HECATE AI AGENCY

PRACTICAL AUTOMATION
REAL PROGRESS

Work smarter. Grow further.

Practical AI solutions that help your business run more smoothly, so you can focus on what matters most.

SUPPORT YOUR TEAM

IMPROVE EFFICIENCY

CREATE CAPACITY

BUSINESS AUTOMATION PACKAGES

- Lead & Enquiry Management
- Administration & Workflow
- Appointment Scheduling
- Payments & Invoice Follow Up
- Customer Support
- Sales & Follow Up
- Marketing & Reputation
- Reporting & Business Information

Eight ways to simplify the everyday and support what's next.

SIMPLE SOLUTIONS REAL PROGRESS

Technology should work for your business, not make it more complicated.

We help you put practical AI to work, so your business can keep moving forward.



Lead & Enquiry Management

Every enquiry deserves the same attention, even on your busiest days.

Enquiries are a sign of a business doing what it should be doing: attracting interest, building relationships and creating new opportunities.

As those enquiries arrive through your website, email, WhatsApp, telephone or online forms, there is often a surprising amount of work surrounding each one. Understanding what someone needs, gathering the right information, deciding what happens next and keeping the conversation moving all take time.

Lead & Enquiry Management brings those steps together into one coordinated process. It helps your business respond to new enquiries, understand what the customer is looking for, collect relevant information and guide each conversation towards the right person or next action.



FROM FIRST CONTACT TO THE RIGHT NEXT STEP

Respond
Give new enquiries timely attention, including when your team is occupied elsewhere.

Understand
Identify what the customer is looking for and what information is needed to progress their enquiry.

Connect
Direct the enquiry, together with the relevant information, to the appropriate person or process.

Continue
Keep conversations moving with appropriate follow ups, reminders and next steps.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Faster responses
Customers receive attention sooner.

Better prepared conversations
Your team has more of the information they need before becoming involved.

More consistent follow up
Enquiries continue moving, even during busy periods.

More time for your team
People can focus on the enquiries where their knowledge and personal attention make the greatest difference.

Hecate works around the way your business already handles enquiries, making a good process easier to manage as your business gets busier.

Administration & Workflow

When the everyday work flows more easily, your team has more time for the work that matters.

Every business has essential tasks happening quietly in the background. Information arrives, documents are reviewed, tasks are assigned, colleagues are notified, records are updated and follow ups are made.

Your team already knows how to keep everything moving. As the business becomes busier, Administration & Workflow can take care of more of the repetitive coordination surrounding that work, while your existing processes and people remain firmly in control.



FROM INFORMATION TO ACTION

Receive

Information arriving through email, forms, documents or other business systems can enter the appropriate workflow automatically.

Organise

Information can be identified, sorted and prepared so your team has what it needs without unnecessary handling.

Coordinate

Tasks can be created, work directed to the appropriate person and important actions brought to their attention.

Keep Moving

Reminders, updates and next steps can happen automatically, helping work progress smoothly through the business.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

More productive time

Reduce the routine administrative work surrounding everyday processes.

Greater consistency

Regular processes can follow the same agreed steps each time.

Clearer coordination

People can see what needs their attention without relying on unnecessary checking and chasing.

More room to focus

Your team can spend more time applying their knowledge, judgement and experience.

Hecate works with the processes your business already relies on, making the routine work around them simpler, smoother and easier to manage.

Appointment Scheduling

Make it easy for people to book, reschedule or cancel - anytime, from anywhere.

Managing appointments can take more time than expected. Enquiries, changes, reminders and no-shows all require coordination and follow up.

Appointment Scheduling automates those tasks, giving your clients a simple way to book and manage their appointments, while keeping your calendars up to date and your team informed.

It works around your existing calendar and availability, so you stay in control, with less time spent on manual administration.



HOW IT WORKS

Book

Clients can view your availability and book an appointment online, at a time that suits them.

Synchronise

Appointments are added to your calendar automatically, with real time updates across your devices.

Notify

Automatic confirmations and reminders help reduce no-shows and keep everyone informed.

Manage

Changes or cancellations are handled automatically, with your team updated and your schedule kept current.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Save time

Reduce the back and forth of managing appointments manually.

A better client experience

Give clients a simple, professional and convenient way to book.

Fewer no-shows

Automated reminders help keep appointments on track.

Stay organised

Your calendar stays up to date, so your team can focus on delivering great service.

Hecate works with your existing calendar and booking processes, making appointment management simpler, smoother and more efficient.

Payments & Invoice Follow Up

Keep payments on track while keeping client relationships positive.

A thoughtful payment process is part of good client service. Clear reminders and timely acknowledgements help everyone stay informed.

Payments & Invoice Follow Up supports your existing invoicing process with reminders, payment acknowledgements and a clear view of outstanding invoices.

Your team sets the timing and tone. Questions, disputed invoices and sensitive situations are passed to the right person for personal attention.



FROM INVOICE TO INFORMED FOLLOW UP

Track
Bring invoice due dates and confirmed payment updates into one clear view.

Remind
Send polite reminders using the timing and wording your business approves.

Acknowledge
Thank clients once payment has been confirmed in your records.

Refer
Pass questions or sensitive situations to the right team member.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Clearer visibility
See which invoices are due and where attention may be needed.

Consistent follow up
Keep reminders timely, considered and aligned with your approach.

Positive relationships
Communicate with care while keeping personal support available.

More time for your team
Reduce routine chasing so your people can focus on client service.

Hecate works around your existing payment process, making routine follow up easier while keeping your team in control.

Customer Support

Good customer service should remain consistent, even when your team is busy.

Customers often ask familiar questions about services, availability, orders, appointments or next steps.

Customer Support brings routine enquiries into one coordinated process. It can provide helpful information, collect relevant details and guide each customer towards the right answer or next action.

When a matter needs judgement, sensitivity or personal attention, it can be passed to the appropriate team member with the useful context already captured. Your people remain at the centre of the customer relationship.



FROM A CUSTOMER QUESTION TO THE RIGHT SUPPORT

Receive
Bring customer questions together from the channels your business already uses.

Understand
Identify what the customer needs and collect the relevant details.

Assist
Provide approved information or complete straightforward service steps.

Connect
Pass matters needing personal attention to the right team member.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Faster answers
Customers receive helpful information sooner.

Consistent service
Approved information is communicated clearly across busy periods.

Better prepared handovers
Your team receives useful context before becoming involved.

More time for your team
People can focus on conversations where their knowledge and care matter most.

Hecate supports the way your team already cares for customers, making routine support easier to manage while keeping people available where they matter most.

Sales & Follow Up

Strong sales relationships are built through timely, thoughtful follow up.

Interest does not always become a decision immediately. Customers may need more information, a proposal, a considered reminder or time to discuss the next step.

Sales & Follow Up helps keep each opportunity moving through a clear, coordinated process. It can record where a conversation stands, prepare appropriate communication and prompt the next action at the right time.

Your team remains in control of every relationship and decision. The supporting work becomes easier to manage, allowing people to focus on valuable conversations and genuine customer needs.



FROM INITIAL INTEREST TO A CONFIDENT DECISION

Capture
Keep customer details, interests and relevant conversations together.

Prepare
Organise the information your team needs for the next sales conversation.

Follow Up
Prompt timely, personalised communication without losing the human touch.

Progress
Keep each opportunity moving towards the appropriate decision or next step.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Timely follow up
Customers hear from your business at the right moments.

Clearer sales visibility
Your team can see where opportunities stand and what happens next.

Consistent communication
Every customer receives thoughtful, professional attention.

More valuable conversations
People can spend more time understanding customers and building relationships.

Hecate works around the way your business already builds customer relationships, making follow up easier to manage while keeping every conversation personal.

Marketing & Reputation

Your reputation grows through the experiences people remember and the stories they share.

Successful businesses already give customers reasons to return, recommend them and speak positively about their experience. Maintaining that presence consistently can require considerable time and attention.

Marketing & Reputation helps bring customer feedback, reviews and communication into one coordinated process. It can support timely responses, prepare relevant content and keep approved messages moving across the channels your business chooses to use.

Your team guides the voice, priorities and relationships. The supporting work becomes easier to manage while every message remains grounded in the character of your business.



FROM CUSTOMER EXPERIENCE TO LASTING REPUTATION

Listen
Bring reviews, feedback and customer responses into clearer view.

Understand
Identify recurring themes, valued experiences and opportunities to respond.

Communicate
Prepare thoughtful, approved messages that reflect your business.

Strengthen
Maintain a consistent presence and build on the trust already earned.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Timely engagement
Customers receive thoughtful acknowledgement and responses.

Consistent presence
Your business remains visible with communication that feels considered.

Stronger social proof
Positive experiences are easier for future customers to discover.

More focused marketing
Your team can concentrate on ideas, relationships and business priorities.

Hecate helps your business build on the reputation it has already earned, making customer communication and marketing easier to manage with care and consistency.

Reporting & Business Information

Better decisions begin with a clear view of what is happening across your business.

Successful businesses create valuable information every day through sales, enquiries, appointments, service activity and ongoing customer relationships.

Reporting & Business Information brings relevant information together into clear, practical summaries. It can organise routine updates, highlight meaningful changes and help decision makers see what deserves attention.

This does not replace experience or judgement. It gives your team a more accessible view of the information already available, supporting confident conversations, priorities and decisions.



FROM EVERYDAY ACTIVITY TO A CLEARER BUSINESS VIEW

Gather
Bring relevant information together from the processes your business uses.

Organise
Present routine activity in a consistent and accessible structure.

Highlight
Draw attention to meaningful changes, patterns and priorities.

Inform
Support leadership conversations and considered business decisions.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Clearer oversight
Important business activity becomes easier to review.

Earlier awareness
Changes and emerging priorities can be recognised sooner.

More useful reporting
Regular information is presented clearly and consistently.

Better prepared decisions
Your team can discuss priorities with relevant information at hand.

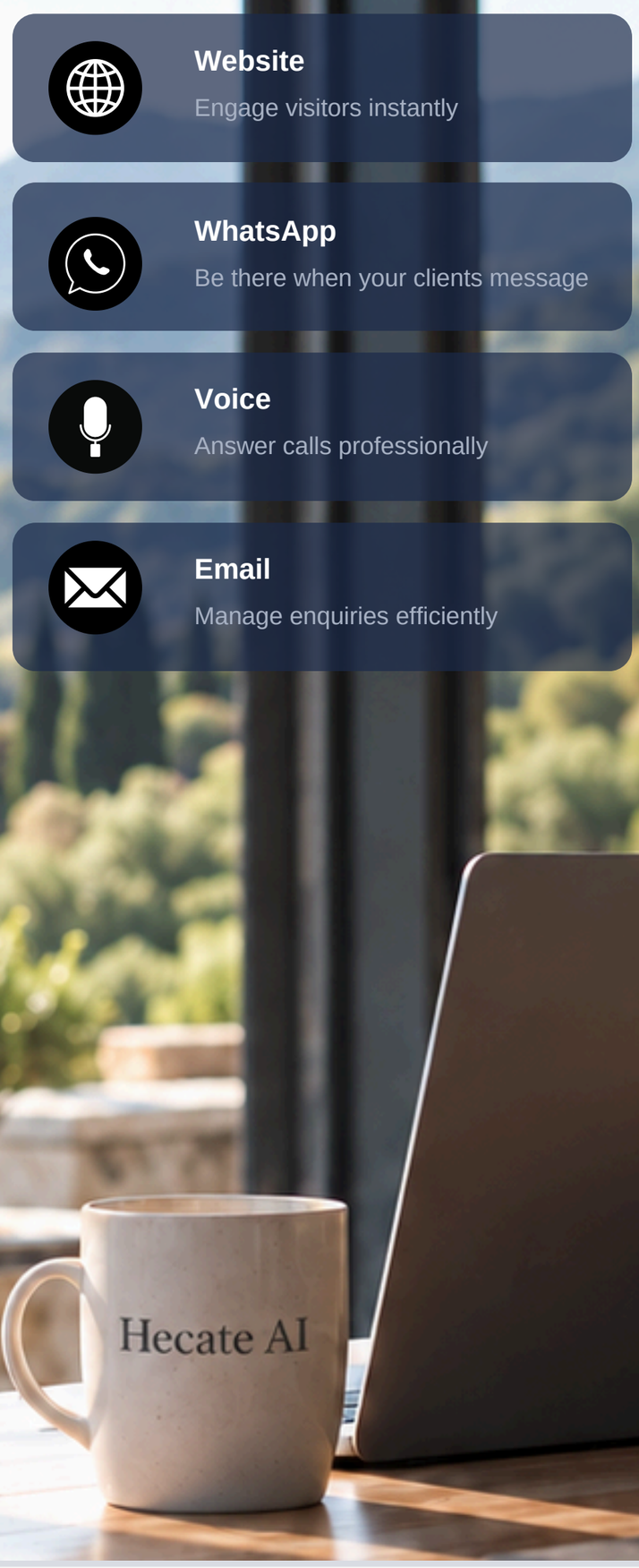
Hecate helps turn everyday business activity into clearer information, supporting the experience and judgement already guiding your business.

Meet the AI that puts it into action.

Every business works differently. Some conversations begin with a website visit. Others with a WhatsApp message, an email or a telephone call.

Hecate's AI systems work within these everyday channels, helping your business respond, communicate and take action wherever the conversation begins.

Whatever channel a conversation starts in, Hecate keeps the experience consistent, informed, professional and always ready with the right next step.



DIFFERENT WAYS TO CONNECT.
ONE PURPOSE: MAKING BUSINESS EASIER.

WEBSITE
Turn visits into conversations.

WHATSAPP
Respond instantly, anytime.

VOICE
A professional receptionist, always on.

EMAIL
Keep your inbox under control.



AI Voice Receptionist

A professional first impression, every call, every time.

Your AI Voice Receptionist answers calls, understands what the caller needs and takes the right action — whether that's providing information, booking an appointment, transferring the call or sending a message to your team.

It works around your hours and business rules, so you never miss an important call, even when your team is busy, in a meeting or out of the office.

Professional, responsive and consistent, it helps you deliver a great experience for every caller while freeing your team from repetitive calls.



HOW IT WORKS

Answers
Calls are answered professionally, with a natural and friendly conversation.

Understands
The AI understands the caller's needs and provides relevant information or options.

Takes Action
Appointments are booked, messages are taken or calls are transferred to the right person.

Works Around You
Available during business hours, after hours or 24/7 - whatever suits your business.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Never miss a call
Every enquiry is answered, even when your team is unavailable.

A better experience
Callers get helpful, accurate information and a professional response.

More time for your team
Reduce repetitive calls and free your people to focus on higher value work.

Consistent and on brand
Conversations follow your business rules, with the right tone and information every time.

A voice that works for your business.
Practical AI. Real progress.

Email / Inbox AI Assistant

A clearer view of your inbox, with the next step easier to manage.

Business email brings together customer enquiries, documents, supplier updates and ongoing conversations. Each message has its own context and needs a considered response.

An Email / Inbox AI Assistant helps organise incoming messages, highlight agreed priorities and prepare useful summaries or draft replies using approved business information.

Your team sets the rules and retains control. Replies can remain in draft for review, while sensitive or unfamiliar matters are flagged for personal attention. Where included, relevant details can support agreed tasks and follow up.



FROM INCOMING EMAIL TO A CLEARER NEXT ACTION

Receive
Bring incoming messages into an organised review process.

Prioritise
Sort messages using the categories and priorities agreed with your team.

Prepare
Summarise key details and draft responses for review where appropriate.

Connect
Direct messages needing judgement or action to the appropriate person.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Clearer priorities
Your team can see which messages need attention and why.

Less routine sorting
Familiar message types are easier to organise and review.

Better prepared replies
Useful context and draft wording support thoughtful responses.

Control stays with you
Your team decides what is sent and how sensitive matters are handled.

Your business retains its email accounts and data.
Hecate builds the supporting service around your existing processes, with clear boundaries and human oversight.

FLAGSHIP AI SYSTEMS

Website AI Assistant

A welcoming first conversation, directly on your website.

Visitors may have a question before they are ready to enquire, book or take the next step. A helpful answer can make that decision easier.

A Website AI Assistant gives visitors a place to ask questions within your website, without opening another app. It uses approved business information to explain services, collect enquiry details and guide people towards the right next action.

Where included in your solution, it can support appointment requests or bookings. Questions needing judgement or personal attention are directed to your team, with useful context captured.



FROM WEBSITE VISIT TO A HELPFUL NEXT STEP

Welcome
Give visitors a clear place to ask questions while browsing your website.

Understand
Use approved information to respond and clarify what each visitor needs.

Guide
Help people explore services, make an enquiry or request an appointment.

Connect
Capture useful details for your team when personal attention is needed.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Easier first contact
Visitors can start a conversation without leaving your website.

Helpful answers
Common questions receive clear information, including outside office hours.

Better prepared enquiries
Your team receives relevant details before continuing the conversation.

Support for your people
Routine questions are handled so your team can focus on personal service.

Hecate builds around your website and your way of working, making that first conversation easier while keeping your team in control.

FLAGSHIP AI SYSTEMS

WhatsApp AI Assistant

Helpful conversations, in a familiar place to message your business.

Customers may prefer to send a message while going about their day. A clear response helps them explore a service, share what they need or take the next step.

A WhatsApp AI Assistant supports these conversations through your business number. It uses approved information to answer routine questions, collect enquiry details and guide customers towards the right next action.

Where included in your solution, it can support appointment requests or bookings. Matters needing judgement or personal attention are passed to your team with useful context, keeping people at the centre of the relationship.



FROM A CUSTOMER MESSAGE TO A HELPFUL NEXT STEP

Welcome

Acknowledge incoming messages and make it clear that customers are speaking with an AI assistant.

Understand

Clarify what the customer needs and collect the relevant details.

Assist

Use approved information to answer questions and guide the next action.

Connect

Pass conversations needing personal attention to your team with useful context.

WHAT THIS CAN MEAN FOR YOUR BUSINESS

Familiar contact

Customers can message your business through a channel they already use.

Timely answers

Routine questions can receive helpful responses outside office hours.

Smoother handovers

Your team has useful information before continuing the conversation.

More personal attention

People can focus on conversations where their experience and care matter most.

Your business keeps its own WhatsApp number and account. Hecate builds the supporting service around your team and the way you work.

Let's start a conversation.

Tell us about your business and what you would like to achieve. We will listen, answer your questions and explore how Hecate can help.



No obligation

A friendly, straightforward conversation.

Tailored to your business

Practical recommendations based on your needs.

Real next steps

Clear options so you can move forward with confidence.

HOW TO GET IN TOUCH

Send us a message

Tell us a bit about your business and your goals.

Book a call

Choose a time that suits you.

Chat with us

Prefer a quick question? We're here to help.

Request a proposal

Share your requirements and we'll provide an outline.



A MORE EFFICIENT TOMORROW STARTS TODAY.

Practical AI. Real progress.
Let's explore what's possible together.