

Avatara Studio · Marketing Guide

Version 1.0 · October 2026 · for the sales and marketing team

This guide is the companion of the two-minute marketing film of the Avatara Studio, the customer portal. It gives the team the pitch, the walkthrough that the film follows, the facts behind every claim, and the answers to the questions prospects ask. Part B of the *Avatara User Manual* has the full, step-by-step instructions for the same portal.

1. What Avatara is

Avatara runs AI assistants for organisations. A customer's team builds an assistant in the **Studio**, gives it the organisation's own documents, website and hand-written answers, and publishes it: as a chat widget on the website, by voice, on WhatsApp and on e-mail. Every answer comes from the organisation's knowledge and is checked against it before a visitor sees it; when the assistant cannot help, a person takes over from the Studio's Inbox.

The one-liner. *Your knowledge, your rules, your assistant: everywhere your customers are.*

The thirty-second pitch. "Avatara gives you an AI assistant that answers your customers on your website, on WhatsApp and by e-mail, from your own documents and in your own words. Your team builds it in the Studio without writing code: upload the documents, test the questions your customers ask, paste one snippet into your site. An AI team checks every answer against your sources, and anything the assistant cannot handle lands in your team's inbox with a summary. Operations bots go further: they read your mailbox, sort every message by your rules, and draft the replies for your approval. It runs on open-source models on your own servers, or on your own AI provider key: your data stays yours."

2. Who it is for

Segment	What they ask the assistant	What the operations bot handles
Hospitals and clinics	Visiting hours, parking, fees, insurance panels, which department	Appointment requests and changes by e-mail and WhatsApp
Universities and schools	Admissions, fees, deadlines, timetables	Admission enquiries, document requests
Banks, insurers, utilities	Products, requirements, branch and hours, claims steps	Complaints, claims, forwarding to the right desk
Retail and e-commerce	Delivery, returns, product questions, store hours	Order status through a connector, returns, leads
Government and public services	Procedures, documents required, where to go	Applications and complaints sorted by category
Software and services	How-to questions, pricing, onboarding	Support tickets created in the customer's help desk

The buyer is usually the head of customer service, marketing or operations; IT and compliance join for data, security and integration questions. The pains they bring: the same questions answered hundreds of times a

day, slow e-mail and WhatsApp replies, visitors who leave the website without an answer, and no record of what people ask.

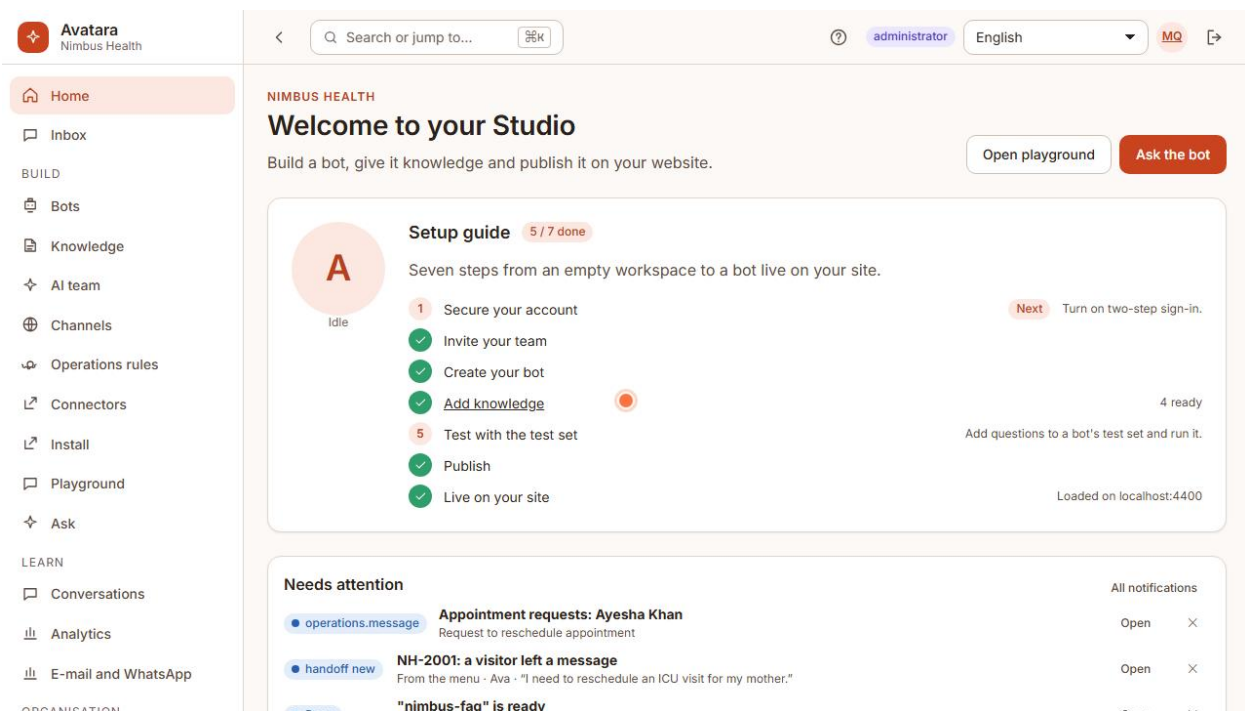
3. The six things to say

1. **It answers from your knowledge, in your words.** Documents, your website, and curated answers that win over document search when a question is asked in any phrasing. Nothing is invented: the Reviewer checks facts, names, numbers and prices against the sources before an answer goes out, and holds back what is not supported.
2. **Your team builds it, no code.** The Studio's setup guide takes a new organisation from an empty workspace to a bot live on its site in seven steps. Upload, test, publish: a document is ready to answer from within seconds.
3. **One assistant, every channel.** The website widget, voice and live calls, WhatsApp (Meta's Cloud API, or a number linked by QR code for pilots), e-mail (IMAP or an inbound API), mobile apps through a key, and a public API.
4. **E-mail and WhatsApp handled by your rules.** An operations bot sorts each message into your categories and replies, forwards, creates a lead, notifies the team or calls your systems. Every action waits for approval until you trust the rule and switch it to automatic.
5. **A person is always one click away.** Visitors ask to talk to a person; the chat lands in the Inbox with a summary, and the team answers live or by message. Contact and hours tell visitors when to expect a reply.
6. **Your data stays yours.** Each organisation's data is isolated; answers can run on open-source models on the customer's own host, or on the customer's own Gemini or Claude key. Two-step sign-in, single sign-on, visitor consent, retention settings and a tamper-evident audit log come with every plan.

4. The customer portal at a glance

Studio page	What the customer does there
Home	The setup guide and this week's numbers: conversations, answers from sources, rated helpful, widget sessions
Bots	Create assistants and operations bots; persona, avatar and voice, knowledge, channels and look, test set, publish and version history
Knowledge	Upload documents (PDF, Word, text, Markdown, HTML, Excel, CSV, PowerPoint, up to 50 MB each), add websites, write curated answers, test retrieval
Playground and Ask	Try the draft bot with the real sources and see the evidence, time and cost; Ask talks to the published bot
Install	Where the widget is live, the snippet check, blocked sites
Channels	WhatsApp numbers and mailboxes, who the bot answers, the Messages view of every chat and thread
Operations rules and Connectors	The rules an operations bot acts by, and the customer's systems it may call
Inbox	Visitors who asked for a person, with the chat and a summary; live chat on or off

Conversations and Analytics	Transcripts with the evidence behind each answer; volumes, languages, top and unanswered questions, ratings
E-mail and WhatsApp (report)	What the bots received and how each message ended: replied, forwarded, waiting for approval, ignored
AI team	The Planner and Reviewer inside every answer; the Curator, Quality Analyst, Insights and Lead agents; the approval queue
Organisation	Team and roles, security, single sign-on, visitor privacy, contact and hours, AI provider keys, developers, integrations, webhooks, brand kit, recycle bin, requests, licence and audit



Home: the setup guide and this week's numbers

5. The walkthrough (the order of the film)

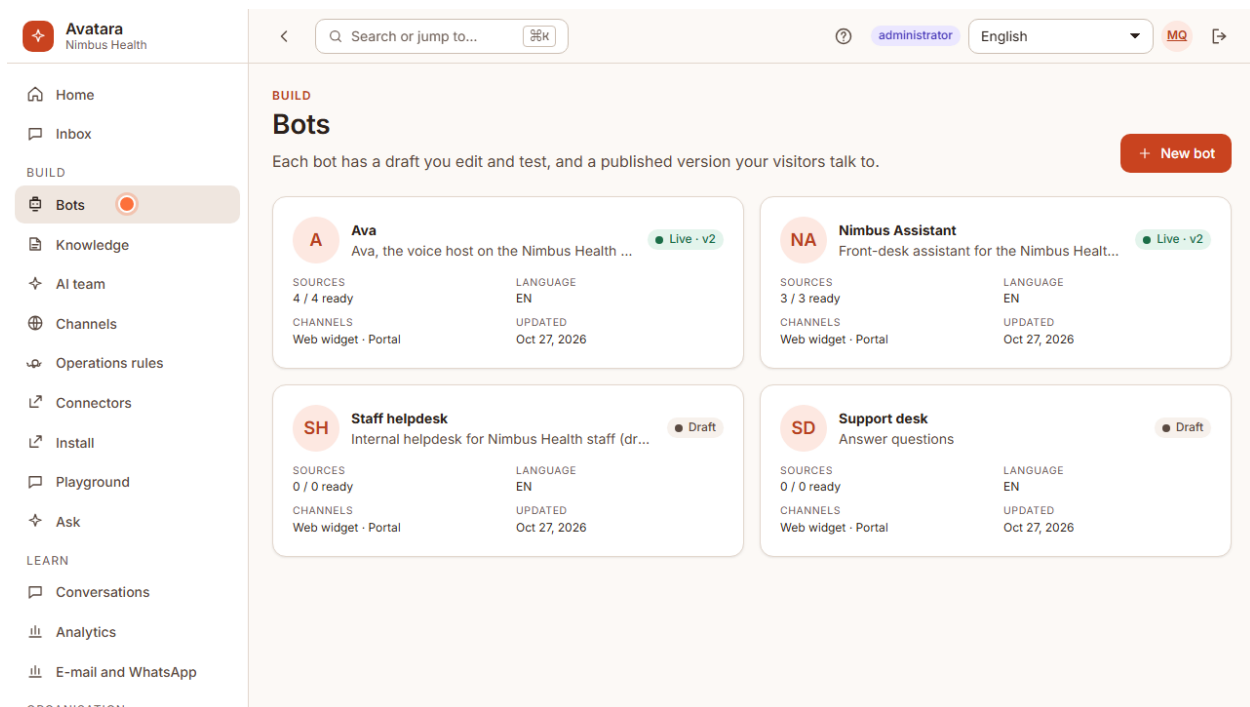
The film runs under two minutes and follows the order below. In a live demo, the same order takes five to ten minutes; the full fifteen-minute product demo video covers the Control Tower, e-mail and WhatsApp in depth.

Scene 1 • Home

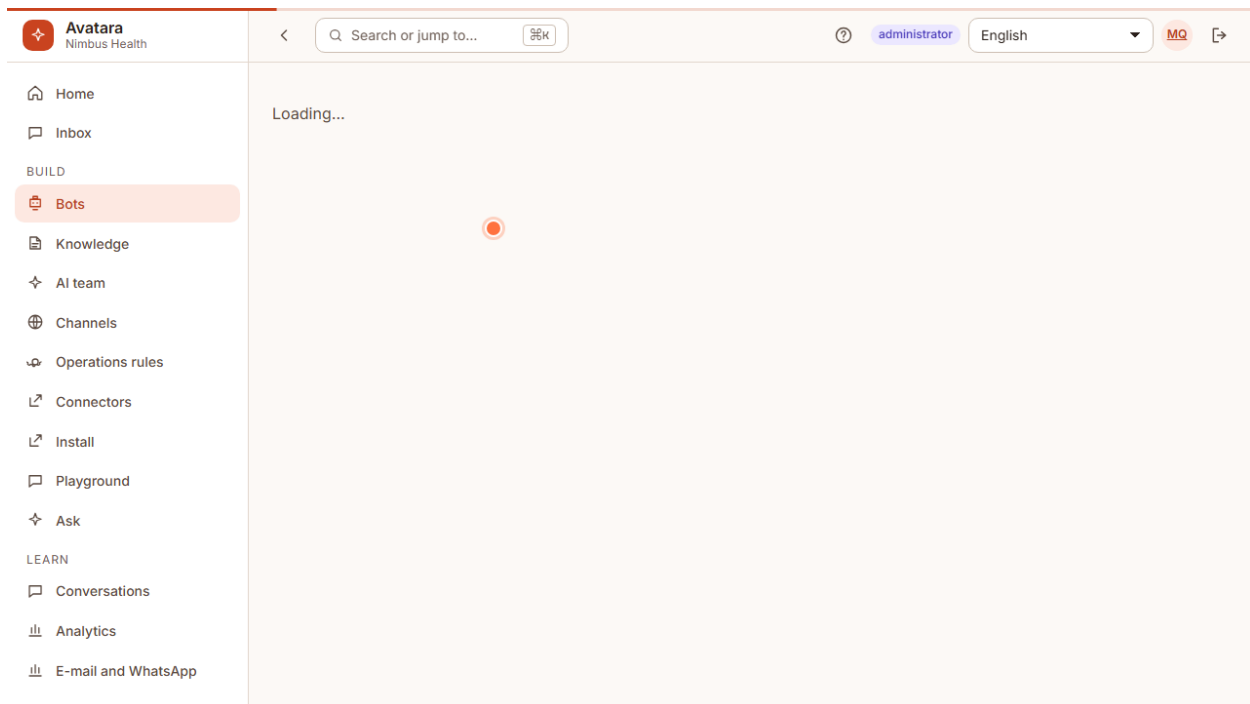
Say: "Sign in, and Home shows the way: a setup guide from an empty workspace to a live bot, and this week's numbers at a glance." **Show:** the setup guide with its ticks, the Needs attention list.

Scene 2 • Bots

Say: "Each bot has a persona, a voice and an avatar. You edit a draft, test it, and publish when you are happy; earlier versions can always be restored." **Show:** the Bots list, then Ava's overview with the Live version and the tabs.



The bots of an organisation



A bot's overview: version, channels, AI team settings

Scene 3 • Knowledge

Say: "Give it knowledge: upload your documents, point it at your website, and write curated answers in your exact words." **Show:** the Knowledge list with ready sources, then Curated answers.

Avatara

Nimbus Health

Home

Inbox

BUILD

Bots

Knowledge

AI team

Channels

Operations rules

Connectors

Install

Playground

Ask

LEARN

Conversations

Analytics

E-mail and WhatsApp

ORGANISATION

Search or jump to...

Search

administrator

English

MQ

BUILD

Knowledge

4 sources · 4 ready · 0 processing · 0 failed

Upload

Curated answers

Websites

Add website

Search sources...

All

Ready

Processing

Failed

Disabled

Knowledge changes reach your live bots at once. Behaviour changes (greeting, persona, rules) wait until you publish.

SOURCE	STATUS	SIZE · CHUNKS	BOTS	UPDATED
☐ <div>nimbus-faq nimbus-faq.md · EN</div>	ready	0.0 MB · 6	Ava	Oct 27, 2026, 12:29:37 AM
☐ <div>Visiting hours and attendants visiting-hours.md · policies, visiting · EN</div>	ready	0.0 MB · 5	Ava Nimbus Assistant	Oct 27, 2026, 12:23:03 AM
☐ <div>Consultation fees and</div>				Oct 27

Storage

Used 0 / 25 GB

4 ready

0 processing

0 failed

4 of 1000

Test retrieval

Type a question and see which chunks a bot would read before answering (KA-004).

Bot

Ava

What are ICU visiting hours?

Search

Knowledge: documents, their status and the bots they serve

Avatara

Nimbus Health

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ORGANISATION

Search or jump to...

Search

administrator

English

MQ

KNOWLEDGE

Curated answers

Hand-written answers that win over document search when a visitor asks the same thing in any phrasing.

Back to sources

Import CSV

New curated answer

Search questions and answers...

All bots

All languages

QUESTION AND ANSWER	SCOPE	PRIORITY	STATE	HITS	UPDATED
When can I visit a patient in the ICU? ICU visiting is one atte...	en every bot	100	on	2	Oct 27, 2026
Where do I park? Parking is in the base...	en every bot	100	on	6	Oct 27, 2026

2 total

Previous

Next

Test a question

Scores the question against every curated phrasing exactly as the bot does.

e.g. where do I park?

Test

Curated answers: the exact words for the questions that matter

Scene 4 • Test before it goes live

Say: "Test any question before it goes live, and see exactly which passages would answer it." **Show:** Test retrieval on the Knowledge page with the matching passages and their scores. In a live demo, open the Playground as well and ask a question the prospect suggests.

Avatara

Nimbus Health

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Analytics

E-mail and WhatsApp

ORGANISATION

Search or jump to...

administrator

English

MQ

BUILD

Knowledge

4 sources · 4 ready · 0 processing · 0 failed

Upload

Curated answers

Websites

Add website

Search sources...

All Ready Processing Failed Disabled

Knowledge changes reach your live bots at once. Behaviour changes (greeting, persona, rules) wait until you publish.

SOURCE	STATUS	SIZE · CHUNKS	BOTS	UPDATED
☐ <div>nimbus-faq</div> <div>nimbus-faq.md · EN</div>	ready	0.0 MB · 6	Ava	Oct 27, 2026, 12:29:37 AM
☐ <div>Visiting hours and attendants</div> <div>visiting-hours.md · policies, visiting · EN</div>	ready	0.0 MB · 5	Ava Nimbus Assistant	Oct 27, 2026, 12:23:03 AM
☐ <div>Consultation fees and</div>				Oct 27

Storage

Used 0 / 25 GB

4 ready 0 processing 0 failed 4 of 1000

Test retrieval

Type a question and see which chunks a bot would read before answering (KA-004).

Bot

Ava

What are the IC visiting hours?

nimbus-faq

0.91

Visiting hours

General wards welcome visitors every day from 10 am to 8 pm, with at most two visitors at a bed at any time. In the

Test retrieval: the passages a bot would read, with their match scores

Scene 5 · Publish

Say: "Publishing is one snippet: a key bound to your bot and your domains, pasted into your site." **Show:** the Publish tab with the version history and the integration key for the website.

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Nimbus Health

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E-mail and WhatsApp

ORGANISATION

Search or jump to...

administrator

English

MQ

BOTS · AVA

Ava

Ava, the voice host on the Nimbus Health website

Live · v2

Test

Publish v3

Overview

Behaviour

Avatar & voice

Knowledge 4

Channels & look

Test

Publish 2

Version history

VERSION	STATE	NOTES	PUBLISHED
v2	Live	Canonical seed	Oct 27, 2026, 12:21:56 AM · Maya Qureshi
Working copy	Draft	Initial draft	—

Embed · integration keys

2 / 20 integrations in your organisation

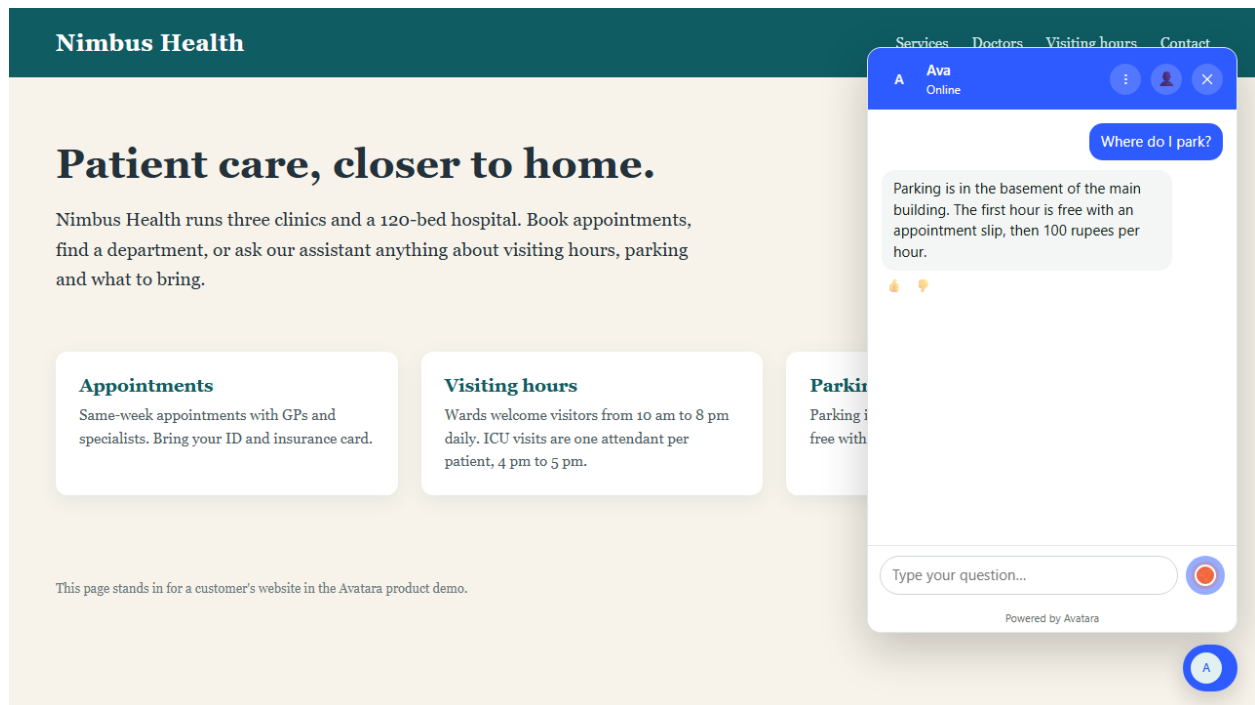
New Integration

INTEGRATION	BOT	DOMAINS	STATUS	USAGE	LAST USED	
<div>Nimbus website</div> <div>avk_3n0zasgz_.....</div>	Ava	localhost	active	<div>12 today</div> <div>12 this month · 600/min 4 messages</div>	Oct 27, 2026, 10:36:06 AM	<div>Snippet</div> <div>Limits</div> <div>Rotate</div> <div>Revoke</div>

The Publish tab: versions and the website integration

Scene 6 • The visitor's side

Say: "Visitors meet the bot on your website, in your brand colours. They ask in their own words, and get an answer from your knowledge, with its sources." **Show:** the website with the launcher, a question asked, the answer. Then mention the hand-over: "Talk to a person" sends the chat to the Inbox.



The widget on the customer's website

Scene 7 • Inbox

Say: "When someone wants a person, the chat lands in your Inbox with a summary, ready for your team to pick up." **Show:** the Inbox queue with the visitor's message and the Online for live chat switch.

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Analytics

E-mail and WhatsApp

ORGANISATION

<

Search or jump to...

SEARCH

?

administrator

English

MQ

→

HANDOFF

Inbox

Visitors who asked for a person, with the chat and a short summary.

1 overdue

Online for live chat

New 1

Mine

Waiting

Resolved

I need to reschedule an ICU visit for my mother.

Ayesha Khan · message · NH-2001

Overdue

Sorted by time left. Claimed items move to Mine.

Choose an item from the queue.

Inbox: visitors who asked for a person

Scene 8 · Learn

Say: "Conversations and Analytics show what people ask, where the bot helped, and what to improve next."

Show: Conversations, then Analytics.

Avatara

Nimbus Health

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Conversations

Analytics

E-mail and WhatsApp

ORGANISATION

<

Search or jump to...

SEARCH

?

administrator

English

MQ

→

REVIEW

Conversations

Read what visitors asked, see the evidence behind each answer, flag problems and curate better answers.

Curated answers

CONVERSATIONS

9

RATED DOWN

0

WITH FALLBACK

0

FLAGGED

0

Search questions and answers...

All bots

All channels

All languages

Rated down

Fallback

Flagged

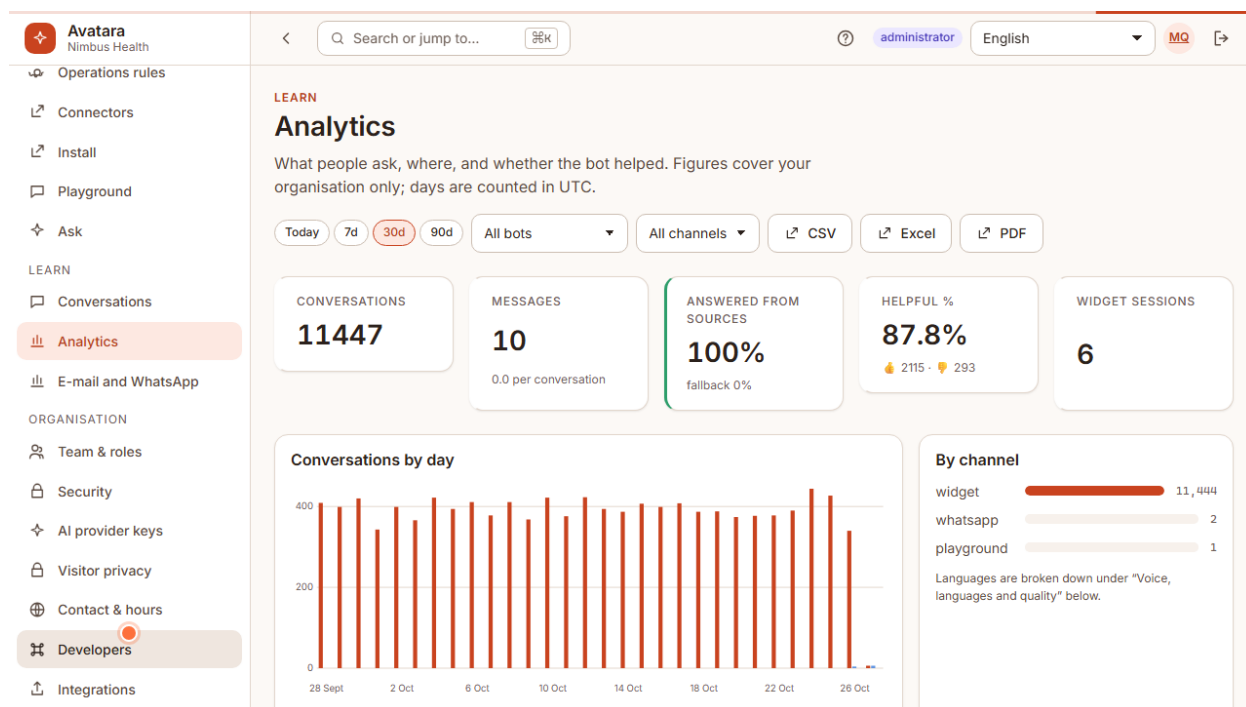
Safety-blocked

Voice

Calls

WHEN	CONVERSATION	CHANNEL	LANG	SIGNALS
10/27/26, 10:44 AM	Where do I park? Ava · 2 messages	widget	en	
10/27/26, 10:42 AM	When can I visit a patient in the ICU? Ava · 2 messages	whatsapp	en	
10/27/26, 10:36 AM	Where do I park? Ava · 2 messages	widget	en	

Conversations: every transcript with its evidence



Analytics: volumes, languages, top and unanswered questions

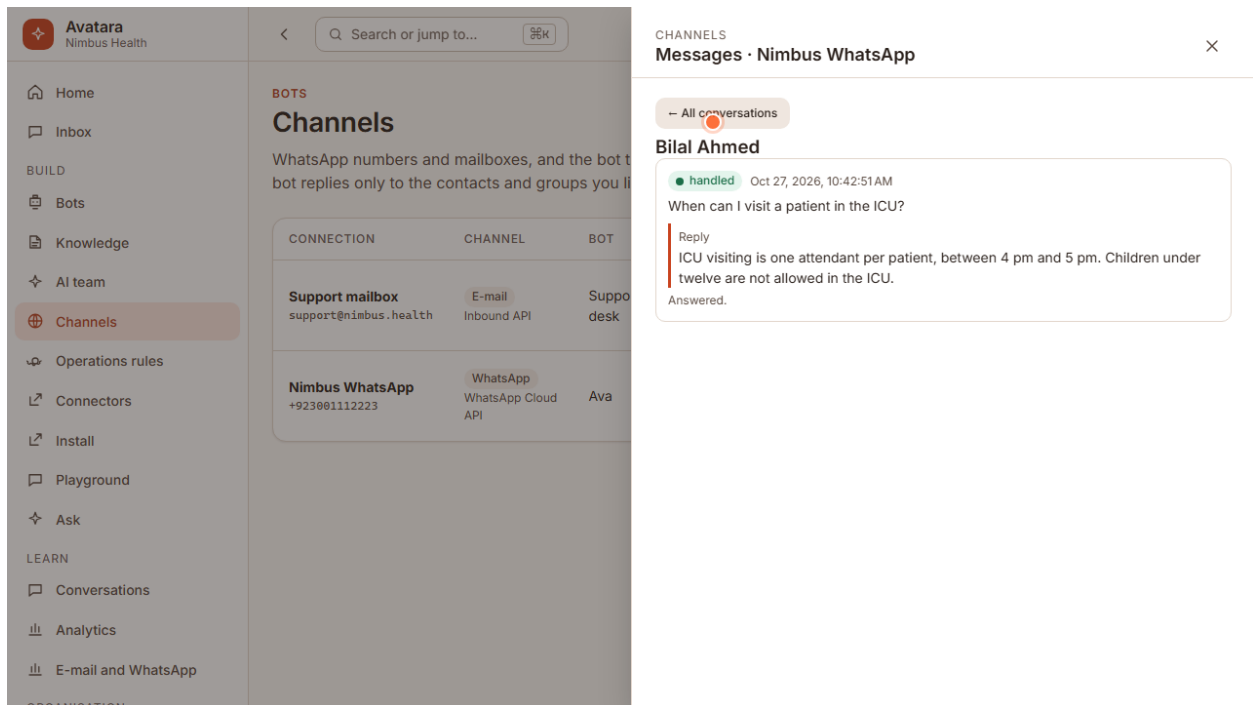
Scene 9 · WhatsApp and e-mail

Say: "The same bot answers on WhatsApp. And an operations bot reads your e-mail, sorts it by your rules, and drafts replies that wait for your approval." **Show:** Channels with a mailbox and a WhatsApp number, a WhatsApp chat in Messages, then the Operations rules page.

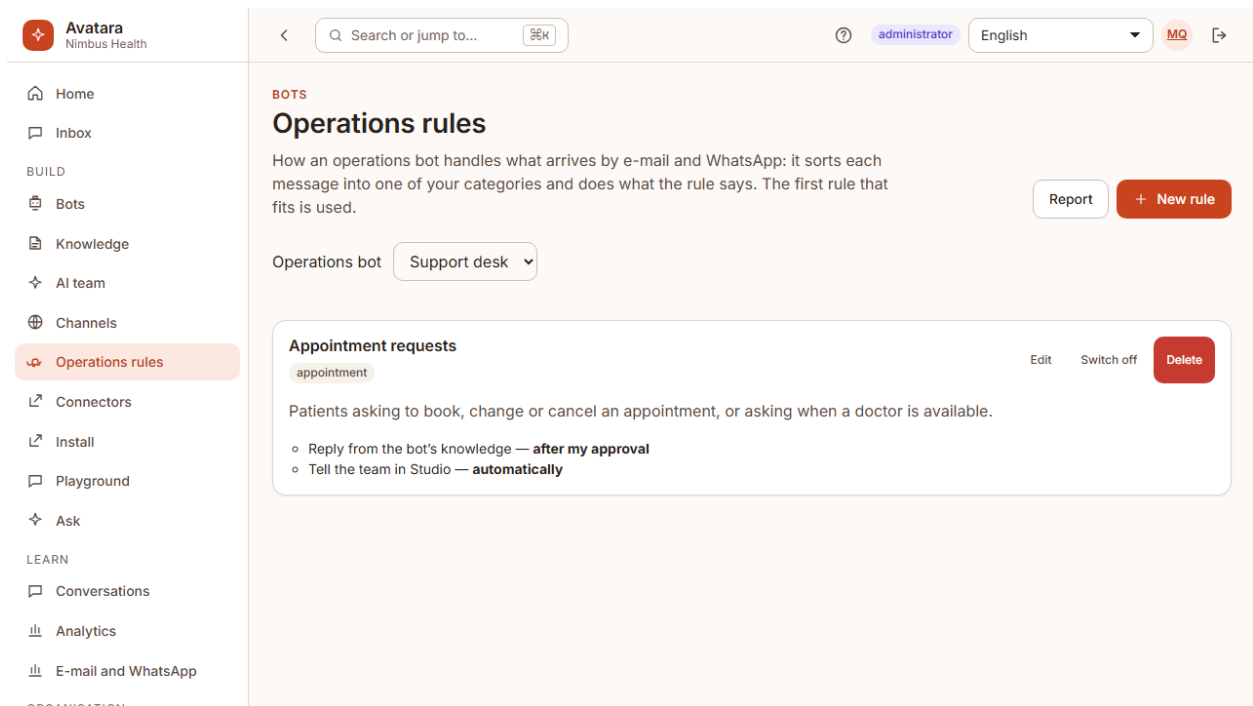
The screenshot shows the Avatara Channels dashboard. The left sidebar includes sections for Home, Inbox, BUILD, Bots, Knowledge, AI team, Channels (highlighted), Operations rules, Connectors, Install, Playground, Ask, LEARN, Conversations, Analytics, E-mail and WhatsApp, and ORGANISATION. The main content area is titled 'Channels' and includes a description: 'WhatsApp numbers and mailboxes, and the bot that answers each. On WhatsApp the bot replies only to the contacts and groups you list.' There are buttons for 'Report' and '+ New connection'. Below is a table with columns: CONNECTION, CHANNEL, BOT, ANSWERS, STATUS, and actions.

CONNECTION	CHANNEL	BOT	ANSWERS	STATUS	
Support mailbox support@nimbus.health	E-mail Inbound API	Support desk	Anyone who writes	● active last message 10/27/26, 12:36 AM	Messages New inbound key Edit Pause Delete
Nimbus WhatsApp +923001112223	WhatsApp WhatsApp Cloud API	Ava	2 contacts · 0 groups	● active last message 10/27/26, 10:42 AM	Messages Webhook Edit Pause Delete

Channels: a mailbox and a WhatsApp number



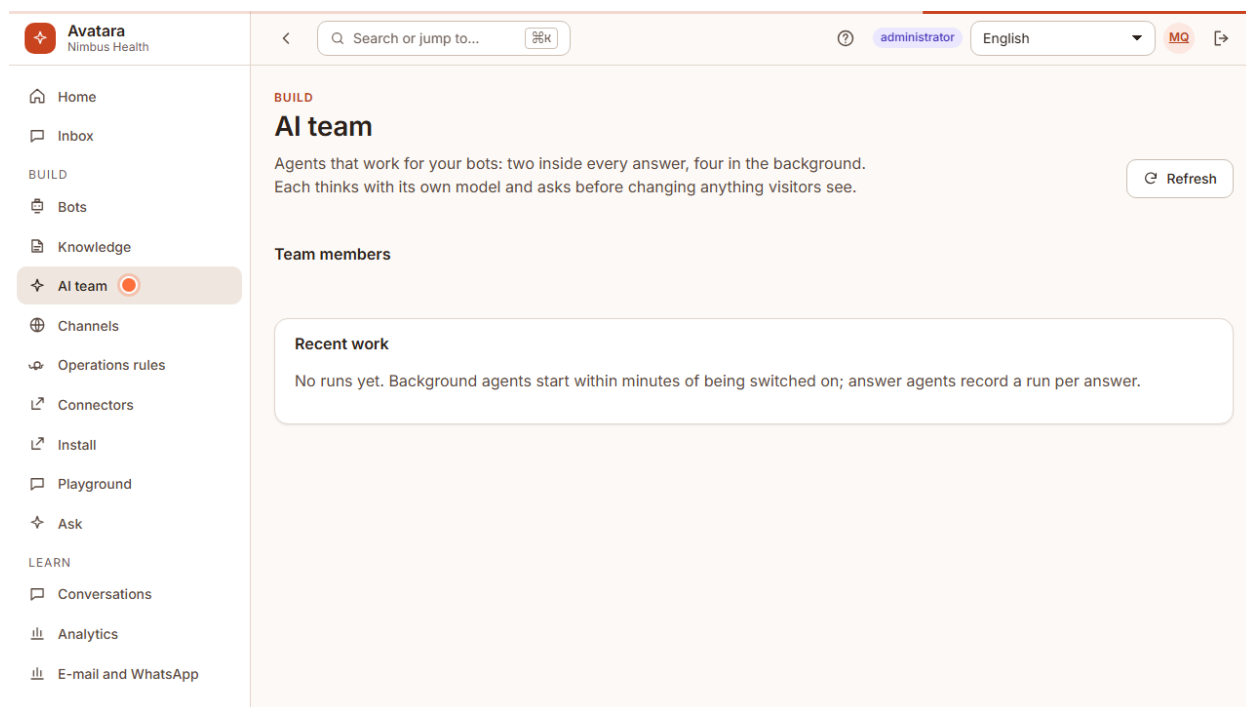
A WhatsApp chat answered by the bot



Operations rules: what the bot does with each kind of message

Scene 10 • The AI team

Say: "Behind every answer there is an AI team: a Planner and a Reviewer that check the facts against your sources before a visitor ever sees them." **Show:** the AI team page with the agents, their budgets and the approval queue.



The AI team

Close

Say: "Avatara. Your knowledge, your rules, your assistant: everywhere your customers are." Offer a live demo with the prospect's own documents: three documents and their most common questions are enough for a convincing session.

6. Feature summary

Area	What is included
Channels	Website widget, hosted demo pages, mobile apps (key), voice and live calls, WhatsApp (Cloud API or QR-linked number), e-mail (IMAP or inbound API), public API with developer keys
Knowledge	Documents up to 50 MB (PDF, DOCX, TXT, MD, HTML, XLSX, CSV, PPTX), websites crawled on a schedule, curated answers with variants and CSV import, test retrieval, recycle bin for 30 days
Answers	Evidence shown with each answer, sources optional in the widget, answer length and persona per bot, languages including English and Urdu, ratings, suggested questions, read-aloud
AI team	Planner and Reviewer inside every answer; Knowledge Curator, Quality Analyst, Insights and Lead agents in the background with their own models and daily budgets; an approval queue for everything that would change what visitors see
Operations bots	Rules by category with conditions; reply (automatic, after approval, or draft only), forward, notify, create a lead, call a connector; approvals and an action limit

	per plan
Hand-over	Talk to a person from the widget, the Inbox queue with summaries, live chat, contact and hours
Insight	Conversations with evidence and flags, Analytics, the E-mail and WhatsApp report, weekly insights by e-mail
Models	Open-source models on the customer's host (through Ollama), hosted providers switched on by the platform, or the customer's own Gemini or Claude key; speech through Deepgram, Gemini or ElevenLabs
Security and privacy	Data isolated per organisation, two-step sign-in, single sign-on (OpenID Connect, SAML), roles (administrator, editor, agent), visitor consent and retention, blocked visitors, a hash-chained audit log, keys kept in a vault
Integration	Connectors to the customer's APIs, CRM and BPM integration profiles, signed webhooks, developer keys and request log, a Model Context Protocol service for AI tools
Plans	Starter, Pro, Business and Enterprise; quotas for bots, seats, conversations, AI tokens and WhatsApp numbers; features such as e-mail, WhatsApp, operations bots and integrations per plan; requests for more from inside the Studio

7. Questions prospects ask

Where does our data go? Each organisation's data is stored separately and isolated at the database level. Answers can run on open-source models on the customer's own host, so nothing leaves it; or the customer brings its own Gemini or Claude key, so its traffic runs under its own contract with that provider. Keys are kept in a vault and tested before they are saved.

Will it make things up? The assistant answers from the organisation's knowledge and shows its evidence. The Reviewer checks every answer against the sources and holds back what is not supported; the Planner asks the visitor to clarify or hands over to a person instead of guessing. Curated answers give the exact words for the questions that matter most.

How long does setup take? A first bot with a handful of documents is live on a website within an hour: upload, test, publish, paste the snippet. WhatsApp through the Cloud API needs the customer's Meta business account; a QR-linked number works in minutes for a pilot.

Which languages? The assistant answers in the visitor's language; English and Urdu are supported in text and voice, and the persona can be limited to the languages the customer chooses.

Can our people take over a chat? Yes. A visitor asks to talk to a person, the conversation lands in the Inbox with a summary, and an agent replies live or by message. Replies to WhatsApp contacts are relayed to WhatsApp.

Can it work with our CRM or help desk? Connectors let an operations bot call the customer's APIs from a rule (look up an order, create a ticket, update a CRM). Integration profiles, webhooks and developer keys cover deeper CRM and BPM integration; the developer guides in the Studio describe them.

What does it cost? Plans are Starter, Pro, Business and Enterprise, each with quotas and features. The customer sees its usage against its plan on Licence and audit, and asks for more from Requests. Pricing is quoted per plan; the platform's Cost and margin reporting keeps AI cost visible to us.

Who runs the platform? Our team, from the Control Tower: customers and licences, plans, AI providers, alerts, audit and billing. Customers never see it; they only see the Studio and their channels.

8. Claims to make, and claims to avoid

Say	Do not say
"Every answer is checked against your sources before it goes out."	"It never makes a mistake." The Reviewer holds back unsupported answers; it does not make the model perfect.
"Runs on open-source models on your own host, or on your own AI key."	"Nothing ever leaves your host" without saying which setup: hosted providers, when switched on, send requests to that provider.
"Your team builds it without code."	"No setup at all." Documents, a few curated answers and a test run are needed for good answers.
"WhatsApp through Meta's official Cloud API, or a QR-linked number for pilots."	"Any WhatsApp number instantly" for production: the Cloud API needs the customer's Meta business account.
"Replies wait for your approval until you switch a rule to automatic."	"Fully automatic from day one" as the default.
"English and Urdu in text and voice."	A longer list of languages until each has been tested.

9. The videos and where to find them

Asset	Length	Use
Studio marketing film	under 2 minutes	Website, social media, the first e-mail to a prospect, the opening of a meeting
Product demo video (four parts)	about 15 minutes	After a first meeting; the Control Tower (for partners), the Studio and web chat, e-mail, WhatsApp
Avatara User Manual	document	Hand to a customer at onboarding; Part B is the Studio

The marketing film has a version with narration only and a version with a soft music bed; use the one that fits the place it will play.

10. Words to use consistently

Word	Meaning
Studio	The customer portal, where an organisation builds

	and runs its assistants
Control Tower	Our platform portal; customers never see it
Assistant bot	Answers visitors from the organisation's knowledge (widget, voice, calls, WhatsApp)
Operations bot	Reads e-mail and WhatsApp messages and acts by the organisation's rules
Knowledge	Documents, websites and curated answers a bot answers from
Curated answer	A hand-written answer that wins over document search
AI team	The Planner and Reviewer inside every answer, and the background agents
Hand-over	A visitor passed to a person; it lands in the Inbox
Connection	A WhatsApp number or a mailbox connected to a bot
Licence	What a customer's plan includes: quotas and features