

# Nexus Creative Studio – Master Chatbot Knowledge Base

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## 1. OVERVIEW

Nexus Creative Studio is a South African-based, subscription-driven web design and digital support company that provides professional websites and digital tools to small and micro-enterprises. Nexus was created to remove the barriers that many small businesses face when trying to establish an online presence—these include high setup costs, lack of technical knowledge, and long, complicated development processes.

Our mission is to offer expertly crafted, high-performance websites through an affordable monthly subscription, tailored for entrepreneurs who want a trustworthy, modern presence online without any headaches. We design, host, and maintain static business websites, ensuring security, reliability, and excellent customer experience across all tiers of service.

In addition to website creation, Nexus positions itself as a holistic digital partner, enabling digital transformation for South African small businesses in a jargon-free, clear, and empowering manner. We pride ourselves on being the silent tech partner behind successful small businesses.

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## 2. BRAND PURPOSE

- **Mission:** To make digital transformation accessible, meaningful, and affordable for every South African entrepreneur and SMME.
  - **Vision:** A vibrant African economy where small businesses are digitally visible, competitive, and empowered to grow sustainably.
  - **Tone & Voice:** Human, friendly, yet professional. We speak plainly, avoid tech speak, and aim to empower.
  - **Core Values:** Accessibility, Transparency, Empowerment, Simplicity, Professionalism, Integrity.
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## 3. CORE SERVICES

### 3.1 Website Design & Development

- Clean, fast, and responsive websites.
- Optimized for mobile and desktop.
- Layouts include home, about, services, contact, and optional custom pages.
- Designed for business credibility, SEO-readiness, and trust-building.

### 3.2 Domain Registration

- Free .co.za domain name included in all plans.
- Registered in client's name with full ownership.
- Managed renewals and DNS configurations.

### 3.3 Hosting & Security

- Hosted on reliable, secure South African-based servers.
- SSL encryption as standard.
- Regular uptime monitoring, backups, and security scans.

### 3.4 Free Annual Updates

- Based on selected plan: 1, 2, or 4 updates/year.
- Can include content edits, photo replacements, additional sections.
- Update requests processed within 3–5 business days.

### 3.5 Additional Paid Updates

- R150 per extra update.
- Each update request can include grouped changes.
- Encouraged to send grouped updates for efficiency.

### 3.6 Ongoing Support

- WhatsApp, email, and scheduled call channels.
- Guidance on content submissions, domains, and website usage.
- Polite reminders for when annual updates are due.

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## 4. PRICING STRUCTURE

Plan	Monthly	Yearly	Free Updates	Extra Updates
Starter	R299	R2,990	1/year	R150 per update
Growth	R399	R3,990	2/year	R150 per update
Pro	R499	R4,990	4/year	R150 per update

- No initiation or setup fee for the first 12 months.
  - All plans include domain, hosting, SSL, and free updates.
  - Yearly payments receive slight discount.
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## 5. EXTRAS AND ADD-ONS (Quoted Separately)

- Logo design or redesign
- Copywriting for services, bios, or product descriptions
- Google Maps location embed
- WhatsApp live chat integration

- Blog or updates/news functionality
  - Basic e-commerce catalog setup
  - Payment integration (PayFast, Yoco, etc.)
  - Booking/calendar system setup
  - Email mailbox setup (via Google Workspace or other platforms)
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## 6. CUSTOMER ONBOARDING JOURNEY

1. **Plan Selection:** Choose Starter, Growth, or Pro.
  2. **Content Submission:** Fill out onboarding form with logo, business details, service descriptions, images.
  3. **Development Phase:**
    - Completion in 5–10 business days.
    - Clients receive draft for review and feedback.
    - One round of edits included.
  4. **Go Live:**
    - Website launched with secure hosting.
    - Domain is live.
    - Update cycle begins.
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## 7. COMMON FAQs & ANSWERS

**Q: What happens if I miss a renewal?** A: The website and domain will be paused. Files are stored securely for 30 days.

**Q: Can I use a different host later?** A: Yes, we offer file transfer and DNS migration assistance.

**Q: How do I request updates?** A: Via WhatsApp, email, or form submission. You'll receive confirmation and timeline.

**Q: Can I upgrade or downgrade my plan?** A: Yes. You may change your plan at any point.

**Q: Do I need any web knowledge?** A: Not at all. You send us content and we handle the rest.

**Q: What if I need help writing content or creating a logo?** A: We offer these services separately.

**Q: Can I get email hosting with my domain?** A: Not included by default but available on request.

**Q: What support is available?** A: WhatsApp, email, and calendar-based support calls.

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## 8. TARGET AUDIENCE DETAILS

- Startups and informal traders formalizing operations.
  - Township entrepreneurs and small business owners.
  - Creatives and freelancers (designers, stylists, artists).
  - NGOs and educational projects needing visibility.
  - Professional service providers (lawyers, plumbers, tutors).
  - Side hustlers growing their brand.
  - Home-based businesses ready to scale digitally.
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## 9. COMMON USE CASES

- Service-oriented websites with WhatsApp lead generation.
  - Artist/creative portfolios.
  - Consultant or coach profile websites.
  - “Digital storefronts” for informal businesses.
  - Business card-style websites for networking.
  - Mini-brochures for community projects.
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## 10. CUSTOMER GUIDELINES

### What We Need From Clients:

- Submit content and files early.
- Respond to feedback promptly.
- Keep requests within package limitations.

### What Clients Can Expect From Us:

- Transparent process and billing.
  - Timely responses and delivery.
  - Clear feedback loops.
  - Continued guidance post-launch.
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## 11. CONTENT SUBMISSION GUIDE

- **Images:** Clear, sharp photos that represent your brand.
  - **Text:** Concise info about services, mission, background.
  - **Logo:** Transparent PNG or vector preferred.
  - **Contact Info:** WhatsApp, phone, email.
  - **Social Links:** IG, Facebook, TikTok, LinkedIn, etc.
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## 12. DISCLAIMERS

- No legal or compliance advice is offered.
  - SEO setup is basic; advanced SEO on request.
  - Booking systems and e-commerce are custom features.
  - We do not host email unless arranged.
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## 13. REASONS TO CHOOSE NEXUS

- Fair, fixed pricing.
  - No hidden fees.
  - Human-centered support.
  - Scalable design foundation.
  - Mobile-first philosophy.
  - Passionate about helping small businesses thrive online.
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## 14. CUSTOMER TESTIMONIAL FRAMEWORK

(To be completed)

- Client name
  - Industry
  - Business need
  - Solution provided
  - Outcome experienced
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## 15. ONGOING STRATEGY

- AI chatbot to serve as website assistant.
  - Expansion of booking and automation capabilities.
  - Customer dashboard for self-service edits.
  - Partner ecosystem to assist with email, marketing, etc.
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## 16. CHATBOT TRAINING DIRECTIVES

The chatbot must:

- Understand all pricing plans and service tiers.
- Be able to describe each component clearly.
- Answer billing, upgrade, and support questions.
- Identify when a human handover is needed.

- Detect and handle urgent issues (e.g., site down).
  - Recognize conversational intent and redirect appropriately.
  - Respond to onboarding, domain, or update-related queries.
  - Explain differences between plans in layman's terms.
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## **17. CONTACT INFO**

- WhatsApp: 064 680 8235
  - Instagram: @nexuscreativestudio\_
  - Facebook: Nexus Creative Studio
  - Website: nexuscreativestudio.co.za
  - Email: [info@nexuscreativestudio.co.za](mailto:info@nexuscreativestudio.co.za)
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