

## AI Conversations - Feature Value Proposition

### **AI Conversations: Your Ministry, Available 24/7**

#### **The Challenge**

Ministry leaders face an impossible task—being available to everyone who needs guidance, support, or answers to their faith questions. With growing audiences and limited staff, meaningful one-on-one engagement becomes increasingly difficult to scale.

#### **The Solution**

AI Conversations transforms how ministries connect with their audience by creating an intelligent, always-available extension of your ministry's voice. Powered by your own content —sermons, teachings, books, and written materials—AI Conversations delivers personalized, faith-based guidance that sounds like you because it's trained on you.

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## **Core Value Pillars**

### **1. Scale Your Ministry Without Scaling Your Staff**

- Provide 24/7 availability without requiring someone on the other end
- Handle unlimited simultaneous conversations
- Extend your reach globally across time zones

### **2. Authentic Voice, Amplified Reach**

- AI learns from YOUR content: audio, video, books, PDFs, and written teachings
- Customize the chatbot's persona, tone, and characteristics to match your ministry's voice
- Set conversation starters that guide discussions toward your ministry's focus areas

### **3. Deep Engagement & Insights**

- Monitor conversations to understand what your audience is really asking
- Gain insights into the spiritual needs and questions of your community
- Use data to inform future content and ministry direction

### **4. Seamless Integration**

- Embed directly on your website with a simple widget
- Available within the PRAY app for mobile users
- API support for custom integrations

## 5. Safe & Controlled

- Test conversations before going live to your audience
  - Add disclaimers and guardrails as needed
  - Full visibility into all interactions
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## Who It's For

- Pastors and church leaders seeking to extend their pastoral care
  - Ministries with global audiences across multiple time zones
  - Organizations looking to provide faith-based counseling at scale
  - Content creators wanting to make their teachings more accessible and interactive
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## Real-World Impact

### Case Study: Hope for the Heart

Hope for the Heart ministry (June Hunt) exemplifies the power of AI Conversations. Their 24/7 radio ministry, known for taking calls and providing biblical counseling, now scales infinitely through AI—delivering the same compassionate, scripture-based guidance without the limitations of human availability.

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## Key Benefits Summary

Benefit	Description
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Benefit	Description
24/7 Availability	Be there for your audience around the clock, across all time zones
Personalized Responses	AI trained on YOUR content delivers YOUR voice
Scalable Engagement	Handle unlimited conversations simultaneously

Website Integration	Embed on your site with a simple widget
Actionable Insights	Understand what your audience is really asking
Full Control	Test, monitor, and configure as needed

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