WAFL AI

WAFL AI Growth: product guide

Turn enquiries into customers. An AI assistant that answers your customers by chat and by phone from your own information, with a CRM, analytics and follow-ups built in. This guide explains what's included, how it works, and how to plug it into your website.

$199 a month · 14-day free trial

1. What you get
2. How it works
3. AI chat on your website
4. AI voice agent: calls in the browser and on your phone number
5. Tracking in your dashboard
6. Your knowledge base, edited by you
7. Live search of your catalogue
8. Expert knowledge and research
9. In-house CRM
10. Website analytics
11. Follow-ups by email and text
12. Connect the CRM you already use
13. Getting started
14. Plugging it into your website
15. Price, limits and questions

App: app.waflgroup.com · **Support:** info@waflgroup.com · **Website:** waflgroup.com

WAFL Group · November 2026

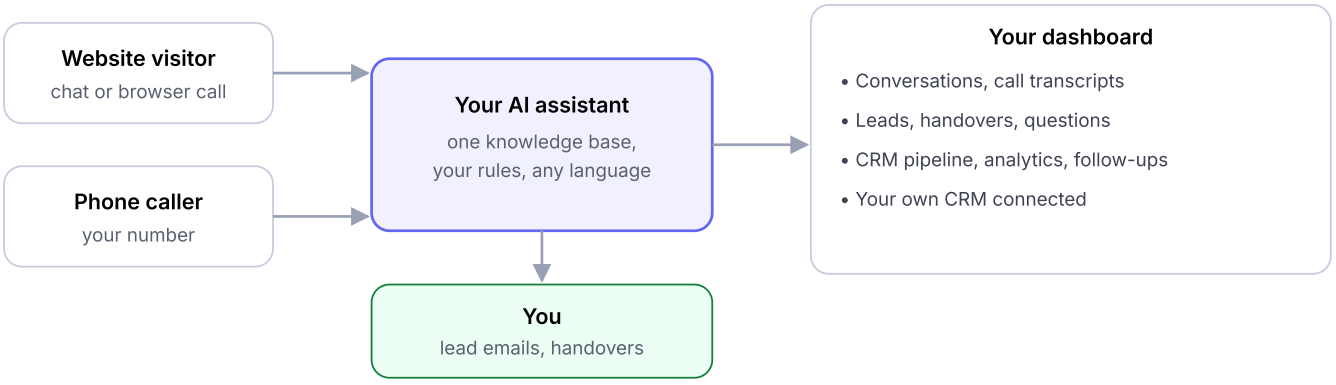
1 What you get

Turn enquiries into customers. WAFL AI Growth plugs into the website you already have with one line of code; nothing about your site changes.

Growth · $199 a month	Included
AI chat assistant on your website	✓
AI voice agent: browser calls and your phone number	✓
Tracking: conversations, calls, transcripts, leads, handovers	✓
Knowledge base you edit, with a test chat	✓
Live search of your catalogue	✓
Expert knowledge and web research	✓
In-house CRM: contacts, pipeline, notes, tasks	✓
Website analytics: visitors, sources, drop-offs	✓
AI-written follow-ups by email and SMS, and an instant reply to every new lead	✓
Ready-made agents: quote chaser, new-lead nudge, review requests, win-back, daily briefing	–
Custom agents from a description: reporting, emails and texts, on-site specialists	–
Email campaigns and promotions	–
Outbound calls: reminders and follow-ups	–
Connect your own CRM: HubSpot, Pipedrive, or any system by webhook (Zapier, Make, n8n)	✓
Calendar sync (Google, Outlook) for bookings	–
White-label, API and priority support	–

Allowance each month	
Chat conversations	3,000
Voice minutes (browser and phone)	300
Phone numbers	1
Team members	3
Websites	1

2 How it works



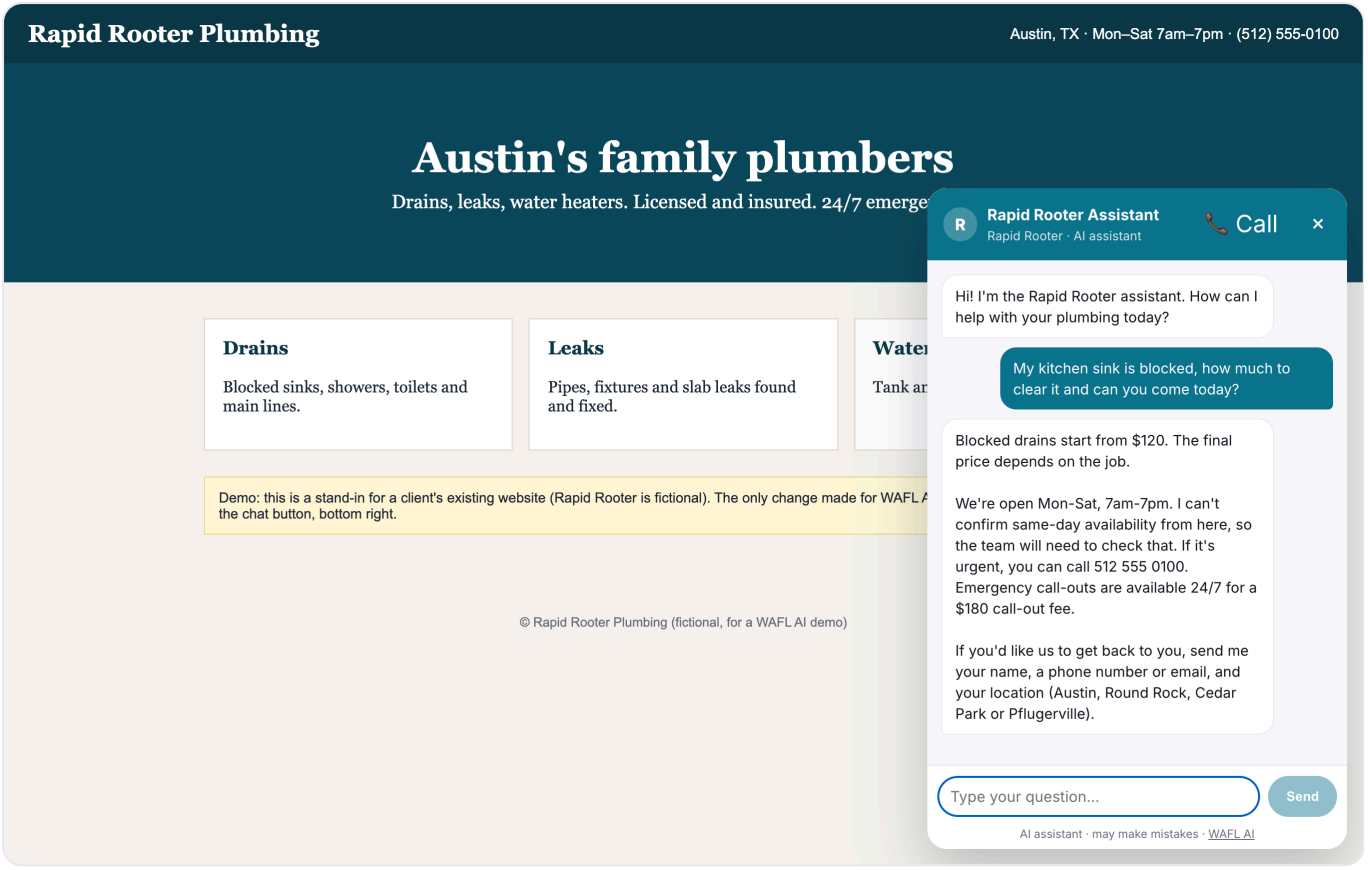
Visitors and callers reach the same assistant; everything lands in your dashboard and the important things reach you directly.

> Changes you save in the dashboard are live at the next message, on chat and phone.

3 AI chat on your website

A chat button in your brand colour appears on every page. Your assistant answers from your own information (services, prices, hours, areas, policies, FAQs), in the language each visitor writes in. It never invents prices or promises, and politely declines anything unrelated to your business.

- **Turns visitors into leads:** takes their name, contact details and what they need, and emails you straight away.
- **Hands over to you** for complaints, urgent matters, or when someone asks for a person, with a summary.
- **Learns:** questions it couldn't answer are listed for you; answer once and it knows from then on.
- **Remembers the conversation** as the visitor moves between pages.



On a plumber’s website: the visitor asks about a blocked sink and gets a real price, the hours, and an offer to take their details.

4 AI voice agent: calls in the browser and on your phone number

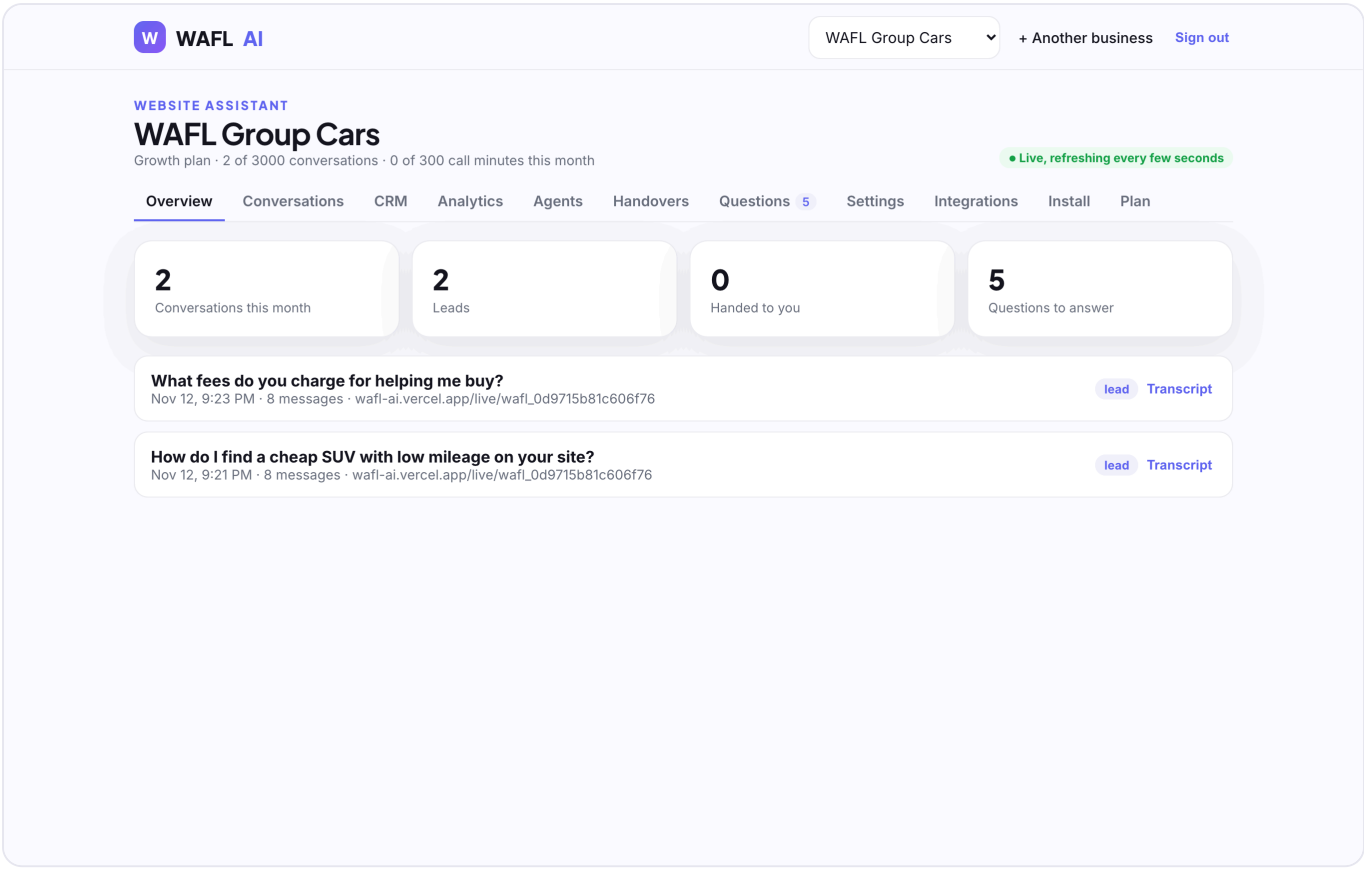
The same assistant also talks. Visitors tap **Call** in the chat to speak to it out loud from their browser, and your phone number can be answered by it too, around the clock, from the same knowledge and rules as the chat.

- Every call is transcribed and appears in your dashboard next to chats, with any lead or handover it took.
- Natural voices, several languages, and a polite end after silence. Calls are capped at 8 minutes.
- **Your phone number:** we connect it for you. Either forward your existing number to your assistant's line when you're busy or closed, or get a new local number. Your plan includes the minutes and numbers shown in the plan table.

> On your own website the microphone works without any extra setup. If your site sets a strict "Permissions-Policy" header (rare), ask your developer to allow the microphone for app.waflgroup.com; we can send the exact line.

5 Tracking in your dashboard

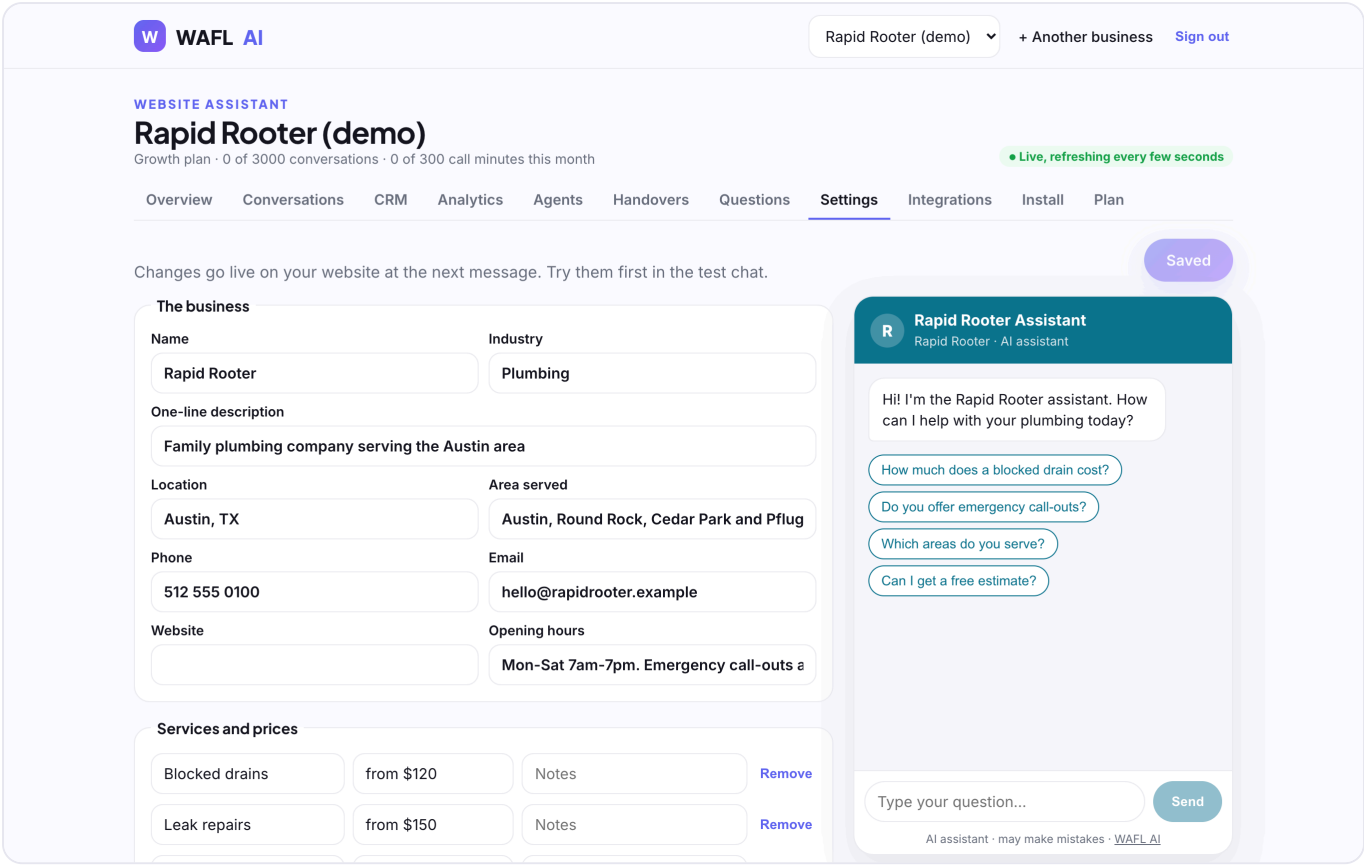
Everything the assistant does is in your dashboard, live: conversations and call transcripts as they happen, leads, handovers, unanswered questions and this month's usage. New leads also pop up on screen and arrive by email.



The dashboard: today’s conversations, leads, handovers and questions, refreshing every few seconds.

6 Your knowledge base, edited by you

Under **Settings** you control what the assistant knows and how it behaves: business details, services and prices, policies, FAQs, booking (a call back or your own booking link), when to hand over, its name, colour, greeting and tone, and any extra instructions. A test chat sits beside the settings, so you can try a change before saving it. Saved changes are live at the next message, on chat and phone.



Settings: everything the assistant knows, with a test chat to try changes.

7 Live search of your catalogue

For businesses that sell many items (cars, properties, products, rooms), the assistant can search your live stock and show the best matches as cards with photos, prices and links to your own pages. You (or your developer) give us a search address on your site; we set it up with you. Only what your site already shows customers is used.

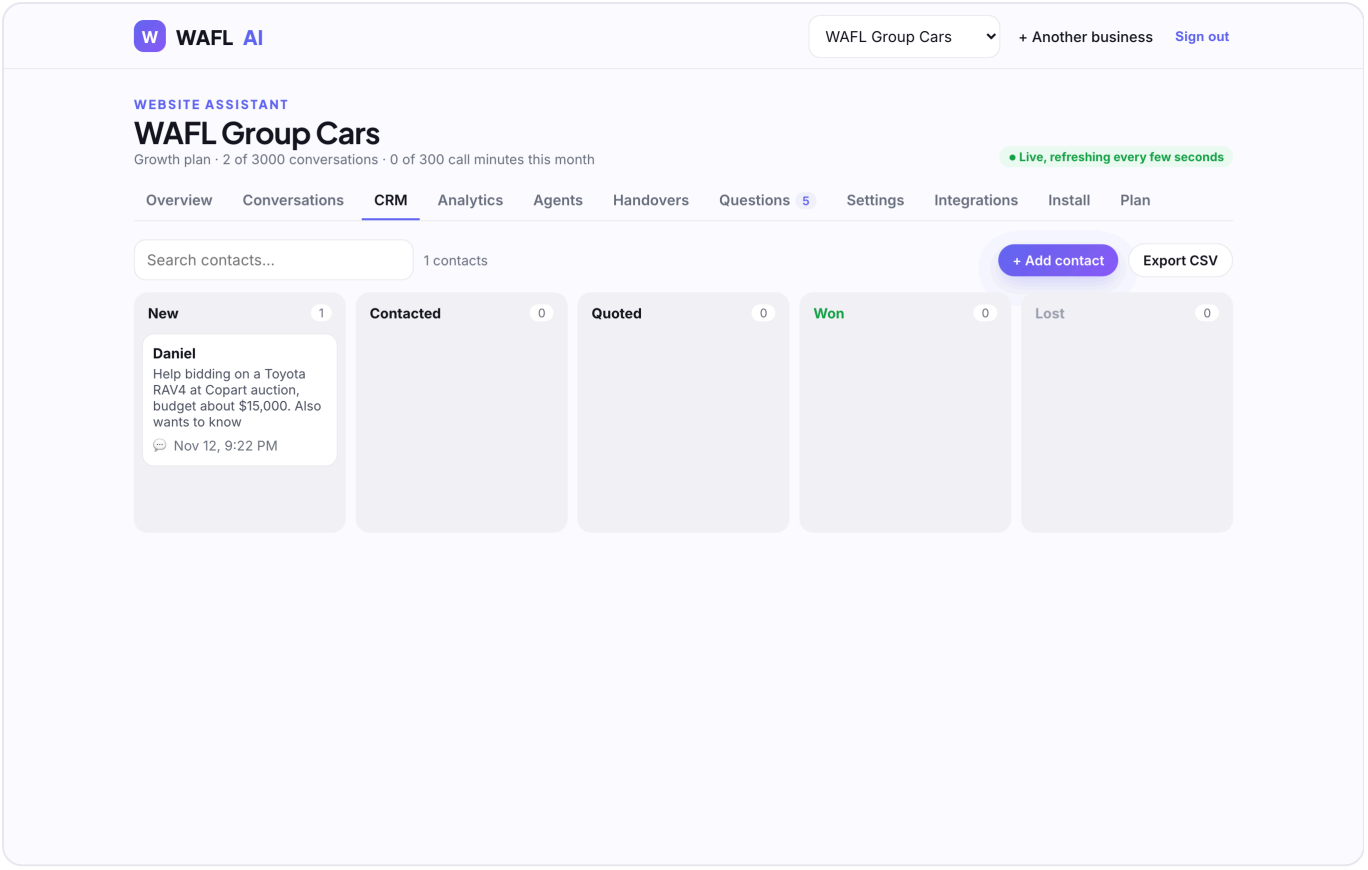
8 Expert knowledge and research

Name the topics where your assistant may use independent expertise beyond your own information, for example car reliability, skin care or building materials, and optionally let it check current independent sources on the web. Your prices, stock and policies always come from your own information, never from the web.

9 In-house CRM

Every lead from chat or phone becomes a contact automatically, matched on email or phone so a returning customer stays one contact. Contacts move through a pipeline (New → Contacted → Quoted → Won / Lost) by drag and drop.

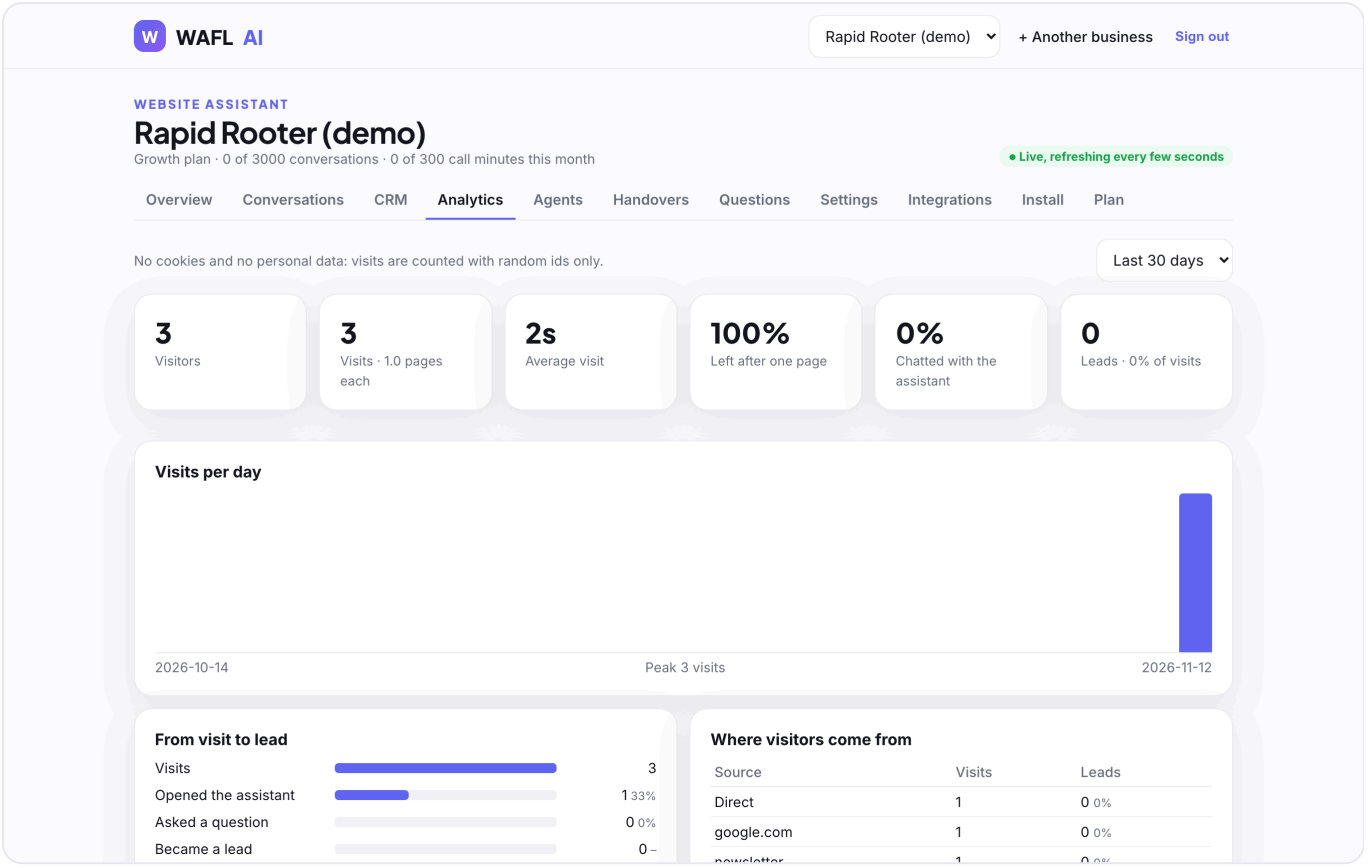
- Each contact has a timeline: every chat and call (with the full transcript), notes, tasks with due dates, stage changes and messages sent.
- Add contacts by hand, put a value on each deal, search, and export everything to CSV at any time.
- Open tasks are listed at the top, with overdue ones highlighted.



The CRM pipeline: leads from the assistant arrive in New automatically.

10 Website analytics

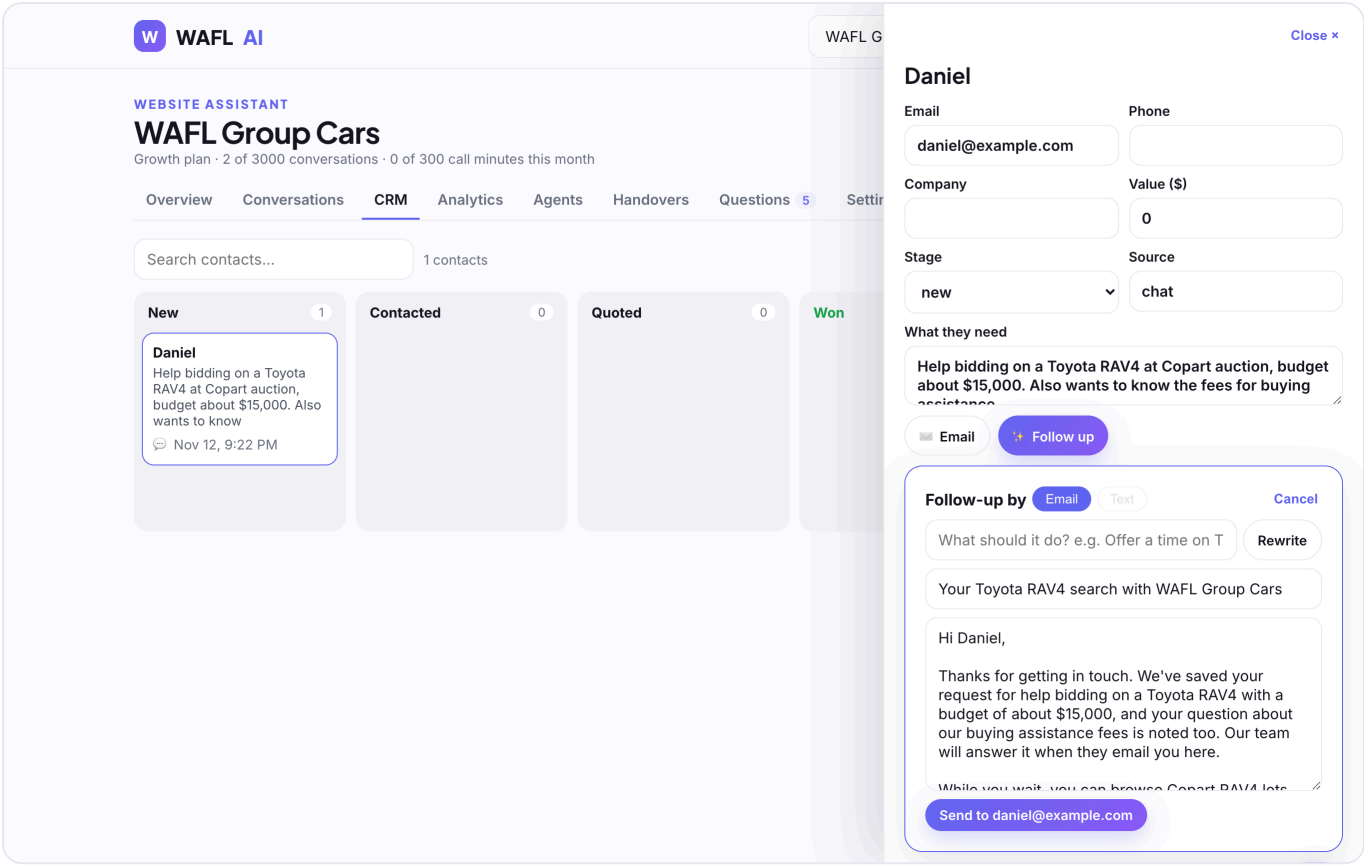
The same line of code also counts visits, without cookies and without storing anyone's IP address or personal details. You see visitors, pages per visit, time on site, where visitors come from (Google, social, newsletters, campaign links), mobile versus desktop, which pages people leave from, and the path from visit to chat to lead.



Analytics: visits per day, the visit-to-lead funnel, sources and the pages where people drop off.

11 Follow-ups by email and text

On any contact, ✨ **Follow up** writes an email or text from everything on their timeline. Tell it what the message should do ("offer Thursday", "chase the quote"), edit it, and send. Emails go out in your business's name and replies come straight to you; texts are sent from your own number (Twilio), or open in your phone's Messages app. You can also switch on an instant email reply to every new lead.



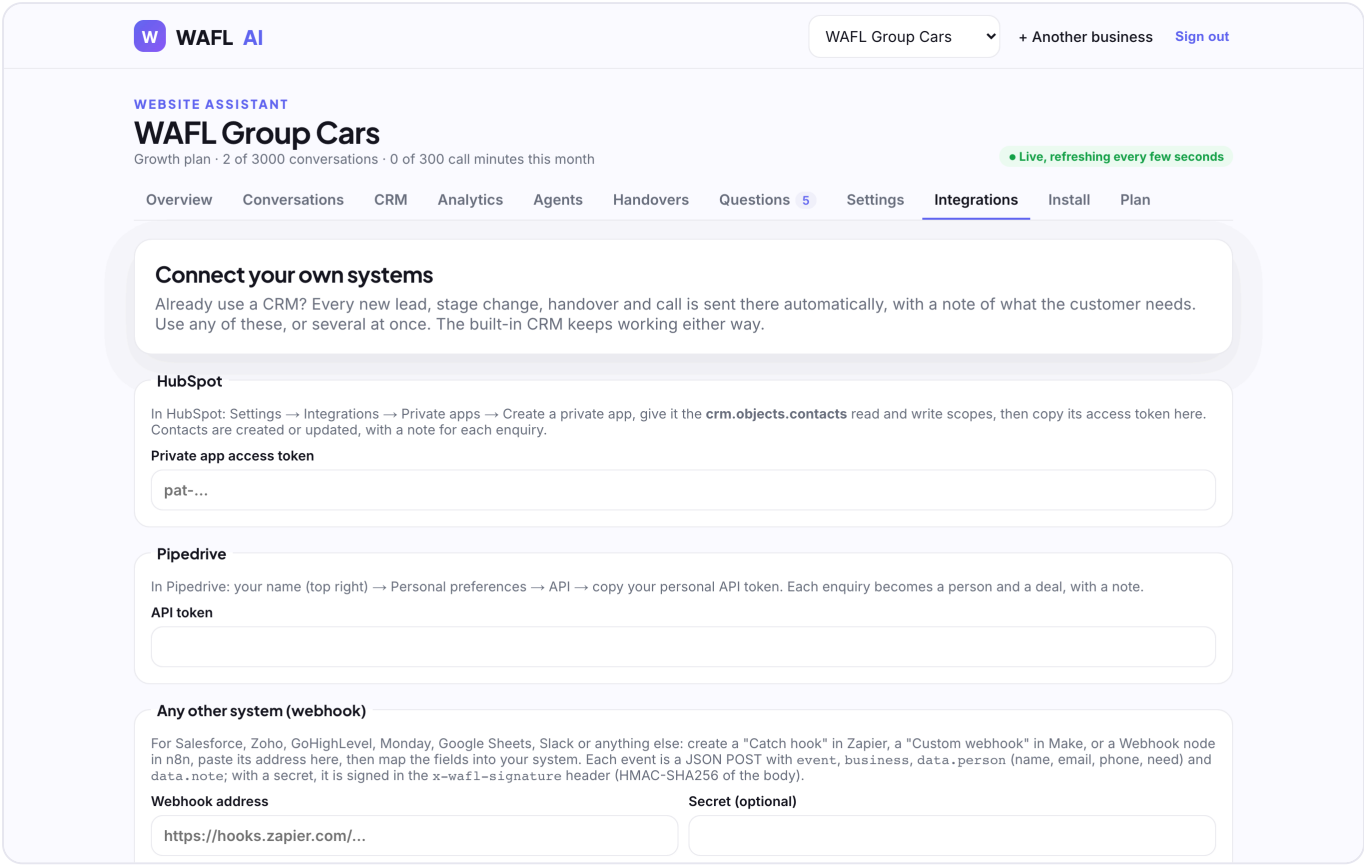
A follow-up drafted from the customer's own conversation, ready to edit and send.

12 Connect the CRM you already use

Already have a CRM? Every new lead, stage change, handover and call is also sent there automatically, with a note of what the customer needs. The built-in CRM keeps working alongside it.

System	How to connect (Integrations tab)
HubSpot	Settings → Integrations → Private apps → create one with contacts read/write → paste its token. Contacts are created or updated, with a note per enquiry.
Pipedrive	Personal preferences → API → paste your token. Each enquiry becomes a person and a deal, with a note.
Anything else (Salesforce, Zoho, GoHighLevel, Monday, Google Sheets, Slack...)	Paste a webhook address from Zapier, Make or n8n; each event arrives as JSON (optionally signed) to map into your system.

Press **Send a test** to check: a "WAFL AI Test" contact appears in your system.



Integrations: HubSpot, Pipedrive, or any system through a webhook.

13 Getting started in four steps

1

Describe your business

Give your website and/or a few lines; AI drafts your assistant in about 10 seconds.

2

Check and test

Fix anything it got wrong or missed, and try it in the test chat.

3

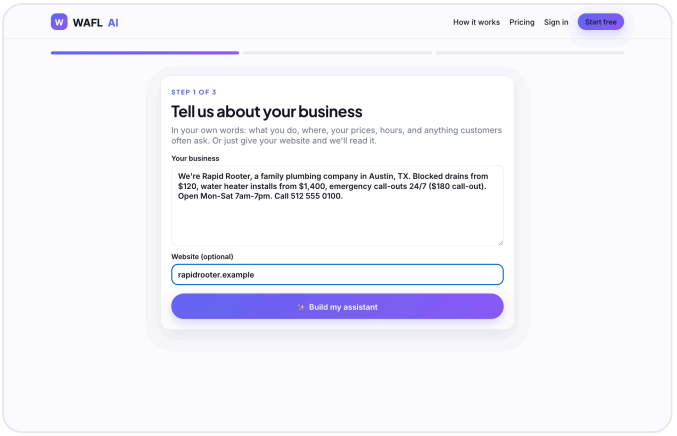
Create your account

Choose your package, enter your email and the 6-digit code we send. 14 days free, no card.

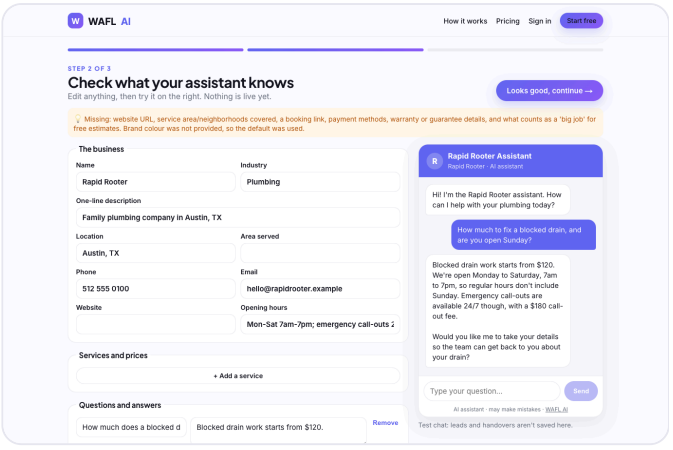
4

Add it to your site

Paste your one line of code (next section), or let us do it.



Step 1: describe your business or give your website.



Step 2: check what your assistant knows, and test it.

Before you start

- An email address for leads (it's also how you sign in: no password).
- Your website address, or a few lines about what you do, where, prices and hours.
- Access to add code to your site, or the person who has it.

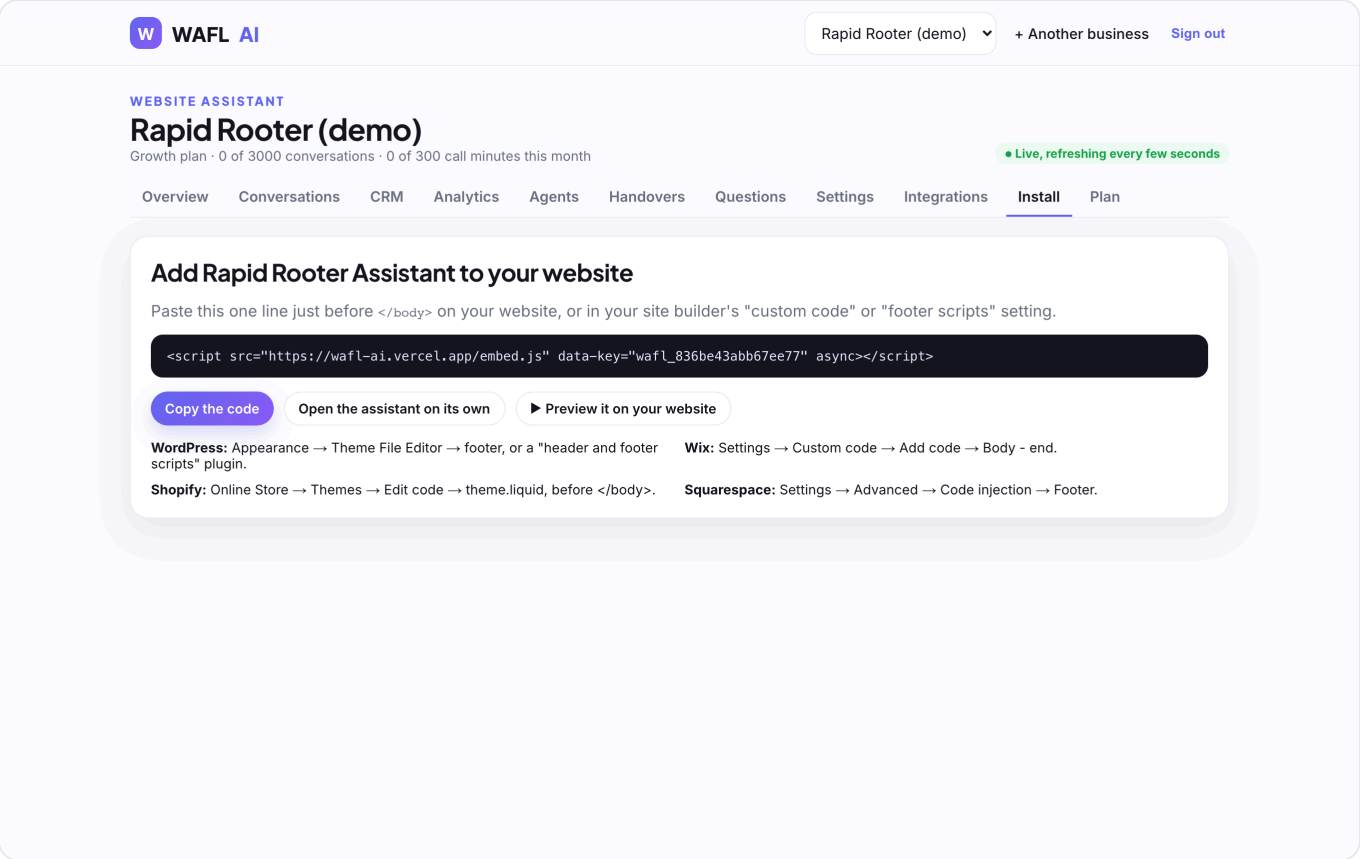
14 Plugging it into your website

Your website stays exactly as it is. You add one line of code; your dashboard's **Install** tab shows yours (with your own key):

```
<script src="https://app.waflgroup.com/embed.js" data-key="wafl_your_key" async></script>
```

Paste it once, on every page, just before `</body>`, or in your site builder's "custom code" setting for the whole site:

Your site	Where to paste it
WordPress	Install the free "WPCode" (or "Insert Headers and Footers") plugin → Code Snippets → Header & Footer → paste into **Footer** → Save. Or Appearance → Theme File Editor → footer.php, before </body>.
Shopify	Online Store → Themes → ⋯ → Edit code → layout/theme.liquid → paste just before </body> → Save.
Wix	Settings → Custom code → + Add custom code → paste → All pages → **Body - end** → Apply.
Squarespace	Settings → Advanced → Code injection → **Footer** → paste → Save.
Webflow	Site settings → Custom code → **Footer code** → paste → Save → Publish.
Google Tag Manager	New tag → Custom HTML → paste → trigger All Pages → Submit.
Custom site	Add the line before </body> in your main layout, then deploy.



The Install tab: your line of code, and a preview of the assistant on your own site before you install it.

> **Want us to do it?** Send us access or your developer's email and we'll add it for you, free. To see it first, **Preview it on your website** in the Install tab opens your site with the assistant on top, for you only.

Your pages can open the assistant too (optional)

A button on your own page can open the assistant with a question and what the visitor is looking at, for example "Is this car reliable?" on a car page:

```
<button onclick="WAFLAI.open({ message: 'Assess this car for me', context: 'Year: 2018, Model: RAV4' })">Ask AI</button>
```

To remove the assistant, delete the line; your account and history stay in the dashboard.

15 Price, limits and questions

Price	**$199 a month** after a 14-day free trial (no card needed to start). Cancel any time.
Beyond your allowance	Voice $0.25 a minute · chat $0.05 a conversation · extra phone number $5 a month. We tell you before you get close.
Industry add-ons	Photo quotes, field service, listing AI: $79 a month each.
Setup	Included: our team sets it up with you
Upgrading	Pro ($449) adds: Ready-made agents; Custom agents from a description; Email campaigns and promotions; Outbound calls; Calendar sync (Google, Outlook) for bookings.

Questions

Will it change my website? No. It adds a chat button and nothing else; remove the line and it's gone.

Can it say something wrong? It answers only from your information and your rules, and says it will check with the team when it doesn't know. Every conversation is in your dashboard, and you can correct its knowledge at any time.

What about privacy? Conversations are stored securely for you, used only to run your assistant, and never sold. Visitors are told they're talking to an AI. Analytics use no cookies and store no IP addresses.

Which languages? It replies in the language the visitor uses; the voice agent speaks the languages you choose.

Need something specific? Most businesses benefit from a custom solution built around their systems: see the WAFL AI Custom Solutions guide, or book a free assessment at waflgroup.com/assessment.

> Start your free trial at **app.waflgroup.com/start?plan=growth**, or email info@waflgroup.com and we'll set it up with you.