

Website Changes

Home Page

- Get a Demo doesn't work
- Can't do chat demonstration due to token usage – lets rather add some examples.

Key Capabilities

I don't actually like this as a heading. It's very limiting. Let's rather call it "What Sets Us Apart"

Let's get rid of "Human Augmented Intelligence". It says that ChitChat won't replace people, but that's not entirely true. We aim to one day replace call centers with our personas. "Real-Time Comparisons" also needs to go. This isn't really something that clients would care about, it's more of a dev feature. Let's scrap it completely. Lastly, lets get rid of "Effortless Growth" as it overlaps too much with "Ongoing Optimisation". Below are some new cards for this section.

What Sets Us Apart

- Psychologically Engineered Personas: Our personas are crafted with deep emotional intelligence and personality theory. They are built to sound, feel, and think like real people.
- Multi-Persona Support: Tailored personas for different business roles. Whether it's a kind billing assistant or a confident troubleshooter, each one feels uniquely human.
- Ongoing Optimisation: We continuously fine-tune personas using real customer conversations, improving tone, empathy, and clarity over time.
- Seamless Integration: Plug ChitChat into your existing platforms - web chat, or WhatsApp - for smooth, end-to-end automation.
- Custom Conversations at Scale: Automate high-quality, emotionally aware conversations without sacrificing nuance or accuracy. No scripts, no awkward pauses.
- Built to Replace, Not Just Assist: ChitChat doesn't just support your team - it becomes it. Replace entire call centers with AI that feels personal, not robotic.

Behind the Vision

As much as I like the idea, I don't think it fits ChitChat as a brand. I don't want the spotlight to be on me at all. Let's remove this entirely.

What Our Clients Say

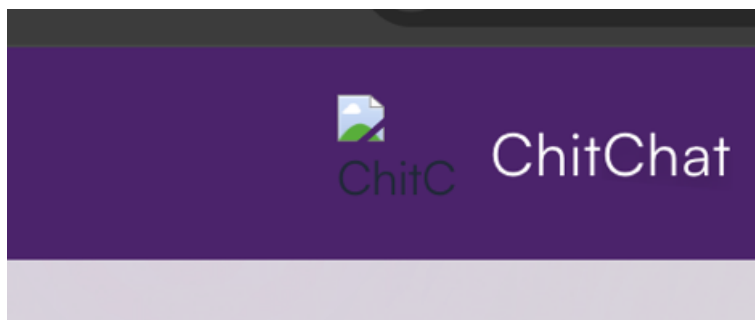
Remember that we cannot use any quotes from rain yet as we have not finished working with them. Even though we have the contract officially, we need to be done. Let's leave this out for now.

Our Impact by the Numbers

We obviously don't have any real data on this yet...so not sure what to do with this. I still like it for future.

Be Part of Our AI Revolution

I like this as well, but let's not include GitHub Discussions yet. Let's stick to our LinkedIn page only.



For some reason, the logo isn't showing up properly for me when you go to each page and scroll all the way to the top. It works fine when you scroll down.

Solutions Page

Everything is perfect – just want to add a blurb under More Industries We Serve. Let's say something like "Don't see your industry? ChitChat is flexible. Our AI personas are fully customisable and can be tailored to any industry, tone, or role - even if it's not listed here. If you've got a use case, we can build the voice for it."

For Businesses Page

I love everything here. Just for "Admin Dashboard Access", we don't have that yet so maybe best not to include it. Don't want to get in trouble for false promises. Also remember to remove the numbers under the pricing section and maybe rename it to something like "The 3 Stages of Your ChitChat Journey" or "The 3 Stages of Bringing Your Personas to Life". Let's add a blurb to say that they can contact us for pricing details and that can link to our contact us page.