

NURIX

Conversational AI Agents

LEARN MORE ..



Operational Rules



Verify Profile



Verify System Age



Prioritize High Value Leads



Escalate if...

Why is in a league of its own



BUILD AGENT

Design your agent for success by setting the right intelligence, tone, & context to deliver real-world results.



DEPLOY AGENT

Go live with confidence, launch agents that handle real tasks across workflows, teams, and systems.



MONITOR & OPTIMIZE

Improve with every interaction, once you're live, NuPlay ensures your agents keep getting better.

What Sets NuPlay AI Apart

Built for Outcomes

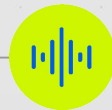
Most platforms stop at giving you building blocks, but NuPlay delivers real business outcomes by owning the orchestration. It acts as your expert implementation partner every step of the way.

Tailored to Your Stack

Every deployment is tailored to your tools, data, and goals, without rigid templates or one-size-fits-all logic—giving your organization true operational flexibility.

Building Brand-Aligned, Human-Like Voice AI

Our Multimodal Agents are
best-in-class in the industry



Voice



Chat



Email



Social Media

Key Features

Proprietary Dialog Manager

Orchestrates complex conversations seamlessly, ensuring consistency, accuracy, and scalability across every interaction.

True to Brand Voice

Adapts responses to mirror your brand's unique tone and style, creating authentic and trustworthy customer experiences.

Context and Emotion Awareness

Understands intent, history, and sentiment in real time to deliver empathetic, personalized engagement at scale.

Seamlessly Powering Your Enterprise Workflows



Plug-and-Play with 300+ Systems

Effortlessly connect with CRMs, ERPs, CDPs, and contact centers—no heavy lift, no downtime.



End-to-End Automation

Bridge AI conversations directly to workflows, so customer interactions trigger real business actions in real time.



Zero Overhead, Maximum Impact

Integrates natively into existing processes—no complex re-engineering, just instant scalability.



Turning Every Interaction into Business Intelligence



Holistic Agent Visibility

Monitor response time, resolution rate, intent accuracy, escalation frequency, and containment—live, in one central dashboard.



Intelligent, Proactive Alerts

Early detection of performance drops and conversation anomalies—keep ahead, not behind.

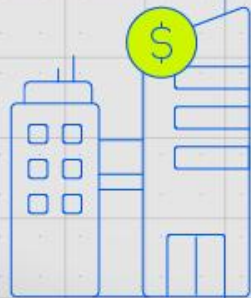


Voice-to-Insight Transformation

Turn conversational data into strategic opportunity signals—identify friction points, emerging trends, and efficiency gaps.



Enterprise-Grade Reliability: Built for Accuracy and Trust



Knowledge Retrieval Accuracy

Retrieval-augmented generation ensures responses are grounded in trusted enterprise sources for precise, context-aware answers.



Continuous Learning

The system adapts over time by refining embeddings, retrieval strategies, and thresholds—continuously improving alignment with evolving business needs.



Human-in-the-Loop (HITL) Flows

Critical decision points are safeguarded with built-in human oversight, balancing automation with expert judgment to maintain accuracy and compliance.

