

HAL Website Edition — What it is, how it works, and how to use it on your site

What is HAL Website Edition?

HAL8122 (Website Edition) is BizzTech's multilingual, voice-enabled AI agent that *lives* on your website. It greets visitors, answers questions in natural language, guides page navigation, and proactively recommends the next best action—24/7. Think “agent, not a widget”: HAL persists context across pages, can escalate to a human, and can even hand leads to your team via email/SMS

Meet HAL8122 (Website Edition): a website-native AI **agent**—not just another chatbot with canned answers. HAL greets visitors, answers in **voice or text across 90+ languages**, guides page flows, remembers context as people browse, and nudges the **next best action** (from scheduling to **email/SMS handoff** to your team). It runs 24/7, grounded in your curated knowledge base, so answers stay on-brand and conversions don't stall - a true expert of your organization that engages all of your visitors at once and never takes a day off!

Ideal Use Cases

- **Demand gen & sales assist** (qualify, route, and follow up automatically)
- **Customer education & support** (instant, accurate answers with escalation)
- **Internal tool for marketing and sales support** (generate content/emails)
- **Global reach** without extra headcount (multilingual + voice built in)

Marketing & Growth

- **Interactive product finder/configurator:** HAL narrows choices, explains trade-offs, and routes hot prospects to sales via **email/SMS** (or a call on Premium).
- **Pricing/quote concierge:** Collects key details, generates a quote path, and triggers human follow-up with conversation context.
- **Campaign landing booster:** Greets visitors from ads, recognizes intent, and **guides page flows** to the next best action.

Sales Enablement

- **ABM-style account concierge:** Tailors pitches by segment, answers in **90+ languages**, and hands off to the right AE instantly.

- **Event-to-pipeline follow-up:** After webinars or expos, HAL fields FAQs and pushes qualified leads to reps with **conversation summaries** (Premium add-on).

Customer Success & Support

- **Self-service triage + escalation:** Deflects common issues with grounded answers and escalates to a human when needed.
- **Proactive onboarding guide:** Remembers what a user has seen, walks them page-by-page, and emails a setup checklist to the team.

Commerce & Subscription

- **Checkout rescue:** Detects hesitation on pricing/plan pages, clarifies features, and nudges trials or upgrades.
- **Post-purchase tutor:** Answers “how do I...?” using **website research** and your KB, reducing tickets.

Talent & Employer Brand

- **Careers concierge:** Matches candidates to roles, explains benefits, and schedules next steps via email/SMS handoff.
- **Recruiter assist (Premium):** Hot-fit candidates can request a **call** for screening via the agent.

Events, Education & Community

- **Conference microsite host:** Handles agendas, speaker bios, and logistics in multiple languages; routes VIP inquiries to staff.
- **Academy/Docs guide:** Turns long tutorials into conversational steps; provides **conversation summaries** for instructors (Premium).

Public Sector & Civic (for .gov/.edu sites)

- **Citizen services navigator:** Explains eligibility, gathers info, and **guides** residents to forms/resources with guardrails.
- **Admissions & program finder:** Helps applicants compare pathways, handles translation, and emails counselors for follow-up.

Regulated & Compliance-Heavy

- **Policy & compliance desk:** Delivers on-brand answers grounded in your curated KB with RAG + guardrails; includes optional cited responses.
- **Download gatekeeper:** Verifies prerequisites before whitepaper/tool downloads and routes exceptions to a human.

Developer & Partner Ecosystem

- **Dev-docs copilot:** Answers implementation questions, links exact pages, and escalates partner opportunities to BD.
- **Integration pre-check:** Explains what's possible and captures API details for your team via email/SMS.

Real Estate, Travel & Local

- **Property/tour guide:** Filters listings (budget, location), keeps context across pages, and connects serious buyers to agents.
- **Destination concierge:** Answers in the visitor's language and suggests itineraries using your content.

What HAL does on your website (core capabilities)

- **Natural-language Q&A (voice or text) in 90+ languages** to educate prospects and customers and other stakeholders
- **Guided site navigation & conversion nudges** (recommend next steps, route hot leads, escalate to a human when needed).
- **Sales activation** via automatic email/SMS handoff, lead qualification, and routing to your team.
- **Cross-page memory** so conversations don't "reset" as visitors browse.

Bonus features (by tier):

- **Email lead handoff** with key details from the conversation.
- **Conversation summaries** (Premium add-on) to speed follow-up and coaching.
- **Website research** to pull up-to-date answers from your site (and other permitted sources).
- **On-the-fly translation** so you and visitors can switch languages seamlessly.
- **Make-and-receive calls** (Premium/Enterprise).
- **Go Beyond** and develop custom functions and connect other agents in the backend console

Why HAL isn't "just another chatbot"

1. **Agentic website control** → **conversions**. HAL can steer navigation, persist context, and push contextual recommendations; it connects visitors to a human when needed.
2. **Sales activation built-in**. Email/text handoffs and routing keep momentum; Premium adds conversation summaries.
3. **Grounded answers with guardrails**. Responses are powered by your curated knowledge base using RAG, with configurable guardrails and optional citations for transparency.
4. **Voice + multilingual native**. Serve global traffic without extra headcount.
5. **Fast start, enterprise-ready**. Hosted SaaS you embed; self-serve setup at HAL8122.ai with character selection, KB upload, embed/API generation, visualization styles, payments, and a dashboard for stats.

Plans & packaging (what's included)

- **Standard** — Core website agent + multilingual engagement, text messaging, sales/email connectivity, and knowledge-base customization.
- **Gold** — Adds **advanced site navigation** controls.
- **Premium / Enterprise** — **Make-and-receive calls**, deeper recommendations, smart liaison handoffs, and conversation-summary add-on.

Pricing note (mid-market guidance): HAL's Website Edition positions with a **predictable flat subscription** that undercuts the total cost of common incumbents

in modeled scenarios (e.g., \$350 vs. four-to-seven-times higher). Use Standard for most sites; scale up for navigation control and voice/calling use cases.

How to add HAL to your website (quick start)

1. **Create your agent at HAL8122.ai.** Pick HAL's character (seller/support), **upload your documents** to seed the knowledge base, and **configure payments**.
2. **Choose the visualization style** and **generate your embed/API**. Copy the provided embed code or API snippet.
3. **Paste the embed** into your CMS (e.g., site-wide footer or specific pages). Test on staging first.
4. **Set up routing** (optional). Add your sales/support email/SMS endpoints for **automatic handoff**; enable conversation summaries if on Premium.
5. **Launch & monitor** in the dashboard (engagement, conversions, languages used, response times, CSAT). Iterate your knowledge base weekly for best results.

What to measure (suggested KPIs)

- **Conversion lift & qualified-lead volume** (before/after HAL).
- **First-response time** and **engagement depth** (messages per visitor, pages guided).
- **CSAT** and **language coverage** (who you're reaching).

Security, privacy, and trust

- **Grounded by your content.** HAL answers from your **client-curated knowledge base** (RAG) with **configurable guardrails**; you can include explanations/citations in answers.
- **Standards-aligned.** Designed to align with **NIST AI RMF**, **NIST 800-53**; **SOC II** in process; HIPAA/FERPA-capable deployments supported.
- **Data protection.** Encryption, strong auth, access controls, and auditable configurations; human override and issue-flagging are available by policy.

Implementation checklist (best practice)

- **Define outcomes** (e.g., demo bookings, trial signups, support deflection).
- **Seed the KB** with your pricing pages, product docs, playbooks, and brand guidelines; review weekly at launch.
- **Map handoffs** (email/SMS targets, escalation rules).
- **Enable guided navigation** (Gold+) on key funnels (pricing → demo → checkout).
- **Turn on summaries** (Premium) for faster SDR/CS follow-up.
- **Track KPIs** and iterate content, prompts, and page flows in the first 30 days.

FAQ

How is HAL embedded?

Through a **hosted SaaS embed** or API snippet generated in your HAL8122.ai dashboard. No heavy install—just paste and publish.

Can HAL speak and listen?

Yes—**voice in/out** plus **text**, with **on-the-fly translation** for multilingual sessions.

How do you prevent off-brand answers?

Your curated KB + RAG + guardrails keep responses on brand; optional **explanations/citations** increase transparency.

Does HAL replace our helpdesk or CRM?

No. HAL **hands off** to your existing tools via email/SMS and routes qualified leads; it augments your stack rather than replacing it.

What about calls?

Make-and-receive calls are available on **Premium/Enterprise**.

How quickly can we go live?

Most teams spin up a working agent in **minutes** using the self-serve flow (character, KB upload, embed/API, payments, dashboard).

HAL Website Edition sits on an MCP (Model Context Protocol) server.

It's “tool-native” by design. That means new abilities are added as plug-ins (tools) the agent can safely discover, call, and chain—without re-architecting the product. Practically, this unlocks:

- Fast, safe integrations — A standard way to add connectors (CRM, helpdesk, calendars, telephony, payments, GIS, etc.) with explicit, client-approved scopes/permissions and role-based controls. Defaults stay off; admins flip them on in config.
- Guardrailed execution — Each tool call stays grounded in your curated KB (RAG) with compliance guardrails and auditability aligned to NIST AI RMF / 800-53; SOC 2 in progress; HIPAA/FERPA-capable setups.
- Composable features — Today’s actions (website research, email/SMS handoff, guided navigation, voice/multilingual, optional call handling) simply become MCP tools the agent can orchestrate and extend. Add more tools, get more behaviors.
- Multi-agent & custom functions — You can “go beyond” the base agent by wiring custom functions or even other agents in the backend console, enabling division-of-labor workflows (e.g., support ↔ sales handoffs) without a rewrite.
- Bridging digital ↔ physical spaces — Because tool bridges can speak MQTT/Modbus/OPC-UA, HAL can progress from web concierge to smart-space orchestrator (lighting/HVAC/cameras/IoT), and even control assets inside digital twins/metaverse scenes.
- What that means for the roadmap
- Ship new capabilities mostly as new MCP tools/connectors rather than core changes.
- Expand channels (web → email/SMS → calls) and keep context across them via shared tool state.
- Introduce governed automations (triggers → tool actions → approvals) with clear observability, summaries, and human-in-the-loop overrides.
- Move up-stack into smart-city/smart-building control and metaverse integrations by adding device and twin-control tools.

Bottom line: MCP makes HAL a stable “brain” whose powers grow by adding well-scoped tools. That’s why the product can evolve quickly—from website agent to omni-channel concierge to smart-space controller—without sacrificing governance or maintainability.

Pricing USD						
	Standard		Gold		Premium	
	Price per month	Price per year	Price per month	Price per year	Price per month	Price per year
Company up to 250 employees	350,-	3600,-	450,-	4700,-	550,-	5750,-
Company with 251 to 1000 employees	775,-	8400,-	875,-	9100,-	975,-	10150,-
Enterprise	From 2000,-		From 3000,-		From 4000,-	

Pricing EUR						
	Standard		Gold		Premium	
	Price per month	Price per year	Price per month	Price per year	Price per month	Price per year
Company up to 250 employees	300,-	3130,-	400,-	4170,-	500,-	5200,-
Company with 251 to 1000 employees	670,-	7300,-	770,-	8000,-	870,-	9080,-
Enterprise	From 2000,-		From 3000,-		From 4000,-	