ASAMIA. Real Digital Humans.

ASAMIA is ready for real business implementations. A proposal framework for turning a defined business responsibility into an accountable SAM-led workflow.

Start with the work

Choose a queue, process or customer journey. Record its current workload, handovers and service standards.

Design the digital employee

A professional personality, approved knowledge, long-term memory and emotional awareness shaped around your business.

Agree the outcome

Define success, permissions and escalation owners before implementation. No invented savings or performance promises.

A personality. A memory. A better handover.

SAM features become practical proposal deliverables, not a generic chatbot subscription.

A SAM that represents you

Set a professional personality and preferred accent, including Kiwi where supported; update the brief as your services grow.

Continue the conversation

Retrieve relevant customer context so callers need not start from scratch, within your access and retention rules.

Emotional intelligence built in

Every SAM reads how a customer is feeling — frustrated, anxious, rushed or pleased — and adapts its pace, wording and next step with genuine empathy, escalating to a person when emotions run high.

One role across the customer journey.

Connect the agreed channels and keep important commitments under human authority.

Phone, voice chat, messaging, email and video

Plan consistent service across WhatsApp, Instagram, Messenger, web chat, SMS, email, Zoom and Teams using authorised connections.

Consent-based recordings, transcripts and action summaries

Review the request before calling back, with useful job details and a clear next action instead of scattered notes.

Call screening, escalation and human approval

Separate sales calls from genuine jobs, prioritise follow-ups and keep sensitive commitments with the person responsible.

The specification behind the proposal.

Five technical areas define what is configured, tested and signed off. Full detail remains in the SAM specification.

Identity and role design

Name and personality: Custom name, personality and tone set per SAM, aligned to your brand voice. Responsibilities: Up to twelve defined responsibilities per role, each with its own approval level.

Channels and capacity

Messaging: WhatsApp, Instagram, Messenger, SMS and web chat from one agent. Concurrency: Up to 20 concurrent calls per voice deployment, subject to agreed service levels.

Security and deployment

Data handling: Data-retention review and residency arrangements agreed per deployment. Support: Local New Zealand support with setup, training and go-live assistance.

Intelligence

Operating layer: ANNA — Advanced Neural Network AI — powers ANNA OS and ASAMIA AI. Knowledge: Answers grounded in your approved business knowledge, documents and policies.

Operations and oversight

Analytics: Call analytics, outcome tracking and management views in the workspace. Approval gates: Messages, spending, refunds, contracts, deletions and sensitive information always require human approval.

Focused workflow

For a business introducing its first SAM-led process.

Included scope 1

One defined outcome, scoped end to end

Included scope 2

The SAM roles, knowledge and connections it needs

Included scope 3

Approval gates and success measures agreed up front

Included scope 4

Setup, training and go-live support

Coordinated team

For businesses connecting responsibilities across operations, sales, support and administration.

Included scope 1

Multiple SAM roles sharing workflows and memory

Included scope 2

Management views across the whole team

Included scope 3

Shared knowledge, governance and reporting

Included scope 4

A phased rollout agreed with your team

Enterprise deployment

For organisations with additional identity, governance, procurement, integration or hosting requirements.

Included scope 1

Architecture, contracts and responsibilities assessed together

Included scope 2

SSO, two-factor access and voice identity controls

Included scope 3

Custom integration and data-residency arrangements

Included scope 4

Agreed service levels and governance review

A clear commercial proposal.

Pricing is proposal-based, not a published rate card. Your written quote confirms currency, taxes, setup fees, recurring charges, usage allowances and any overage rates before you commit.

Implementation

One-off discovery, role configuration, knowledge preparation, integration, testing and training are itemised.

Recurring platform and support

The selected tier, SAM roles, users, enabled modules and support arrangements determine the recurring scope.

Usage and retention

Model and media usage, voice minutes, messaging, telephone numbers and storage are quoted with allowances and limits.

Terms before commitment

Confirm billing frequency, taxes, quote validity, service levels, change requests and cancellation terms in the final agreement.

From scope to a controlled go-live.

Milestones are agreed for your implementation; timing depends on knowledge, integrations and review requirements.

Define the role

Describe your services, coverage area, working hours, customer questions and the outcome the SAM owns.

Shape its voice and knowledge

Choose a name, tone and language preferences. Supply approved prices, procedures and examples of a good conversation.

Connect and test

Authorise the phone identity, calendar and customer systems. Test interruptions, uncertain answers, busy periods and human handoff.

Review and improve

Agree recording consent and retention. Confirm bookings, inspect summaries and update the role with reviewed feedback.

Your business. Your written proposal.

Book a working session to turn this framework into a client-specific scope and quote. This deck is not a binding offer.

Business brief

Company, workflow owner, service area, current tools, workload and desired outcome.

Acceptance plan

Test cases, success measures, training, escalation owners and go-live sign-off.

Selected solution

Tier, named SAM roles, responsibilities, knowledge sources, connected channels and approval matrix.

Commercial schedule

Your proposal covers included sam roles and users, setup and training, enabled modules, support arrangements, model and media usage, voice minutes, messaging and email, telephone numbers, storage and retention, agreed service levels.