



Ask Nova: Your Smart AI Assistant for Instant Customer Engagement

Engage visitors instantly, get leads automatically, and connect them to the right team with all-in-one intelligent chat interface.

Introduction

Ask Nova by **Embee Software** is an **AI-driven assistant** that transforms how organizations interact with their digital visitors.

From job seekers and potential partners to prospective customers exploring your services, Ask Nova ensures **instant engagement, intelligent routing, and seamless user journeys** all without manual intervention.

Built on Microsoft Copilot Studio, it combines conversational intelligence with enterprise-grade automation to help businesses capture more leads, improve response times, and deliver a consistent brand experience — 24x7.

Challenges faced by organizations

Modern organizations face a common digital challenge, turning website traffic into qualified engagement. Without a smart interaction layer, most visitors:

- Drop off before finding the right information or contact point.
- Submit incomplete or irrelevant queries through forms.
- Face delays in responses, leading to missed opportunities.
- Leave marketing teams without insight into visitor intent.

Ask Nova solves these pain points through **real-time engagement and intelligent automation**, acting as the digital front desk for your business.

Features of the Ask Nova App by Embee Software



Personalized User Journeys

Visitors can instantly select who they are **Job Seekers, Business Partners** and **Solution Explorers**. Each path delivers a **customized experience** based on the visitor's intent, guiding them to the most relevant information or team.



Automated Lead Capture & Routing

The bot collects essential visitor details such as **name, email, and phone number**, and automatically routes them to the appropriate internal team — HR, partnerships, or sales.



Integration-Ready Architecture

Ask Nova connects seamlessly with existing systems like **CRM, HRMS, ERP, or Microsoft Teams**, ensuring your internal workflows stay uninterrupted while engagement grows.



Conversational Navigation

Ask Nova replaces complex menus with simple chat-based discovery, directing users to career pages, partnership contacts, or solution areas in seconds.



Quick Customization for Any Industry

Admins can edit conversation flows, responses, and triggers without coding, making Ask Nova adaptable for any organization, whether in **IT, manufacturing, education, healthcare, or BFSI**.



Built-in Analytics & Insights

Track engagement trends, query types, and visitor demographics through an interactive dashboard helping marketing and sales teams make data-driven decisions.



Benefits of the Ask Nova Application

- Up to 20% increase in qualified lead capture.
- Significant reduction in response time for inbound queries.
- Better collaboration between marketing, HR, and sales teams.
- Higher engagement and lower bounce rates on their websites.
- Improved visitor satisfaction through faster and more relevant assistance.

Tools & Technologies Used



Copilot Studio



Power Automate



AI Builder



SharePoint

Ready to automate your business conversations?

Experience the power of Ask Nova, your smart assistant for faster, smarter, and simpler engagement. Schedule a demo now.



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