSTEMS FOR GROWING BUSINESSES

Less repetitive work. More room to grow.

Practical AI systems that help your business respond faster, follow up consistently and turn customer insight into action.

Five systems. Built around your business.

Website assistants. AI receptionists. Lead follow-up. Review management. Content workflows.

CTDigital designs and connects the processes behind them, so your team has a useful system with clear responsibilities, measurable goals and room to improve.

Your next step

Find the point where enquiries, time or customer confidence are being lost. Start with one focused system, prove its value and expand from there.

A tailored implementation and managed service from CTDigital. Pricing by enquiry.

THE OPPORTUNITY

Fix the gaps that slow your business down.

An unanswered question, an overlooked enquiry or a repetitive task might seem small. Across a busy week, they add up.

Choose a system around a real bottleneck

Visitors leave with unanswered questions → AI Website Assistant.
Calls arrive while your team is busy → AI Receptionist.
Enquiries sit in an inbox without follow-up → AI Lead Follow-Up & Booking.
Customer feedback is inconsistent or unmanaged → AI Review & Reputation Management.
Marketing stalls because nobody has time → AI Content & Marketing Workflow.

The difference is in the implementation

A tool becomes useful when it knows which information to use, which actions it can take and when a person needs to step in. CTDigital maps that process, connects the agreed systems and tests real scenarios before launch.

A focused starting point

We agree the problem, the baseline and the success measure first. The initial scope can cover one channel, one team or one customer journey. You get evidence to guide the next investment, without committing to every system at once.

Why these five?

These services address practical sales, marketing and customer-service needs. Industry research identifies marketing, content generation and service chatbots among common business AI uses. This portfolio is a practical selection, not a claim that these are the five best-selling systems worldwide. Research references appear on the final page.

Start with the task that is frequent, measurable and costing your team the most time or missed opportunities.

01 / AI WEBSITE ASSISTANT

Turn website questions into your next customer.

Give visitors a useful first response, help them find the right information and capture the details your team needs to continue the conversation.

What the system does

Answers questions from approved service, product and policy information; asks relevant qualifying questions; collects enquiry details; and sends a structured handover to your inbox or CRM. Where supported, it offers a booking link or checks connected information such as order status after appropriate verification.

Example customer journey

A visitor asks about a service outside business hours. The assistant explains the approved options, asks about their requirements and preferred timing, and captures their details. Your team receives a clear enquiry summary with the conversation attached. If the answer is uncertain, the assistant offers a human handover.

What CTDigital puts in place

A branded website interface; an agreed knowledge base; enquiry questions and routing rules; one defined handover process; supported integrations; and a test set covering common questions, missing information and requests outside scope. The final channel and integration allowance is agreed in your proposal.

How we measure value

Track qualified enquiries, the share progressing to bookings, handovers and the accuracy of sampled answers. Review unanswered questions to identify missing website content. A conversation count alone does not show whether the assistant is helping customers.

Best fit and operating boundaries

Useful for service businesses, online shops and companies receiving repetitive questions. Your team approves the information and keeps policies current. Discounts, refunds and binding commitments remain within explicitly approved rules; sensitive or uncertain requests go to a person.

Commercial goal: make it easier for interested visitors to take the next step, while reducing repetitive questions.

02 / AI RECEPTIONIST & CALL HANDLING

Keep capturing enquiries while your team is busy.

Give callers a consistent first point of contact during busy periods, missed-call overflow or agreed out-of-hours coverage.

What the system does

Answers incoming calls, identifies the reason for calling, handles approved FAQs and captures the caller's details. It can route calls, send a structured summary or offer appointment booking where the selected provider and calendar integration support it.

Example customer journey

A customer calls while your team is with another customer. The receptionist identifies itself as an AI assistant, asks what they need and records the relevant details. It routes the call if someone is available or creates a callback request. A supported booking workflow checks live availability before confirming a slot.

What CTDigital puts in place

A call-flow design; approved greetings, pronunciation and business information; intake questions; routing and fallback rules; supported phone and calendar connections; and scenario testing. Tests include interruptions, background noise, unclear requests, unavailable staff and requests the system should decline or escalate.

How we measure value

Measure answered eligible calls, completed enquiry capture, booking accuracy and successful transfers. Review failed calls and requests for a person. Compare these with the previous missed-call baseline and check whether captured enquiries become worthwhile business.

Best fit and operating boundaries

Useful for trades, garages, salons, property businesses and appointment-based services. Call minutes, phone numbers, languages and coverage hours are scoped before launch. Emergency handling and professional advice are outside the standard service. Recording, retention and any required caller notices are agreed before activation.

Commercial goal: reduce the number of potential customers lost because nobody could answer the phone.

03 / AI LEAD FOLLOW-UP & BOOKING

Give every enquiry a clear next step.

Respond consistently to incoming interest, collect the information needed to qualify it and keep appropriate follow-up moving.

What the system does

Connects agreed enquiry sources to a structured follow-up process. AI identifies the request and prepares a relevant response using approved information. The workflow asks for missing details, offers a booking route, records progress and alerts your team when personal attention is needed.

Example customer journey

A homeowner requests a quote. The system acknowledges the enquiry, asks about location, project requirements and timing, then offers a suitable consultation route. If they do not respond, an agreed sequence follows up. Replies, bookings and opt-outs stop or change the sequence so the customer is not chased unnecessarily.

What CTDigital puts in place

Enquiry triggers; required qualification fields; approved messages; follow-up timing; duplicate prevention; CRM stages; a booking handover; and clear stop rules. Testing checks that existing customers, repeated submissions and manual team replies do not accidentally trigger conflicting sequences.

How we measure value

Track time to first meaningful response, qualification completion, booked appointments and quote acceptance. Review lead quality alongside volume. Compare equivalent enquiry sources and periods so seasonal demand or a change in ad spend is not mistaken for an automation improvement.

Best fit and operating boundaries

Useful for installers, consultants, agencies and businesses selling considered purchases. Start with inbound enquiries and agreed communication permissions. The system does not invent prices or promise availability. Binding quotes, unusual requirements and negotiation remain with your team unless separately designed and approved.

Commercial goal: make better use of the enquiries your marketing is already generating.

04 / AI REVIEW & REPUTATION MANAGEMENT

Turn customer experience into stronger brand trust.

Build a consistent feedback process, respond more promptly and identify the customer-experience improvements that matter most.

What the system does

Sends neutral review invitations after an agreed customer event and waiting period. Uses supported reminders and duplicate checks. AI classifies incoming feedback, drafts replies for approval and groups recurring themes into a useful monthly action summary.

Example customer journey

An order is delivered. After time to try the product, the customer receives an invitation to share an honest experience. If a review arrives, a draft response is prepared and any service issue is routed to the responsible team. Monthly analysis highlights repeated concerns, such as delivery communication or unclear instructions.

What CTDigital puts in place

Supported review-platform connections; fair eligibility rules; timing and approved language versions; reminder and suppression rules; a response tone guide; complaint alerts; and reporting. For multiple markets, we agree which storefronts, languages and teams feed each profile before connecting the workflow.

How we measure value

Measure completed reviews per invitation, new review volume, rating distribution and response time. Track recurring complaints and whether agreed changes reduce them. Review volume and customer experience are assessed together; more invitations alone do not guarantee a better score.

Best fit and operating boundaries

Useful for ecommerce, hospitality and local services with regular transactions. Invitations must be fair and neutral. No fabricated reviews, incentives for Trustpilot reviews or selective routing of only happy customers. Your team approves replies and owns refunds and customer resolutions. No particular rating or sales uplift is promised.

Commercial goal: make genuine customer feedback easier to collect, faster to act on and more useful to the business.

05 / AI CONTENT & MARKETING WORKFLOW

Turn your expertise into consistent marketing.

Create a repeatable route from useful business information to approved content, without asking your team to start from a blank page every time.

What the system does

Turns approved source material into drafts for agreed channels. A product update, promotion, article or recorded conversation can become social copy, an email and supporting website content. Drafts move through an approval queue before scheduling through supported tools.

Example customer journey

Your team submits a new service brief with approved facts, images and an offer. The system prepares channel-specific drafts in your brand tone. A reviewer checks accuracy, claims and creative quality. Approved versions are scheduled, while rejected drafts return for revision. Performance informs the next content cycle.

What CTDigital puts in place

A source-submission process; tone and style guidance; content templates; approved claims and facts; an editorial workflow; supported scheduling connections; and reporting. Design templates and asset rules help the output stay recognisably yours. Photography, video production and bespoke creative work can be scoped separately.

How we measure value

Track time from brief to approval, revision rates, publishing consistency and attributable enquiries or conversions where tracking allows. Review performance by channel and content purpose. More posts are not automatically better marketing; quality and commercial relevance remain central.

Best fit and operating boundaries

Useful for expert-led businesses, product brands and small marketing teams with material to share but limited production time. Your team signs off facts, rights and offers. Public publishing starts with human approval. The workflow does not manufacture testimonials, customer experiences or unsupported product claims.

Commercial goal: reduce production friction and keep useful, on-brand marketing moving.

CONNECTED CUSTOMER JOURNEYS

Start with one system. Connect the next opportunity.

The strongest setup often links a few carefully chosen steps, with clear ownership between them. You do not need all five systems to get started.

For a service business

Website Assistant captures the initial requirements. Lead Follow-Up gathers missing details and helps the prospect book. After the service is complete, Review Management invites honest feedback.

The handover matters: one customer record, consistent information and an agreed point where your team takes responsibility.

For a busy appointment-based team

AI Receptionist handles overflow calls and captures callback requests. Lead Follow-Up supports the next action through the agreed channel. Review Management collects feedback after an eligible completed visit.

The handover matters: live availability where supported, no duplicate bookings and a clear route to a person.

For an ecommerce brand

Website Assistant answers product and policy questions. Review Management collects feedback after delivery. Content Workflow uses approved product information and anonymised feedback themes to improve FAQs and marketing drafts.

The handover matters: product information stays accurate and identifiable customer comments are not republished without appropriate permission.

A deliberate expansion path

First stabilise the original workflow. Then use measured results and team feedback to decide whether a second system solves the next bottleneck. We check integration costs and operational responsibility before adding another channel.

Connected systems should reduce duplicate work and confusing messages, not create more tools for your team to manage.

IMPLEMENTATION & HANDOVER

Built around your process. Tested before launch.

Every implementation starts with a defined business outcome and ends with a working process your team understands.

01 / Discover and scope

Map the current journey, pain points, volumes and existing software. Agree the first use case, eligible users, success measures and exclusions. Check integration access before confirming the implementation and timeline.

02 / Prepare the knowledge and rules

Collect approved FAQs, service information, policies, tone examples and routing details. Define what the system can answer, which actions it can take and when a person must approve or intervene.

03 / Configure and connect

Build the agreed workflow using suitable existing tools and supported integrations. Connect only the data and actions needed for the task. Define duplicate checks, permissions, activity records and failure alerts.

04 / Test and launch in stages

Test normal journeys, missing data, incorrect inputs, repeated events and unavailable integrations. Review sample outputs with your team. Begin with a controlled scope and agree a way to pause or fall back if the workflow fails.

05 / Handover and improve

Provide a process overview, operating instructions and named responsibilities. Compare results with the baseline, review failures and prioritise improvements. A managed plan can include ongoing monitoring, updates and reporting within an agreed allowance.

Your proposal defines deliverables, integrations, responsibilities, acceptance checks and launch timing before work begins.

MEASUREMENT & SERVICE SCOPE

A clear business case.
A clear service agreement.

We agree how value will be measured and what the service includes before adding automation to your business.

Establish the baseline

Record the current enquiry volume, response time, missed calls, review conversion or content-production time relevant to the project. Choose one primary outcome and a small number of quality measures. Start with data you can reliably collect.

Calculate value using your own numbers

Illustrative time example: 200 routine tasks per month x 4 minutes saved = around 13 hours released. At an internal cost of £25 per hour, that represents about £333 of capacity value before software and management costs. This is an example, not a forecast or a cash saving unless spending actually falls.

Separate activity from commercial results

Messages sent, calls handled and drafts created show activity. Qualified appointments, resolved questions, better response times and attributable contribution show value. Where sales impact is measured, use contribution after relevant costs rather than treating all revenue as profit.

Setup and optional managed service

Setup covers the agreed design, configuration, connections, testing and handover. A managed service can cover workflow monitoring, knowledge updates, output sampling, reporting and prioritised improvements. Internal customer support, dispute resolution and unlimited revisions are not automatically included.

Pricing and usage

Pricing is tailored to complexity, volume, channels and integrations. Software subscriptions, AI usage, calls and messaging costs are identified separately. Your quote defines allowances, additional-work rates, support hours, ownership, access and what happens if you pause or end the service.

The aim is a useful, measurable improvement that makes sense after implementation, software and ongoing service costs.

QUESTIONS CLIENTS ASK

Practical answers before you commit.

The right system should fit your business, your team and the way your customers prefer to communicate.

Do we need to replace our website or CRM?

Often the first step is connecting the systems you already use. Compatibility, account permissions and subscription requirements are checked during scoping. A bespoke integration or platform change is quoted separately if needed.

Will the AI get every answer right?

No AI system is error-free. Approved source material, limited permissions, realistic testing and human handovers reduce avoidable mistakes. We agree what it should do when information is missing, contradictory or outside scope, and sample outputs after launch.

How much involvement does our team need?

You provide an accountable contact, approved information and timely feedback during setup. After launch, your team handles escalated enquiries, customer decisions and approvals. The managed service can reduce administration, but it does not remove business ownership.

What happens to customer information?

Before launch, we agree the data required, permitted access, retention and selected providers. Sensitive information is excluded unless specifically assessed and approved for the use case. Relevant privacy and communication requirements are reviewed for the chosen channels and markets.

Can we start small, and what if a tool stops working?

Yes. A focused pilot can cover one channel or process. We define fallback behaviour, error alerts and a manual route. Platform outages and provider changes cannot be eliminated, but the workflow should make failures visible and recoverable.

How soon can we launch?

Timing depends on integration access, content readiness and complexity. A straightforward workflow is scoped differently from a multi-market call and CRM integration. You receive a realistic schedule after the technical checks, rather than a generic launch promise.

A clear scope and an accountable team make the technology much more useful.

LET'S BUILD YOUR FIRST SYSTEM

Where is your business losing time or opportunity?

Bring one repetitive task, one customer bottleneck or one missed opportunity. CTDigital will help you define a practical starting point.

What to bring to the conversation

Your website and current software.
The task or customer journey you want to improve.
Approximate monthly enquiry, call, order or content volumes.
Who currently handles the work and where it gets stuck.
What a worthwhile improvement would look like.

What happens next

We review the workflow, check the required connections and recommend a focused implementation.
You receive a tailored proposal with deliverables, responsibilities, costs and a clear way to judge success.

Discuss your AI system

Connor Thomas / CTDigital
Visit ctdigital.net to start a conversation.
Pricing by enquiry. Systems are configured to each client's requirements.

Research and platform references

These sources support the service categories and platform examples; they are not CTDigital case studies, endorsements or performance guarantees. Capabilities and plans are checked again when scoping.

Salesforce: Small & Medium Business Trends, 6th edition - common AI use cases.
Intercom: What is Fin? - customer service, sales and ecommerce roles.
RingCentral: AI Receptionist - call handling and integration capabilities.
Trustpilot: Business guidelines and pricing - fair invitations and plan-dependent features.

Clickable source links are provided below. Prepared 4 November 2026.

Salesforce research

Intercom capabilities

RingCentral receptionist

Trustpilot guidelines

Trustpilot plans

Practical AI. Clear responsibilities. Measurable progress.